

# 2016-17 TRACKING METRICS

	March	16-17 YTD Actual
Definite Group Bookings	33	199
Group Leads	80	597
Group Lead Room Nights	33,634	262,638
Group Room Night Index	Cxl'd report per Sales Comm	Cxl'd report per Sales Comm
Comp set Rev Par growth	25%	-4.1
MARKETING/COMMUNICATIONS	March	16-17 YTD Actual
Unaided Brand Awareness	bi-annual	bi-annual
Total Earned media (all segments)	\$1,854,142.86	\$24,039,778.54
PR Impressions	302,371,625	4,382,790,218
Journalists Assisted	37	277
Facebook Fans	1,218	104,629
Twitter Followers	306	18,463
Instagram Followers	860	14,795
Visitor Database	(150)	52,425
Room Nights (RN) Booked through Web	128	960
Revenue of RN Booked through Web (USD)	\$ 27,598.00	\$ 191,780.00
Total Onsite Referrals (clicks to a member listing page)	24,763	268,916
Total Offsite Referrals (clicks to a direct member URL)	37,047	235,706
Total Pageviews	289,414	3,020,676
VISITOR SERVICES/MEMBERSHIP	March	16-17 YTD Actual
Influenced Room Nights	6,375	68,912
Economic Impact of IRN	\$ 2,122,875	\$ 22,947,696
Room Nights Booked	175	1220
Influenced Person Room Nights	454	2,978
Economic Impact of Influenced PRN	\$ 151,182	\$ 991,674
Visitor Assisted	6,377	73,684
Satellite Visitor Influence Opportunities	-	12
Member Retention Rate	87%	87%
New Members	3	31
Member Engagements	24	110