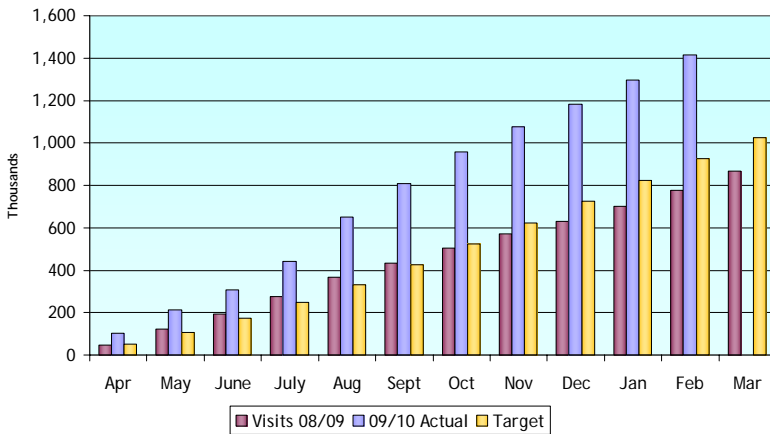


EET Key Performance Indicators - February

Web Traffic KPI: Increase traffic to visiteastofengland.com to over 100,000 per month by Q3

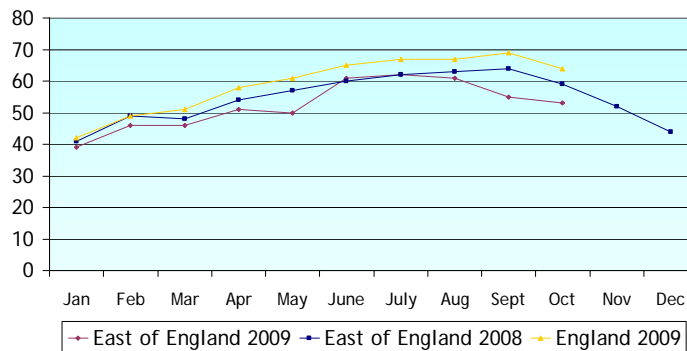
visiteastofengland.com - Cumulative web visits against target



Month	Visits 09/10	Visits 08/09
April	102,733	49,007
May	108,552	71,825
June	97,143	70,665
July	132,032	83,192
August	210,132	90,048
September	158,436	69,046
October	147,685	71,431
November	120,500	65,085
December	106,644	60,076
January	112,620	72,753
February	119,562	72,135
March		91,721

