



Measurement Dashboard October 2011

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



Good



Not Significant

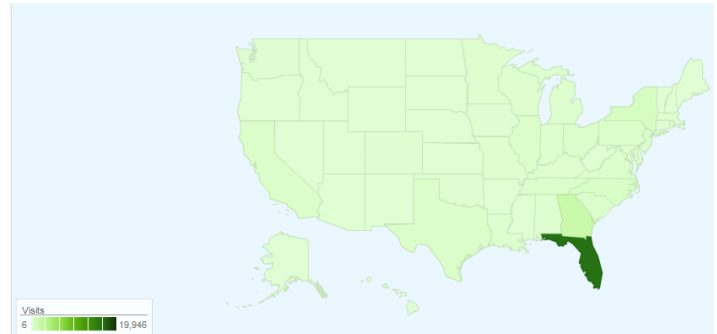


Needs Attention

ENGAGEMENT

	LM	LY	B
Time on Site: 3:18 <i>Minutes</i>	↓	↑	2.56
Bounce Rate: 38.2% <i>of Home Page</i>	↓	↓	33%
Bounce Rate: 43.5% <i>Overall</i>	↑	↓	45%

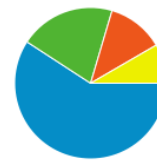
VISITORS BY GEOGRAPHY



ACTIVITY

	LM	LY
34,315 visits	↑ 22%	↑ 33%
373,671 visits to date 2011		↓ 8%
148,781 pg views	↑ 31%	↑ 44%
1,736,192 pg views to date 2011		↑ 17%

SOURCES OF TRAFFIC



59.19% Search Traffic	20,310 Visits
20.38% Referral Traffic	6,992 Visits
12.04% Direct Traffic	4,132 Visits
8.40% Campaigns	2,881 Visits

2010 Baseline average percentages:

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

MOST REQUESTED PAGES

1. Home: 27,565
2. Nights of Lights: 5,534
3. Events / Calendar: 4,988
4. Attractions: 4,748
5. Nights of Lights / Events: 4,243
6. History: 3,071
7. Accommodations: 2,310
8. Things to Do: 2,190
9. Things to Do / Attractions: 1,946
10. Nights of Lights - About: 1,854

ONLINE CAMPAIGN RESPONSE

Google Paid Search: 24
SJC Summer 2011: 9
Pandora Tile Ad/Skin: 1
Summer 201: 0

Total Online Campaign Responses: 9,221

CONVERSION BREAKDOWN

	LM
Guide Orders: 360	↑ 39%
Property Profile Views: 4,162	↓ 19%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

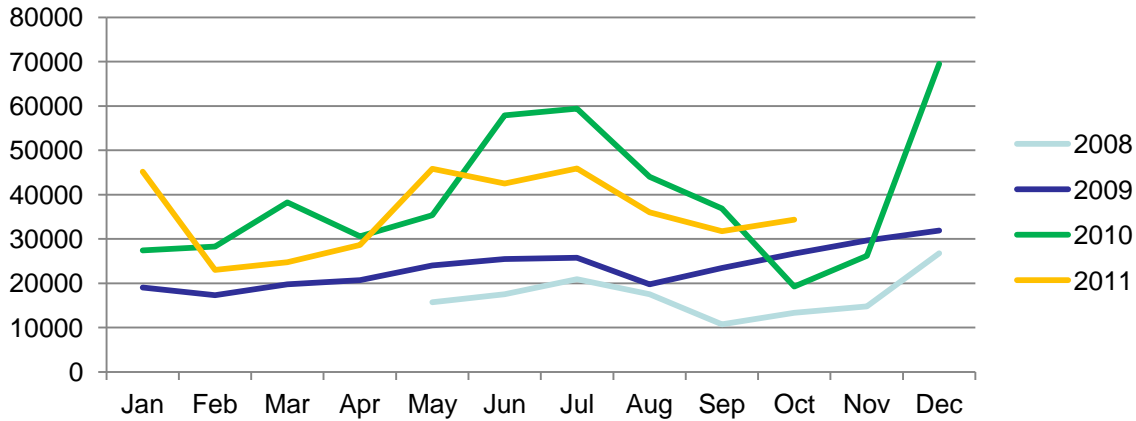
3.0%
of total pg views*

4,522

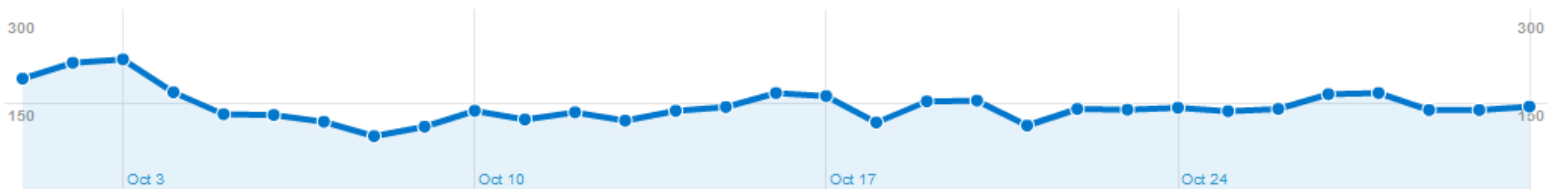
Signals of Intent to Travel

See conversion breakdown to the left.

Visits by Month - 2008-2010



Visits by Day for This Month



International

	LM	Percent Change
USA	33,136	↑ 7%
International	1,179	↑ 10%
<i>Unique visits for Month</i>		
Canada	369	↑ 39%
Germany	114	↑ 18%
UK	202	↑ 11%

