

Book > Direct: Performance Summary

Date: Start Of Last Month - End Of Last Month

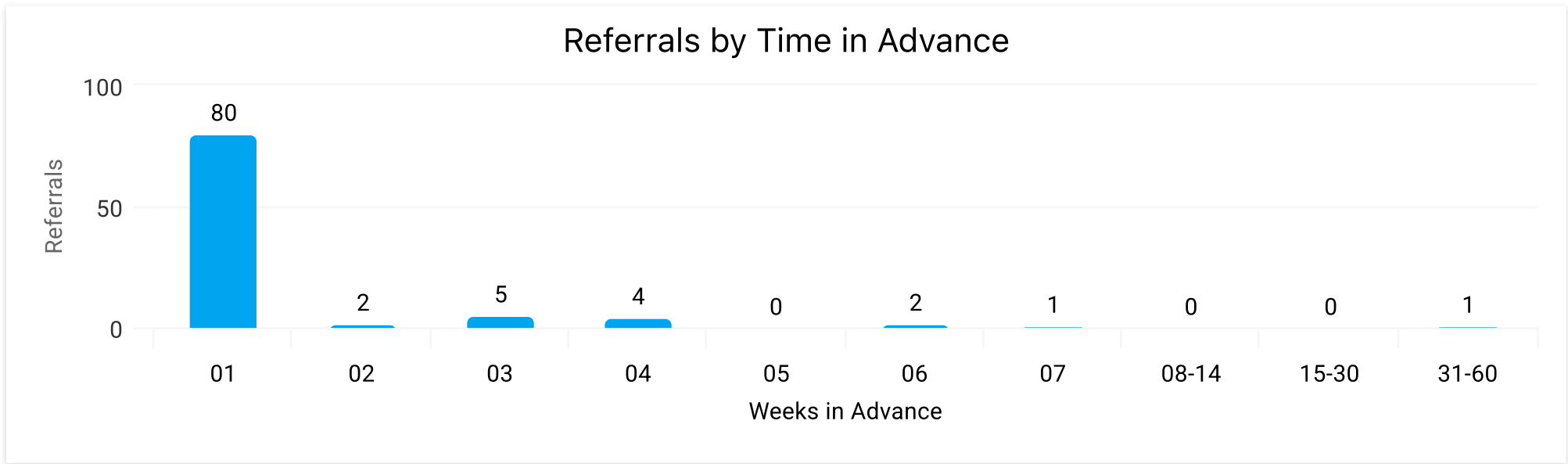
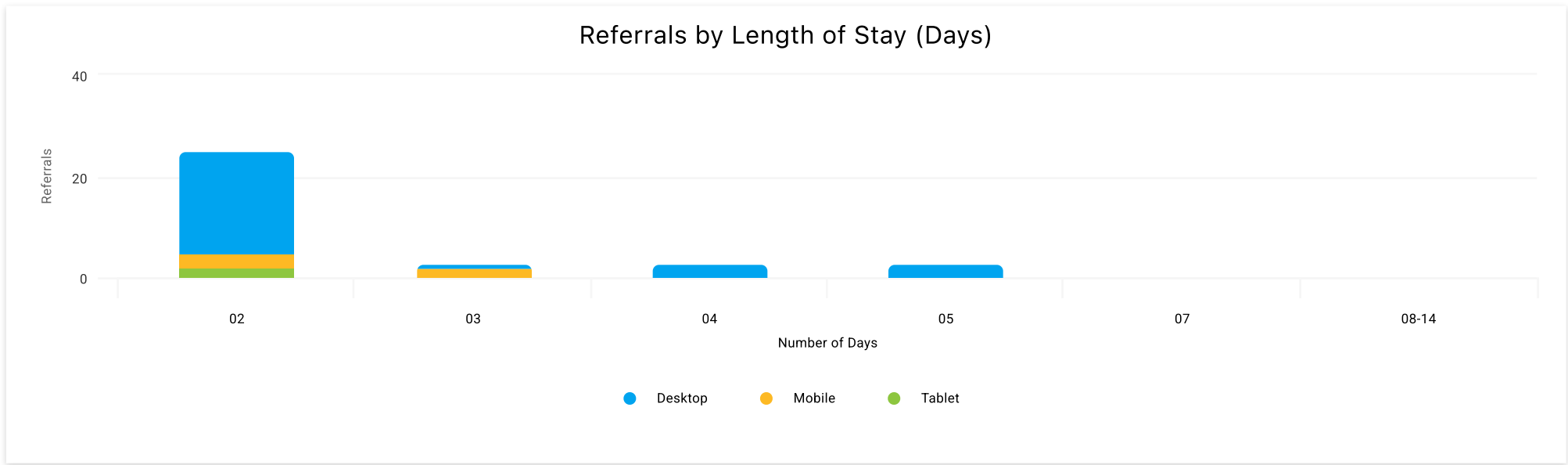
Global Booking CVR	Bookings (Est.)	Average Booking Amount (Est.)	Total Booking Revenue (Est.)	
49.02%	698.50	\$350.81	\$245,044	

