

Book > Direct: Performance Summary

Date: Start Of Last Month - End Of Last Month

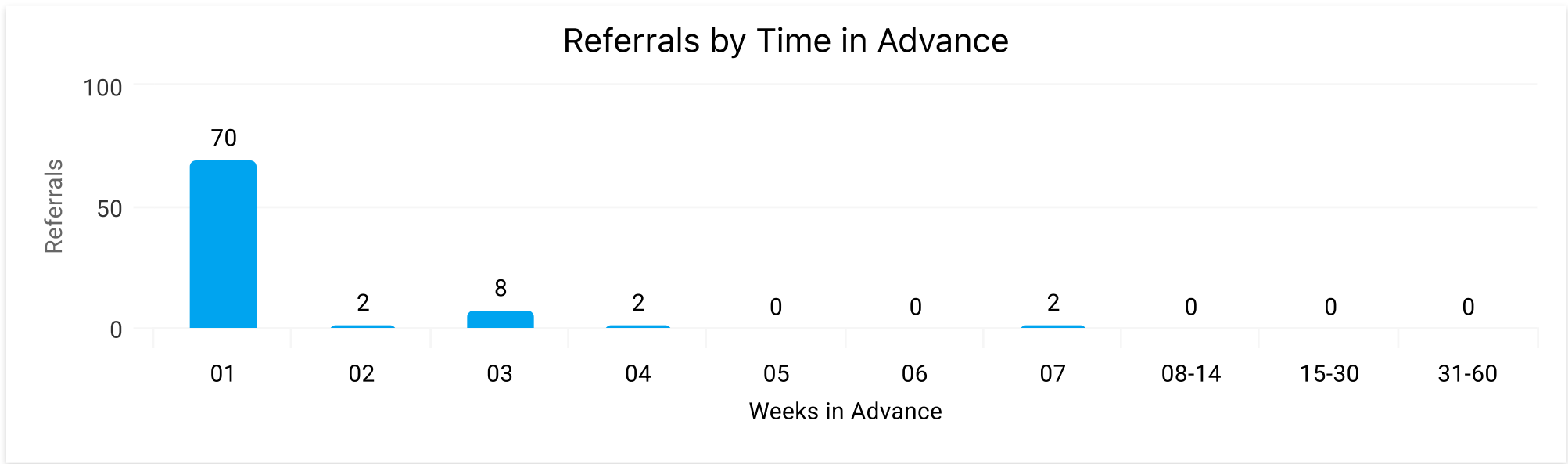
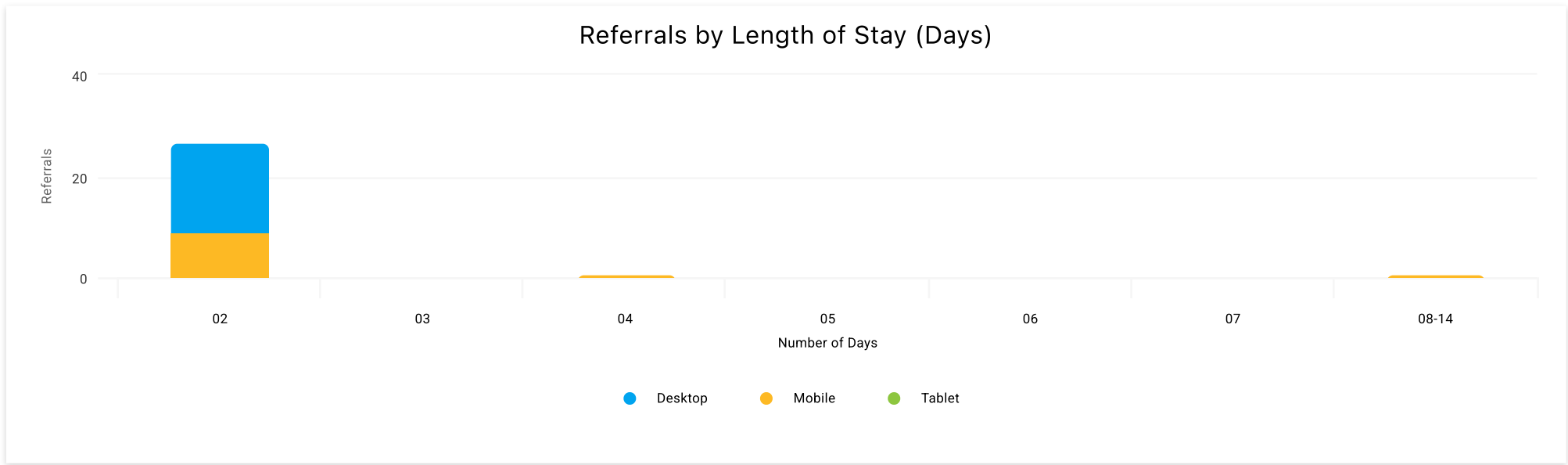
Global Booking CVR	Bookings (Est.)	Average Booking Amount (Est.)	Total Booking Revenue (Est.)	
23.08%	3.23	\$386.35	\$1,248	

