

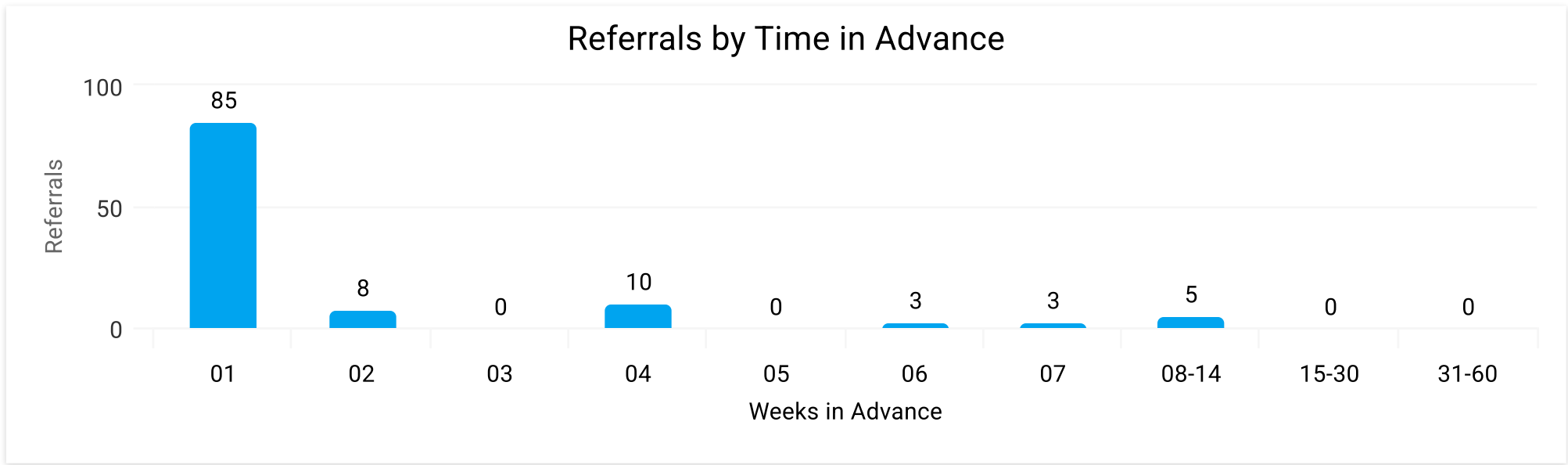
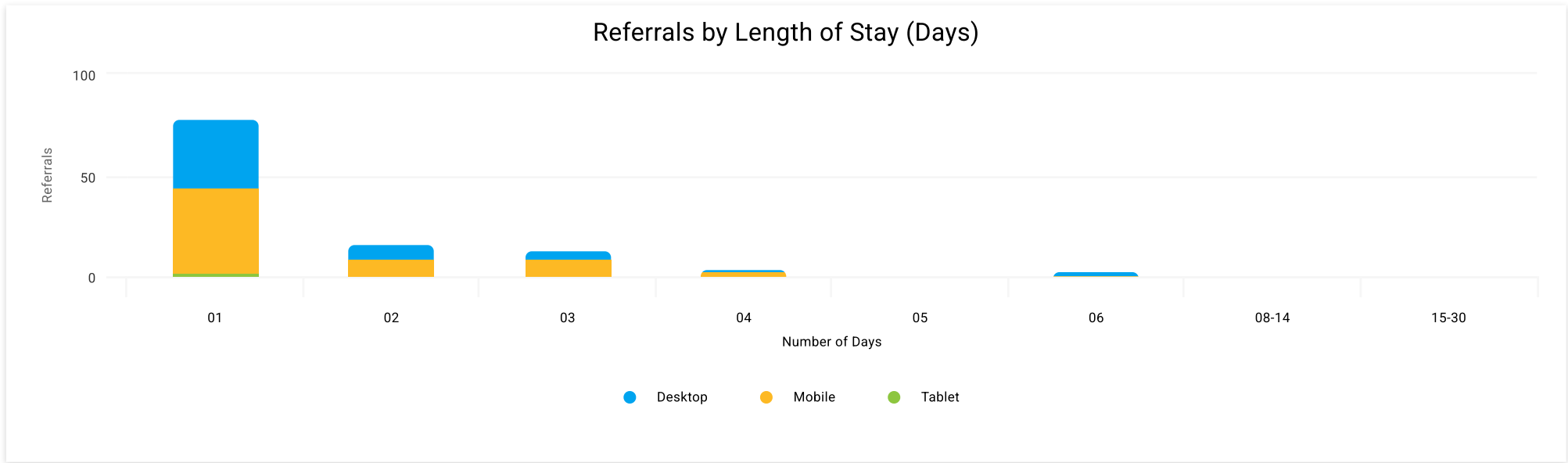
Book > Direct: Performance Summary

