

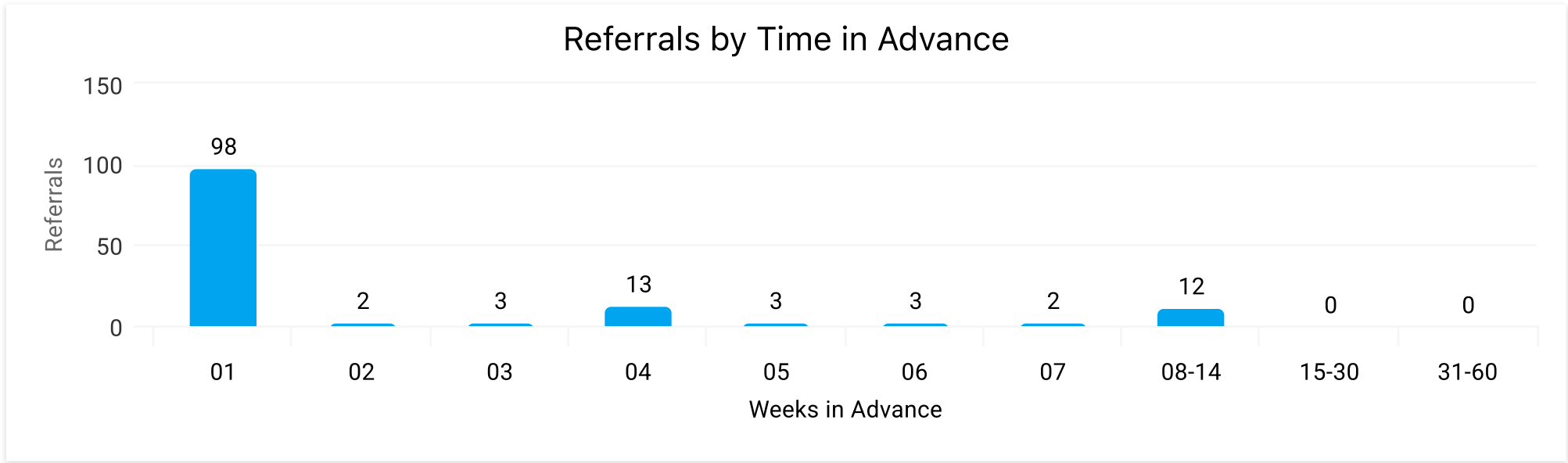
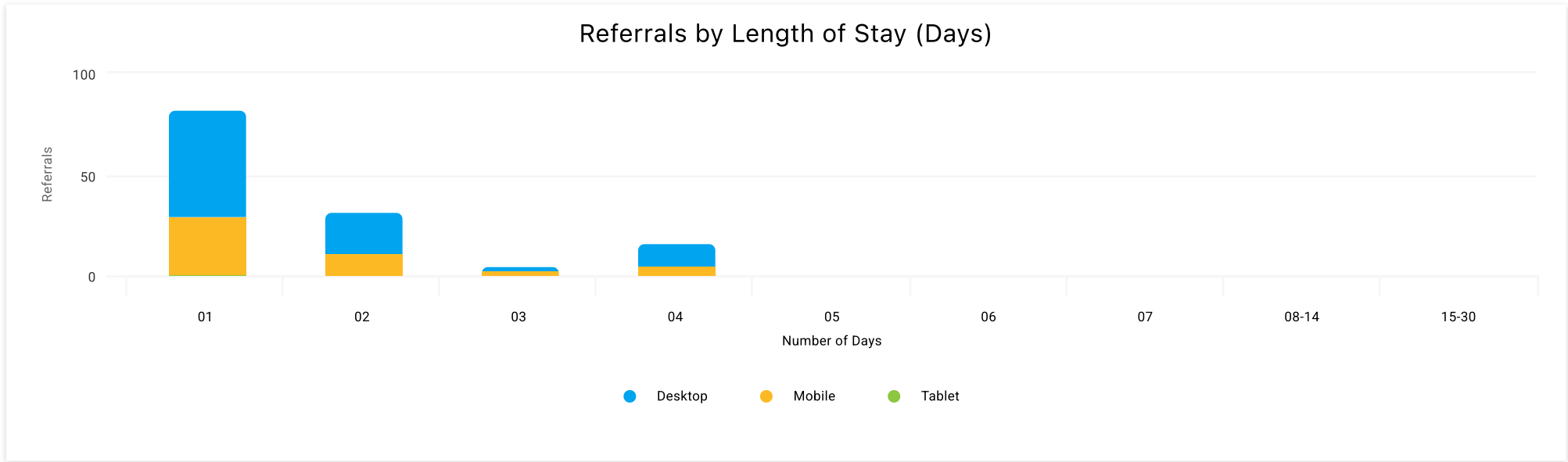
Book > Direct: Performance Summary

