

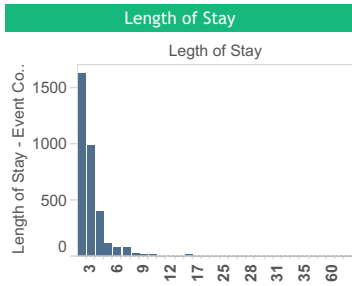
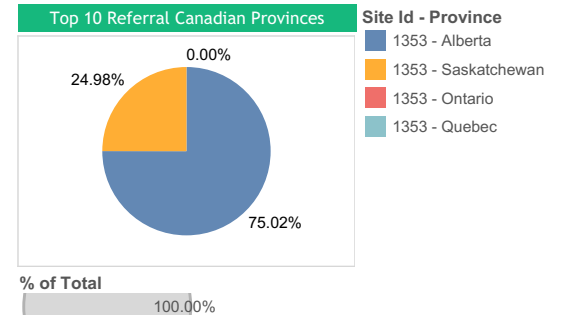
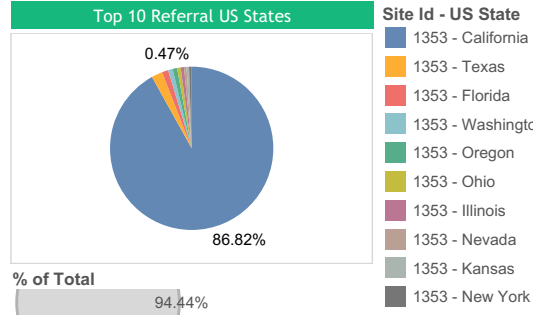
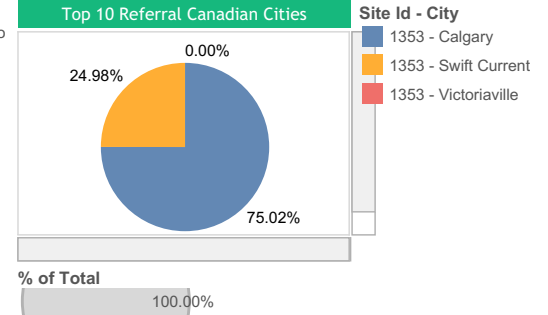
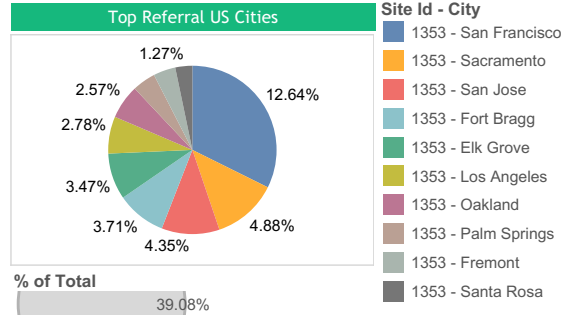
Performance Summary

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



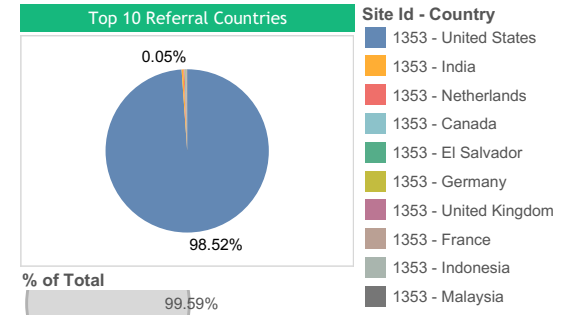
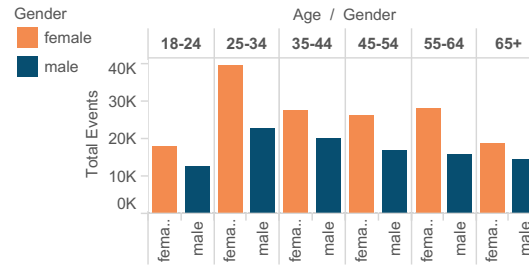
Avg. Cost Per Referral	\$0.86	
Avg. Referrals Per Booking	31.99	
Referral to Booking CVR	3.13%	
Est Avg Cost Per Booking	\$27.42	
Est Avg Booking Amount	\$401.89	
Cost Per Reservation	6.8%	
Searches	1,100	
Search to Referral Ratio	78.45%	
Total Referrals	863	
Est Bookings	27	
Est Total Spend	\$740	
Est Booking Revenue	\$10,851.03	
Est ROI	13.7	1370%
	Searches	Referrals
Avg Advance Stay in Days	51.95	35.31
Avg. Length of Stay in Days	3.41	2.63
Avg. Daily Rate	\$233.06	\$153.02

