

Book > Direct: Performance Summary

Date: Start Of Last Month - End Of Last Month

Searches
8,987

-

Referrals
1,868

-

Referral CVR
20.79%

-

Global Booking CVR
2.68%

-

Bookings (Est.)
50.00

-

Average Booking Amount (Est.)
\$272.96

-

Total Booking Revenue (Est.)
\$13,647

-

Referrals by Top Lodging

Partner Name ↕	Referrals ↕
Alegria Oceanfront Inn & Cottages	53
Inn at Schoolhouse Creek	43
Sweetwater Inn & Spa	40
Totals	

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Average Length of Stay in Days (Searches)

1.2

-

Average Days in Advance (Searches)

42.26

-

Average Daily Rate (Searches)

\$227.86

-

Average Length of Stay in Days (Referrals)

1.3

-

Average Days in Advance (Referrals)

10.8

-

Average Daily Rate (Referrals)

\$225.55

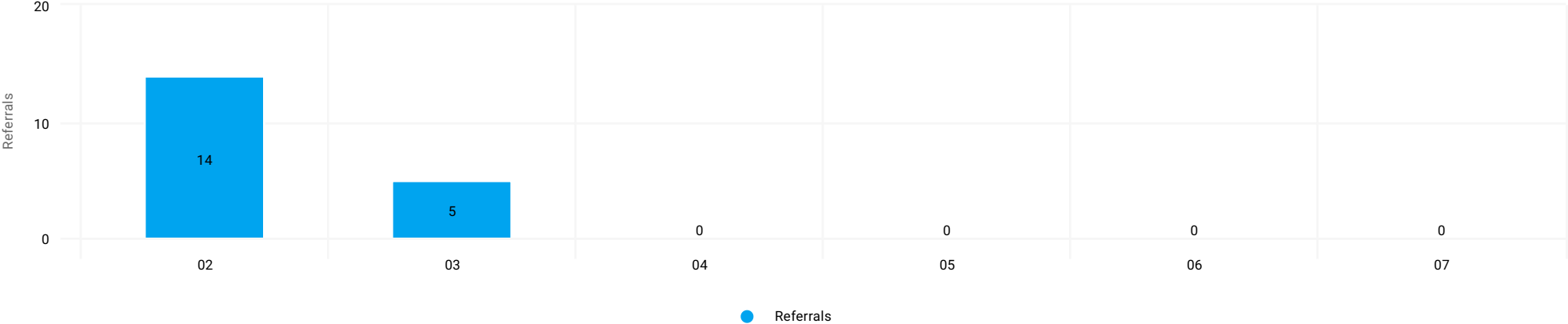
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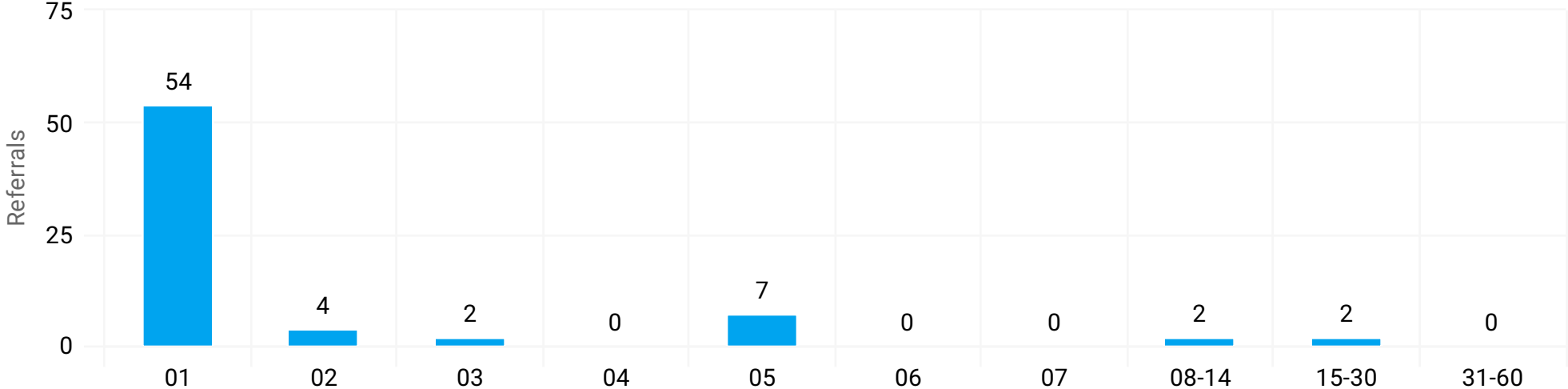
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Referrals by Length of Stay (Days)