Searches	Average Days in Advance (Searches)	Average Length of Stay in Days (Searches)	Average Daily Rate (Searches)	Cost Per Referral
9,120	28.60	1.2	\$258.24	\$0.62

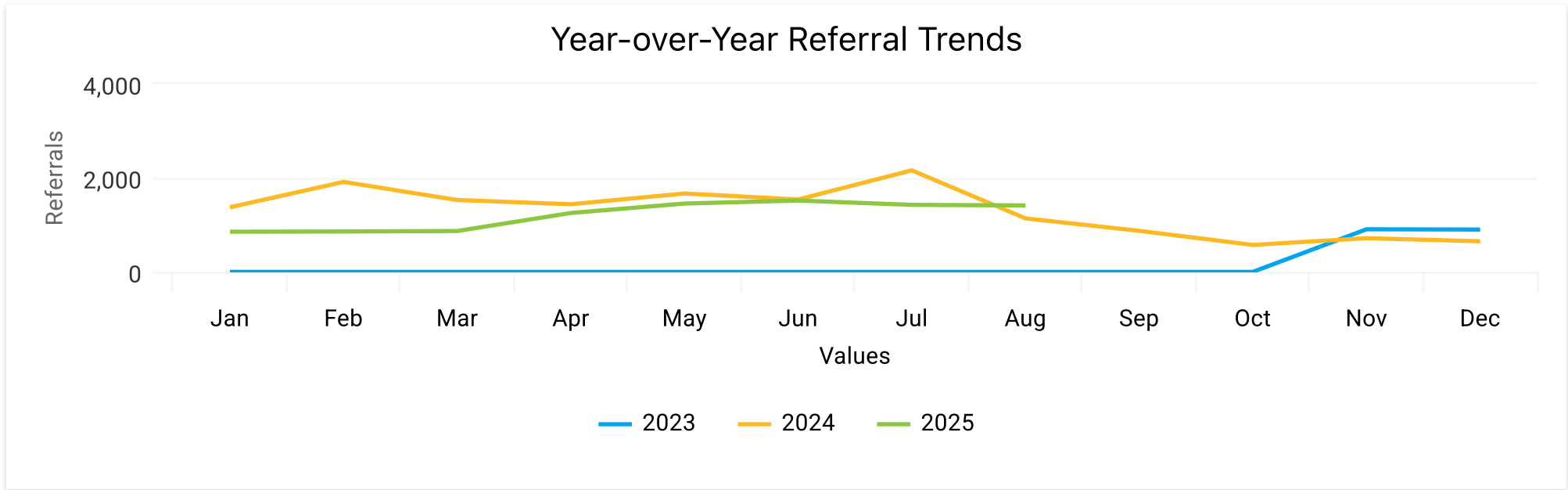
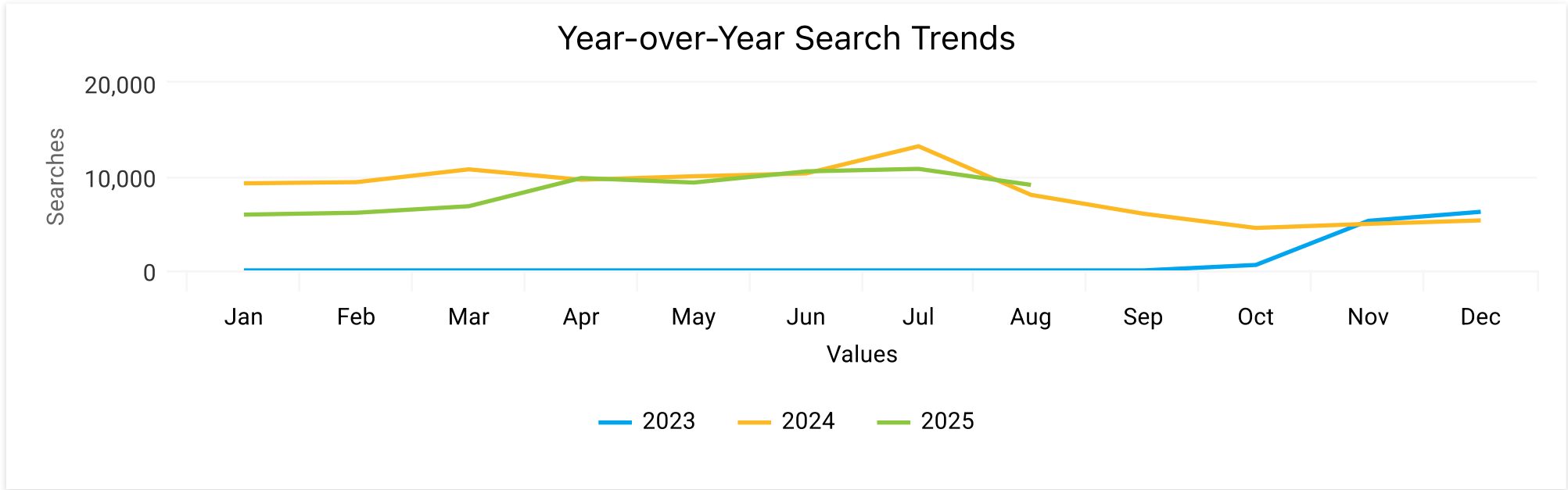
Referrals	Average Days in Advance (Referrals)	Average Length of Stay in Days (Referrals)	Average Daily Rate (Referrals)	Referral CVR
1,415	8.5	1.5	\$239.98	15.52%

