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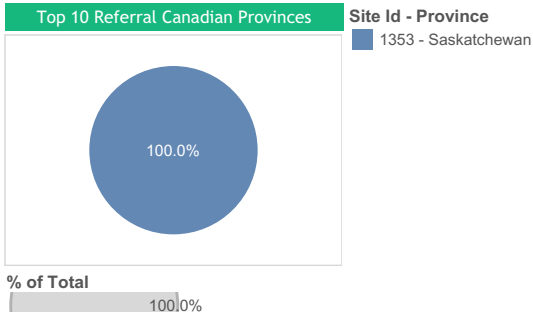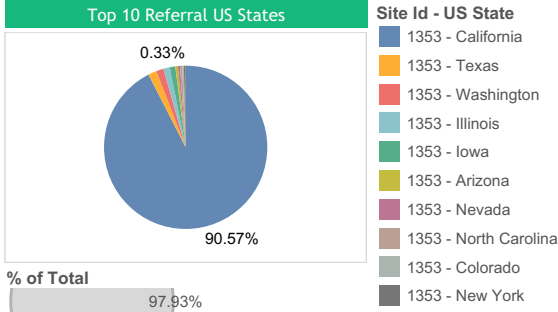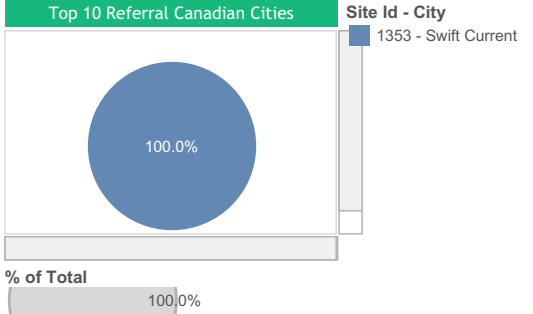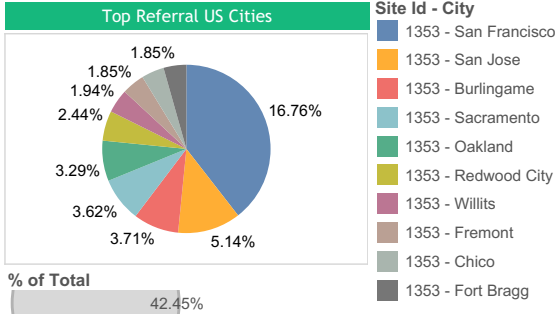
A breakdown of search, referral and conversion data for the given timeframe.

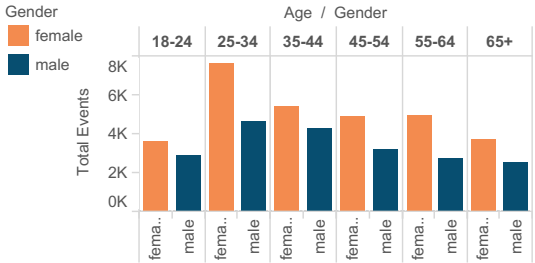|	
Avg. Cost Per Referral	$0.80
Avg. Referrals Per Booking	43.10
Referral to Booking CVR	2.32%
Est Avg Cost Per Booking	$34.39
Est Avg Booking Amount	$184.74
Cost Per Reservation	18.8%
Searches	915
Search to Referral Ratio	104.70%
Total Referrals	958
Est Bookings	22
Est Total Spend	$764
Est Booking Revenue	$4,064.21
Est ROI	4.3	430%

	Searches	Referrals
Avg Advance Stay in Days	41.79	19.13
Avg. Length of Stay in Days	2.92	2.42
Avg. Daily Rate	$177.62	$76.30

Start Date 3/1/2021

End Date 3/31/2021

Site visitmendocino.com

Lodging Categories All

Top Referral US Cities

Site Id - City
- 1353 - San Francisco
- 1353 - San Jose
- 1353 - Burlingame
- 1353 - Sacramento
- 1353 - Oakland
- 1353 - Redwood City
- 1353 - Willits
- 1353 - Fremont
- 1353 - Chico
- 1353 - Fort Bragg