Searches	Average Days in Advance (Searches)	Average Length of Stay in Days (Searches)	Average Daily Rate (Searches)	Cost Per Referral
10,827	28.19	1.3	\$258.77	\$27.08

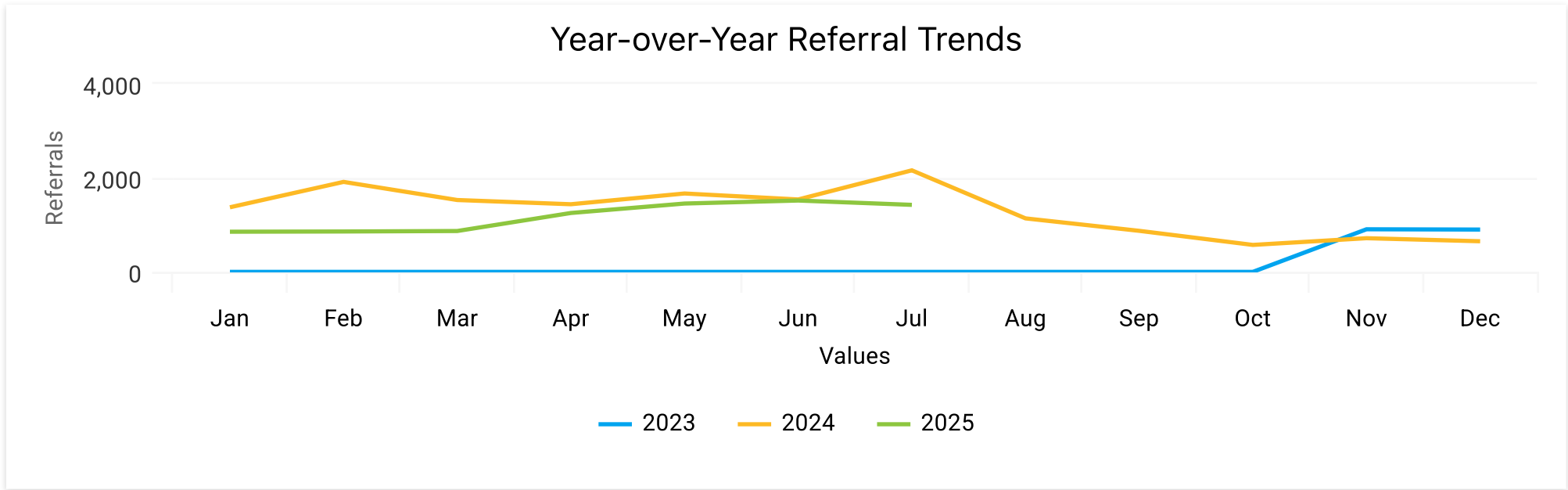
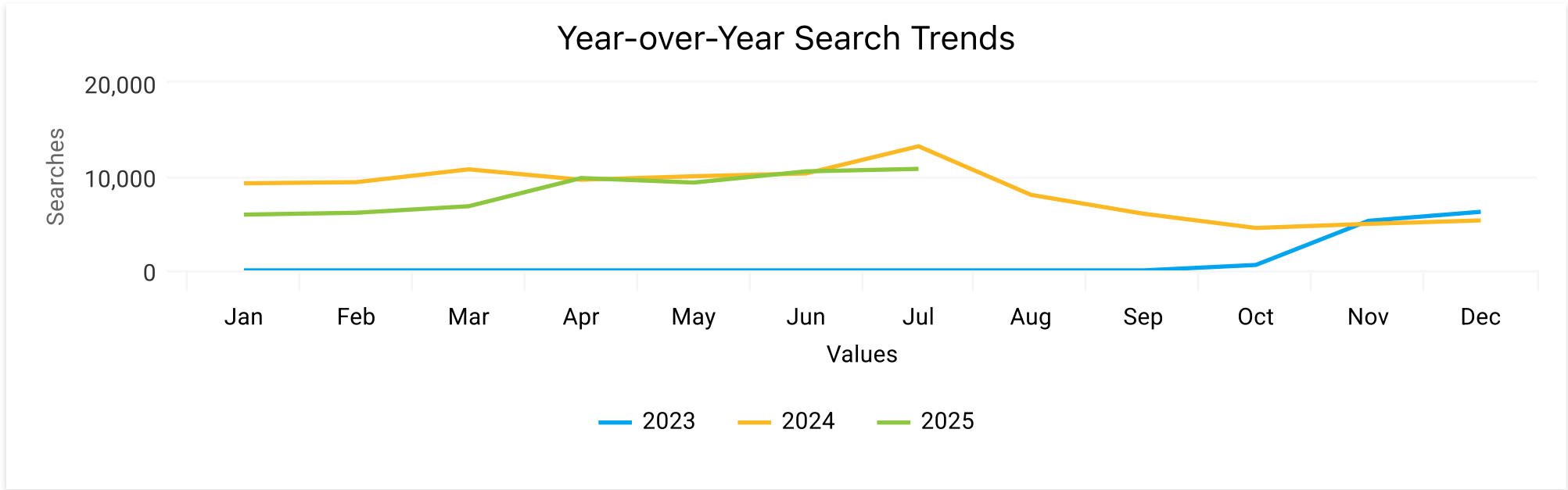
Referrals	Average Days in Advance (Referrals)	Average Length of Stay in Days (Referrals)	Average Daily Rate (Referrals)	Referral CVR
1,427	4.8	1.5	\$235.75	13.18%