Start Date: 11/1/2021 | End Date: 11/30/2021 | Site: visitmendocino.com | Lodging Categories: All



Days in Advance

Gender and Age



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

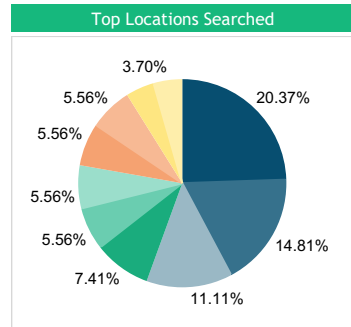
A further analysis of searches and referral data from additional engines.

Start Date
11/1/2021

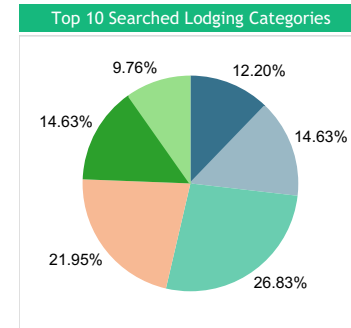
End Date
11/30/2021

Site
visitmendocino.com

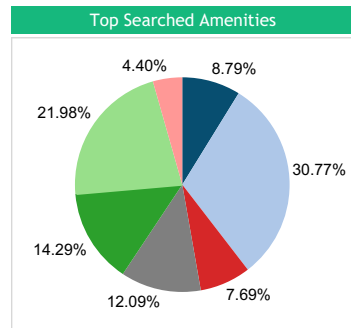
Searches	1,100	
	Total	Unique
Widget Loads*	98,176	72,160
Widget Load to Search Ratio	1.12%	1.52%
	Google Analytics***	
Est. Visitors	36,763	
Est. Widget Loads per Visitors	2.7	
Est. Visitor to Search Ratio	2.99%	
Re-Searches****	9	
Specials/Offers/Packages Referrals		
Restaurant Referrals		
Activities/Event Referrals		
Venue Referrals		
TrustYou Review Clicks		
Tripadvisor Review Clicks		
Planat Rating Clicks		
GreenKey Clicks		
Good Housekeeping Clicks		
Click to Call	3	



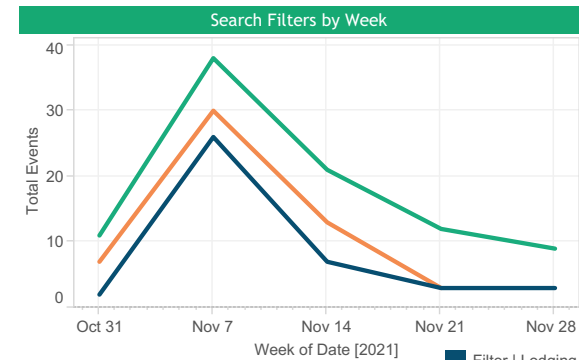
- Site Id - City**
- 1353 - Mendocino
 - 1353 - Fort Bragg
 - 1353 - Albion
 - 1353 - Gualala
 - 1353 - Caspar
 - 1353 - Cleone
 - 1353 - Elk
 - 1353 - Ukiah
 - 1353 - ALL_LOCATIONS
 - 1353 - Little River



- Legend for Lodging Categories:**
- All Lodging
 - Hotels & Motels
 - Vacation Rentals
 - Resorts
 - Inns and Bed & Breakfasts
 - Farm Stays



- Legend for Amenities:**
- Swimming Pool
 - Pet Friendly
 - Wi-Fi
 - Breakfast Included
 - Spa
 - Ocean View
 - Room Service



- Legend for Search Filters:**
- 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.

