

Book > Direct: Performance Summary

Date: Start Of Last Month - End Of Last Month

Global Booking CVR

3.37%

Bookings (Est.)

0.30

Average Booking Amount (Est.)

\$449.24

Total Booking Revenue (Est.)

\$136

Searches

5,594

Average Days in Advance (Searches)

45.64

Average Length of Stay in Days (Searches)

1.3

Average Daily Rate (Searches)

\$246.77

Cost Per Referral

\$1.11

Referrals

789

Average Days in Advance (Referrals)

25.1

Average Length of Stay in Days (Referrals)

2.4

Average Daily Rate (Referrals)

\$236.23

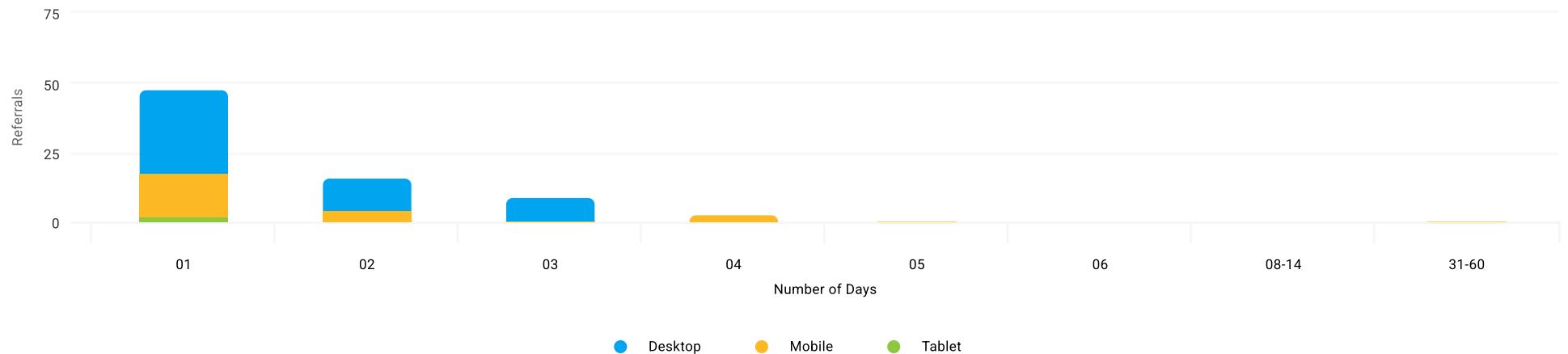
Referral CVR

14.10%

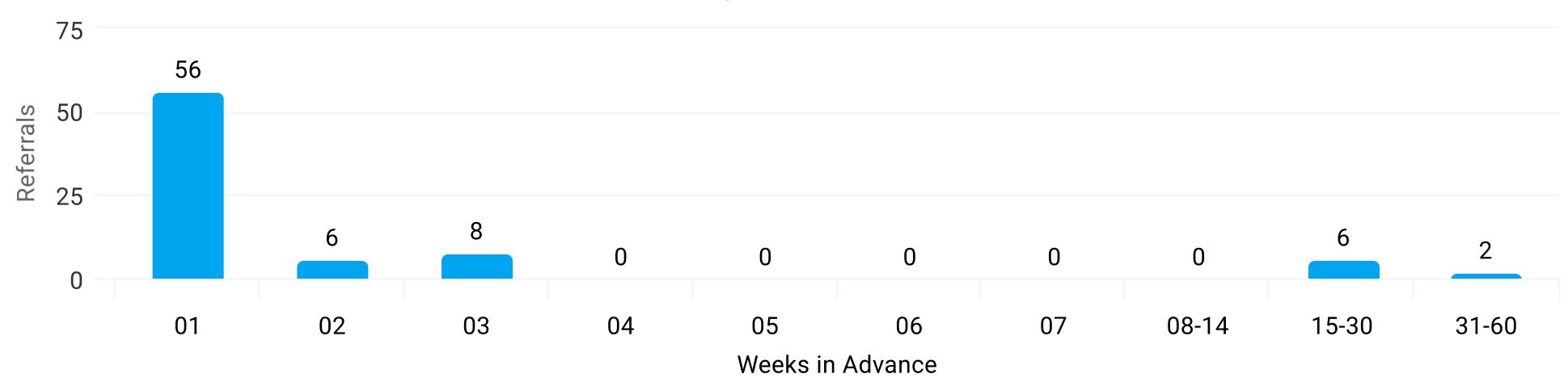
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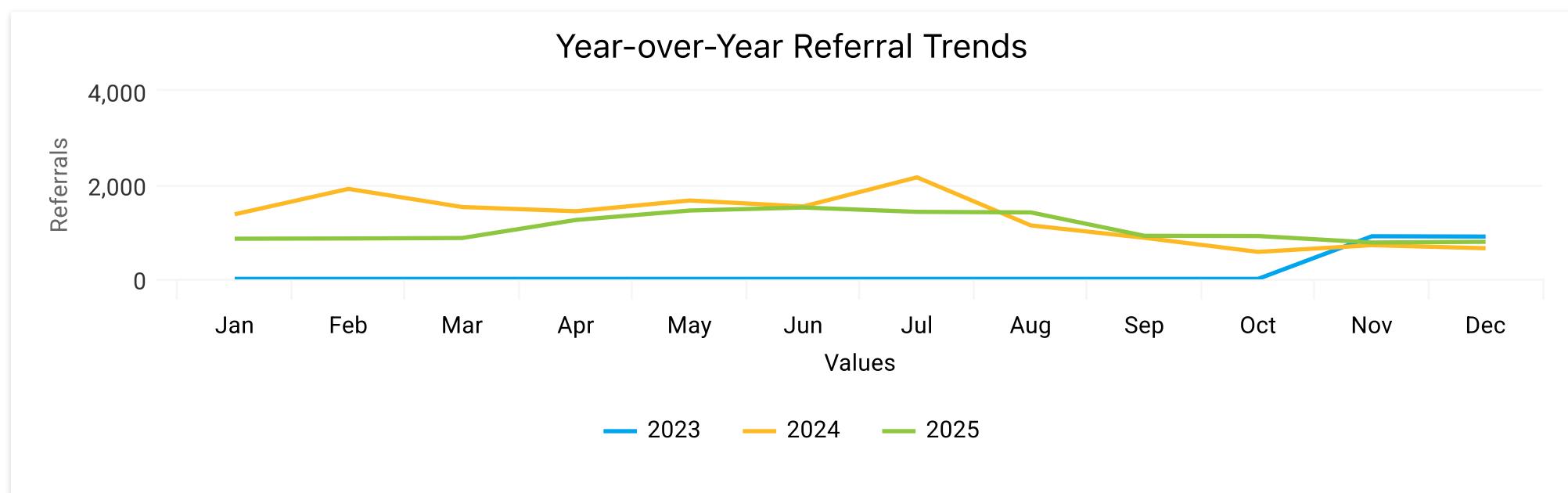
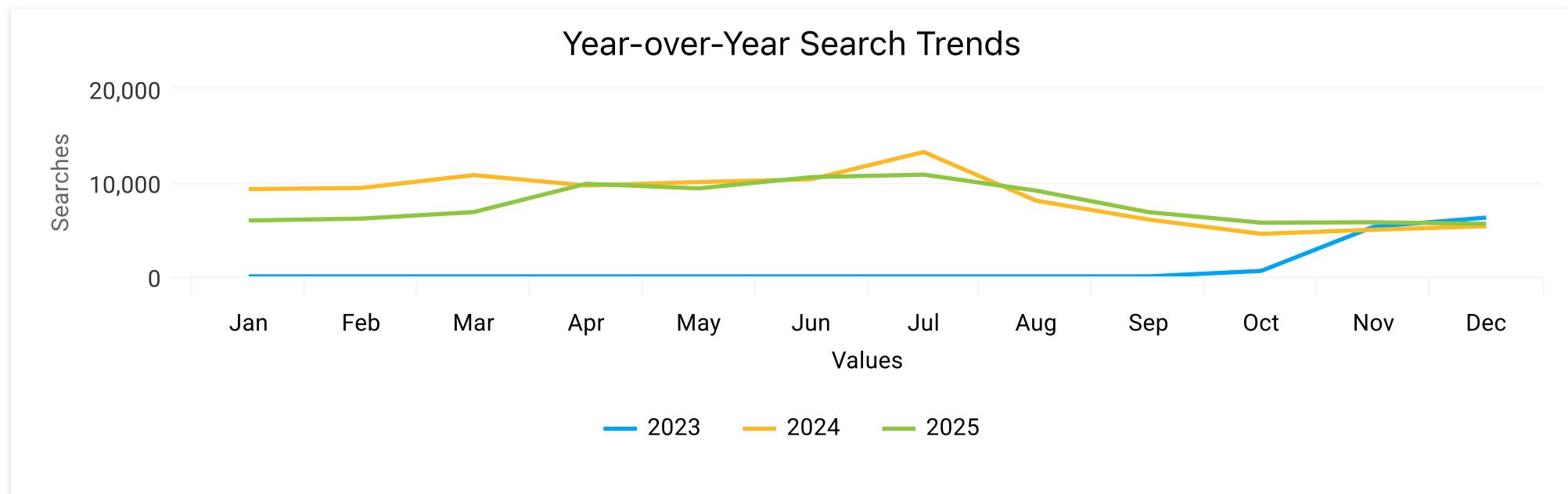
Referrals by Length of Stay (Days)