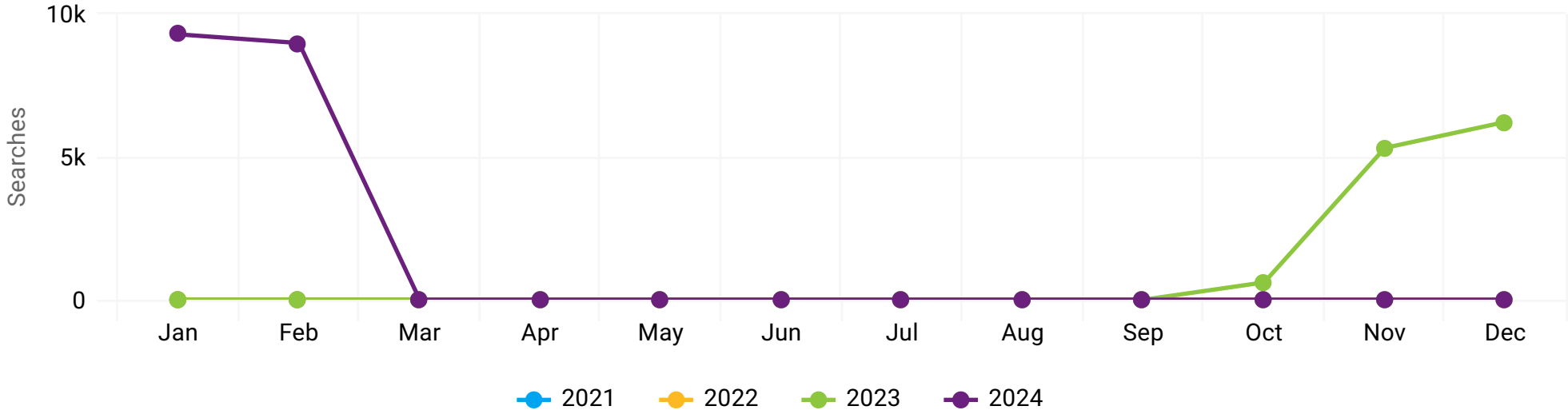
Year: date:year ▾



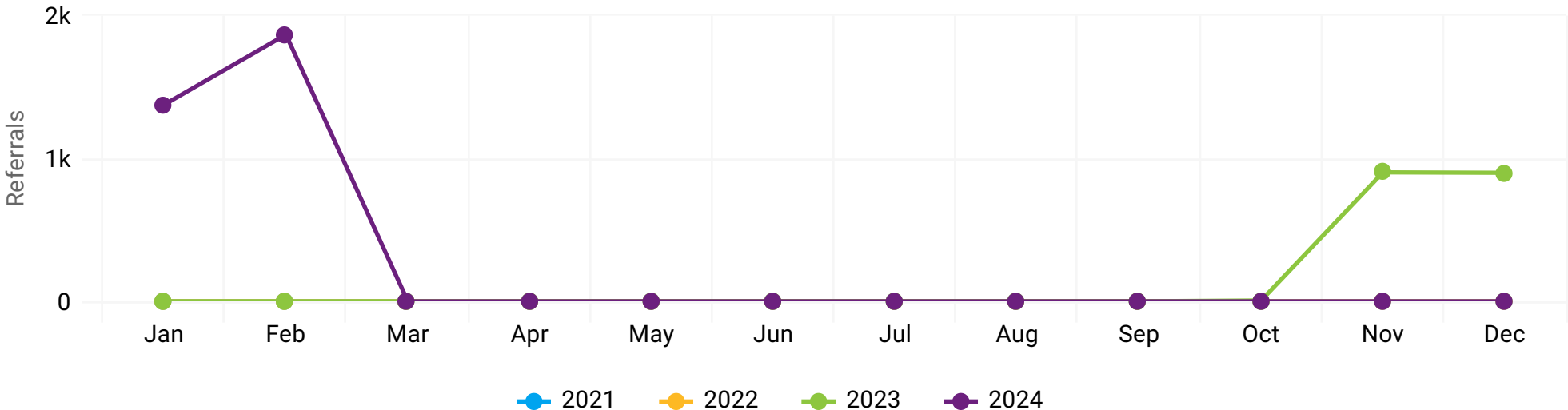
Referrals by Time in Advance



Year-over-Year Search Trends