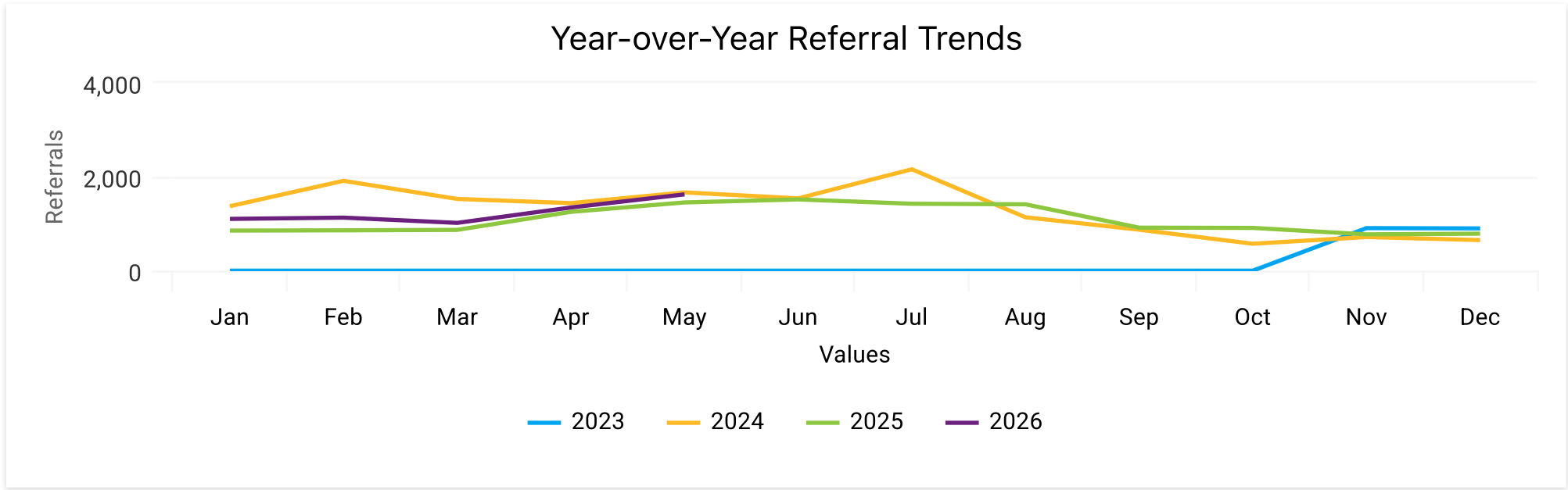
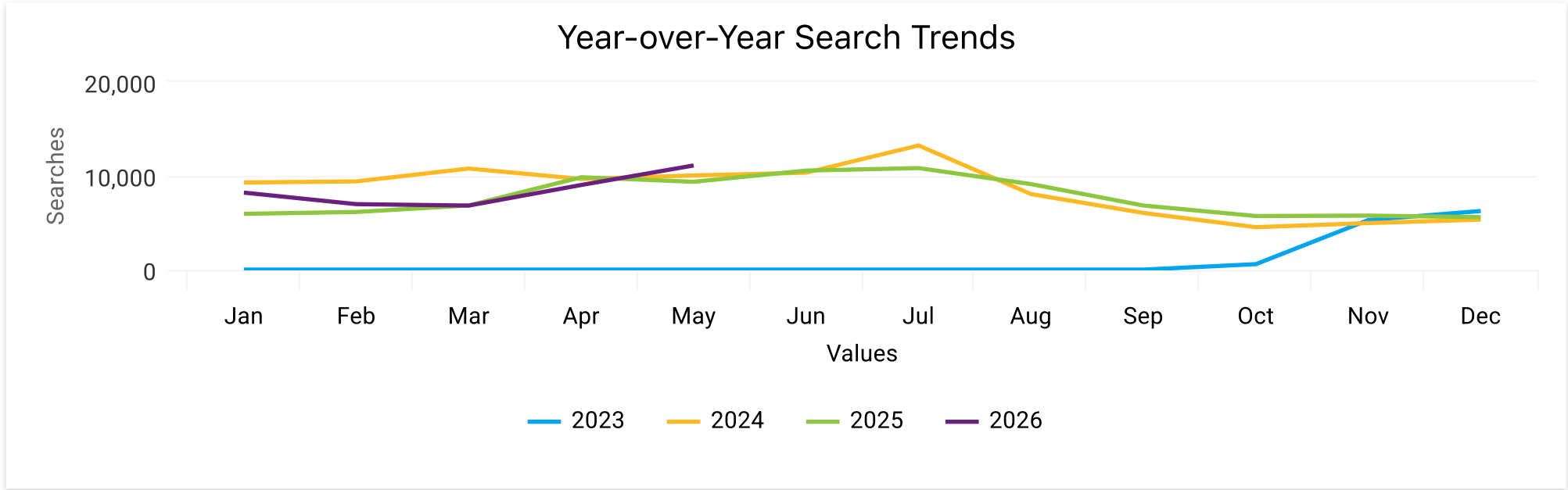
Date: Start Of Last Month - End Of Last Month