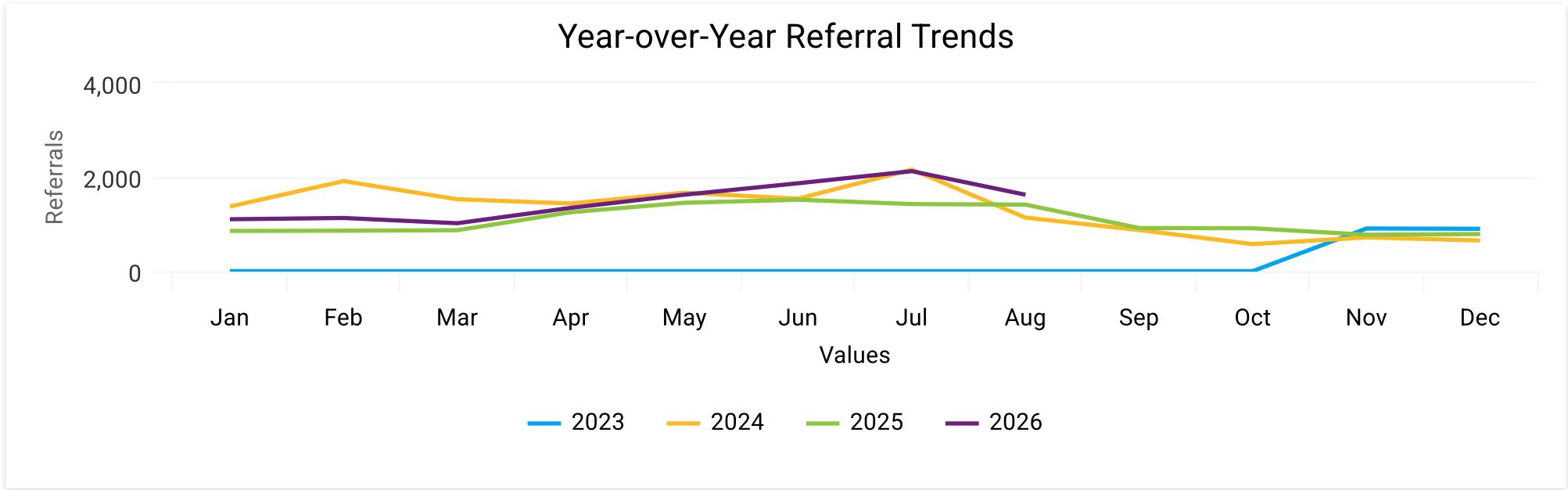
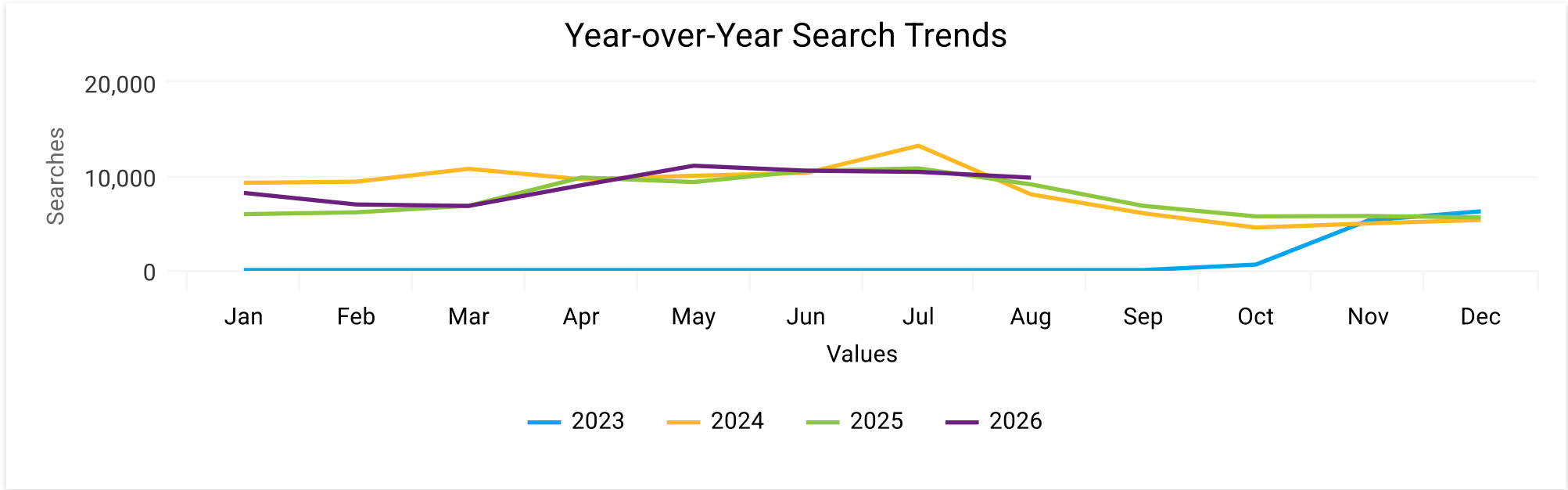
Date: Start Of Last Month - End Of Last Month

