

Book > Direct: Performance Summary

Date: Start Of Last Month - End Of Last Month

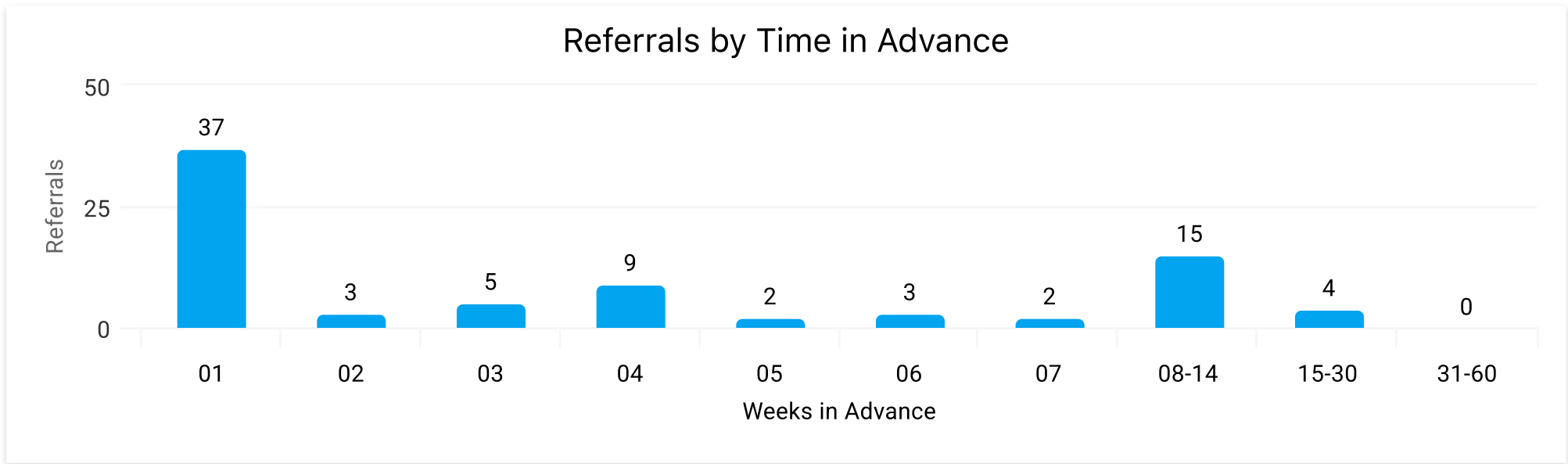
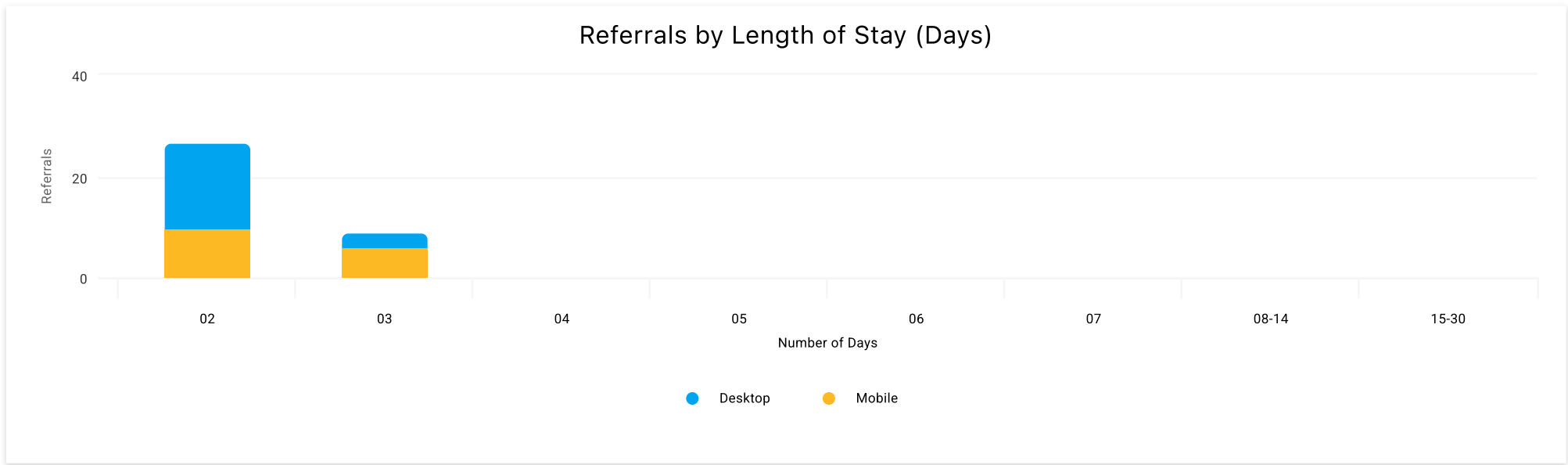
Global Booking CVR	Bookings (Est.)	Average Booking Amount (Est.)	Total Booking Revenue (Est.)	
3.81%	47.43	\$370.90	\$17,593	

