

Book > Direct: Performance Summary

Date: Start Of Last Month - End Of Last Month

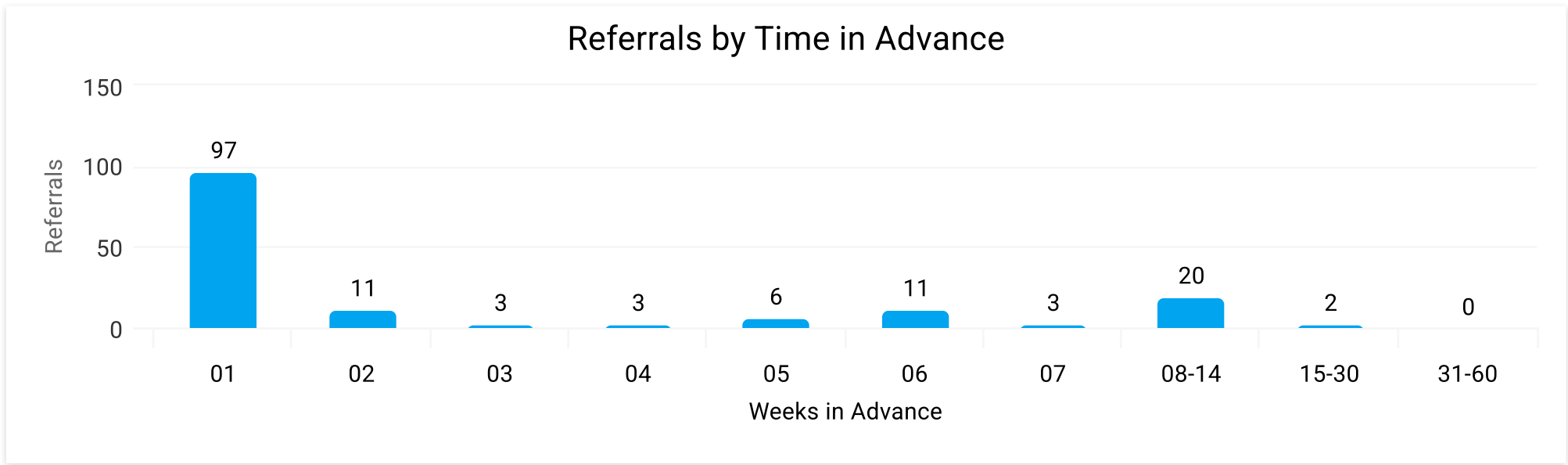
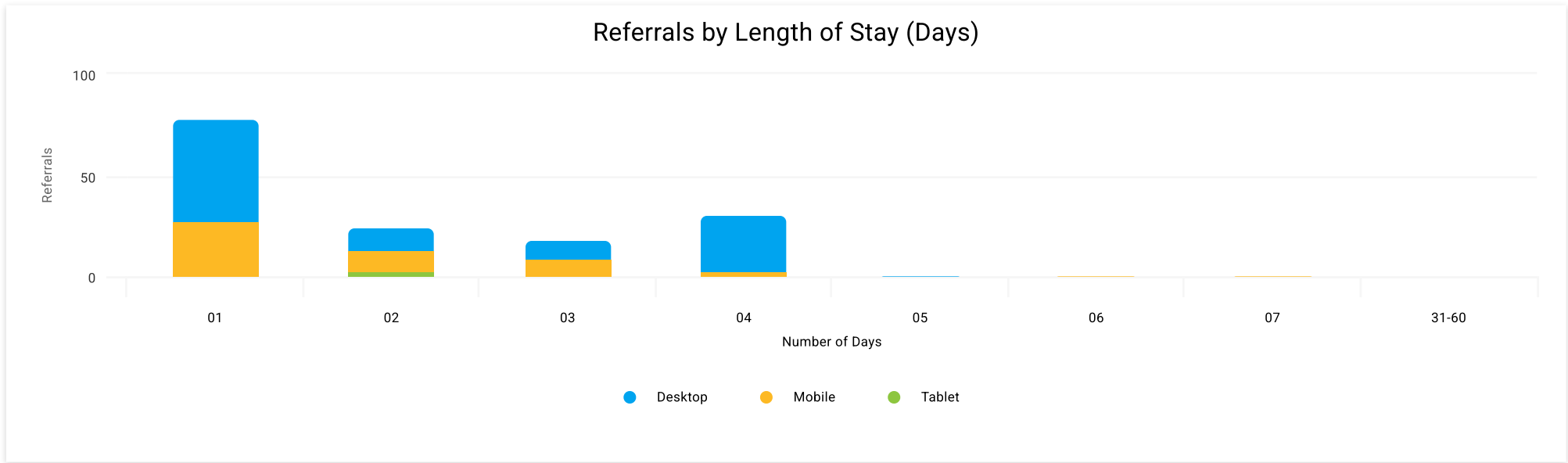
Global Booking CVR	Bookings (Est.)	Average Booking Amount (Est.)	Total Booking Revenue (Est.)	
4.05%	0.93	\$478.72	\$446	

