

# Measurement Dashboard

## December 2009

LM = vs. last month | LY = vs. last year | B = vs. baseline



Good



Not Significant



Needs Attention

### ENGAGEMENT

	LM	LY	B
Time on Site: 6.81 <i>Minutes</i>	↑	↑	6.19
Bounce Rate: 31.7% <i>of Home Page</i>	↓	↑	33.2%
Bounce Rate: 39.8% <i>Overall</i>	↓	↑	41.4%

### SIGNALS OF INTENT TO TRAVEL (SITs)

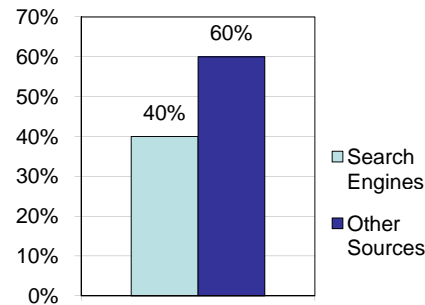
Total conversions  
**12.8%** **21,857**  
of total pg views\* Signals of Intent to Travel

See conversion breakdown below.

### ACTIVITY

	LM	LY
31,889 visits	↑ 7%	↑ 19%
170,273 pg views	↑ 8%	↑ 18%

### SOURCES OF TRAFFIC



Previous Year  
Baseline average  
percentages:

**Search Engines:**  
35%  
**Campaigns:**  
10%  
**Other:**  
55%

### MOST REQUESTED PAGES

- Home: **23,467**
- Nights of Lights/Home: **17,579**
- Nights of Lights/Events: **12,463**
- Lodging: **8,203**
- Getaway Card: **7,863**
- Events Calendar: **6,828**
- About Nights of Lights: **6,563**
- Attractions: **6,062**
- Getaway Card iFrame: **5,723**
- Events & Festivals: **5,721**

### CAMPAIGN RESPONSE

2  
New Responses

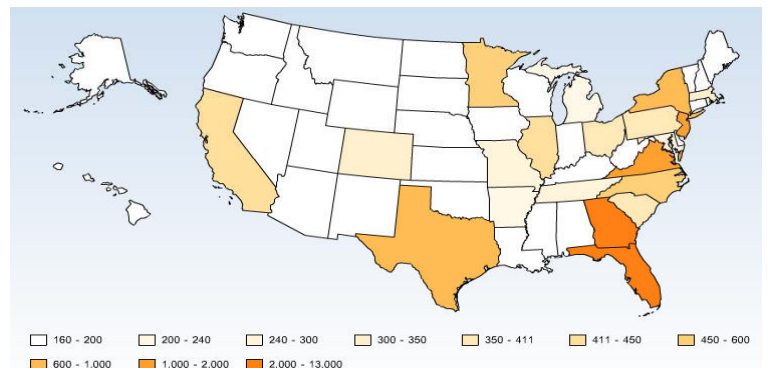
**Top Campaigns:**  
September Email

0  
Campaign  
Conversions

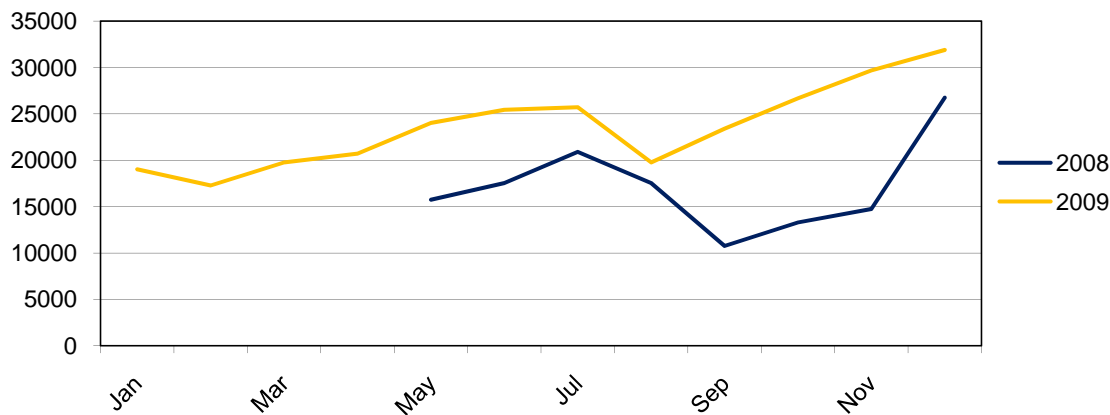
### CONVERSION BREAKDOWN

	LM
Guide Orders <b>232</b>	↓ 29%
Property Profile Views <b>21,625</b>	↓ 4%
Railcar90 <b>0</b>	↓ 100%

