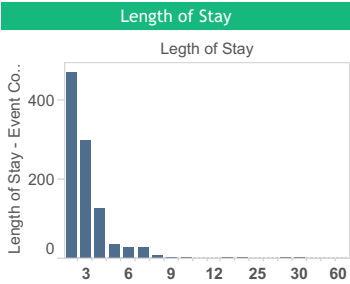
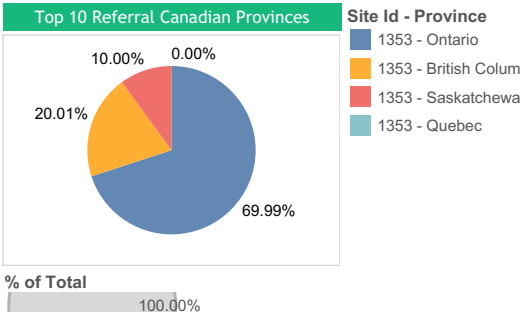
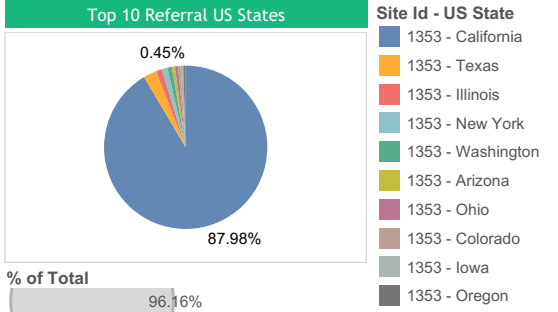
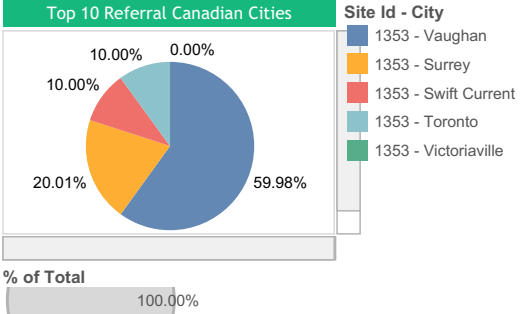
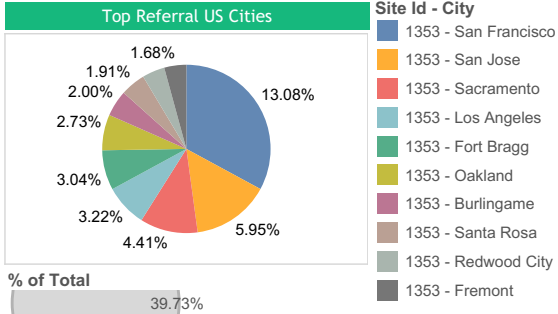


Performance Summary

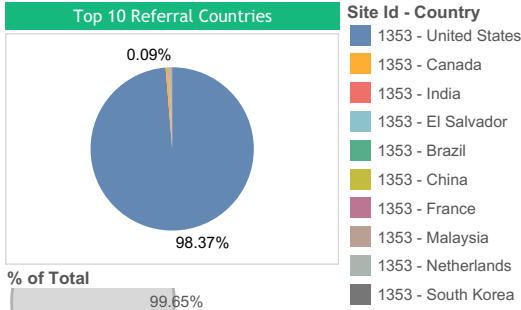
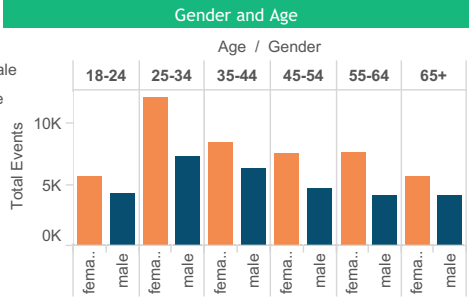
A breakdown of search, referral and conversion data for the given timeframe.

