



Measurement Dashboard April 2011

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



Good



Not Significant

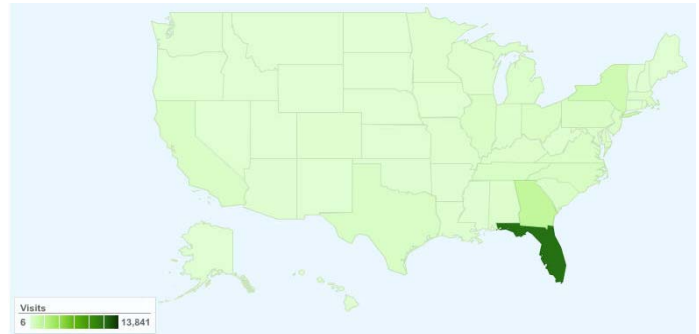


Needs Attention

ENGAGEMENT

	LM	LY	B
Time on Site: 4.03 <i>Minutes</i>			2.56
Bounce Rate: 39.1% <i>of Home Page</i>			33%
Bounce Rate: 36.3% <i>Overall</i>		N/A	45%

VISITORS BY GEOGRAPHY



ACTIVITY

	LM	LY	B
28,623 visits	16%		12%
137,363 visits to date 2011			1%
142,266 pg views	21%		6%
628,889 pg views to date 2011			13%

SOURCES OF TRAFFIC



Search Engines	18,943.00 (66.18%)
Referring Sites	4,753.00 (16.61%)
Direct Traffic	3,105.00 (10.85%)
Other	1,822 (6.37%)

2010 Baseline average percentages:

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

MOST REQUESTED PAGES

1. Home: 29,813
2. Attractions: 8,647
3. History: 5,866
4. Accommodations: 4,475
5. Outdoors: 4,420
6. Events/Calendar: 4,376
7. Culture: 2,987
8. Luxury & Romance: 2,921
9. Hot Deals: 2,007
10. Search: 1,663

ONLINE CAMPAIGN RESPONSE

Google Paid Search: 1,335
 April eBlast: 314
 K92FM Cox Orlando Media Mind: 62
 24/7 Real Media Family: 22

Total Online Campaign Responses: 1,822

CONVERSION BREAKDOWN

	LM	B
Guide Orders: 252		10%
Property Profile Views: 6,353		13%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

4.6%

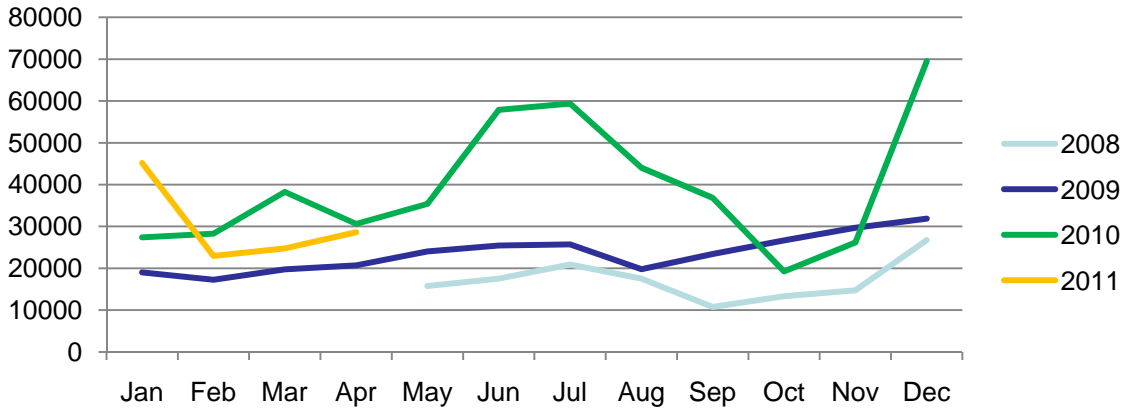
of total pg views*

6,605

Signals of Intent to Travel

See conversion breakdown to the left.

Visits by Month - 2008-2010



Visits by Day for This Month



International

	LM	Percent Change
USA	27,695	↑ 17%
International	928	↓ 5%
<i>Unique visits for Month</i>		
Canada	260	↓ 24%
Germany	104	↑ 42%
UK	156	↑ 5%

