


Performance Statistics For Listing on www.VisitScotland.com				
<b>Provider's Name</b>	Wilderness SUP - Tour Guides - Perth			
<b>VisitScotland ID</b>	750321			
<b>Date Range</b>	9/25/2013	3/25/2014		
<b>Listing Performance</b>	<b>Unique Views</b>	<b>Total Views</b>	<b>Accommodation Booking Metrics</b>	<b>Total</b>
Overall Listing	102	109	No. Of Bookings	N/A
Homepage	101	108	Value of Bookings	N/A
<b>Conversion Metrics</b>	<b>Unique Clicks</b>	<b>Total Clicks</b>	Due to changes in the VisitScotland.com booking facility in June 2013, online bookings are not included in the above booking metrics. The totals above represent bookings made through the Visitor Information Centre network & Contact Centre only.	
Phone Number Viewed	1	1		
Website URL Referral	9	9		
Booking URL Referral	0	0		
Email Enquiry Sent	0	0		
			<b>Additional Information</b>	
			Room /unit loaded inc guide price	N/A
			Web Booking Engine (integrated)	N/A
			Booking website (not integrated)	N/A
<b>Listing Conversion Rate* :</b>	9%			
<i>* Listing Conversion rate = Sum of Total Clicks to your website url, Booking url, Phone Number viewed, and Email Inquiry Sent / No. of Total Views of your listing's homepage*100</i>			If you are looking for new ways to promote your business to visitors or the travel trade you'll find them here: <a href="http://marketingopps.visitscotland.com/">http://marketingopps.visitscotland.com/</a>	

Glossary
<p>1. Listing Performance: This represents overall performance of the listing on VS.com</p> <p>A. Overall Listing: This includes views to all the pages of the listing including homepage.</p> <p>B. Homepage: This includes only views to the main page of the listing.</p>
<p>2. Conversion Metrics: This represents how much visitors have interacted with your listing.</p> <p>A. Phone Number Viewed: This represents the no. of times visitors clicked on the "View Phone Number" option of your listing.</p> <p>B. Website visited: This represents the no. of times visitors clicked on the "Visit Website" or "Website" option of your listing.</p> <p>C. Booking Referral: This represents the no. of times visitors clicked on the "Book Now" option of your listing.</p> <p>D. Email Enquiry Sent: This represents the no. of times visitors submitted an Email Inquiry to your chosen email address.</p>
<p>3. Additional Information:</p> <p>A. Room /unit loaded inc guide price: Must be loaded to allow the VisitScotland network to complete bookings for your property</p> <p>B. Web Booking Engine (integrated): Allows your business to display a "book" button, return on a date specific accommodation search and facilitate online bookings through your WBE</p> <p>C. Booking website (not integrated): Allows your business to display a "book" button on non date specific searches, linked to your own website (accessible through the extranet system , under "booking website")</p>

		Performance Statistics For Listing on <a href="http://www.VisitScotland.com">www.VisitScotland.com</a>		06/16/13, 07:18:03	
This report will pull stats only from Google Analytics.					
Please insert following details before running the report					
For any assistance please contact <a href="mailto:analytics@visitscotland.com">analytics@visitscotland.com</a>					
PROVIDER ID:		750321			
Room /unit loaded inc guide price		N/A			
Web Booking Engine (integrated)		N/A			
Booking website (not integrated)		N/A			
No. of Bookings		N/A			
Total Revenue		N/A			
User Name (VisitScotland)					
Run the report before clicking email button					
Run the Report		Email the Report			