Serviced Accommodation Occupancy

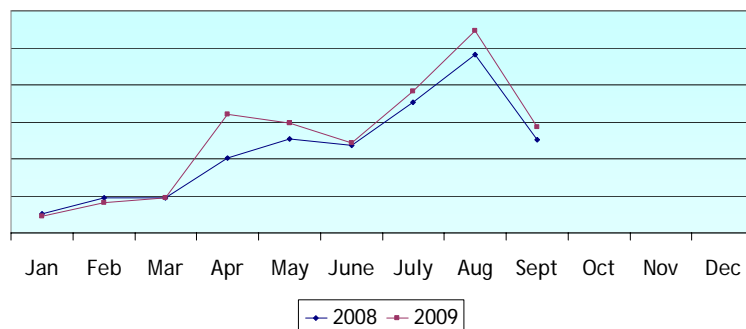
Serviced Accommodation Occupancy



Note: Occupancy reports are available 6 weeks after month end

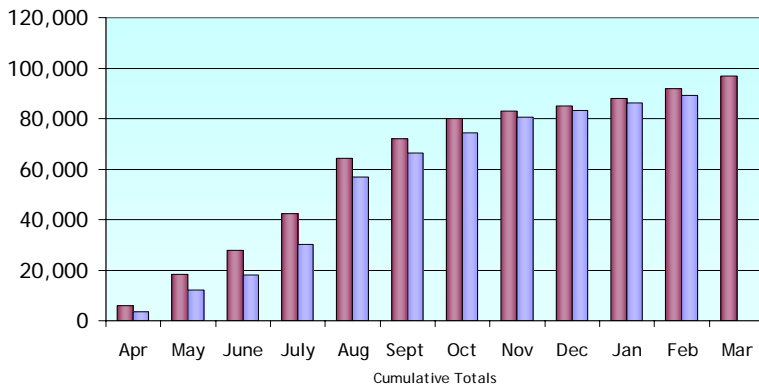
Attractions Visitor Trends

Visitor Trends 2008/2009



EET Key Performance Indicators - February Marketing & PR

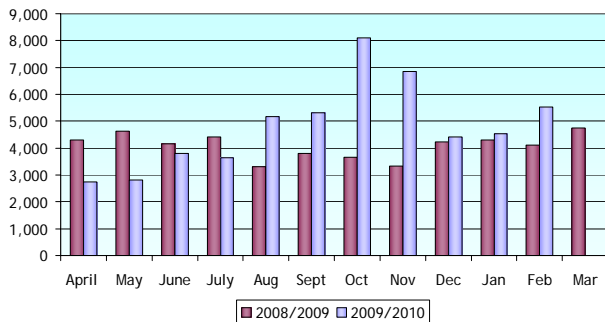
Marketing Partnerships - Let's Go



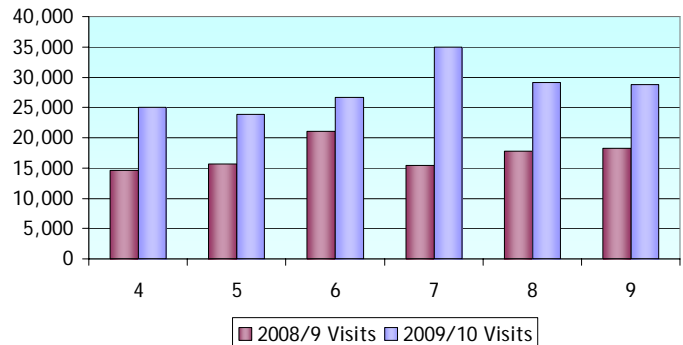
Voucher Downloads	8323
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National Campaigns

Web Visits visiteastofengland.com/business



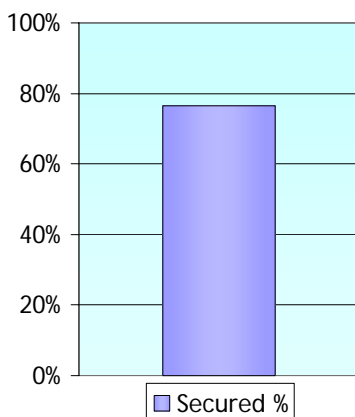
visiteastofengland.com - Weekly web visits