16.76%, 5.14%, 3.71%, 3.62%, 3.29%, 2.44%, 1.94%, 1.85%, 1.85%

% of Total 42.45%

Top 10 Referral Canadian Cities

Site Id - City
- 1353 - Swift Current

100.0%

% of Total 100.0%

Top 10 Referral US States

Site Id - US State
- 1353 - California
- 1353 - Texas
- 1353 - Washington
- 1353 - Illinois
- 1353 - Iowa
- 1353 - Arizona
- 1353 - Nevada
- 1353 - North Carolina
- 1353 - Colorado
- 1353 - New York

90.57%, 0.33%

% of Total 97.93%

Top 10 Referral Canadian Provinces

Site Id - Province
- 1353 - Saskatchewan

100.0%

% of Total 100.0%

Length of Stay

Legth of Stay

Days in Advance

Gender and Age

Gender
- female
- male

Age / Gender

18-24, 25-34, 35-44, 45-54, 55-64, 65+

Top 10 Referral Countries

Site Id - Country
- 1353 - United States
- 1353 - India
- 1353 - Brazil
- 1353 - Canada
- 1353 - Netherlands
- 1353 - South Korea
- 1353 - Bolivia
- 1353 - Morocco
- 1353 - United Kingdom

98.94%, 0.08%, 0.00%

% of Total 100.00%
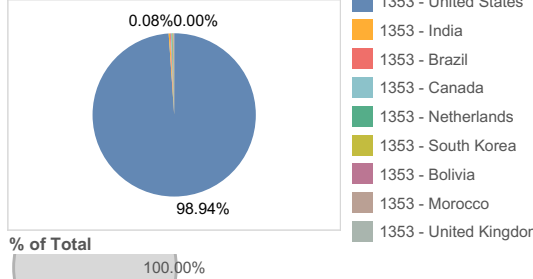
Of the 251 properties that are listed have live rates and availability. 8 of the total properties listed have conversion tracking and the properties with live rates and availability have conversion tracking.

Search and Add-On Summary

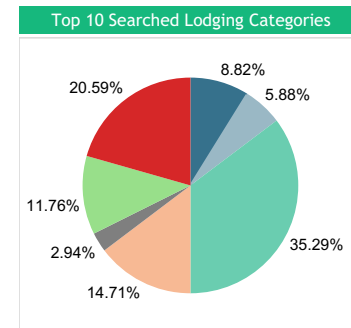A further analysis of searches and referral data from additional engines.

INSIGHT ▶▶ DIRECT
powered by simpleview▲

Start Date	**End Date**	**Site**
3/1/2021	3/31/2021	visitmendocino.com

Searches		915

	Total	Unique
Widget Loads*	118,226	101,534
Widget Load to Search Ratio	0.77%	0.90%

	Google Analytics***
Est. Visitors	61,468
Est. Widget Loads per Visitors	1.9
Est. Visitor to Search Ratio	1.49%
Re-Searches****	

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	2

Top Locations Searched
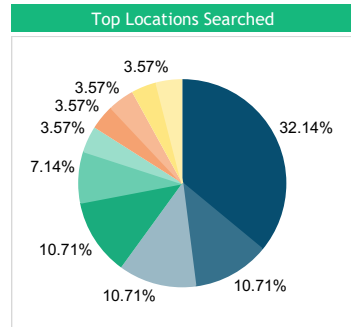
Site Id - City
- 1353 - Fort Bragg — 32.14%
- 1353 - ALL_LOCATIONS — 10.71%
- 1353 - Little River — 10.71%
- 1353 - Mendocino — 10.71%
- 1353 - Manchester — 7.14%
- 1353 - Boonville — 3.57%
- 1353 - Gualala — 3.57%
- 1353 - Hopland — 3.57%
- 1353 - Leggett — 3.57%
- 1353 - Philo

Top 10 Searched Lodging Categories

- All Lodging — 8.82%
- Hotels & Motels — 5.88%
- Vacation Rentals — 35.29%
- Resorts — 14.71%
- RV & Campgrounds — 2.94%
- Inns and Bed & Breakfasts — 11.76%
- Farm Stays — 20.59%

