



## Measurement Dashboard June 2011

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



Good



Not Significant

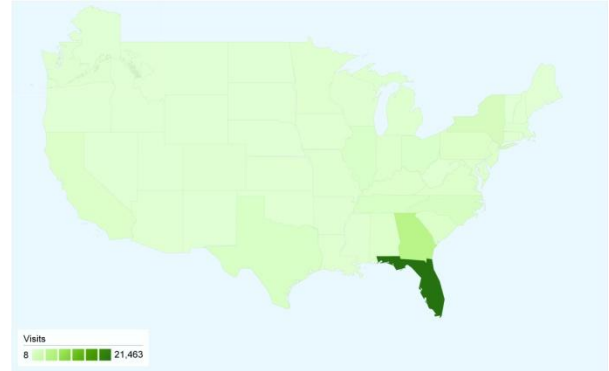


Needs Attention

### ENGAGEMENT

	LM	LY	B
Time on Site: <b>4.28</b> <i>Minutes</i>	↑	↑	2.56
Bounce Rate: <b>31.5%</b> <i>of Home Page</i>	↓	↑	33%
Bounce Rate: <b>36.2%</b> <i>Overall</i>	↓	↓	45%

### VISITORS BY GEOGRAPHY



### ACTIVITY

	LM	LY	B
42,516 visits	↓ 7%	↓ 30%	
225,687 visits to date 2011		↓ 4%	
214,906 pg views	↓ .5%	↑ 3%	
1,059,743 pg views to date 2011		↑ 15%	

### SOURCES OF TRAFFIC



Search Engines	8,991.00 (21.15%)
Referring Sites	4,184.00 (9.84%)
Direct Traffic	3,469.00 (8.16%)
Other	25,872 (60.85%)

2010 Baseline average percentages:

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

### MOST REQUESTED PAGES

1. Home: 43,938
2. Attractions: 13,951
3. History: 8,885
4. Accommodations: 7,211
5. Outdoors: 6,863
6. Culture: 5,039
7. Events/Calendar: 4,865
8. Luxury & Romance: 4,357
9. Hot Deals: 3,592
10. Search: 2,472

### ONLINE CAMPAIGN RESPONSE

Google Paid Search: 22,298  
 Pandora Tile Ad/Skin: 647  
 Summer 201: 563  
 Consumer Interests: 227

**Total Online Campaign Responses:  
25,872**

### CONVERSION BREAKDOWN

	LM	B
Guide Orders: 310	↑	.3%
Property Profile Views: 9,142	↑	3%

### SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

**4.3%**

of total pg views\*

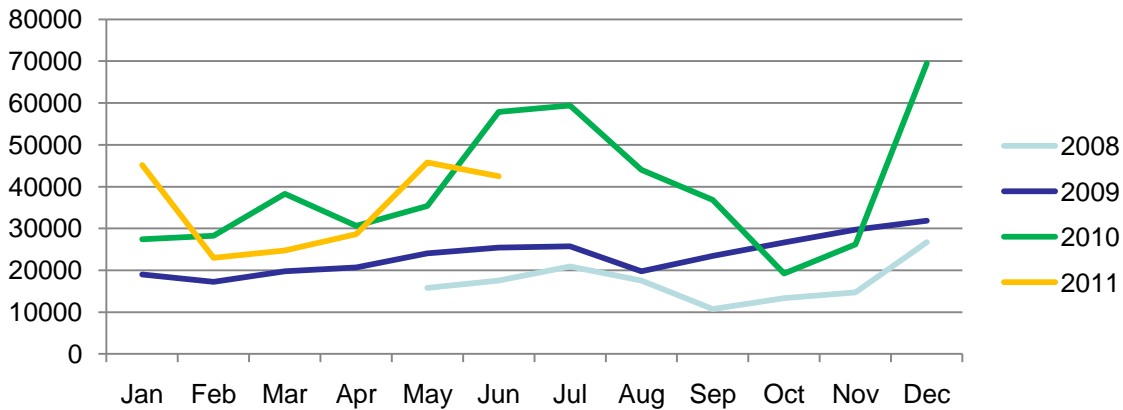
**9,452**

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
<b>USA</b>	<b>41,508</b>	<b>↓ 7%</b>
<b>International</b>	<b>1,008</b>	<b>↓ 24%</b>
<i>Unique visits for Month</i>		
<b>Canada</b>	<b>235</b>	<b>↓ 35%</b>
<b>Germany</b>	<b>83</b>	<b>↓ 32%</b>
<b>UK</b>	<b>175</b>	<b>↓ 37%</b>