Global Booking CVR	Bookings (Est.)	Average Booking Amount (Est.)	Total Booking Revenue (Est.)	
3.47%	56.34	\$408.24	\$23,000	
Searches	Average Days in Advance (Searches)	Average Length of Stay in Days (Searches)	Average Daily Rate (Searches)	Cost Per Referral
9,834	29.46	1.3	\$263.88	\$0.54
Referrals	Average Days in Advance (Referrals)	Average Length of Stay in Days (Referrals)	Average Daily Rate (Referrals)	Referral CVR
1,626	9.3	1.6	\$242.39	16.53%

Book > Direct: Performance Summary

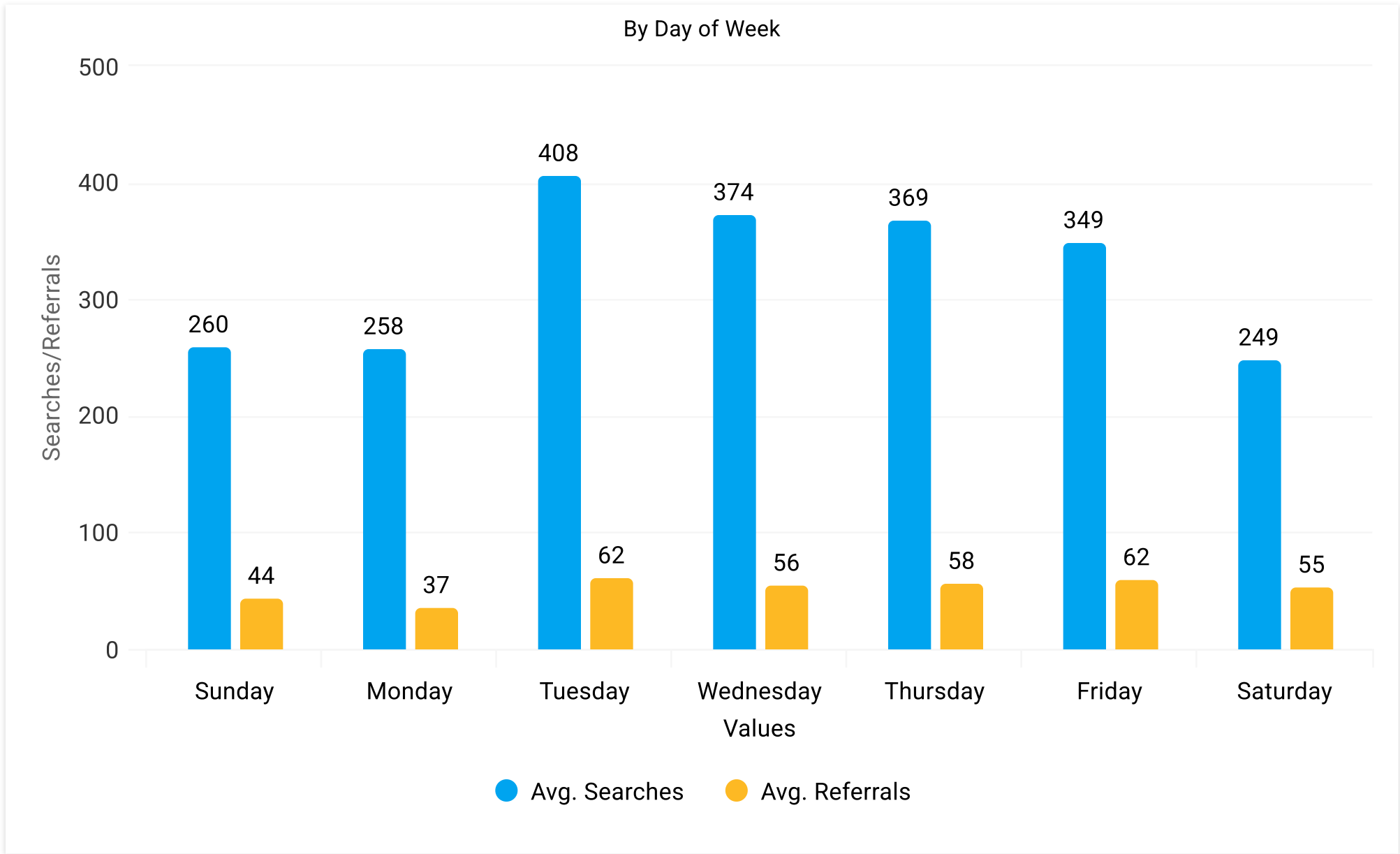
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