Searches	Average Days in Advance (Searches)	Average Length of Stay in Days (Searches)	Average Daily Rate (Searches)	Cost Per Referral
9,707	52.35	1.4	\$249.43	\$27.35

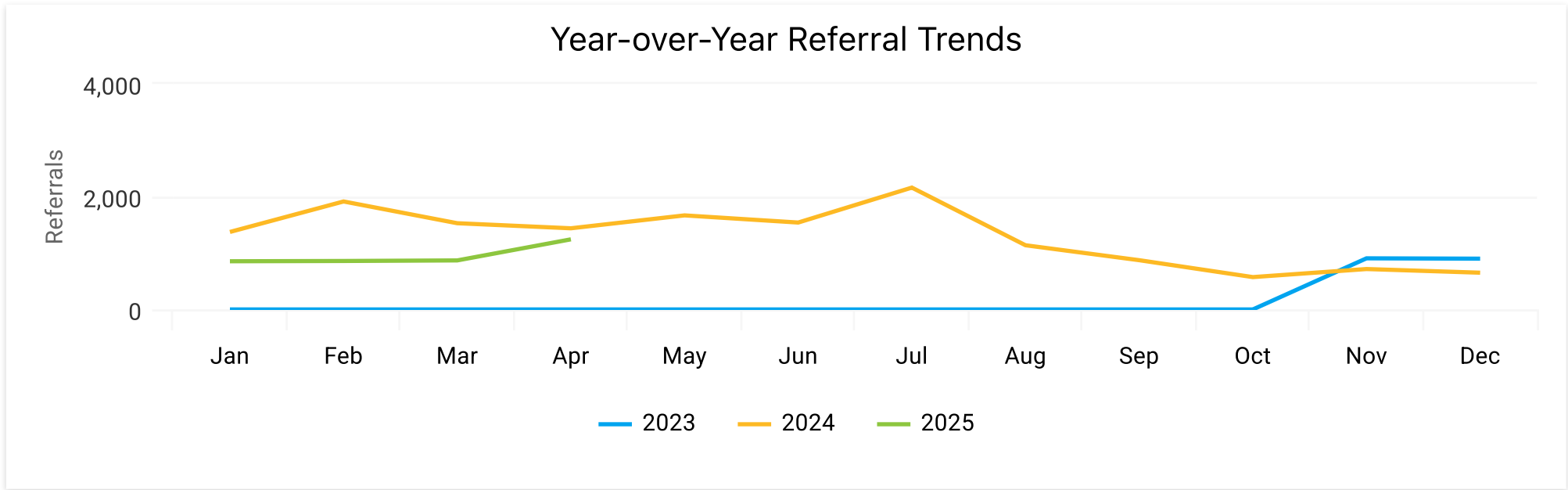
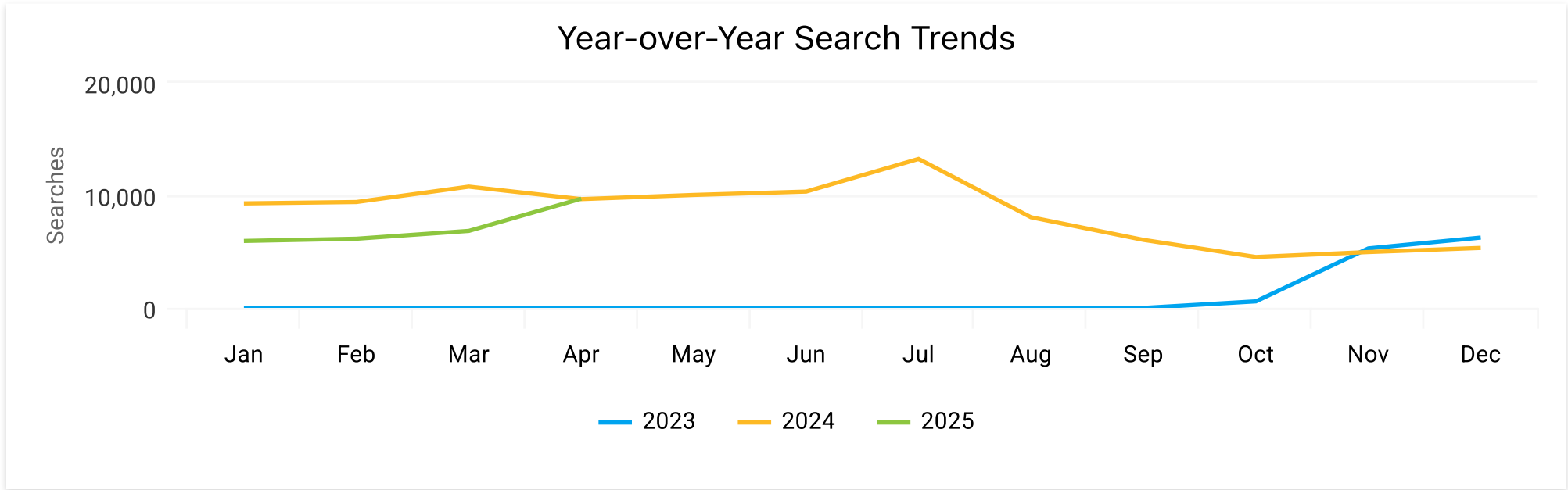
Referrals	Average Days in Advance (Referrals)	Average Length of Stay in Days (Referrals)	Average Daily Rate (Referrals)	Referral CVR
1,244	28.8	1.6	\$239.13	12.82%