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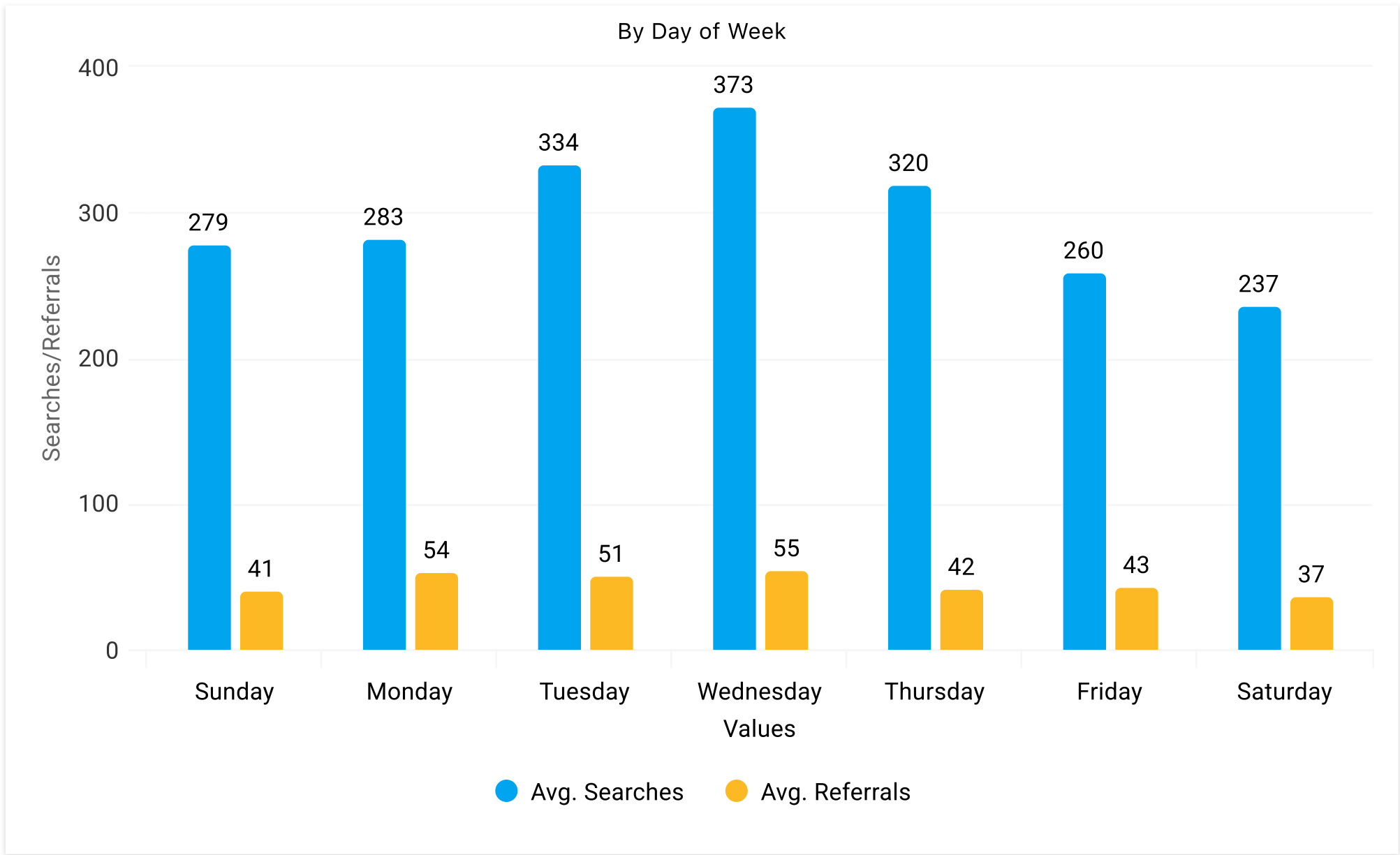


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