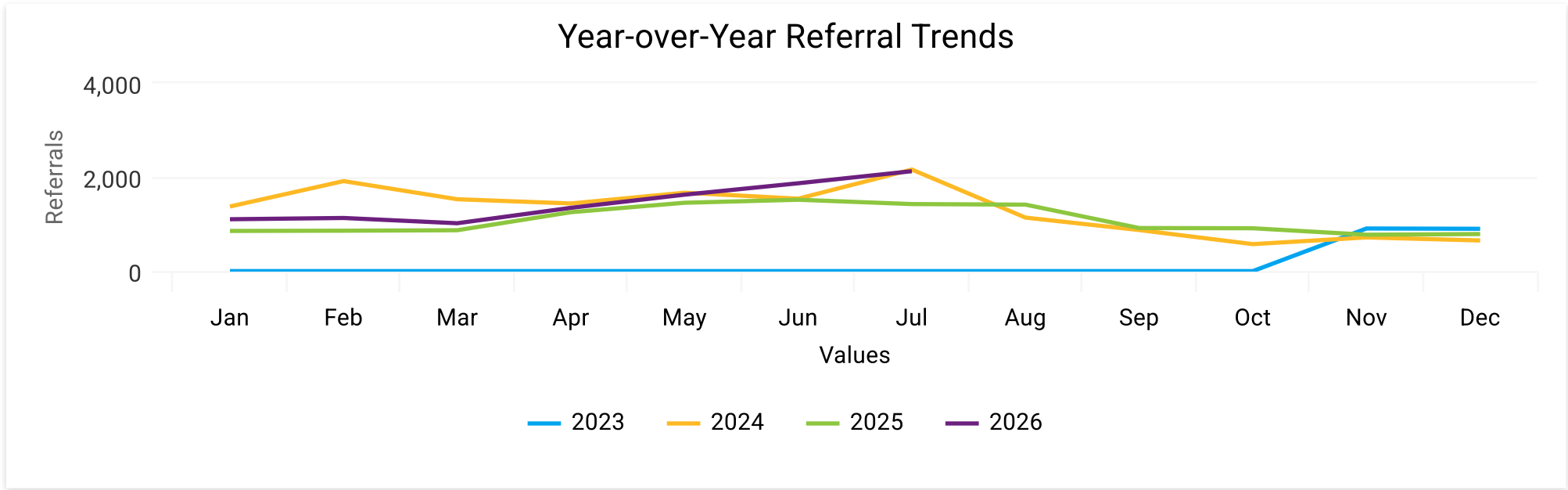
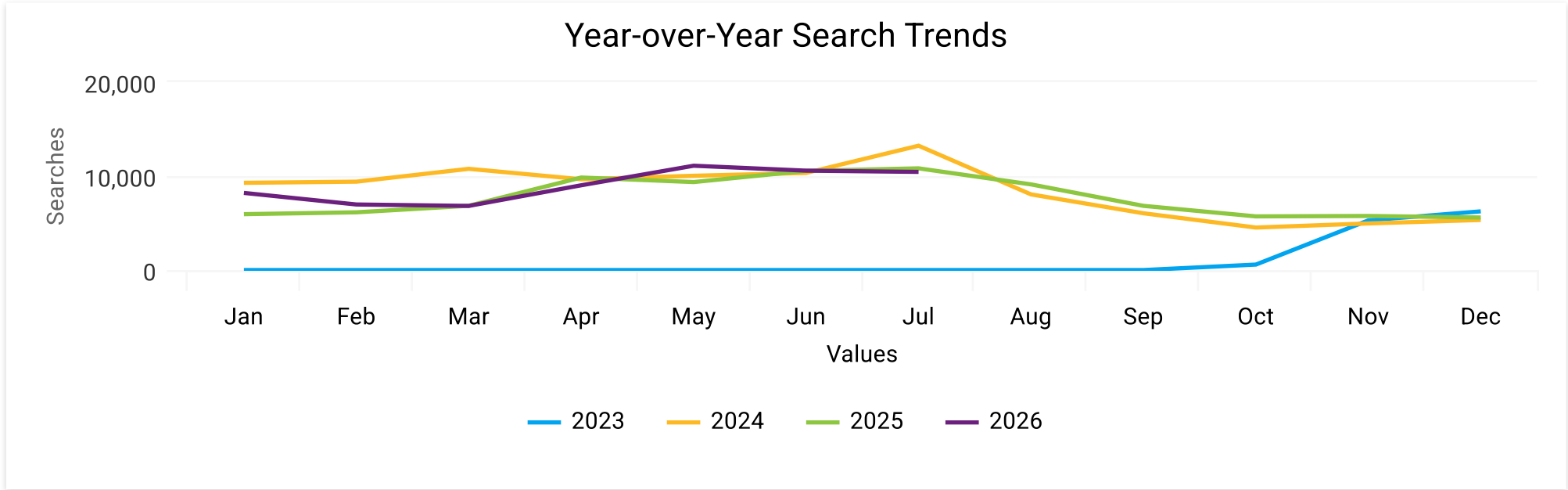
Searches	Average Days in Advance (Searches)	Average Length of Stay in Days (Searches)	Average Daily Rate (Searches)	Cost Per Referral
10,450	29.43	1.3	\$267.24	\$0.41