Avg. Cost Per Referral	\$0.51	
Avg. Referrals Per Booking	27.68	
Referral to Booking CVR	3.61%	
Est Avg Cost Per Booking	\$14.13	
Est Avg Booking Amount	\$416.72	
Cost Per Reservation	3.4%	
Searches	978	
Search to Referral Ratio	153.07%	
Total Referrals	1,497	
Est Bookings	54	
Est Total Spend	\$764	
Est Booking Revenue	\$22,503.12	
Est ROI	28.4	2840%
	Searches	Referrals
Avg Advance Stay in Days	45.33	27.74
Avg. Length of Stay in Days	3.46	2.73
Avg. Daily Rate	\$217.51	\$152.52

Start Date 5/1/2021 End Date 5/31/2021 Site visitmendocino.com Lodging Categories All



Days in Advance



Of the 251 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

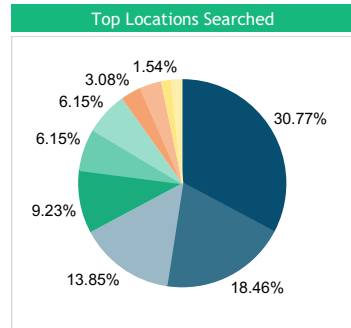
A further analysis of searches and referral data from additional engines.

Start Date
5/1/2021

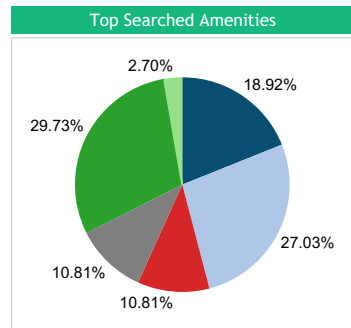
End Date
5/31/2021

Site
visitmendocino.com

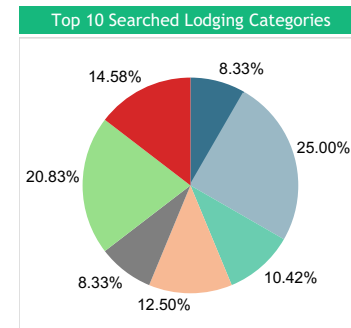
Searches	978	
Widget Loads*	Total 112,807	Unique 96,177
Widget Load to Search Ratio	0.87%	1.02%
Google Analytics***		
Est. Visitors	59,320	
Est. Widget Loads per Visitors	1.9	
Est. Visitor to Search Ratio	1.65%	
Re-Searches****	1	
Specials/Offers/Packages Referrals	<input type="text"/>	
Restaurant Referrals	<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	15	



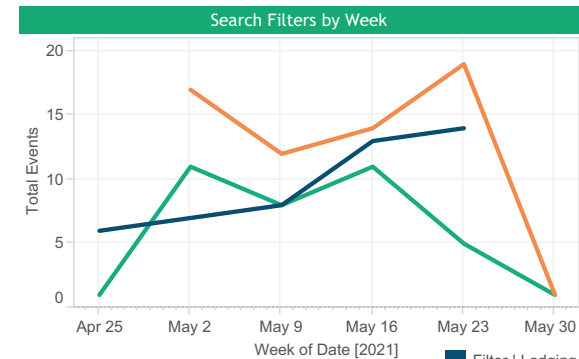
- Site Id - City**
- 1353 - Fort Bragg
 - 1353 - Mendocino
 - 1353 - Little River
 - 1353 - Albion
 - 1353 - Caspar
 - 1353 - Cleone
 - 1353 - Manchester
 - 1353 - Ukiah
 - 1353 - Anchor Bay
 - 1353 - Gualala



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



- Top 10 Searched Lodging Categories**
- All Lodging
 - Hotels & Motels
 - Vacation Rentals
 - 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.