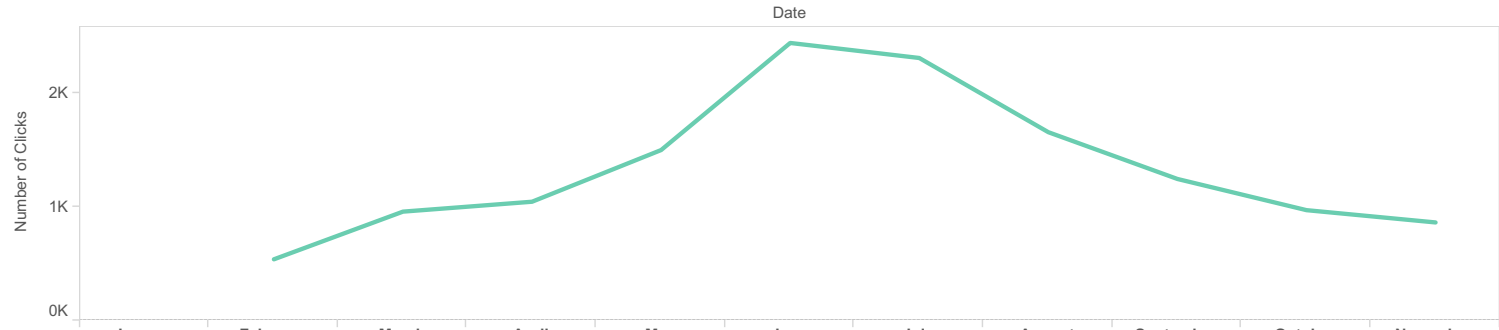
Year-Over-Year Search and Referral Summary

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

Site
visitmendocino.com

2021

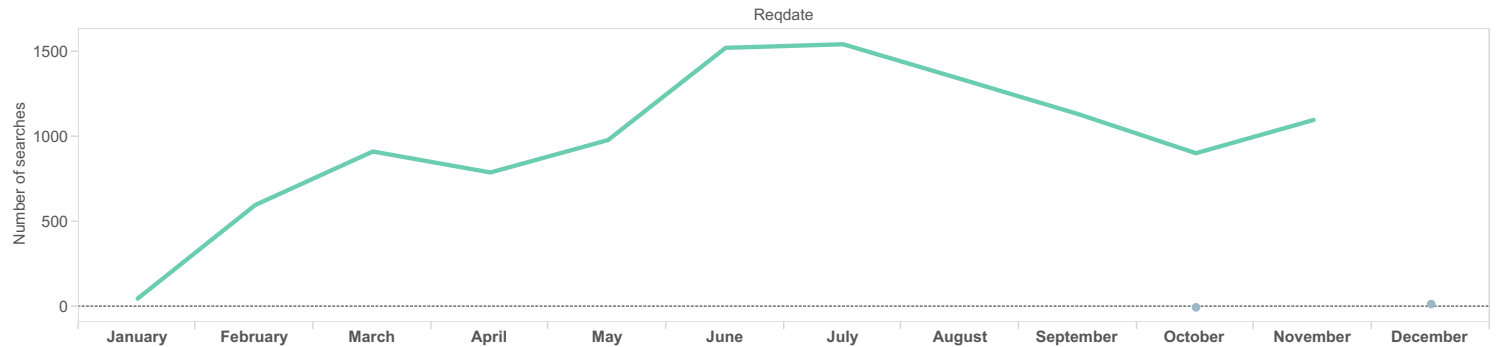
Referrals



2021	January	February	March	April	May	June	July	August	September	October	November
	539	958	1,045	1,499	2,440	2,308	1,656	1,245	971	863	

Searches

2020, Searches
2021, 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	1,100	20

Destination Benchmark - Search and Referral

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

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

