

Book > Direct: Performance Summary

Date: Start Of Last Month - End Of Last Month

Global Booking CVR	Bookings (Est.)	Average Booking Amount (Est.)	Total Booking Revenue (Est.)
2.53%	37.28	\$390.84	\$14,571
↓ -	↓ -	↓ -	↓ -

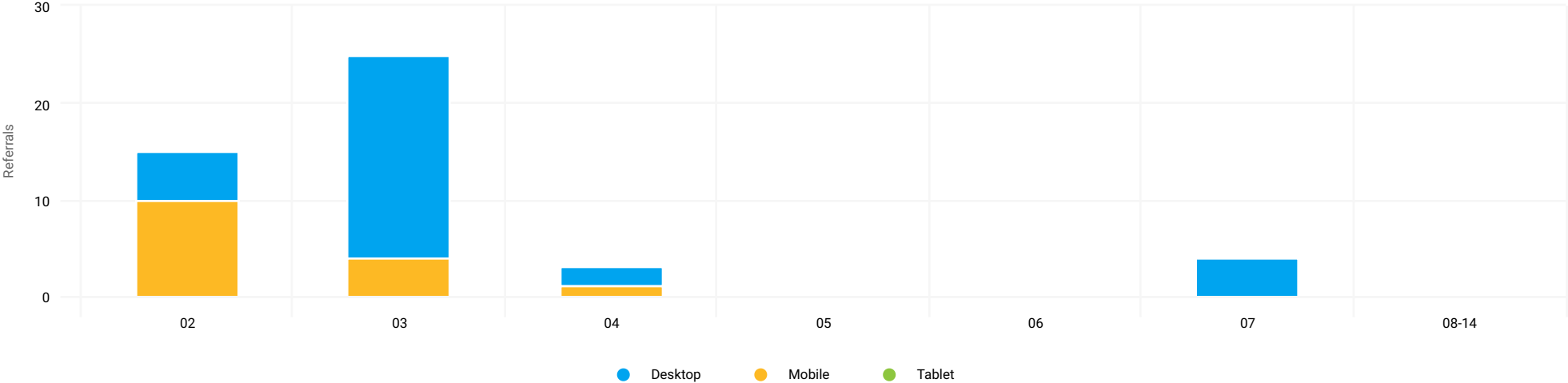
Searches	Average Days in Advance (Searches)	Average Length of Stay in Days (Searches)	Average Daily Rate (Searches)	Cost Per Referral
9,848	37.05	1.3	\$246.86	\$0.58
↓ -	↓ -	↓ -	↓ -	↓ -

Referrals	Average Days in Advance (Referrals)	Average Length of Stay in Days (Referrals)	Average Daily Rate (Referrals)	Referral CVR
1,474	38.3	1.9	\$217.75	14.97%
↓ -	↓ -	↓ -	↓ -	↓ -

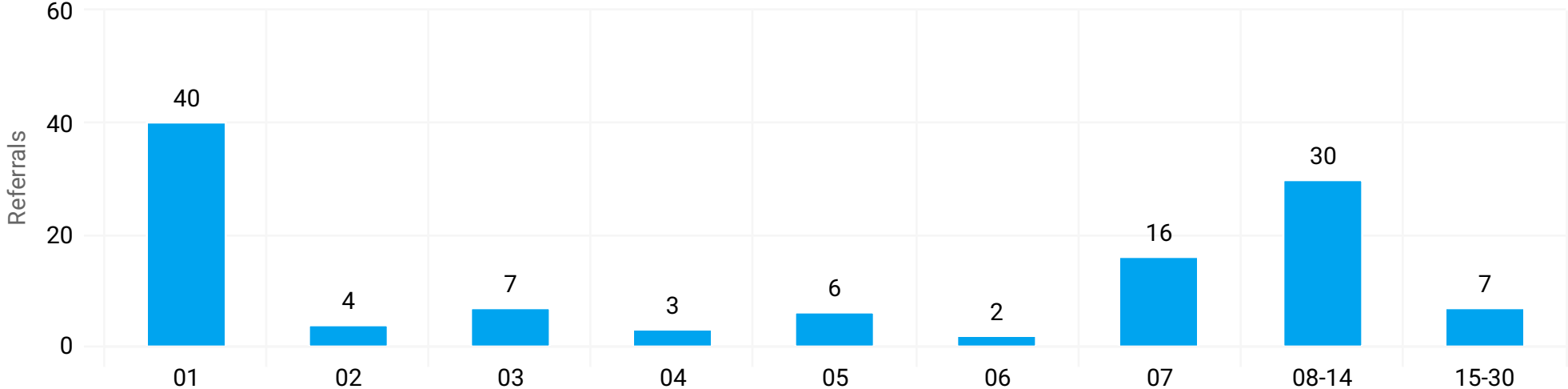
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Referrals by Length of Stay (Days)