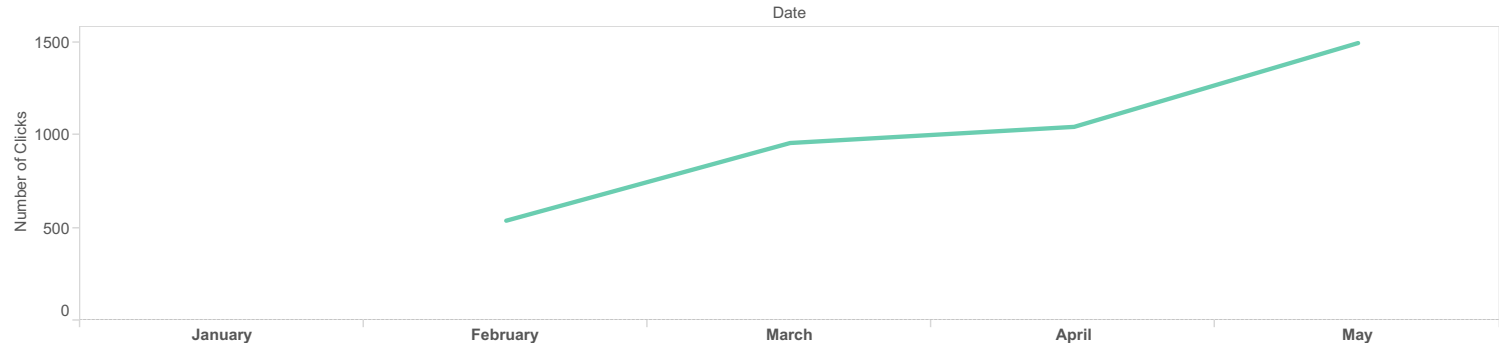
Year-Over-Year Search and Referral Summary

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

Site
visitmendocino.com

2021

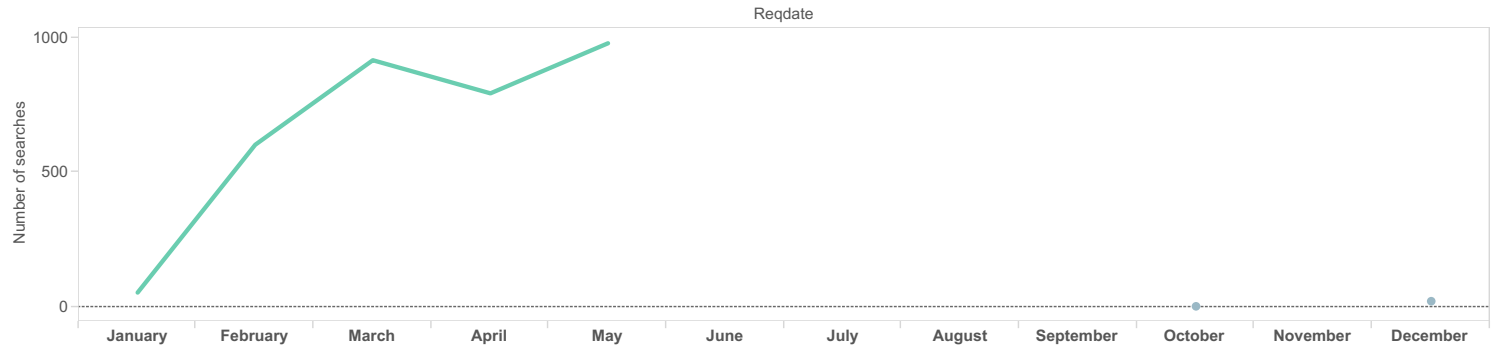
Referrals



2021	January	February	March	April	May
		539	958	1,045	1,497

2020, Searches
2021, Searches

Searches



2020	January	February	March	April	May	June	July	August	September	October	November	December
							792		978		1	20
2021		52	601		915							

Destination Benchmark - Search and Referral

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

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

