



## Measurement Dashboard December 2010

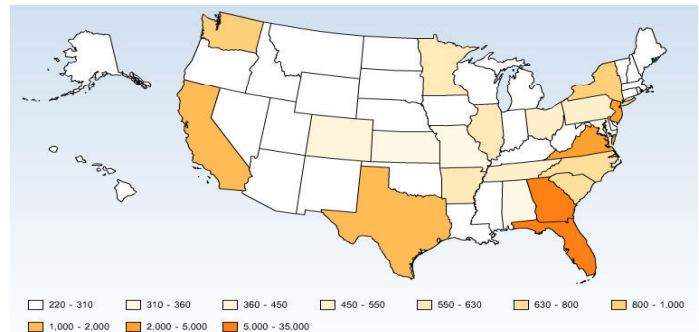
LM = vs. last month | LY = vs. last year | B = vs. baseline

↑↓ Good 
 ↑↓ Not Significant 
 ↑↓ Needs Attention

### ENGAGEMENT

	LM	LY	B
Time on Site: <b>4.38</b> <i>Minutes</i>	↓	↓	6.27
Bounce Rate: <b>35.8%</b> <i>of Home Page</i>	↓	↓	31%
Bounce Rate: <b>42.3%</b> <i>Overall</i>	N/C	↓	41%

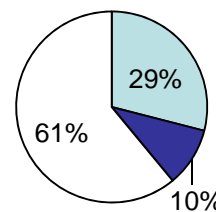
### VISITORS BY GEOGRAPHY



### ACTIVITY

	LM	LY	
69,505 visits	↑	↑	165% / 118%
473,217 visits to date 2010		↑	67%
291,756 pg views	↑	↑	139% / 71%
2,239,516 pg views to date 2010		↑	36%

### SOURCES OF TRAFFIC



Search Engines  
 Other Sources  
 Campaigns

2009 Baseline average percentages:

Search Engines: 41%  
 Campaigns: 2%  
 Other: 57%

### MOST REQUESTED PAGES

- Nights of Lights Home: 77,258
- Home: 33,009
- Nights of Lights Events: 32,197
- Nights of Lights About: 21,922
- Nights of Lights Slideshow: 13,715
- Attractions: 8,287
- Lodging: 6,527
- History: 6,381
- Luxury & Romance: 5,929
- Events Calendar: 5,906

### ONLINE CAMPAIGN RESPONSE

- Google NOL 2010: 27,004
- Google Fall 2010: 13,961
- Pandora Fall 2010: 379
- ACJ Fall 2010 Flash: 275

**Total Online Campaign Responses: 42,574**

### CONVERSION BREAKDOWN

	LM	
Guide Orders: 433	↑	43%
Property Profile Views: 20,725	↑	113%
Accommodations Link: 1,045	↑	98%
Attractions Link: 566	↑	230%

### SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

**7.8%**

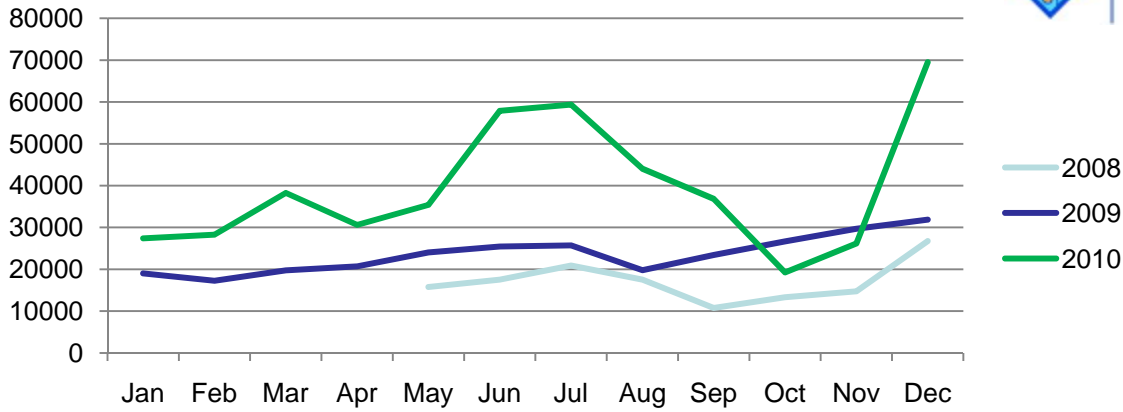
of total pg views\*

**22,769**

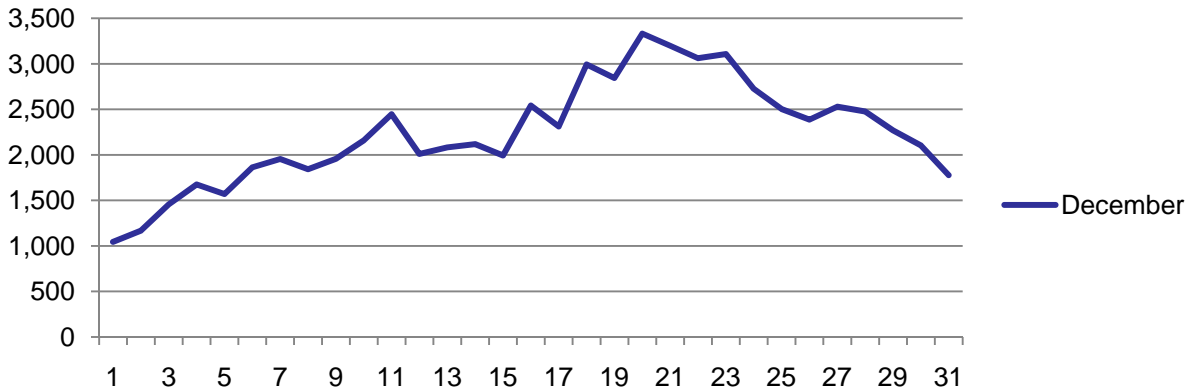
Signals of Intent to Travel

See conversion breakdown to the left.

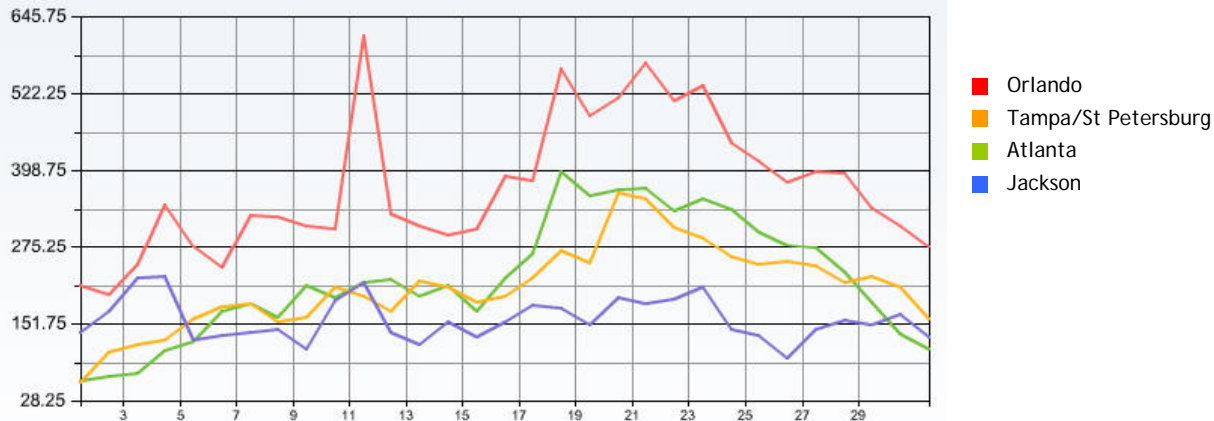
### Visits by Month - 2008-2010



### Visits by Day for This Month



### Trended Top 4 Markets for month



### International

	LM	Percent Change
USA	60,498	179%
International	2,945	109%
<i>Unique visits for Month</i>		
Canada	503	49%
Germany	58	40%
UK	112	15%