Global Booking CVR	Bookings (Est.)	Average Booking Amount (Est.)	Total Booking Revenue (Est.)	
4.40%	71.50	\$357.93	\$25,592	
Searches	Average Days in Advance (Searches)	Average Length of Stay in Days (Searches)	Average Daily Rate (Searches)	Cost Per Referral
11,107	39.23	1.4	\$267.10	\$0.54
Referrals	Average Days in Advance (Referrals)	Average Length of Stay in Days (Referrals)	Average Daily Rate (Referrals)	Referral CVR
1,627	12.9	1.7	\$246.81	14.65%

Book > Direct: Performance Summary

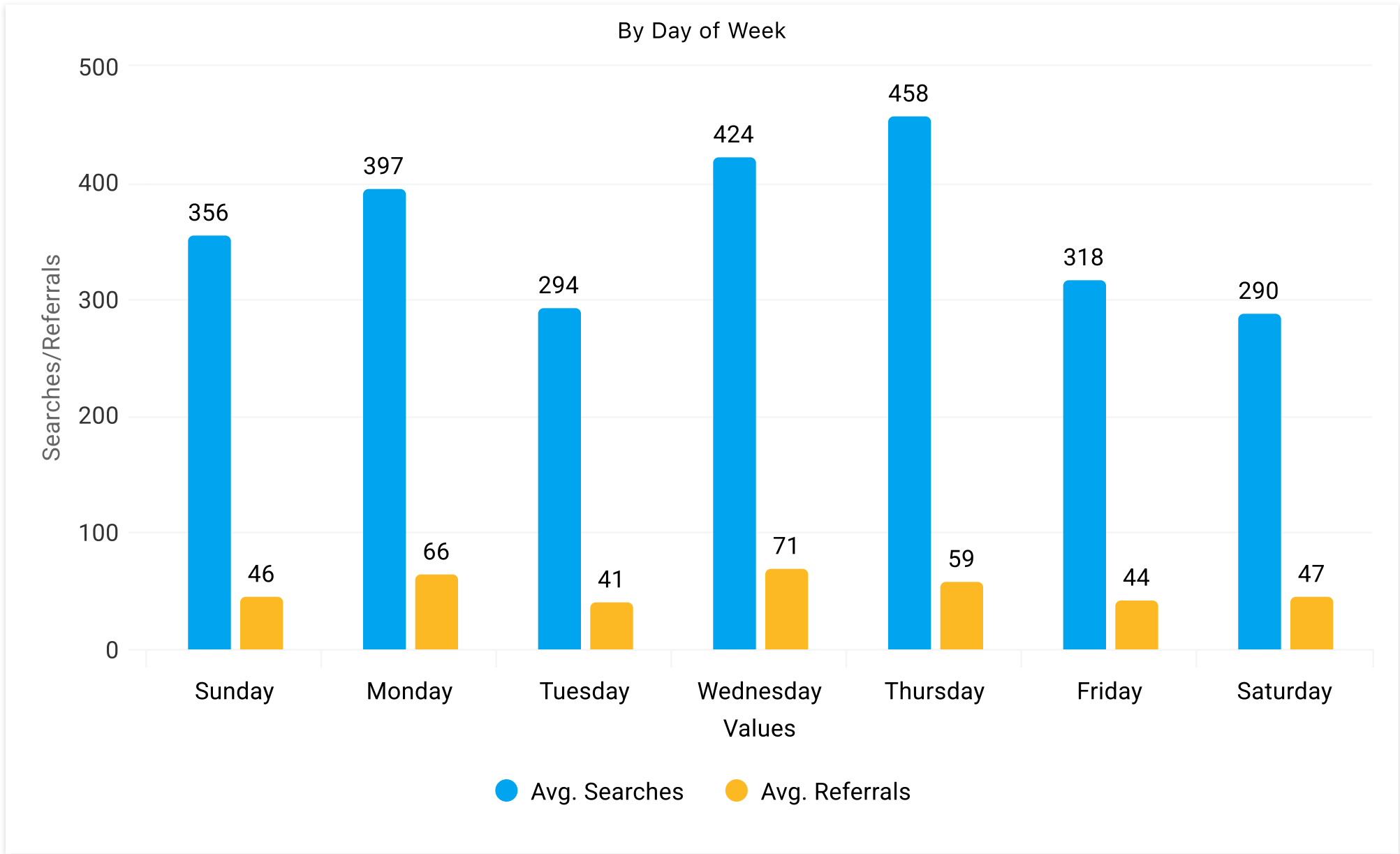
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