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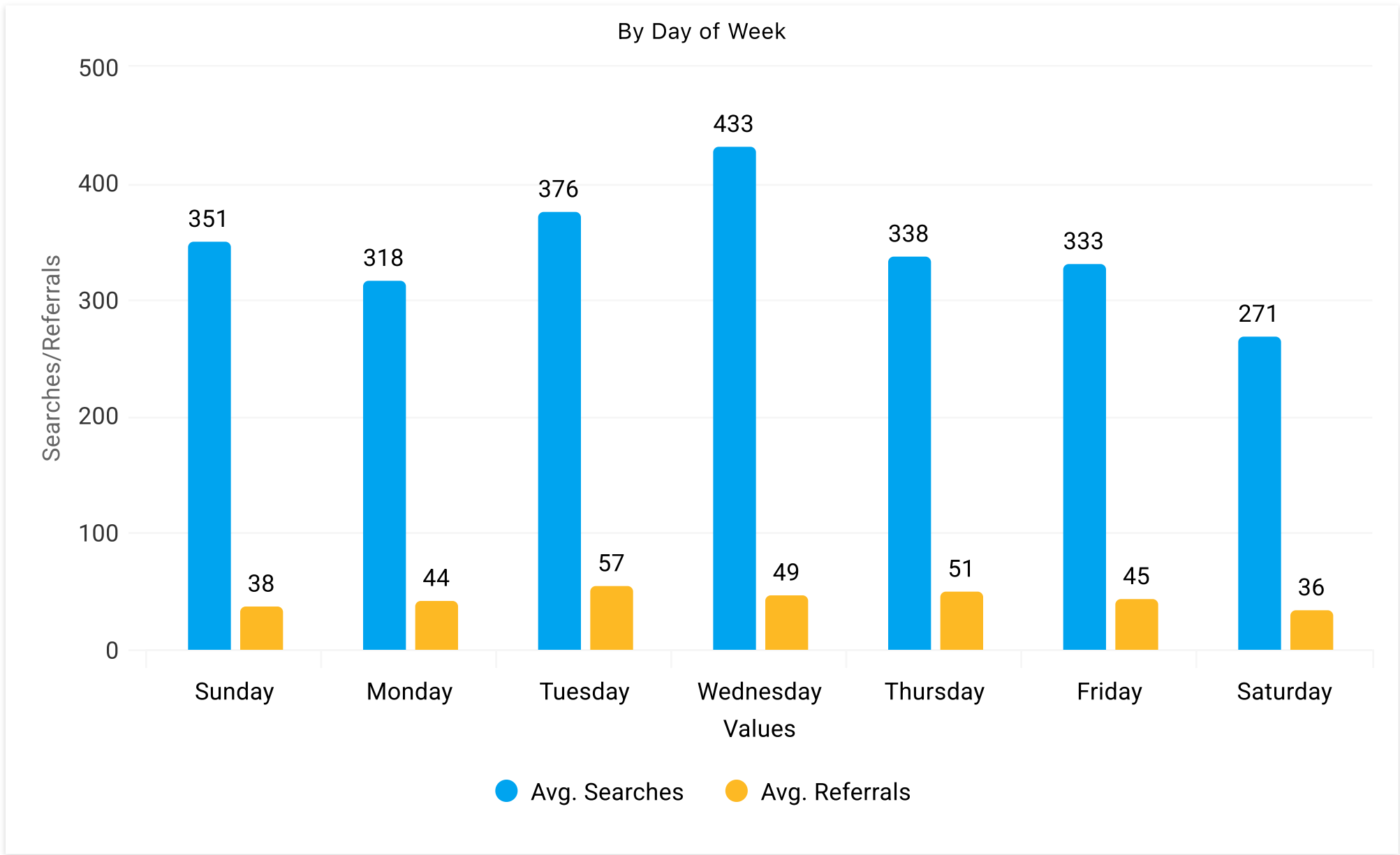


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