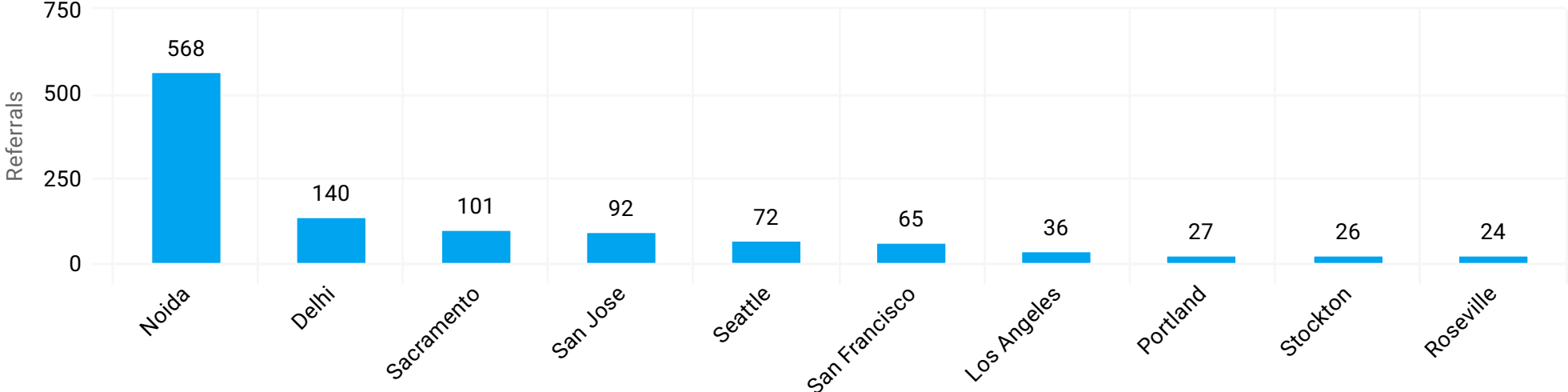
Year-over-Year Referral Trends



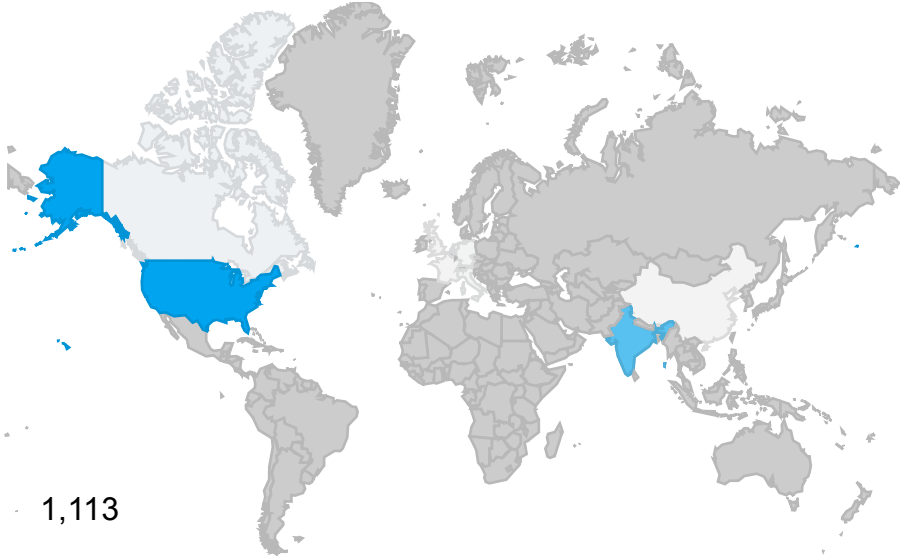
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Referrals by City