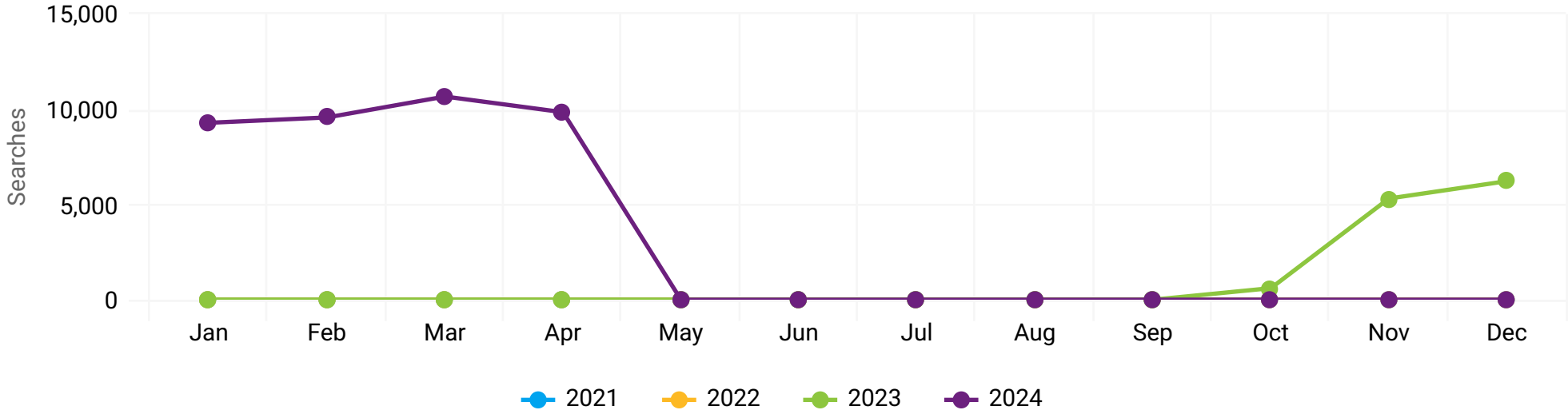


Referrals by Time in Advance

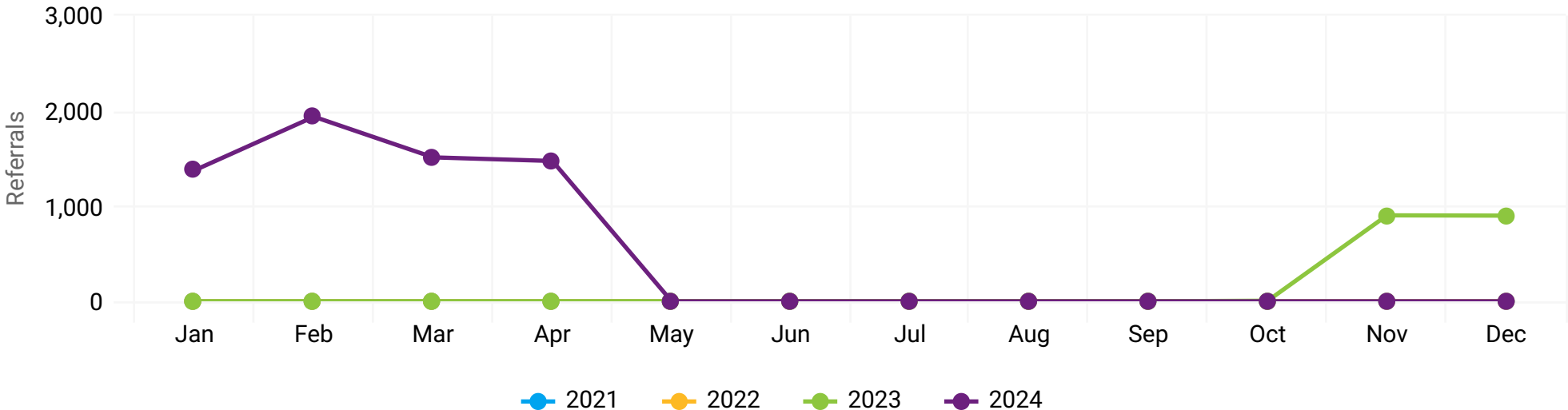


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Year-over-Year Search Trends



