

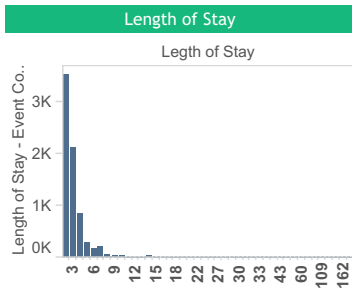
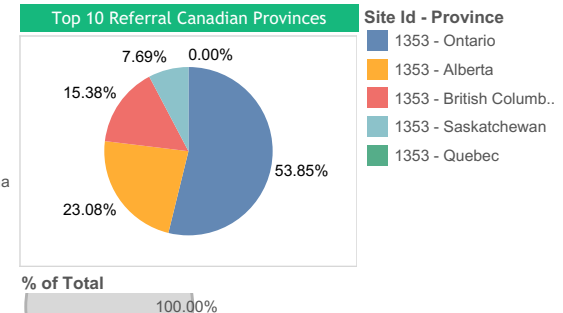
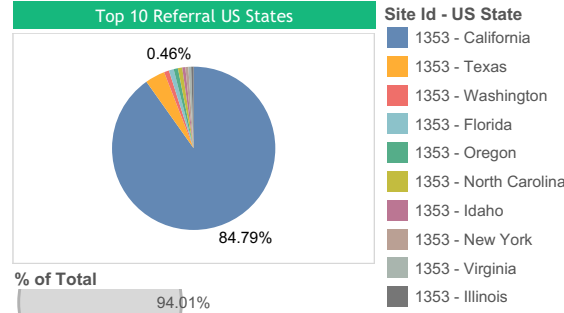
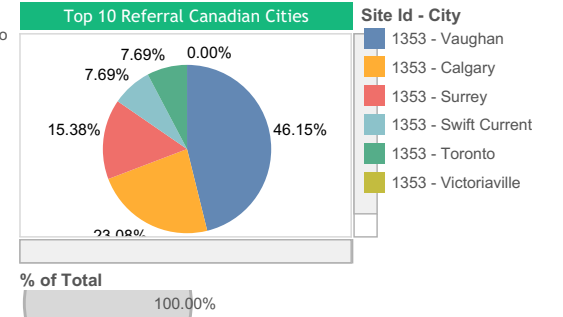
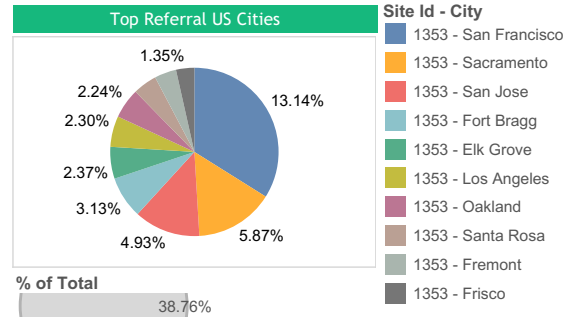
# Performance Summary

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



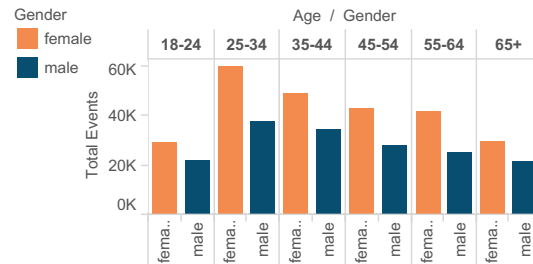
Avg. Cost Per Referral	\$0.36	
Avg. Referrals Per Booking	60.68	
Referral to Booking CVR	1.65%	
Est Avg Cost Per Booking	\$21.77	
Est Avg Booking Amount	\$402.91	
Cost Per Reservation	5.4%	
Searches	2,316	
Search to Referral Ratio	89.03%	
Total Referrals	2,062	
Est Bookings	34	
Est Total Spend	\$740	
Est Booking Revenue	\$13,699.02	
Est ROI	17.5	1750%
	Searches	Referrals
Avg Advance Stay in Days	41.12	29.12
Avg. Length of Stay in Days	3.31	2.68
Avg. Daily Rate	\$247.05	\$150.10

Start Date: 6/1/2022 | End Date: 6/30/2022 | Site: visitmendocino.com | Lodging Categories: All