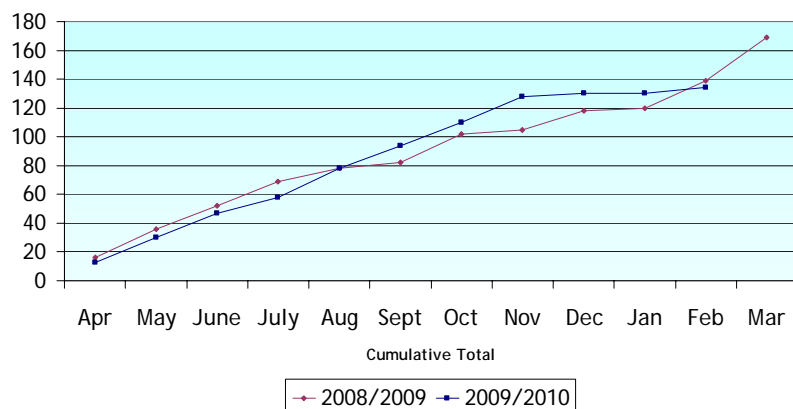
PR

KPI: Maintain the number of visiting journalists at 175

Progress to Target



Number of Visiting Journalists by Month

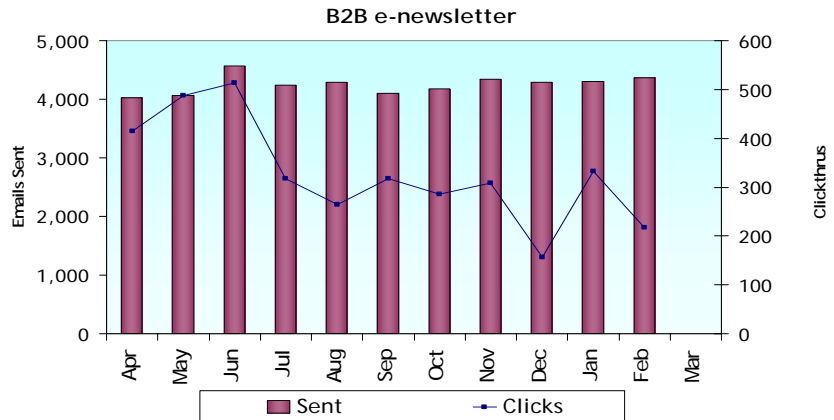


EET Key Performance Indicators - February

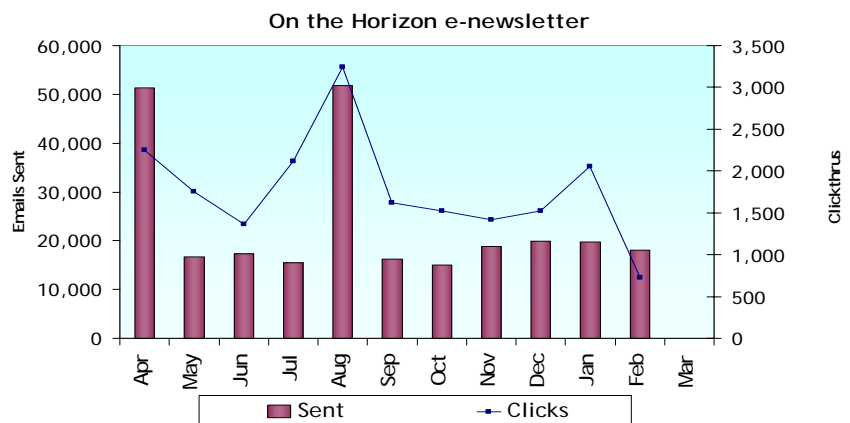
eBusiness

e-newsletters

B2B Newsletter	Sent	Opens	Clicks
Apr	4,020	1,077	415
May	4,057	897	487
Jun	4,574	1,143	513
Jul	4,237	1,068	318
Aug	4,285	1,104	265
Sep	4,103	985	317
Oct	4,182	1,039	286
Nov	4,348	1,063	309
Dec	4,292	936	156
Jan	4,305	1,060	333
Feb	4,370	992	217
Mar			



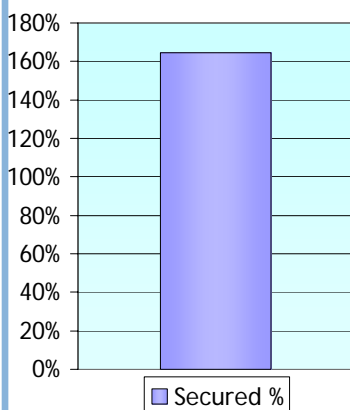
Consumer newsletter	Sent	Opens	Clicks
Apr	51,369	8,418	2,255
May	16,724	6,508	1,757
June	17,275	5,743	1,362
July	15,439	5,699	2,115
Aug	51,757	6,223	3,247
Sept	16,205	5,125	1,625
Oct	15,040	4,786	1,527
Nov	18,871	6,051	1,419
Dec	19,958	5,682	1,526
Jan	19,802	5,874	2,057
Feb	18,002	4,882	727
Mar			



