

Marketing Impact Report

September 2011

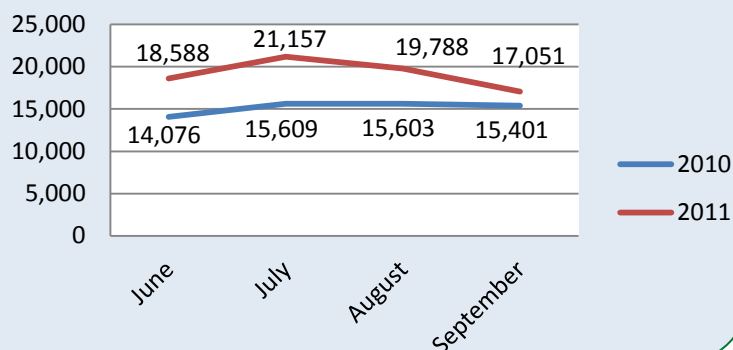


Internet Activity

	Sept-11	YTD*
Visitors	17,051	157,450
Unique Visitors	13,867	124,874
Page Views	102,312	1,033,673
Avg. Time Spent On Site	0:04:52	0:05:06
Avg. Pages Viewed on Site	6.00	6.57
E-News Sign-Up	244	3,051
Website: "ask a Q" Form	32	270

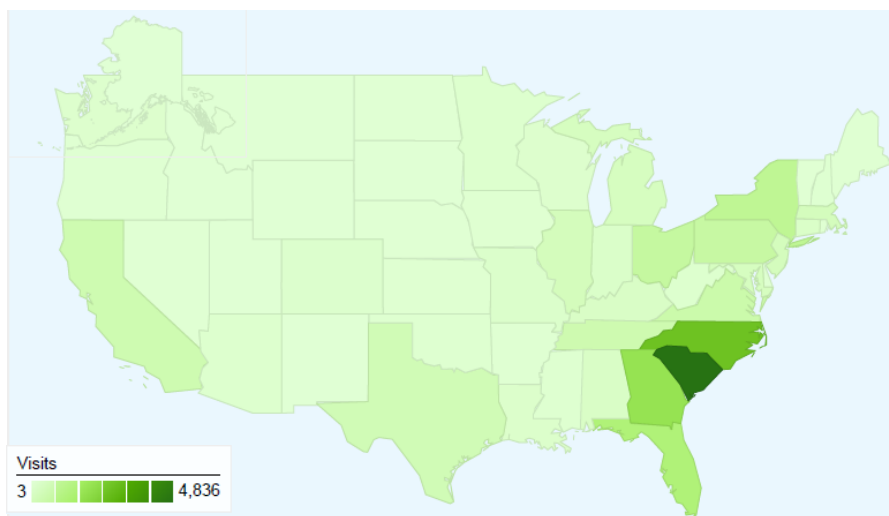
*YTD Starts January 2011

Visitors



Top 10 Website Visitors

1. South Carolina
2. North Carolina
3. Georgia
4. Florida
5. New York
6. Ohio
7. Virginia
8. Pennsylvania
9. Tennessee
10. Texas



Top 5 Search Engines/Visitors

- | | |
|------------------------------------|-------|
| 1. Google (organic) | 6,733 |
| 2. mcrdpi.usmc.mil (referral) | 2,057 |
| 3. Direct (none) | 1,709 |
| 4. downtownbeaufort.com (referral) | 1,618 |
| 5. Yahoo (organic) | 1,230 |

Top 5 Most Viewed Pages

- | | |
|-------------------------|--------|
| 1 Homepage | 13,441 |
| 2. Calendar | 8,133 |
| 3. Hotels & Motels Cat. | 7,608 |
| 4. Lodging | 5,460 |
| 5. Dining | 3,590 |

Top 5 Keywords

1. beaufort sc
2. beaufort, sc
3. beaufort south carolina
4. things to do in beaufort sc
5. beaufort

Visitor Traffic

	Sept-11	YTD*
Traffic at the VC	4,211	40,343
Buses		
Total Buses	34	309
Total People represented	1,208	11,410
Cruise Ships		
Total Ships	0	15
Total People represented	n/a	n/a

*YTD Starts January 2011

Visitor Guide Fulfillment

	Sept-11	YTD*
Individual's Sent a Copy	422	5,496
Viewed Online	756	4,593
TOTAL	1,178	10,089

*YTD for Copies Start in January 2011, and YTD count for Online View Starts April 2011