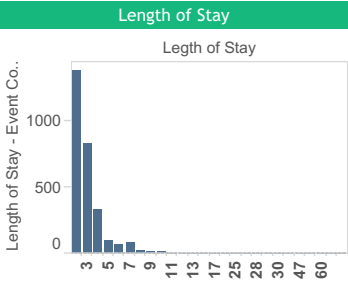
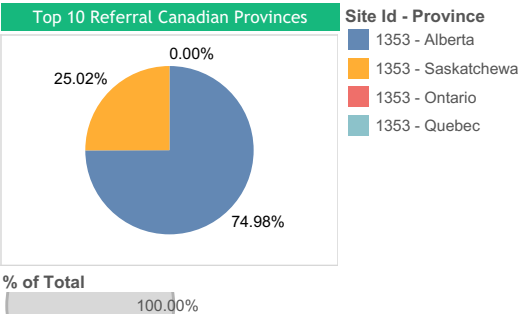
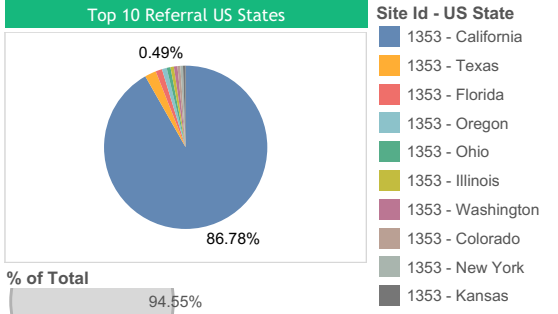
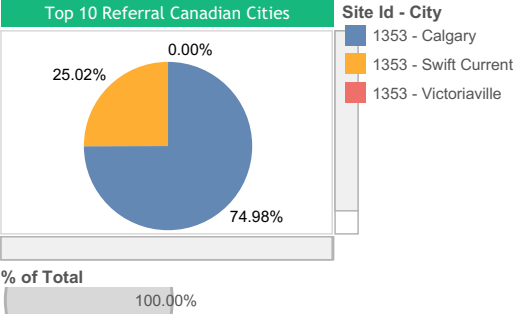
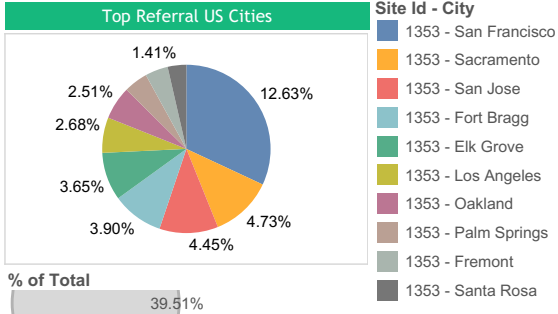


Performance Summary

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

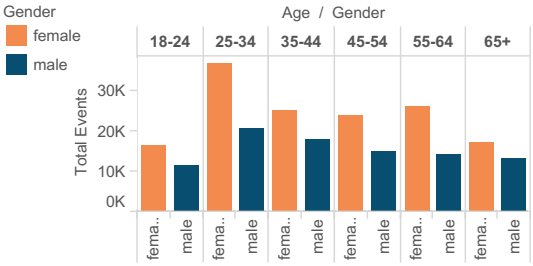
Avg. Cost Per Referral	\$0.79	
Avg. Referrals Per Booking	26.92	
Referral to Booking CVR	3.71%	
Est Avg Cost Per Booking	\$21.19	
Est Avg Booking Amount	\$315.76	
Cost Per Reservation	6.7%	
Searches	905	
Search to Referral Ratio	107.29%	
Total Referrals	971	
Est Bookings	36	
Est Total Spend	\$764	
Est Booking Revenue	\$11,367.26	
Est ROI	13.9	1390%
	Searches	Referrals
Avg Advance Stay in Days	47.34	25.97
Avg. Length of Stay in Days	3.55	2.36
Avg. Daily Rate	\$224.32	\$133.96