Top Searched Amenities

- Swimming Pool — 7.32%
- Pet Friendly — 53.66%
- Wi-Fi — 12.20%
- Breakfast Included — 2.44%
- Ocean View — 14.63%
- Spa — 9.76%

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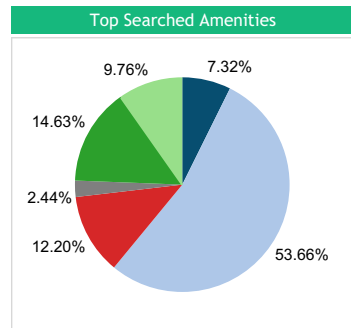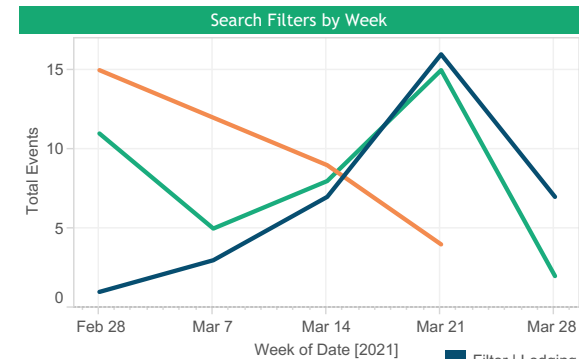
- Filter | Lodging Type
- Filter | Location
- Filter | Amenities

*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.

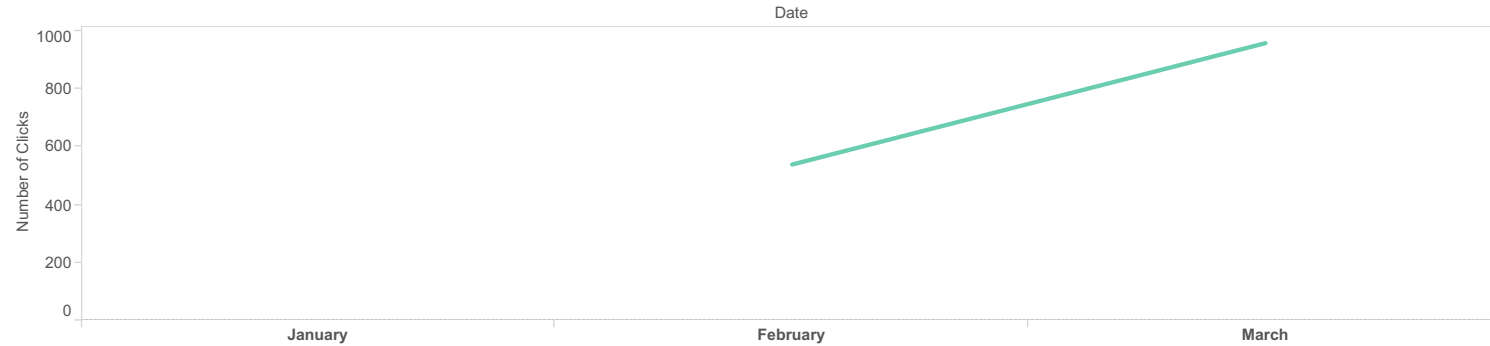****Re-searches are all searches following the initial search.

Year-Over-Year Search and Referral Summary

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

Site
visitmendocino.com

Referrals

■ 2021

Date

	January	February	March
2021		539	958

Searches

■ 2020, Searches
■ 2021, Searches

Reqdate

	January	February	March	April	May	June	July	August	September	October	November	December
2020										1		20
2021	52	601	915									

Destination Benchmark - Search and Referral

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

INSIGHT ▶▶ DIRECT

powered by simpleview▲

Referrals History

visitmendocino.com

	February 2021	March 2021
visitmendocino..	539	958

Searches History

visitmendocino.com

	October 2020	December 2020	January 2021	February 2021	March 2021
visitmendocino..	1	20	52	601	915