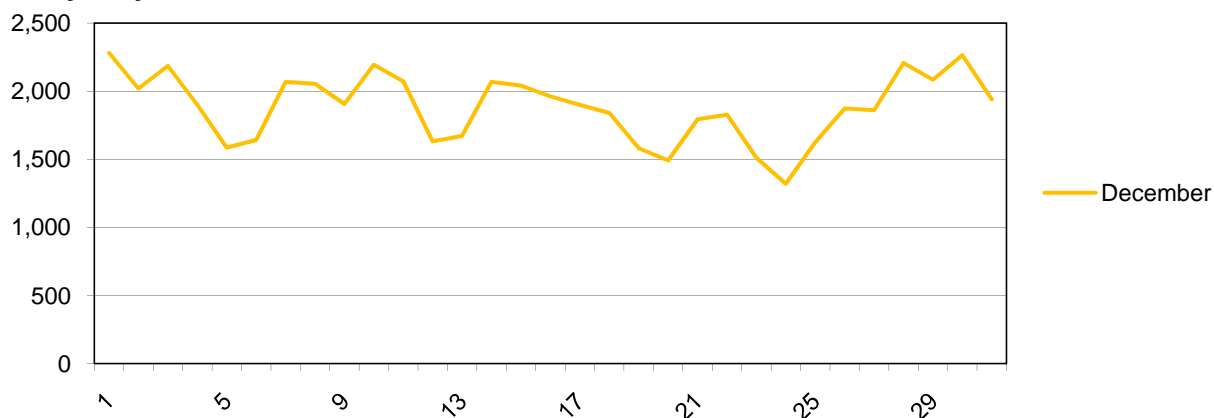
### VISITORS BY GEOGRAPHY



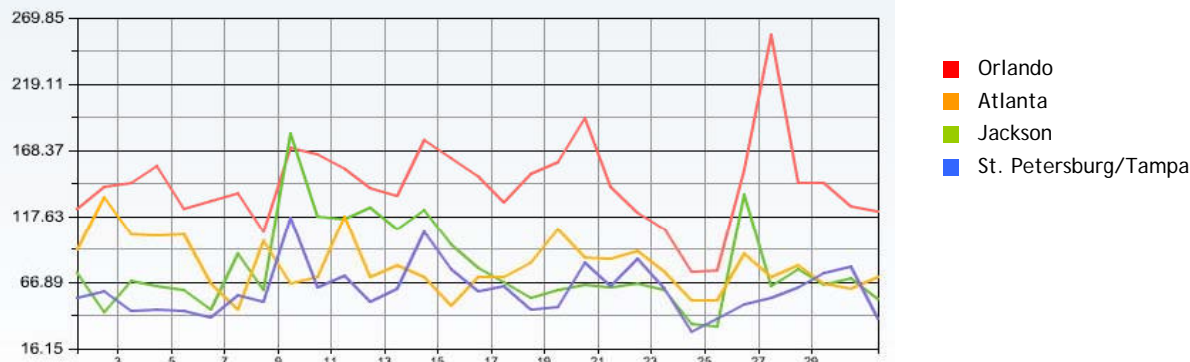
### Visits by Month – 2008 vs. 2009



### Visits by Day for This Month



### Trended Top 4 Markets for month



### International

Country	Visits	LM	Percent Change
USA	23,909	↑	8%
International	2,366	↑	27%
<i>Unique visits for Month</i>			
Canada	458	↓	3%
Germany	72	↓	2%
UK	175	↑	11%

