

Manual – Tour Analytics

This manual describes what Tour Analytics is.

The following items will be discussed:

1. [Set time period](#)
2. [Tour views per day](#)
3. [Menu items clicked](#)
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Some common terms used in this manual

Location: The virtual tour consists of several panoramic (360 degrees) photos taken inside the place of business. Each of these pictures is a “location” in the tour. You maneuver from one location to the other by the familiar white arrows on the screen or by selecting navigation menu items created by TourDash itself.

View: At each location you can look around the panorama photo. Your current perspective, the image you currently see on the screen, is called your “view”.

Virtual tour: This is the Google Maps Business View photo tour that is created of the business. It consists of several panoramic photos of the site. TourDash allows you to create an easy to use overlay of this tour to make it easier to find things and present information inside the tour.

Please note that Tour Analytics only works for virtual tours that are equipped with TourDash and it is only available for the gold & platinum licenses. It is not applicable to virtual tours within Google Maps.

Please select the “Analytics” button to find all the statistics for the virtual tour.

Set time period

You first have to choose the time period you want to see statistics for. In the upper right hand corner of the screen there are two dates shown, by clicking them a calendar opens and you can select the dates for the desired time period.

Hastings Hotel

Tour Analytics

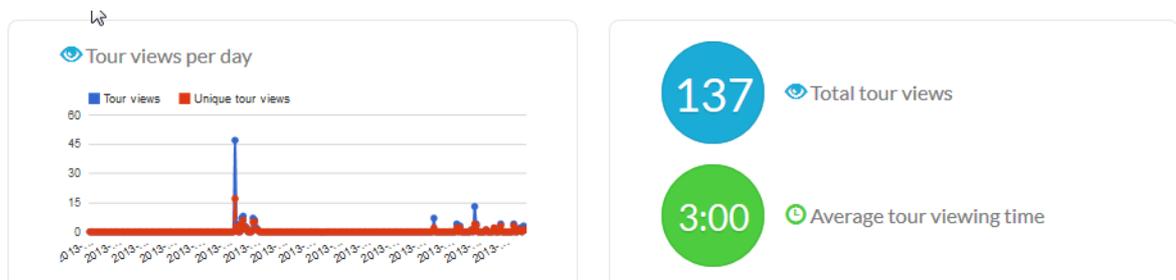
Embed tour Tour editor Tour Analytics

showing data for: 2013-02-03 - 2013-10-28

After selecting the dates click on the green button to the right of the dates to refresh the data. Without pressing the green button the data shown will still be the data of the previously selected time period.

Tour views per day

The statistics shown under this category show all numbers that relate to the amount of visitors and the average time they spent in the virtual tour. All these statistics only pertain to the selected time period.



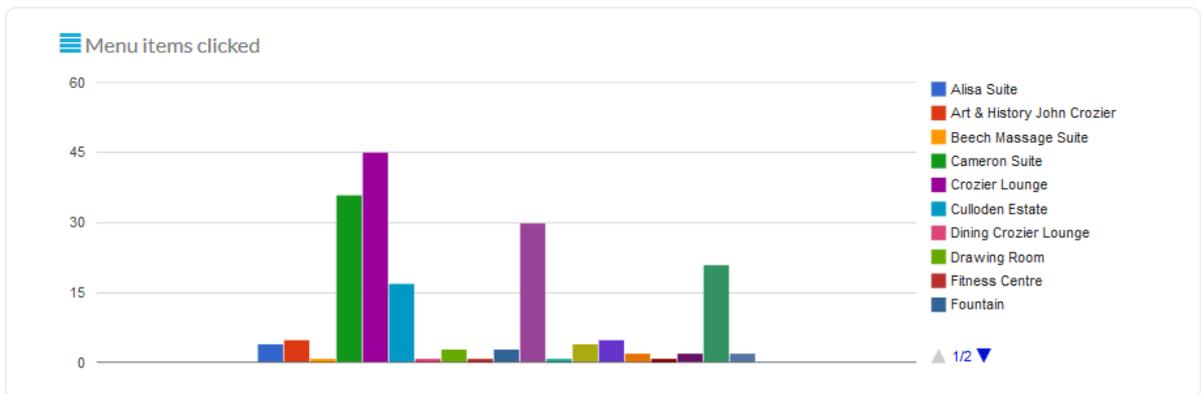
In the graph on the right side the “Tour views” and the “Unique tour views” per day are presented. “Unique tour views” is counting only the views by unique visitors,

meaning that anyone who visits the virtual tour twice on a day will only be counted once. The number of “Unique tour views” is therefore always smaller or equal to the number of “Tour views”.

In the circles on the right side the “Total tour views” and the “Average tour viewing time” are shown. The “Total tour views shows” the total number of views for the selected time period. The “Average tour viewing time” shows the average time (in minutes) a visitor spent in the virtual tour.

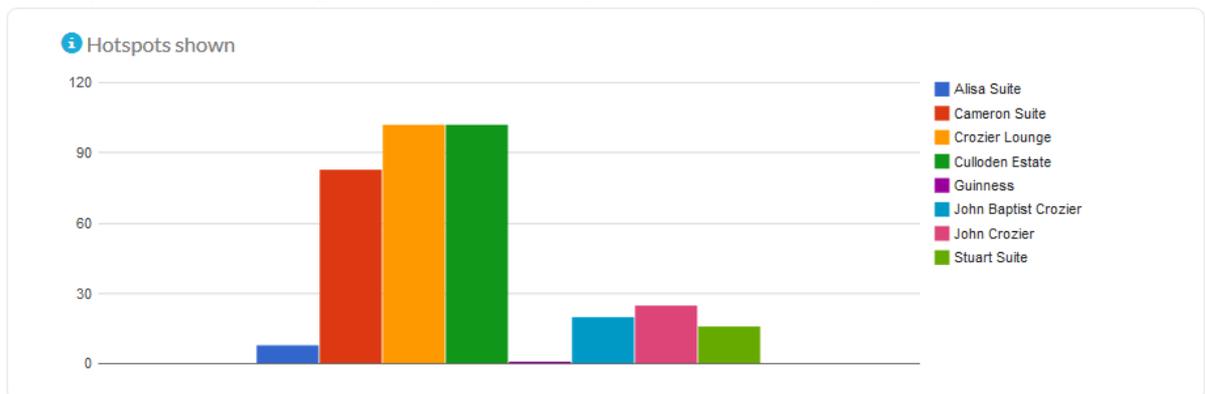
Menu items clicked

This bar graph gives numbers about how many times each menu item from your virtual tour was selected. Again this pertains only to the selected time period.



Hotspots shown

This bar graph shows figures on how many times each boundary hotspot from your virtual tour was shown or a dynamic hotspot was clicked on. The hotspots are shown in an alphabetic order. Again this pertains only to the selected time period.



Hotspot links clicked

This table shows you a number of things. Per hotspot it shows you the link that is shown in the info-window (“Link”). “Hotspot shown” shows the number of times the hotspot was shown or clicked on. “Clicks” shows the number of times the link in the info-window was clicked on. “CTR” shows the number of clicks divided by the number of times a hotspot was shown.

Hotspot links clicked

Hotspot name	Link	Hotspot shown	Clicks	CTR
Crozier Lounge	http://www.hastingshotels.com/culloden-estate-and-spa/upload/culloden/docs/Cull.%20Crozier%20Cocktail%20Menu%20Inside%20HR.pdf	102	1	0.01
Stuart Suite	http://www.hastingshotels.com/culloden-estate-and-spa/weddings.html	16	1	0.06

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