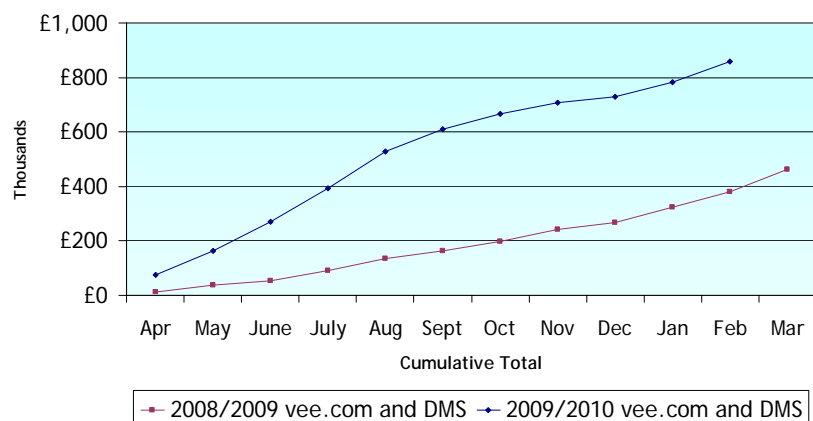
Booking Value

KPI: Increase booking value on visiteastofengland.com and the DMS by 20%

Progress to Target



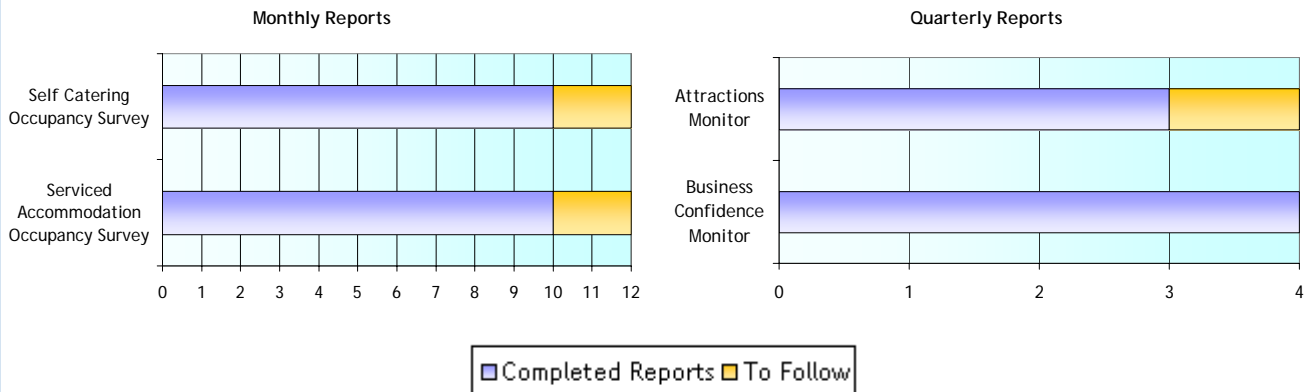
Value of DMS bookings comparison 07/08 to 08/09



EET Key Performance Indicators - February Customer Insights

Barometers KPI: Produce Business Barometer for accommodation, attractions and business confidence

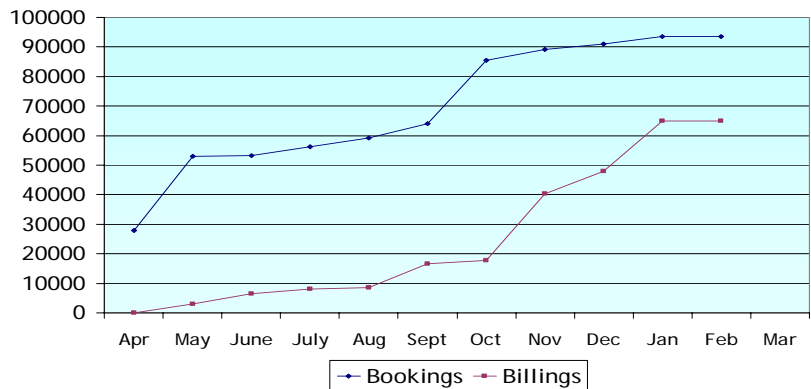
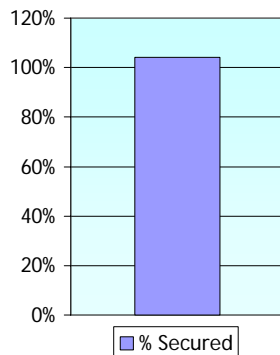
Progress of Business Barometers