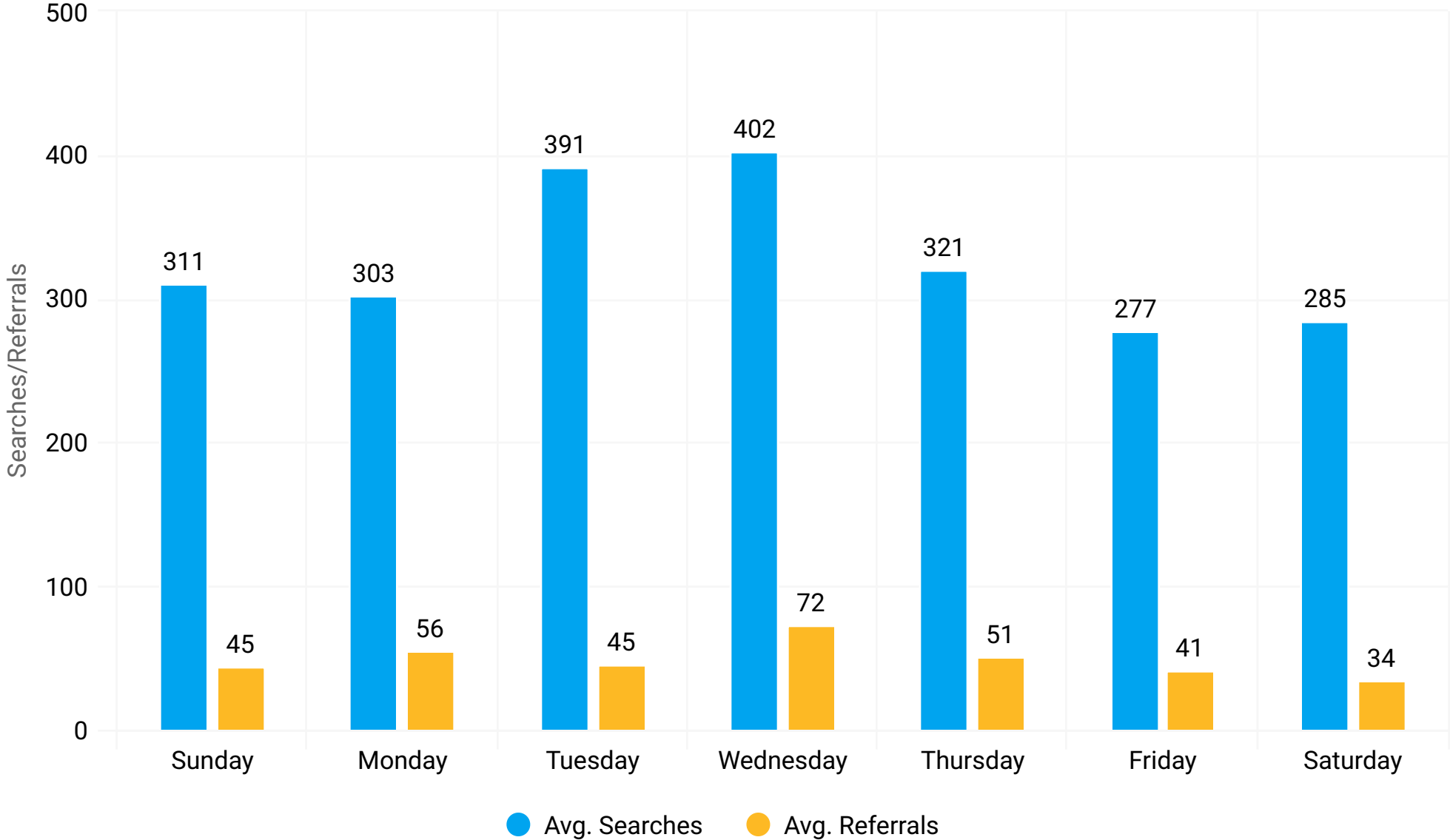
Year-over-Year Referral Trends



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By Day of Week



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Referrals by Top 10 Cities

