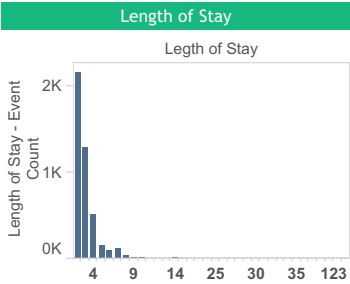
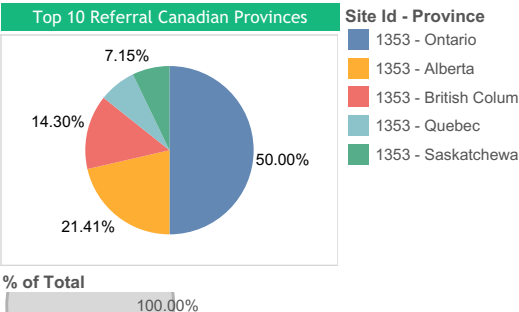
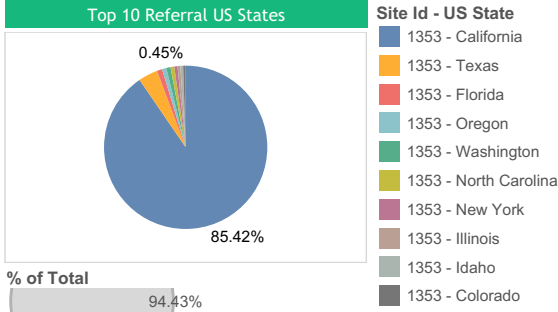
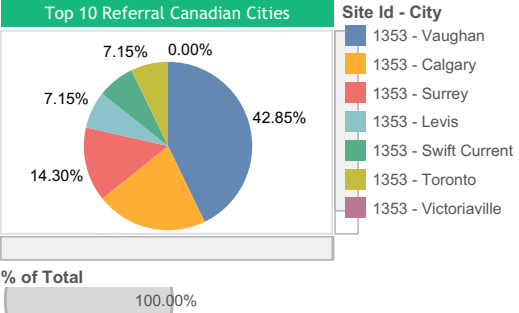
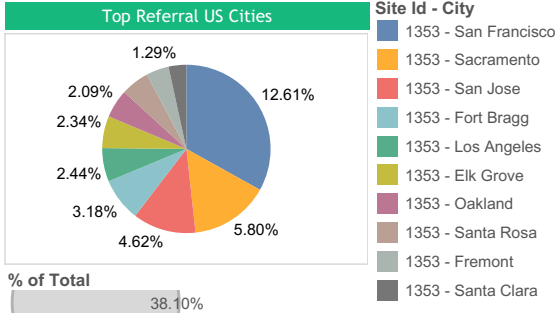


# Performance Summary

A breakdown of search, referral and conversion data for the given timeframe.

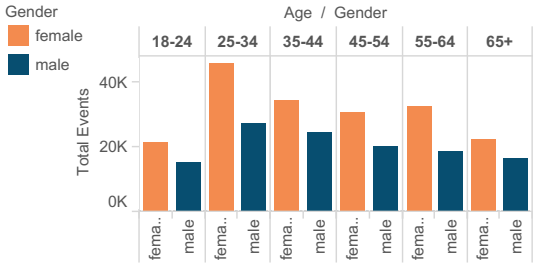
Avg. Cost Per Referral	\$0.51	
Avg. Referrals Per Booking	39.62	
Referral to Booking CVR	2.52%	
Est Avg Cost Per Booking	\$20.15	
Est Avg Booking Amount	\$422.22	
Cost Per Reservation	4.8%	
Searches	1,840	
Search to Referral Ratio	81.68%	
Total Referrals	1,503	
Est Bookings	38	
Est Total Spend	\$764	
Est Booking Revenue	\$16,044.50	
Est ROI	20.0	2000%
	Searches	Referrals
Avg Advance Stay in Days	61.02	59.87
Avg. Length of Stay in Days	3.58	2.43
Avg. Daily Rate	\$237.06	\$173.45

Start Date: 1/1/2022 | End Date: 1/31/2022 | Site: visitmendocino.com | Lodging Categories: All

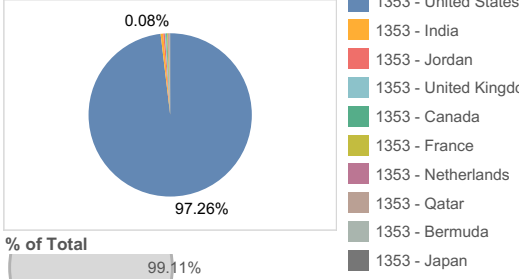


### Days in Advance

### Gender and Age



### Top 10 Referral Countries



Of the 258 properties that are listed and have live rates and availability, 8 properties with live rates and availability have conversion tracking.