Start Date: 10/1/2021 | End Date: 10/31/2021 | Site: visitmendocino.com | Lodging Categories: All

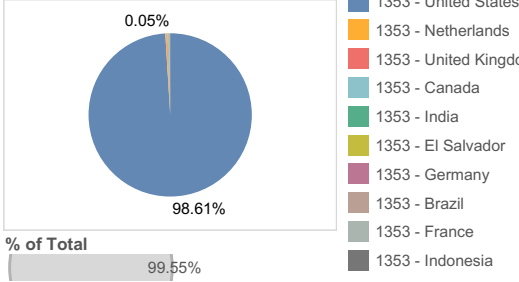


Days in Advance

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

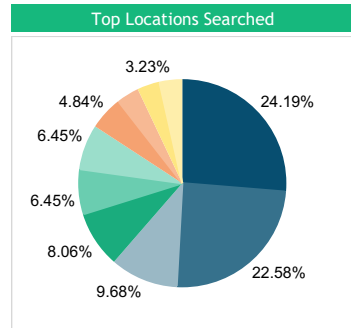
A further analysis of searches and referral data from additional engines.

Start Date
10/1/2021

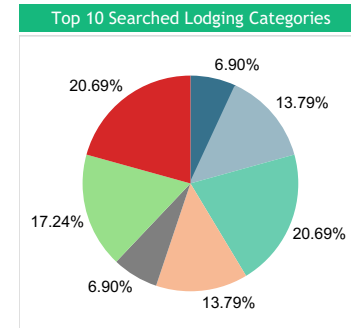
End Date
10/31/2021

Site
visitmendocino.com

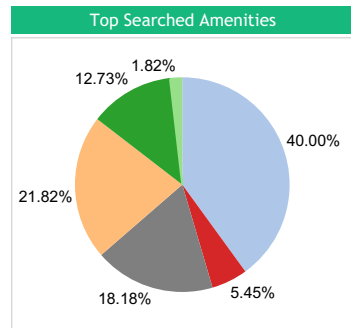
Searches	905	
	Total	Unique
Widget Loads*	83,204	71,604
Widget Load to Search Ratio	1.09%	1.26%
	Google Analytics***	
Est. Visitors	40,110	
Est. Widget Loads per Visitors	2.1	
Est. Visitor to Search Ratio	2.26%	
Re-Searches****	3	
Specials/Offers/Packages Referrals		
Restaurant Referrals		
Activities/Event Referrals		
Venue Referrals		
TrustYou Review Clicks		
Tripadvisor Review Clicks		
Planat Rating Clicks		
GreenKey Clicks		
Good Housekeeping Clicks		
Click to Call	35	



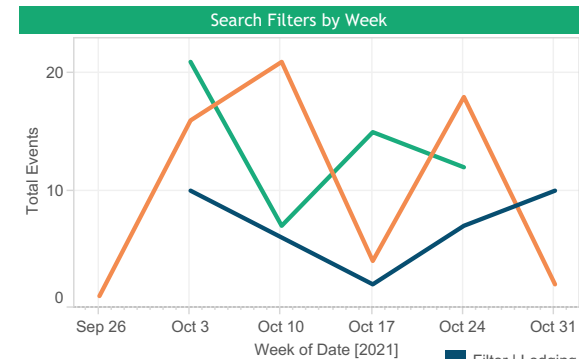
- Site Id - City**
- 1353 - Mendocino
 - 1353 - ALL_LOCATIONS
 - 1353 - Fort Bragg
 - 1353 - Little River
 - 1353 - Boonville
 - 1353 - Philo
 - 1353 - Anchor Bay
 - 1353 - Albion
 - 1353 - Gualala
 - 1353 - Willits



- All Lodging
- Hotels & Motels
- Vacation Rentals
- Resorts
- RV & Campgrounds
- Inns and Bed & Breakfasts
- Farm Stays



- Pet Friendly
- Wi-Fi
- Breakfast Included
- Ocean View
- Spa
- Room Service



- 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.

