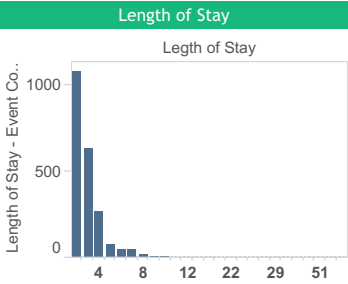
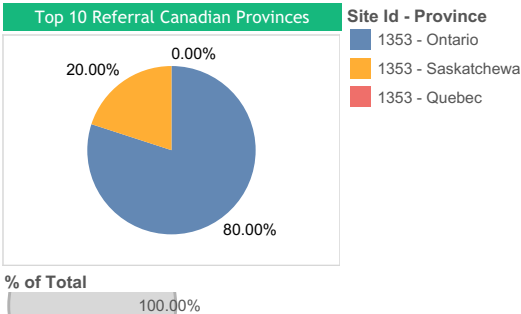
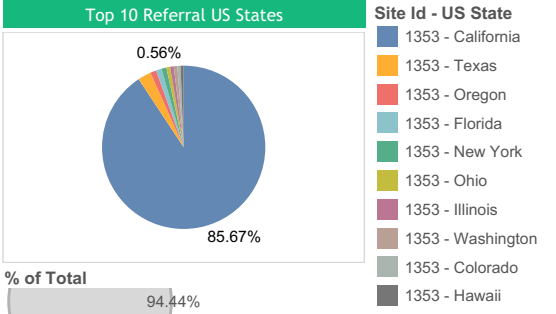
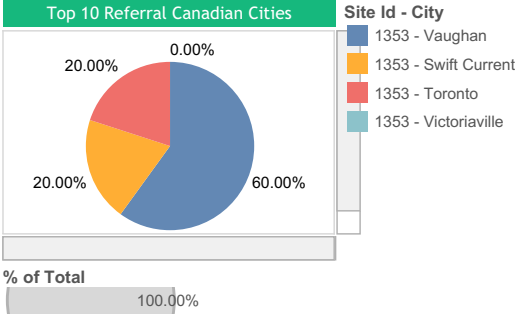
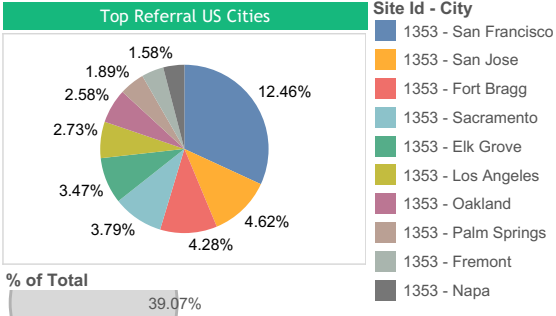


Performance Summary

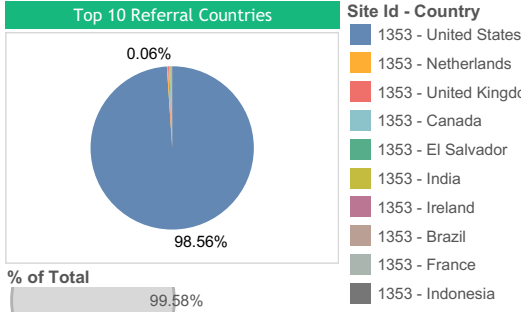
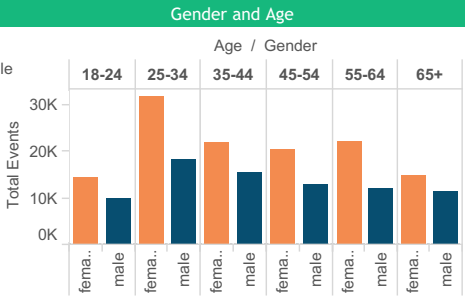
A breakdown of search, referral and conversion data for the given timeframe.

Start Date: 8/1/2021, End Date: 8/31/2021, Site: visitmendocino.com, Lodging Categories: All

Avg. Cost Per Referral	\$0.46	
Avg. Referrals Per Booking	32.39	
Referral to Booking CVR	3.09%	
Est Avg Cost Per Booking	\$14.95	
Est Avg Booking Amount	\$369.06	
Cost Per Reservation	4.1%	
Searches	1,340	
Search to Referral Ratio	123.58%	
Total Referrals	1,656	
Est Bookings	51	
Est Total Spend	\$764	
Est Booking Revenue	\$18,821.94	
Est ROI	23.6	2360%
	Searches	Referrals
Avg Advance Stay in Days	34.72	28.77
Avg. Length of Stay in Days	2.98	2.42
Avg. Daily Rate	\$252.16	\$152.68



Days in Advance



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

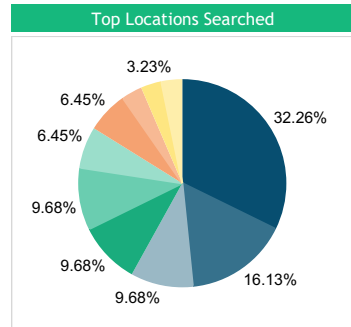
A further analysis of searches and referral data from additional engines.

