

**24 Hour Museum - Performance Indicators 2004**

2004	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
User/Visitor Sessions	218,486	218,978	249,842	238,864	219,508	221,068	236,552	225,137	252,629	326,607	338,427	498,235	3,244,333
Ave duration of user session	10:05	08:38	09:45	08:47	11:01	11:12	11:42	12:25	12:14	12:19	12:53	13:14	
Page views	817,126	795,783	1,034,873	860,703	1,032,912	961,504	1,086,132	1,029,028	1,244,683	1,530,396	1,422,007	1,524,600	13,339,747
Ave page impressions per user session	3.7	3.6	4.1	3.6	4.7	4.3	4.6	4.6	4.9	4.7	4.2	3.1	
Unique users	82,740	80,846	90,055	94,349	83,168	89,308	94,441	85,462	99,504	125,849	135,986	162,501	1,224,209