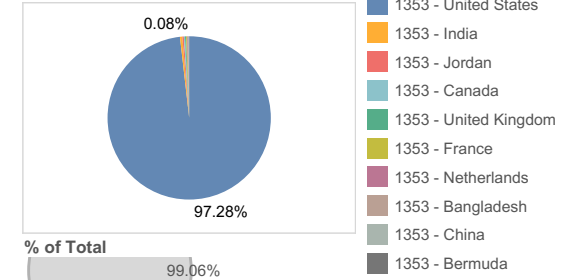


### Days in Advance

### 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

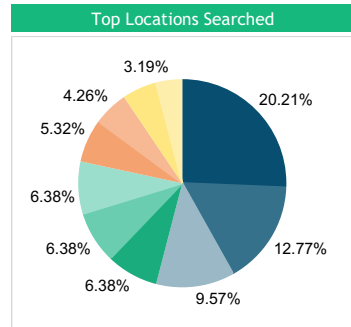
A further analysis of searches and referral data from additional engines.

Start Date  
6/1/2022

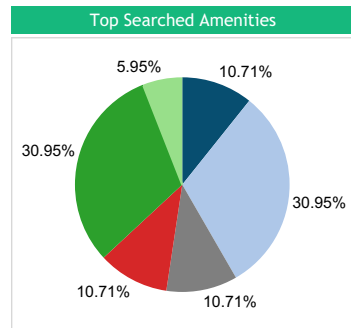
End Date  
6/30/2022

Site  
visitmendocino.com

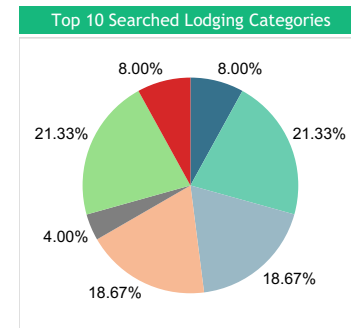
Searches	2,316	
	Total	Unique
Widget Loads*	142,250	123,961
Widget Load to Search Ratio	1.63%	1.87%
	Google Analytics***	
Est. Visitors	57,198	
Est. Widget Loads per Visitors	2.5	
Est. Visitor to Search Ratio	4.05%	
Re-Searches****	11	
Specials/Offers/Packages Referrals		
Restaurant Referrals		
Activities/Event Referrals		
Venue Referrals		
TrustYou Review Clicks		
Tripadvisor Review Clicks		
Planat Rating Clicks		
GreenKey Clicks		
Good Housekeeping Clicks		
Click to Call	7	



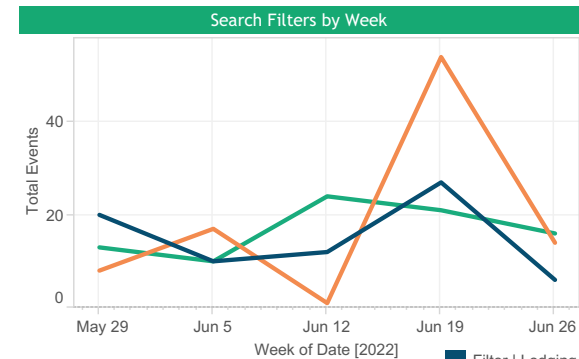
- Site Id - City**
- 1353 - Mendocino
  - 1353 - Fort Bragg
  - 1353 - Albion
  - 1353 - ALL\_LOCATIONS
  - 1353 - Laytonville
  - 1353 - Little River
  - 1353 - Caspar
  - 1353 - Leggett
  - 1353 - Philo
  - 1353 - Gualala



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



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



- 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.

