



Measurement Dashboard March 2011

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



Good



Not Significant

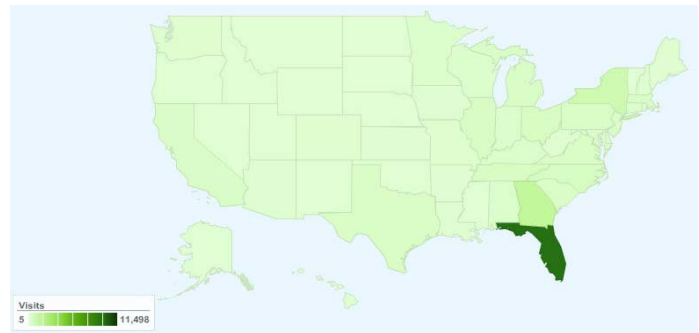


Needs Attention

ENGAGEMENT

	LM	LY	B
Time on Site: 4.01 <i>Minutes</i>	N/C	↑	2.56
Bounce Rate: 39.9% <i>of Home Page</i>	↑	↑	33%
Bounce Rate: 37.7% <i>Overall</i>	↓	↑	45%

VISITORS BY GEOGRAPHY



ACTIVITY

	LM	LY	B
24,752 visits	↑ 8%	↓	35%
108,740 visits to date 2011		↑	5%
117,864 pg views	↓ 12%	↓	25%
486,623 pg views to date 2011		↑	10%

SOURCES OF TRAFFIC



Search Engines	16,391.00 (66.22%)
Referring Sites	5,183.00 (20.94%)
Direct Traffic	3,156.00 (12.75%)
Other	22 (0.09%)

2010 Baseline average percentages:

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

MOST REQUESTED PAGES

1. Home: 24,687
2. Attractions: 6,899
3. History: 4,465
4. Outdoors: 3,970
5. Events/Calendar: 3,416
6. Accommodations: 3,401
7. Culture: 2,458
8. Luxury & Romance: 2,284
9. Hot Deals: 1,872
10. Search: 1,258

ONLINE CAMPAIGN RESPONSE

K93FM Cox Orlando: 21

One Plus Banner March 2011: 1

Total Online Campaign Responses: 22

CONVERSION BREAKDOWN

	LM	B
Guide Orders: 281	↓	41%
Property Profile Views: 5,626	↓	0.03%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

5%

of total pg views*

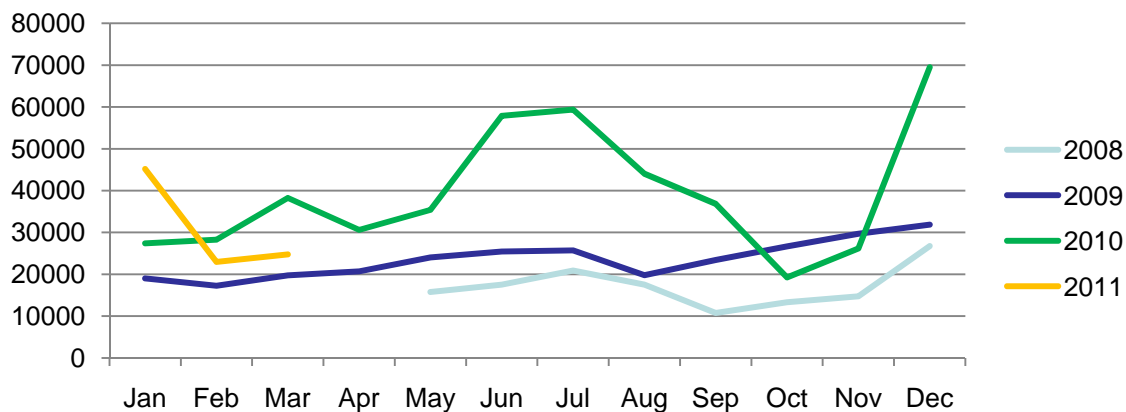
5,907

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	23,766	↑ 24%
International	986	↓ 45%
<i>Unique visits for Month</i>		
Canada	343	↓ 11%
Germany	73	↑ 28%
UK	148	↓ 1%