Referrals	Average Days in Advance (Referrals)	Average Length of Stay in Days (Referrals)	Average Daily Rate (Referrals)	Referral CVR
2,127	20.2	2.1	\$251.02	20.35%

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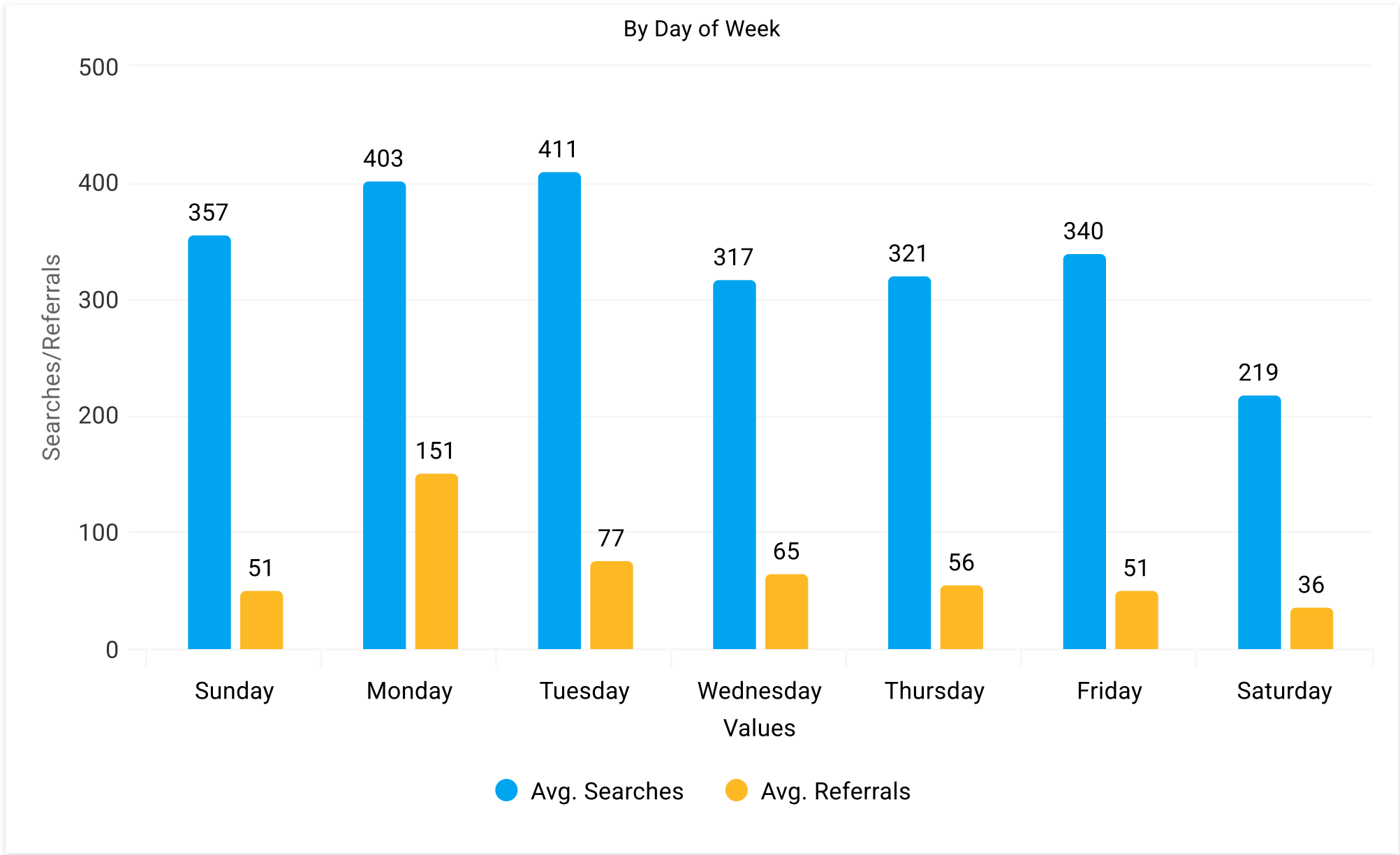
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