

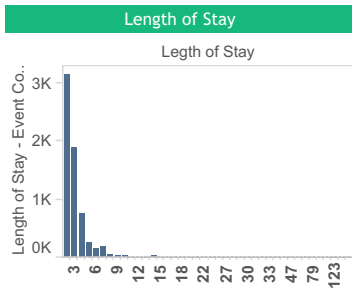
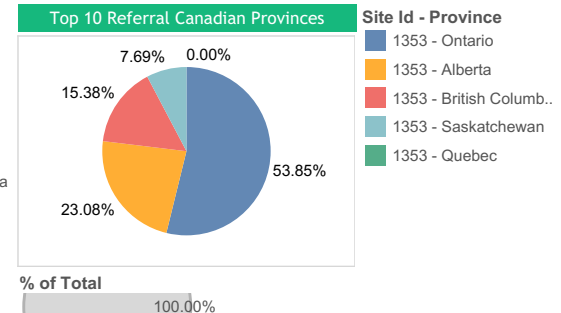
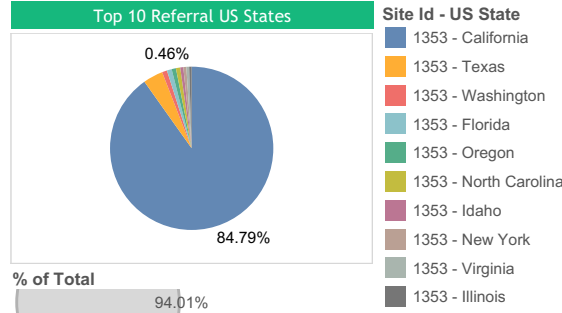
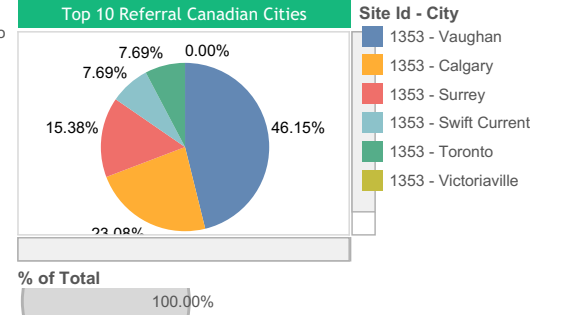
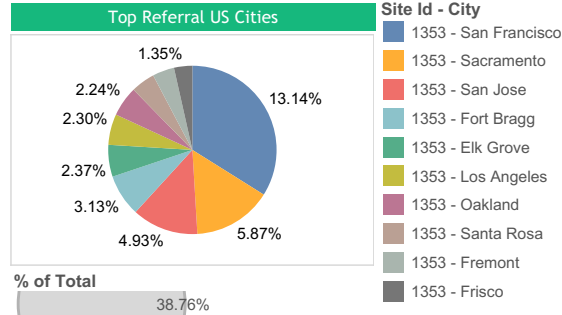
Performance Summary

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



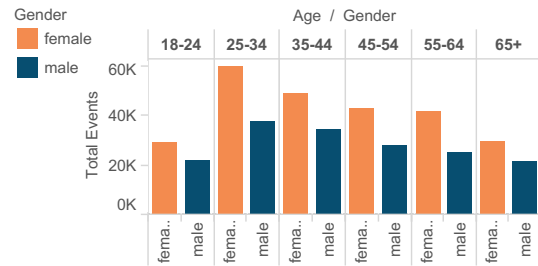
Avg. Cost Per Referral	\$0.37	
Avg. Referrals Per Booking	60.88	
Referral to Booking CVR	1.64%	
Est Avg Cost Per Booking	\$22.60	
Est Avg Booking Amount	\$428.06	
Cost Per Reservation	5.3%	
Searches	1,979	
Search to Referral Ratio	104.04%	
Total Referrals	2,059	
Est Bookings	34	
Est Total Spend	\$764	
Est Booking Revenue	\$14,554.07	
Est ROI	18.0	1800%
	Searches	Referrals
Avg Advance Stay in Days	50.19	34.90
Avg. Length of Stay in Days	3.29	2.57
Avg. Daily Rate	\$249.02	\$166.36

Start Date: 5/1/2022 | End Date: 5/31/2022 | Site: visitmendocino.com | Lodging Categories: All

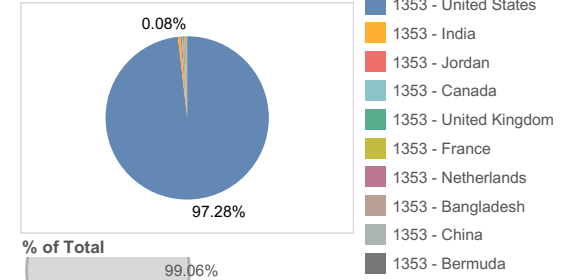


Days in Advance

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.