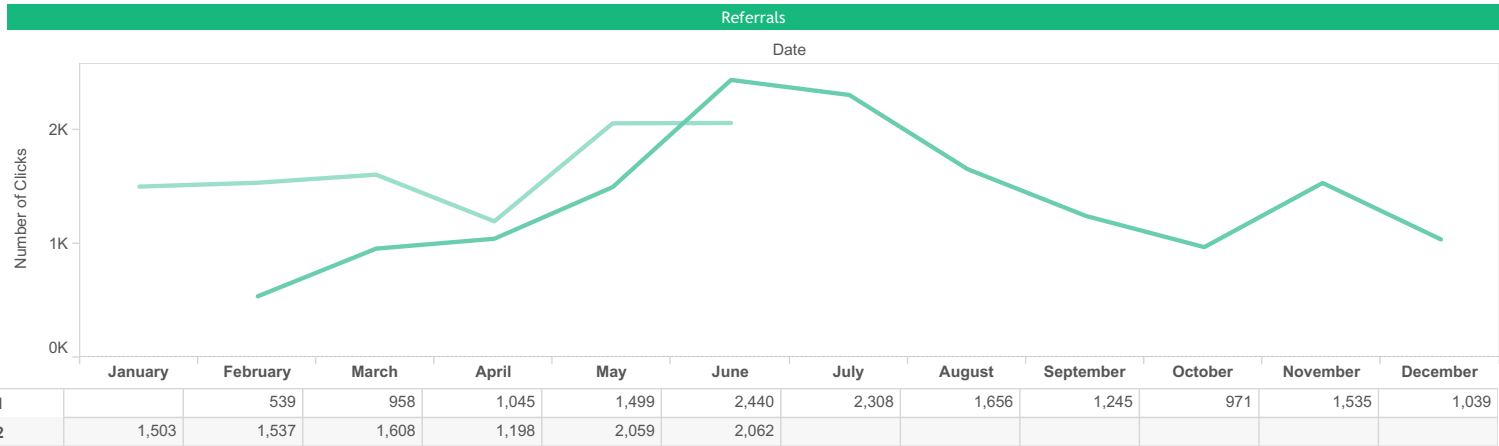
\*\*\*\*Re-searches are all searches following the initial search.

# Year-Over-Year Search and Referral Summary

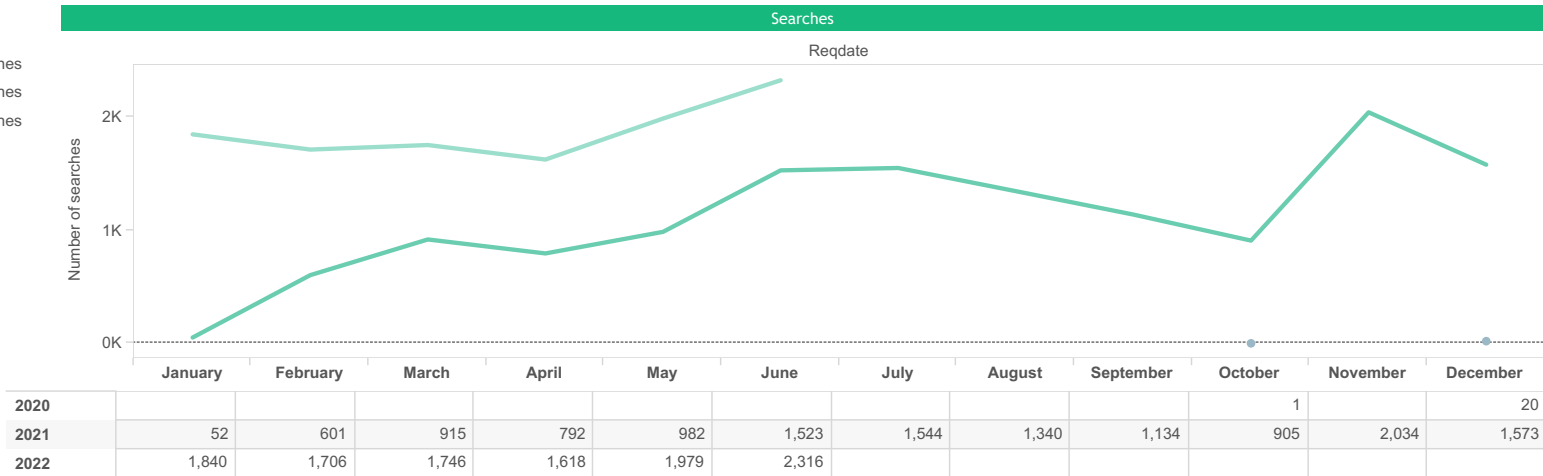
An evaluation of search and referral trends on a year-over-year basis.

Site  
visitmendocino.com

- 2021
- 2022



- 2020, Searches
- 2021, Searches
- 2022, Searches



## Destination Benchmark - Search and Referral

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

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

