Mathematical Mat	KPI Report CBP Ltd 2011-12		April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Affirections 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Business KPI														
Food prink & Renal 0	Membership	Accommodation		0	0	0	0	0	0	0	0	0	0	0	0
Business 0 0 0 0 0 0 0 0 0		Attractions	0	0	0	0	0	0	0	0	0	0	0	0	0
Mademick Sirahispery		Food Drink & Retail	0	0	0	0	0	0	0	0	0	0	0	0	0
Tomitrol & Gleninet		Business	0	0	0	0	0	0	0	0	0	0	0	0	0
Deciside & Donside		Badenoch & Strathspey	0	0	0	0	0	0	0	0	0	0	0	0	0
Angus Glens		Tomintoul & Glenlivet	0	0	0	0	0	0	0	0	0	0	0	0	0
Perthuline		Deeside & Donside	0	0	0	0	0	0	0	0	0	0	0	0	0
Total with the content Total content To		Angus Glens	0	0	0	0	0	0	0	0	0	0	0	0	0
Meb Visits		Perthshire	0	0	0	0	0	0	0	0	0	0	0	0	0
Web Visits		Total	0	0	0	0	0	0	0	0	0	0	0	0	
Unique Visits		Lost Members	0	0	0	0	0	0	0	0	0	0		0	0
Facebook Followers	Web	Visits	0	0	0	0	0	0	0	0	0	0	0	0	0
Social Media Facebook Followers 0 0 0 0 0 0 0 0 0		Unique Visits	0	0	0	0	0	0	0	0	0	0	0	0	0
Phone App		Click Thoughs	0	0	0	0	0	0	0	0	0	0	0	0	0
Phone App	Social Media	Facebook Followers	0	0	0	0	0	0	0	0	0	0	0	0	
No. of monthly accesses 0 0 0 0 0 0 0 0 0		Twitter followers	0	0	0	0	0	0	0	0	0	0	0	0	
No. of monthly accesses 0 0 0 0 0 0 0 0 0	iPhone App	Total downloads to date	0	0	0	0	0	0	0	0	0	0	0	0	0
Pages views 0 0 0 0 0 0 0 0 0			0	0	0	0	0	0		0	0	0	0	0	
Carboth Carb		·	0	0	0	0	0	0	0	0	0	0	0	0	0
Carboth Carb	DESTINATION R	(PI													
Spend per head 0	Growth														
Spend per head 0	Enterprises making same or more investment		0	0	0	0	0	0	0	0	0	0	0	0	0
Occupancy over 50% 0			0	0	0	0	0	0	0	0	0	0	0	0	0
VS Occupancy over 50% 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	• •		0	0	0	0	0	0	0	0	0	0	0	0	0
Attraction Visits 0	Occupancy over 50%		0	0	0	0	0	0	0	0	0	0	0	0	0
Customer Visitors satisfied/more than with experience 0 </td <td colspan="2">VS Occupancy over 50%</td> <td>0</td>	VS Occupancy over 50%		0	0	0	0	0	0	0	0	0	0	0	0	0
Visitors satisfied/more than with experience 0 <td colspan="2">Attraction Visits</td> <td>0</td>	Attraction Visits		0	0	0	0	0	0	0	0	0	0	0	0	0
Visitors making repeat visits 0	Customer														
Visitors who would recommend the area 0	Visitors satisfied/more than with experience		0	0	0	0	0	0	0	0	0	0	0	0	0
Influence of park to attract first time visitors 0	Visitors making repeat visits		0	0	0	0	0	0	0	0	0	0	0	0	0
Influence of park to attract repeat visitors 0 <td colspan="2">Visitors who would recommend the area</td> <td>0</td>	Visitors who would recommend the area		0	0	0	0	0	0	0	0	0	0	0	0	0
Destination feeback collections 0 <t< td=""><td colspan="2">Influence of park to attract first time visitors</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></t<>	Influence of park to attract first time visitors		0	0	0	0	0	0	0	0	0	0	0	0	0
Business Feedback collections 0	Influence of park to attract repeat visitors		0	0	0	0	0	0	0	0	0	0	0	0	0
Business Development Operators Reached via meetings 0	Destination feeback collections		0	0	0	0	0	0	0	0	0	0	0	0	0
Operators Reached via meetings 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Business Feedback collections		0	0	0	0	0	0	0	0	0	0	0	0	0
	Business Devel	opment													
Operators reached via workshops 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Operators Reached via meetings		0	0	0	0	0	0	0	0	0	0	0	0	0
	Operators reached via workshops		0	0	0	0	0	0	0	0	0	0	0	0	0