



Measurement Dashboard January 2011

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



Good



Not Significant

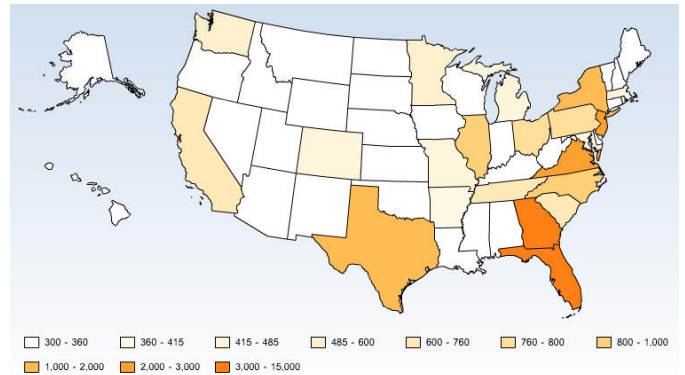


Needs Attention

ENGAGEMENT

	LM	LY	B
Time on Site: 6.04 <i>Minutes</i>			5.23
Bounce Rate: 36.4% <i>of Home Page</i>			31%
Bounce Rate: 41.5% <i>Overall</i>			49.3%

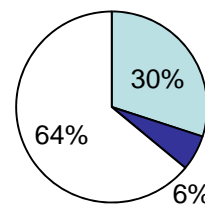
VISITORS BY GEOGRAPHY



ACTIVITY

	LM	LY
45,168 visits	35%	65%
45,168 visits to date 2011		65%
243,192 pg views	17%	51%
243,192 pg views to date 2011		51%

SOURCES OF TRAFFIC



Search Engines
 Other Sources
 Campaigns

2010 Baseline average percentages:

Search Engines: 44%
 Direct Traffic: 31%
 Other Websites: 25%

MOST REQUESTED PAGES

1. Home: 50,837
2. Attractions: 13,515
3. Lodging: 12,665
4. Nights of Lights Home: 12,130
5. History: 10,989
6. Romance Lives Here: 7,736
7. Luxury & Romance: 7,496
8. Beaches & Nature: 6,397
9. Nights of Lights Events: 6,225
10. Culture: 5,459

ONLINE CAMPAIGN RESPONSE

1. Google Fall 2010: 25,324
2. Google Home NOL Fall 2010: 2,486
3. ACJ Fall 2010 3i: 596
4. Jacksonville.com Fall 10: 147

Total Online Campaign Responses: 29,015

CONVERSION BREAKDOWN

	LM
Guide Orders: 817	88%
Property Profile Views: 30,536	47%
Accommodations Link: 1,812	73%
Attractions Link: 763	36%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

