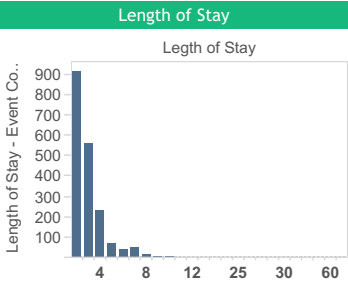
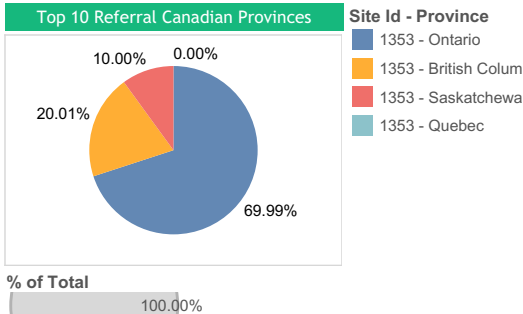
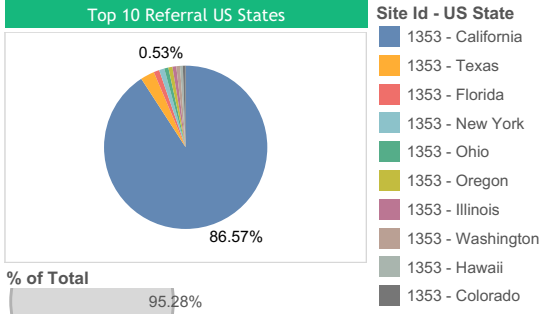
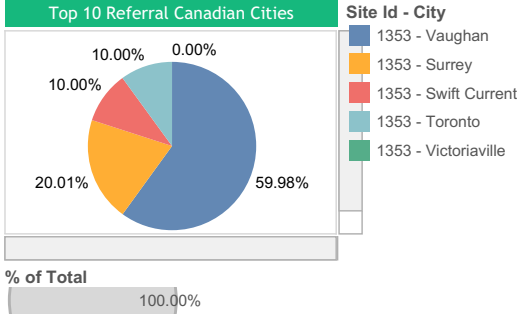
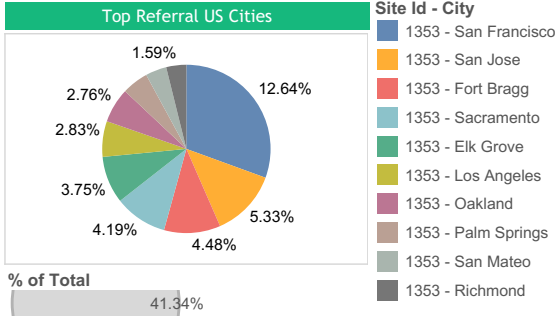


Performance Summary

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

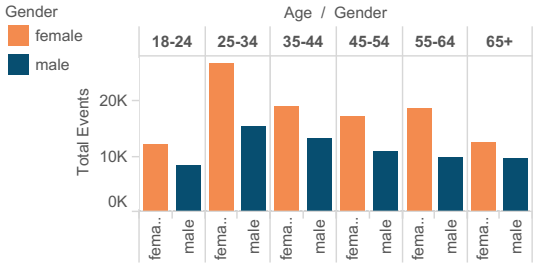
Start Date: 7/1/2021 | End Date: 7/31/2021 | Site: visitmendocino.com | Lodging Categories: All

Avg. Cost Per Referral	\$0.33
Avg. Referrals Per Booking	36.79
Referral to Booking CVR	2.72%
Est Avg Cost Per Booking	\$12.18
Est Avg Booking Amount	\$396.06
Cost Per Reservation	3.1%
Searches	1,544
Search to Referral Ratio	149.48%
Total Referrals	2,308
Est Bookings	63
Est Total Spend	\$764
Est Booking Revenue	\$24,952.02
Est ROI	31.6 3160%
	Searches Referrals
Avg Advance Stay in Days	35.82 21.31
Avg. Length of Stay in Days	2.87 2.62
Avg. Daily Rate	\$249.58 \$151.34

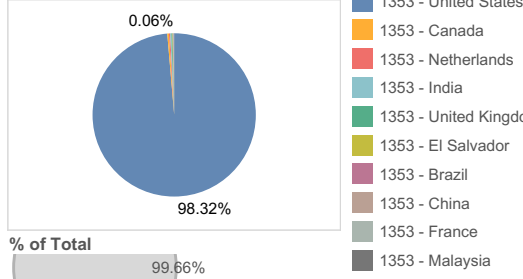


Days in Advance

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

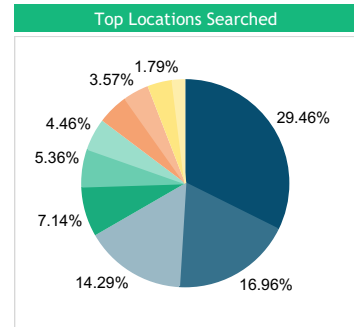
A further analysis of searches and referral data from additional engines.