Research Services

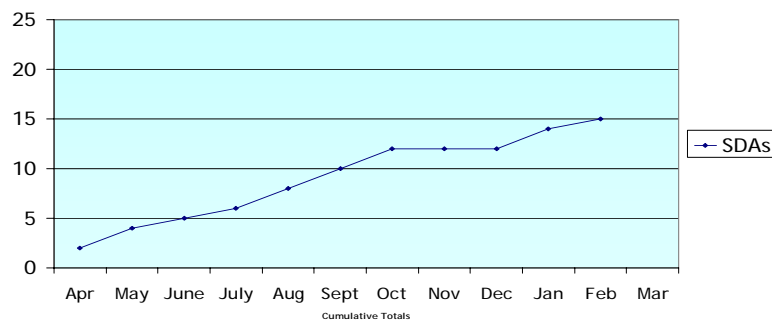
KPI: Generate £90,000 commercial income

Progress to Target



Sustainability

Site Development Assessments



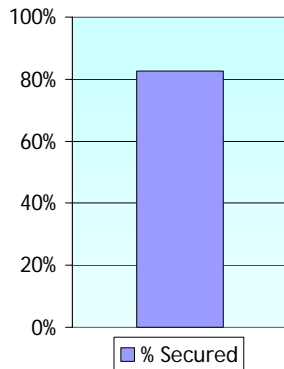
EET Key Performance Indicators - February

Commercial Memberships, Partnerships and Training

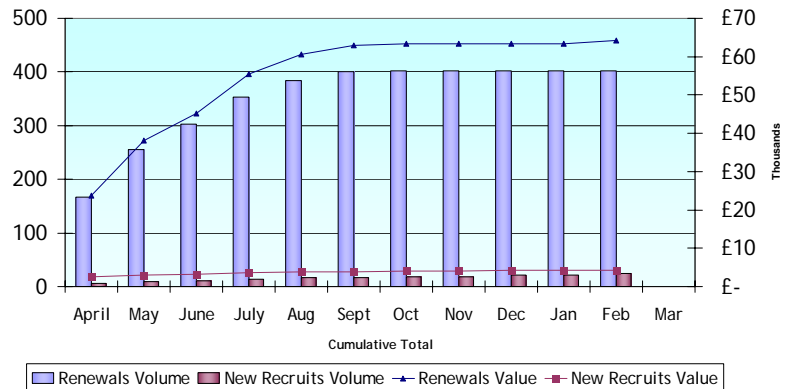
Commercial Memberships

KPI: Increase membership by 10%

Progress to Target



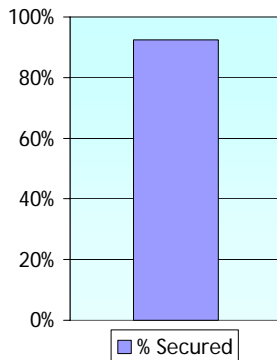
Annual Subscriptions Achieved to Date



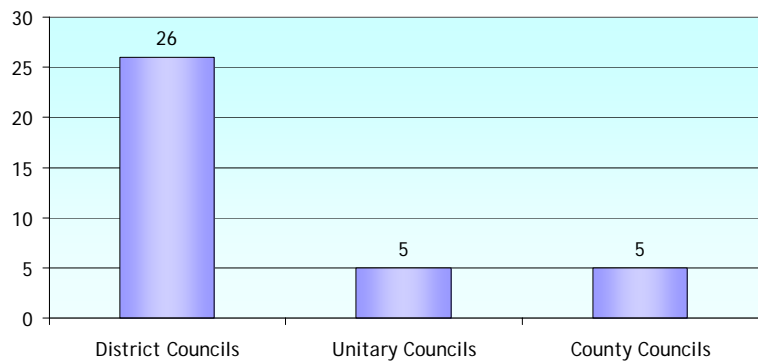
Partnerships

KPI: Retain 08/09 members and recruit 2 new members by Q2 2009

Progress to Target



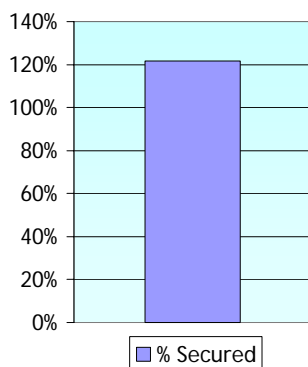
Local Authority Partnerships 2008 - 2009 (By Type)



Training

KPI: 1000 participants and 100 businesses

Progress to Target



Number of Participants & Businesses in Training Courses