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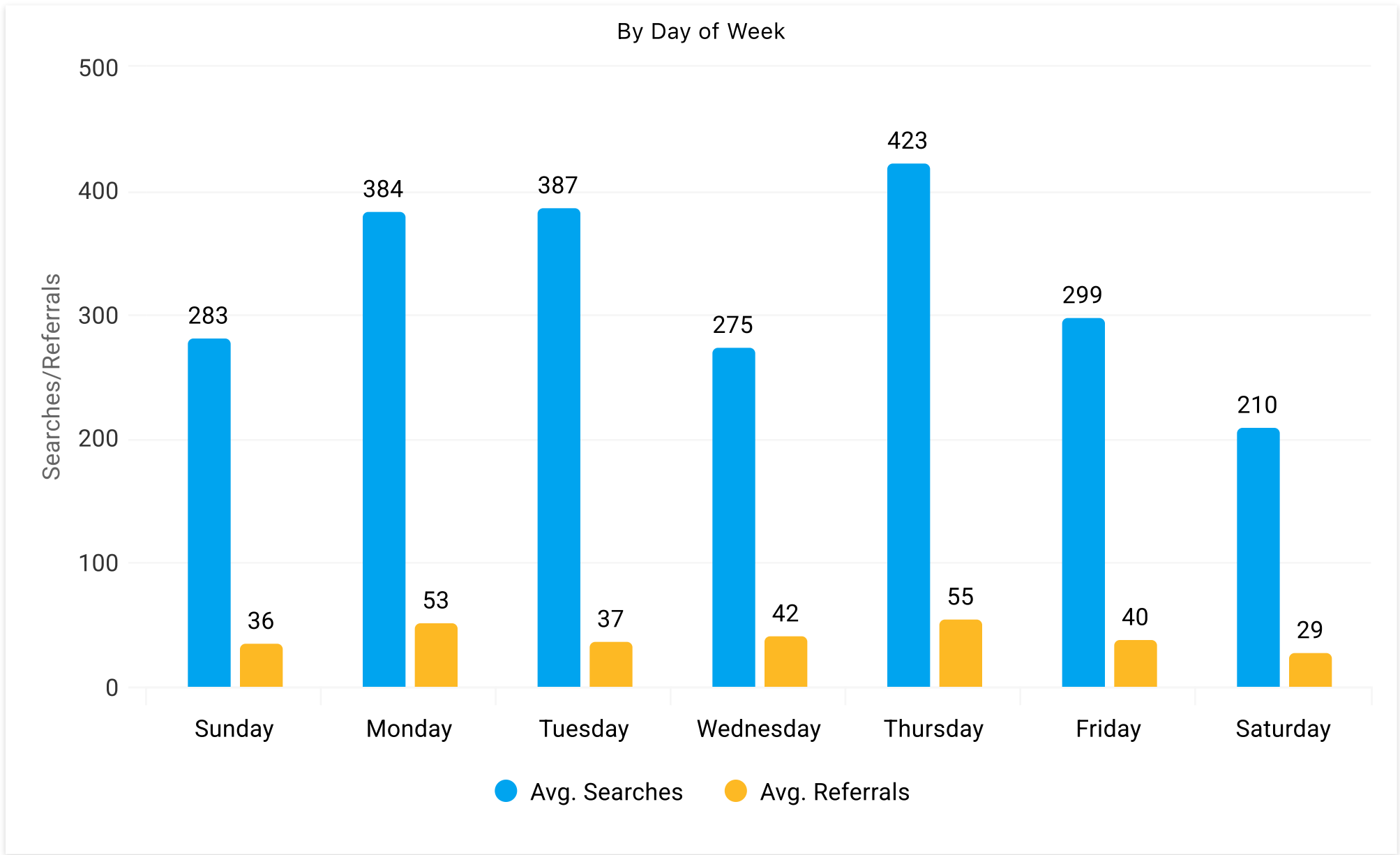


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