Start Date
8/1/2021

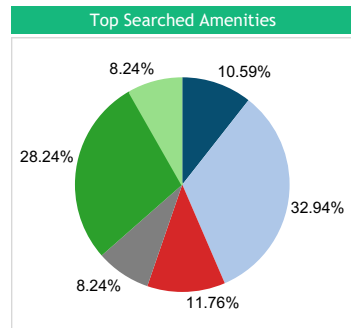
End Date
8/31/2021

Site
visitmendocino.com

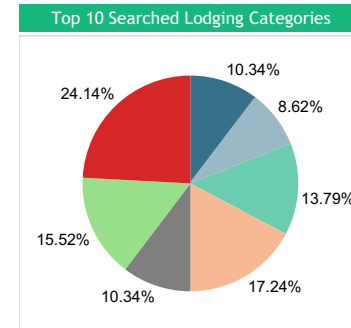
Searches	1,340	
Widget Loads*	Total 116,469	Unique 99,422
Widget Load to Search Ratio	1.15%	1.35%
Est. Visitors	Google Analytics*** 62,778	
Est. Widget Loads per Visitors	1.9	
Est. Visitor to Search Ratio	2.13%	
Re-Searches****	7	
Specials/Offers/Packages Referrals		
Restaurant Referrals		
Activities/Event Referrals		
Venue Referrals		
TrustYou Review Clicks		
Tripadvisor Review Clicks		
Planat Rating Clicks		
GreenKey Clicks		
Good Housekeeping Clicks		
Click to Call	13	



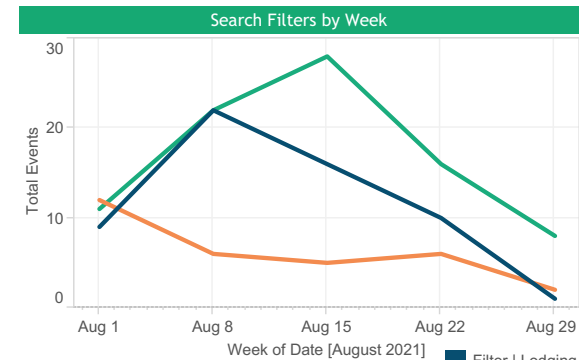
- Site Id - City**
- 1353 - Mendocino
 - 1353 - Little River
 - 1353 - Boonville
 - 1353 - Fort Bragg
 - 1353 - Philo
 - 1353 - Albion
 - 1353 - Navarro
 - 1353 - Caspar
 - 1353 - Redwood Valley
 - 1353 - Yorkville



- 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
 - Farm Stays
 - Inns and Bed & Breakfasts



- 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.

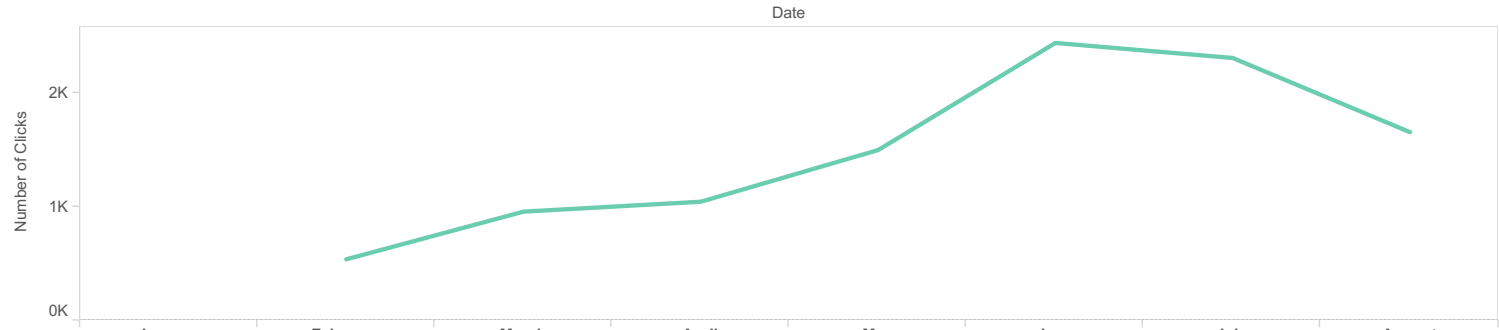
Year-Over-Year Search and Referral Summary

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

Site
visitmendocino.com

2021

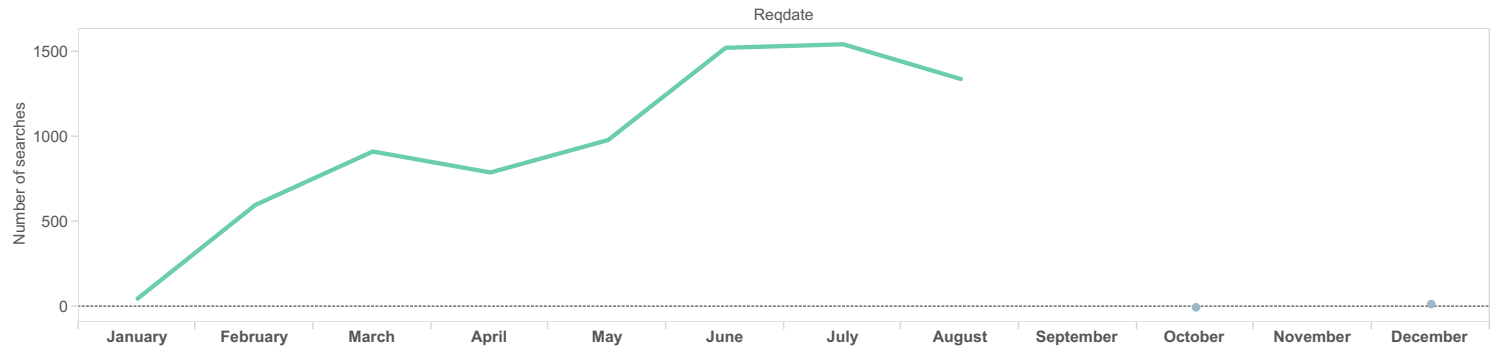
Referrals



2021	539	958	1,045	1,499	2,440	2,308	1,656
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2020, Searches
2021, Searches

Searches



2020	52	601	915	792	982	1,523	1,544	1,340	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]

