



Measurement Dashboard February 2011

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



Good



Not Significant

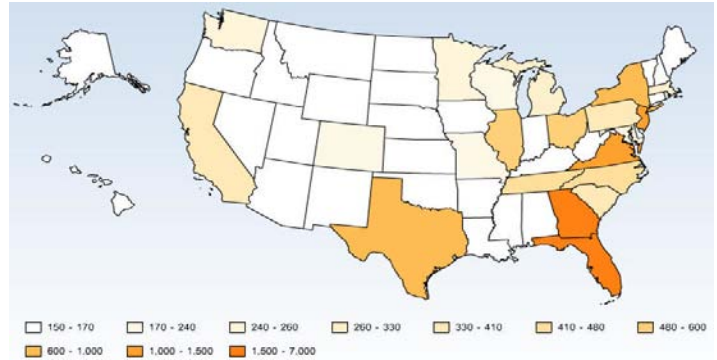


Needs Attention

ENGAGEMENT

	LM	LY	B
Time on Site: 6.36 <i>Minutes</i>			5.23
Bounce Rate: 35.5% <i>of Home Page</i>			31%
Bounce Rate: 40% <i>Overall</i>			49.3%

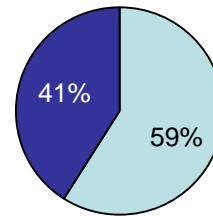
VISITORS BY GEOGRAPHY



ACTIVITY

	LM	LY	B
22,977 visits	44%	19%	
68,145 visits to date 2011		22%	
133,509 pg views	45%	15%	
376,701 pg views to date 2011		18%	

SOURCES OF TRAFFIC



Search Engines
Other Sources

2010 Baseline average percentages:

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

MOST REQUESTED PAGES

- Home: 39,148
- Lodging: 8,656
- Attractions: 7,744
- History: 5,606
- Beaches & Nature: 4,399
- Events Calendar: 3,390
- Luxury & Romance: 3,279
- Culture: 2,995
- Hot Deals: 2,202
- Attractions Listings: 1,660

ONLINE CAMPAIGN RESPONSE

No campaigns this month.

Total Online Campaign Responses: 0

CONVERSION BREAKDOWN

	LM	B
Guide Orders: 526		36%
Property Profile Views: 20,722		32%
Accommodations Link: 1,464		19%
Attractions Link: 658		14%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

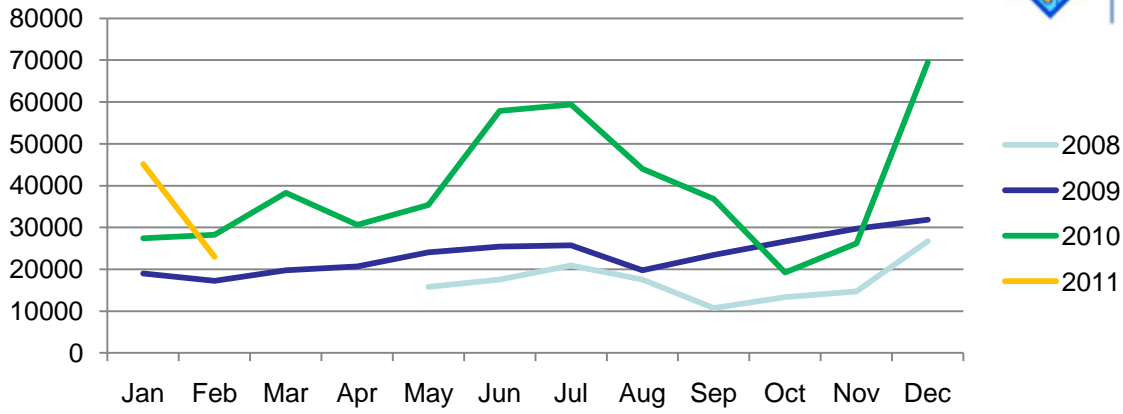
17.5%
of total pg views*

23,370

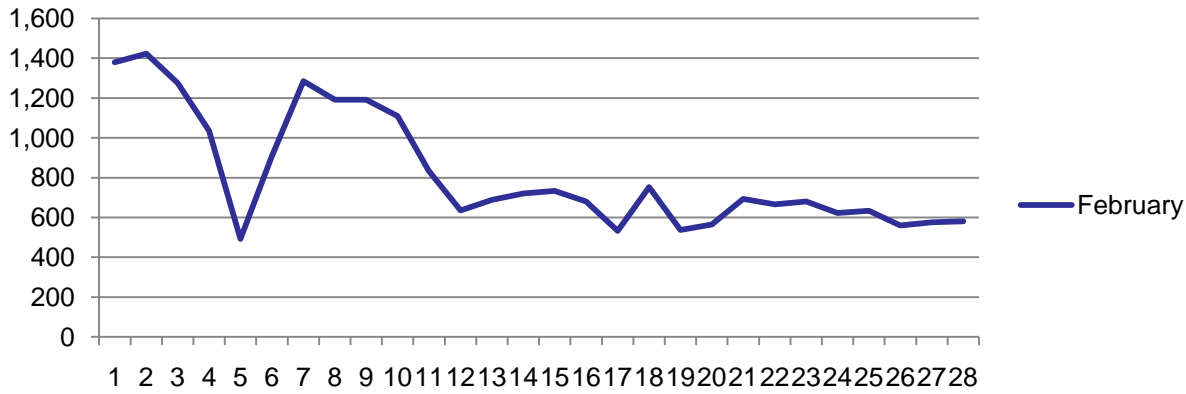
Signals of Intent to Travel

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	19,021	↓ 51%
International	1,797	↓ 1%
<i>Unique visits for Month</i>		
Canada	387	↓ 20%
Germany	57	↓ 52%
UK	150	↓ 17%

