

**24 Hour Museum - Performance Indicators 2003**

2003	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
User/Visitor Sessions	83,823	96,785	102,623	96,684	102,300	100,251	144,967	128,626	153,867	184,275	188,135	177,910	1,560,246
Ave duration of user session	07:16	07:49	07:21	06:25	06:53	10:09	09:52	09:49	09:35	09:19	10:23	11:17	
Page views	189,535	285,285	245,173	306,347	300,000	321,859	621,807	642,791	685,005	738,829	774,147	728,089	5,838,867
Ave page impressions per user session	2.3	2.9	2.5	3.2	3.2	3.2	4.3	5.0	4.5	4.0	4.1	4.1	
Unique users	26,575	30,384	37,137	35,297	39,696	38,144	62,903	55,382	64,324	77,661	74,348	71,195	613,046