Referrals by Time in Advance

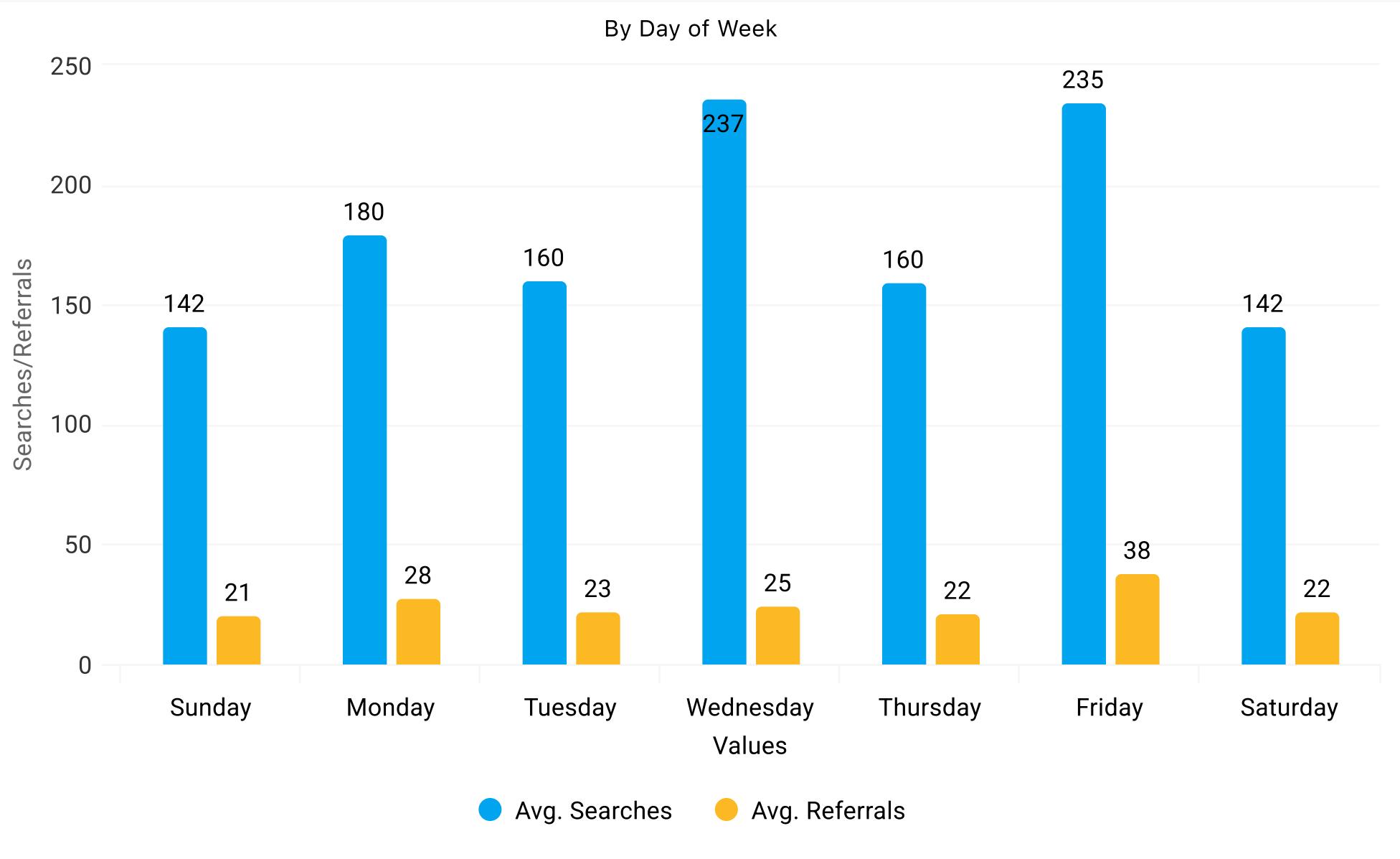


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