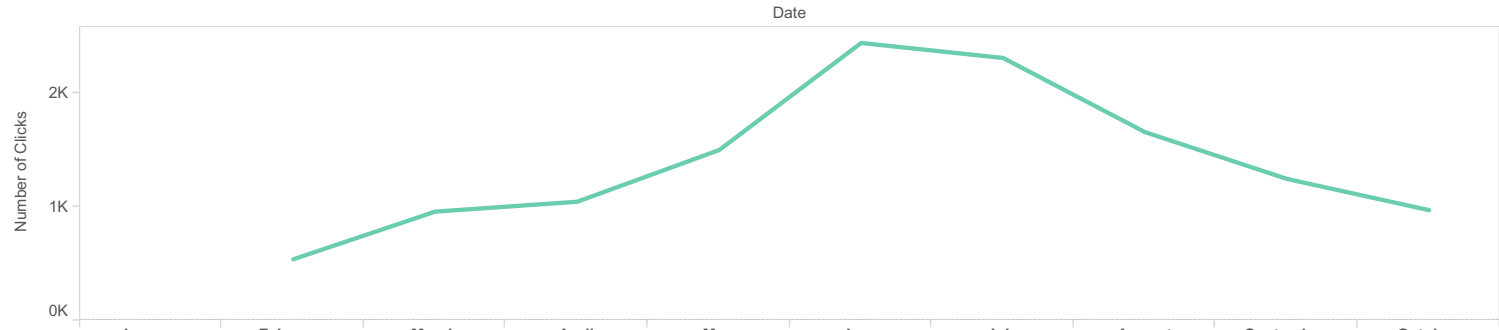
Year-Over-Year Search and Referral Summary

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

Site
visitmendocino.com

2021

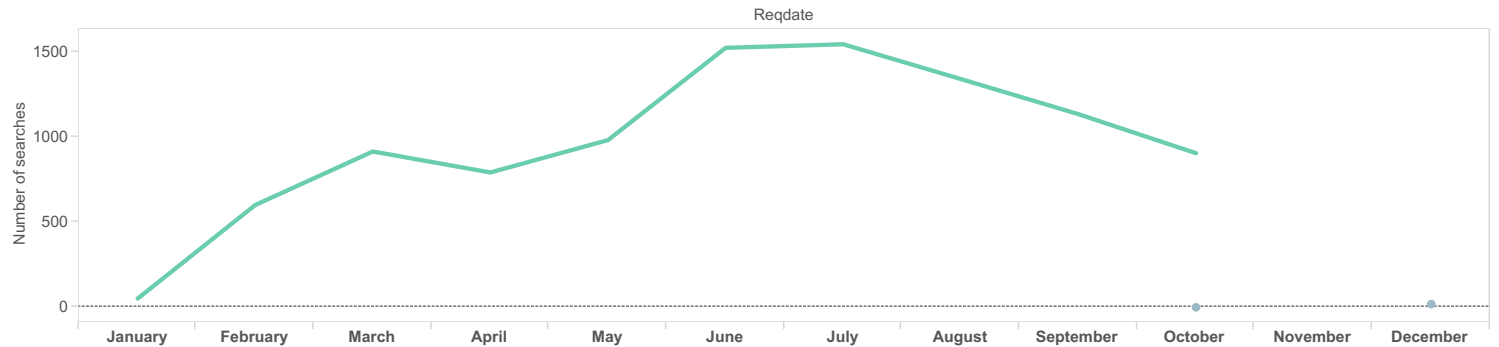
Referrals



2021	January	February	March	April	May	June	July	August	September	October
	539	958	1,045	1,499	2,440	2,308	1,656	1,245	971	971

2020, Searches
2021, Searches

Searches



2020	January	February	March	April	May	June	July	August	September	October	November	December
	52	601	915	792	982	1,523	1,544	1,340	1,134	905	1	20

Destination Benchmark - Search and Referral

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

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