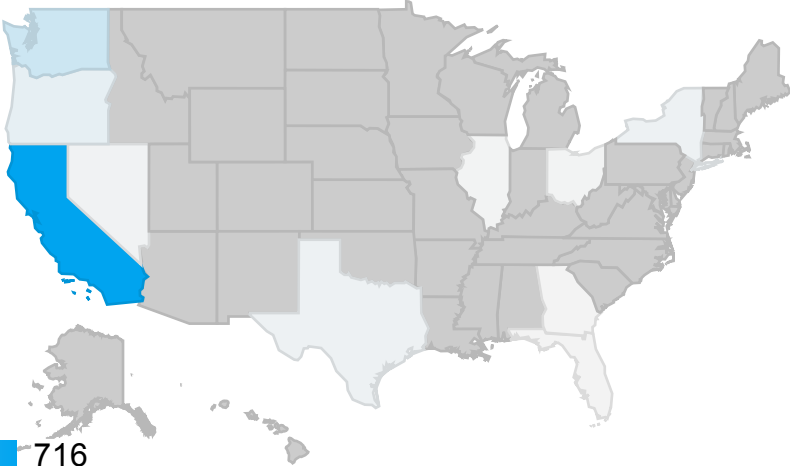
_BD - Referrals by Country



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Referrals by State



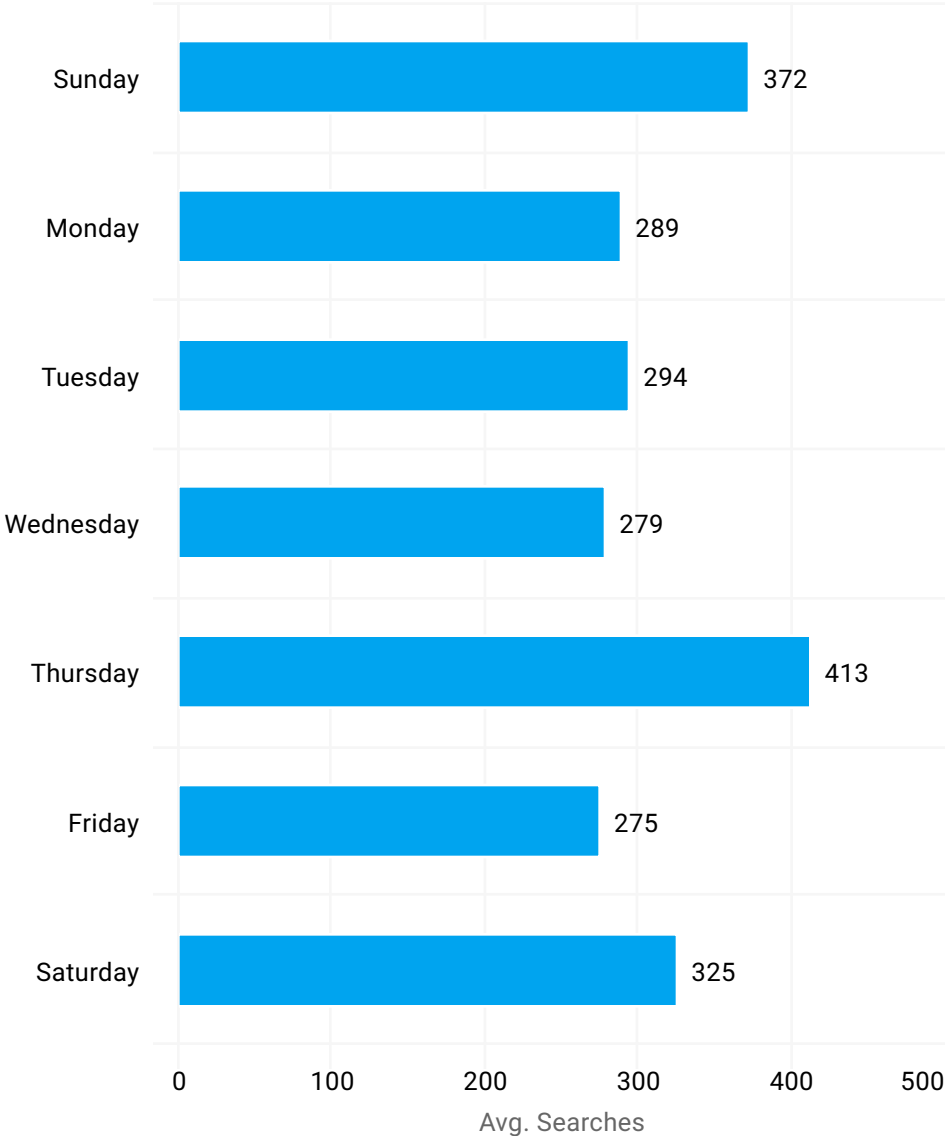
Referrals By Canadian Province



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Average Searches by Day of the Week



Average Referrals by Day of the Week