Start Date
7/1/2021

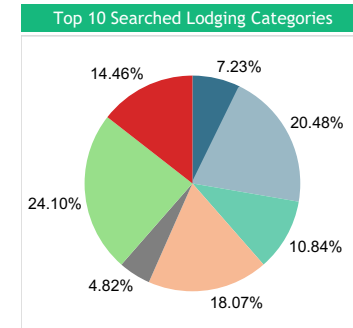
End Date
7/31/2021

Site
visitmendocino.com

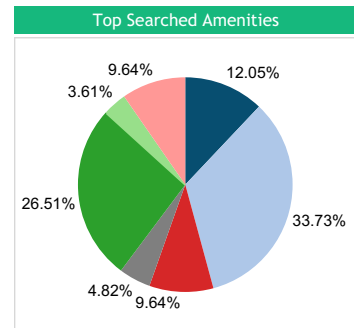
Searches	1,544	
Widget Loads*	Total 129,058	Unique 108,240
Widget Load to Search Ratio	1.20%	1.43%
Google Analytics***		
Est. Visitors	63,254	
Est. Widget Loads per Visitors	2.0	
Est. Visitor to Search Ratio	2.44%	
Re-Searches****	2	
Specials/Offers/Packages Referrals	<input type="text"/>	
Restaurant 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	16	



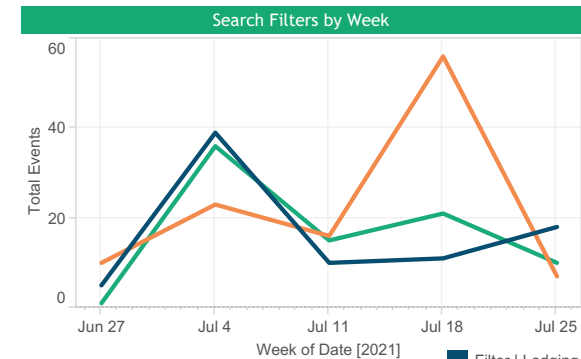
- Site Id - City**
- 1353 - Mendocino
 - 1353 - Fort Bragg
 - 1353 - Little River
 - 1353 - ALL_LOCATIONS
 - 1353 - Albion
 - 1353 - Caspar
 - 1353 - Elk
 - 1353 - Gualala
 - 1353 - Point Arena
 - 1353 - Boonville



- All Lodging
- Hotels & Motels
- Vacation Rentals
- Resorts
- RV & Campgrounds
- Inns and Bed & Breakfasts
- Farm Stays



- Swimming Pool
- Pet Friendly
- Wi-Fi
- Breakfast Included
- Ocean View
- Room Service
- Spa



- 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.

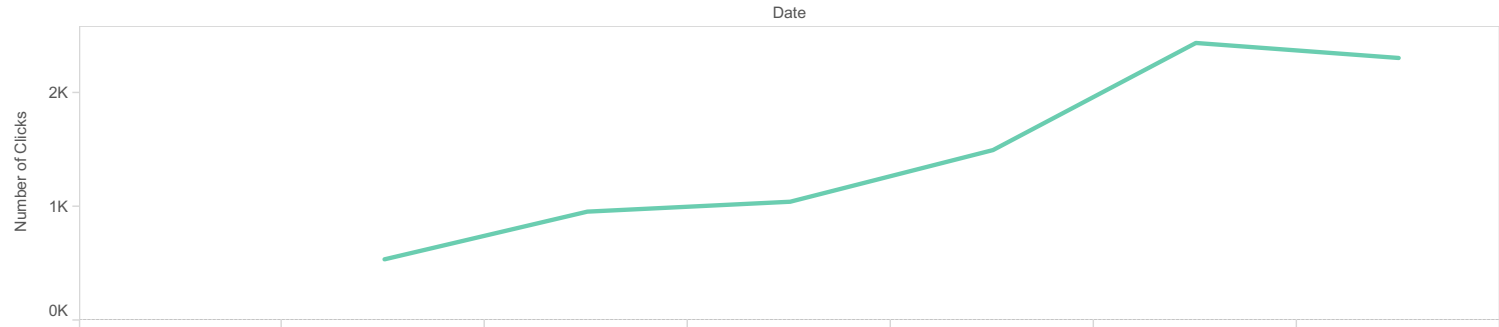
Year-Over-Year Search and Referral Summary

An evaluation of search and referral trends on a year-over-year basis.

Site
visitmendocino.com

2021

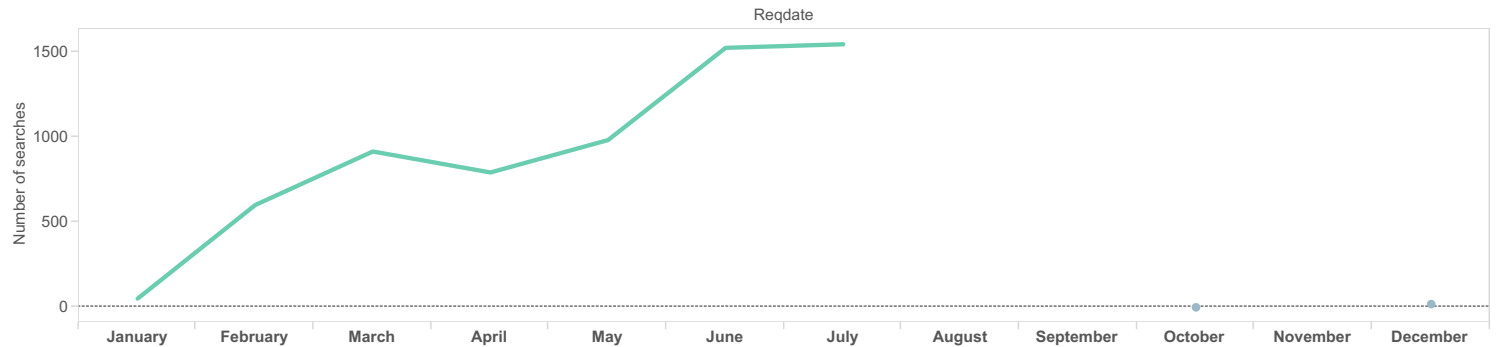
Referrals



2021	539	958	1,045	1,499	2,440	2,308
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2020, Searches
2021, Searches

Searches



2020	52	601	915	792	982	1,523	1,544	1	20
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Destination Benchmark - Search and Referral

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

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