13.9%
of total pg views*

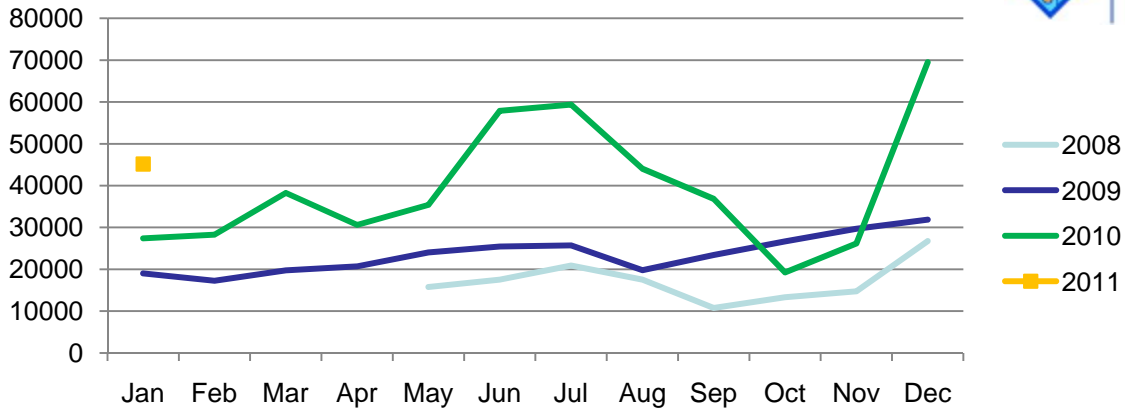
33,934

Signals of Intent to Travel

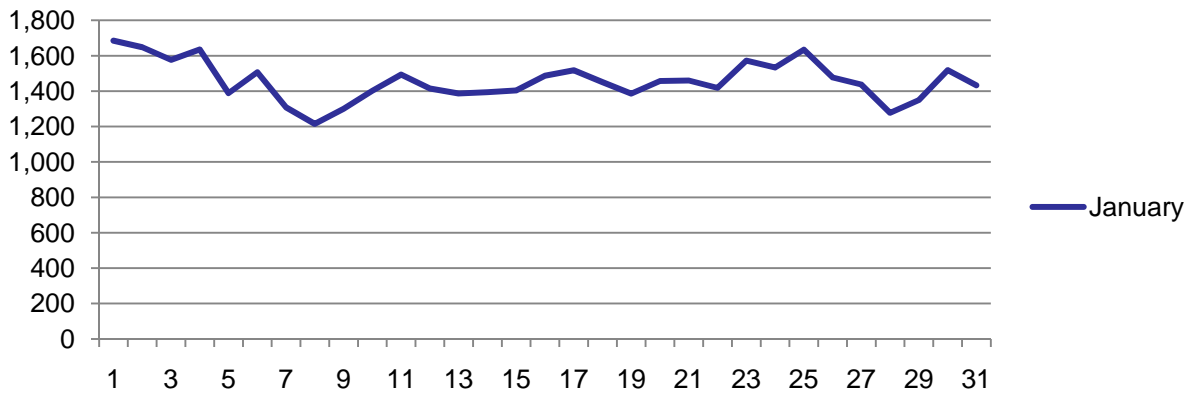
See conversion breakdown to the left.



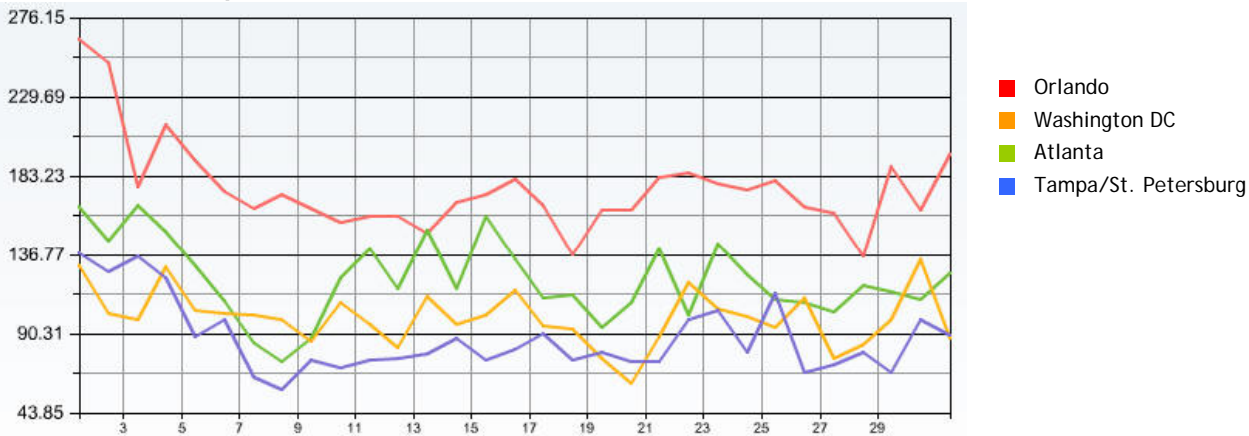
Visits by Month - 2008-2010



Visits by Day for This Month



Trended Top 4 Markets for month



International

Country	LM	Visits	Percent Change
USA		39,190	↓ 35%
International		1,817	↓ 38%
<i>Unique visits for Month</i>			
Canada		482	↓ 4%
Germany		118	↑ 103%
UK		180	↑ 63%