# Search and Add-On Summary

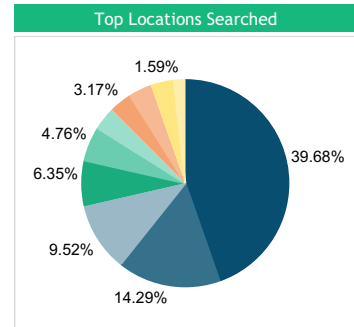
A further analysis of searches and referral data from additional engines.

Start Date  
1/1/2022

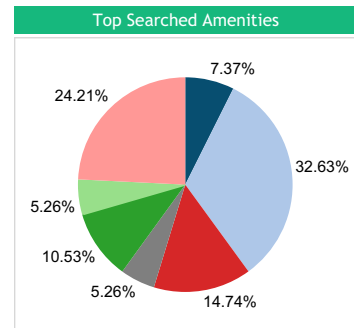
End Date  
1/31/2022

Site  
visitmendocino.com

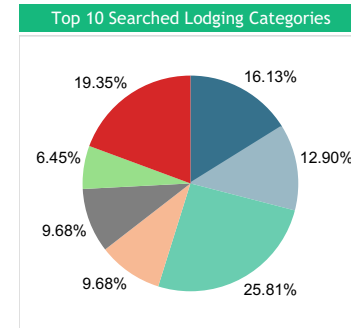
Searches	1,840	
Widget Loads*	Total 124,957	Unique 106,666
Widget Load to Search Ratio	1.47%	1.73%
Google Analytics***		
Est. Visitors	58,990	
Est. Widget Loads per Visitors	2.1	
Est. Visitor to Search Ratio	3.12%	
Re-Searches****	1	
Specials/Offers/Packages Referrals	<input type="text"/>	
Restaurant Referrals	<input type="text"/>	
Activities/Event Referrals	<input type="text"/>	
Venue Referrals	<input type="text"/>	
TrustYou Review Clicks	<input type="text"/>	
Tripadvisor Review Clicks	<input type="text"/>	
Planat Rating Clicks	<input type="text"/>	
GreenKey Clicks	<input type="text"/>	
Good Housekeeping Clicks	<input type="text"/>	
Click to Call	4	



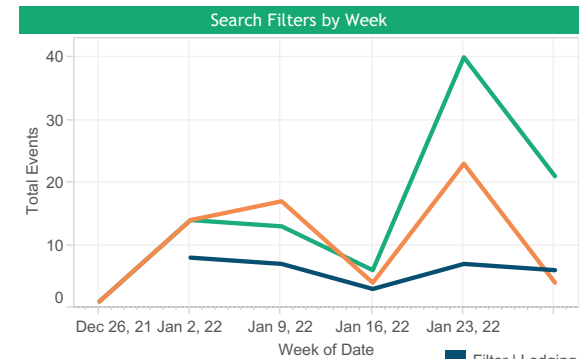
- Site Id - City**
- 1353 - Mendocino
  - 1353 - Fort Bragg
  - 1353 - Navarro
  - 1353 - Gualala
  - 1353 - Little River
  - 1353 - ALL\_LOCATIONS
  - 1353 - Covelo
  - 1353 - Leggett
  - 1353 - Philo
  - 1353 - Albion



- Top Searched Amenities**
- Swimming Pool
  - Pet Friendly
  - Wi-Fi
  - Breakfast Included
  - Spa
  - Room Service
  - Ocean View



- Top 10 Searched Lodging Categories**
- All Lodging
  - Hotels & Motels
  - Vacation Rentals
  - Resorts
  - RV & Campgrounds
  - Farm Stays
  - Inns and Bed & Breakfasts



- Search Filters by Week**
- Filter | Lodging Type
  - Filter | Location
  - Filter | Amenities

\*Total Widget Loads is the number of times a widget appears on a site. Unique Widget Load is the total number of unique events (widget load) per session within the given date range. A session is a group of interactions that take place on a website within a given time frame. By default, a session expires after 30 minutes of inactivity, at midnight or when there is a campaign change.

\*\*\*Data collected through Google Analytics trackers placed on the widget and results page.

\*\*\*\*Re-searches are all searches following the initial search.



## Destination Benchmark - Search and Referral

A comparison of searches and referrals for a given comp set.

Comparison Site Ids  
[1353|1763|334|961]

