

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.)
2.07%	32.44	\$324.70	\$10,532

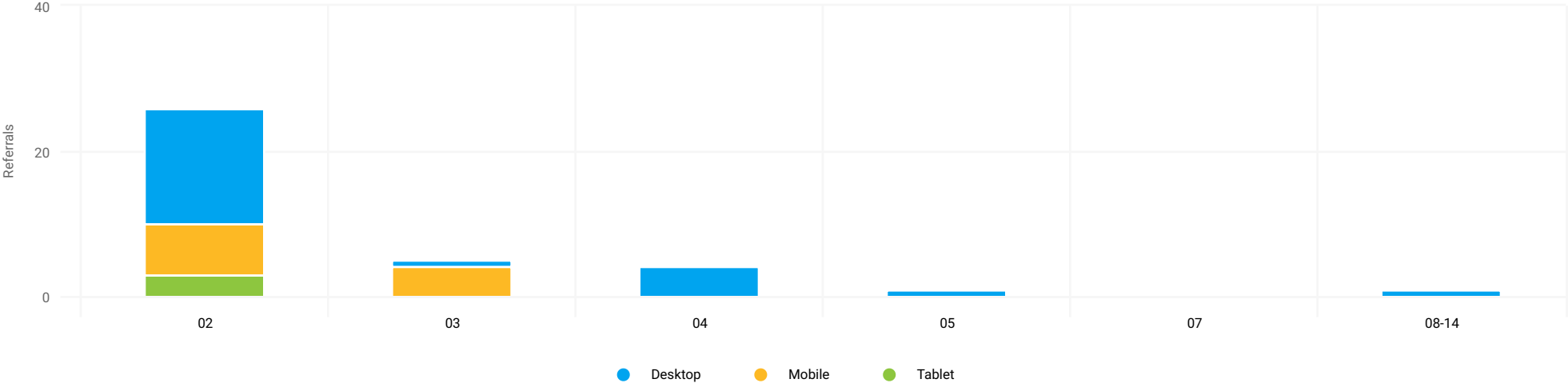
Searches	Average Days in Advance (Searches)	Average Length of Stay in Days (Searches)	Average Daily Rate (Searches)	Cost Per Referral
10,348	32.78	1.3	\$254.81	\$0.54

Referrals	Average Days in Advance (Referrals)	Average Length of Stay in Days (Referrals)	Average Daily Rate (Referrals)	Referral CVR
1,566	18.5	1.5	\$226.17	15.13%

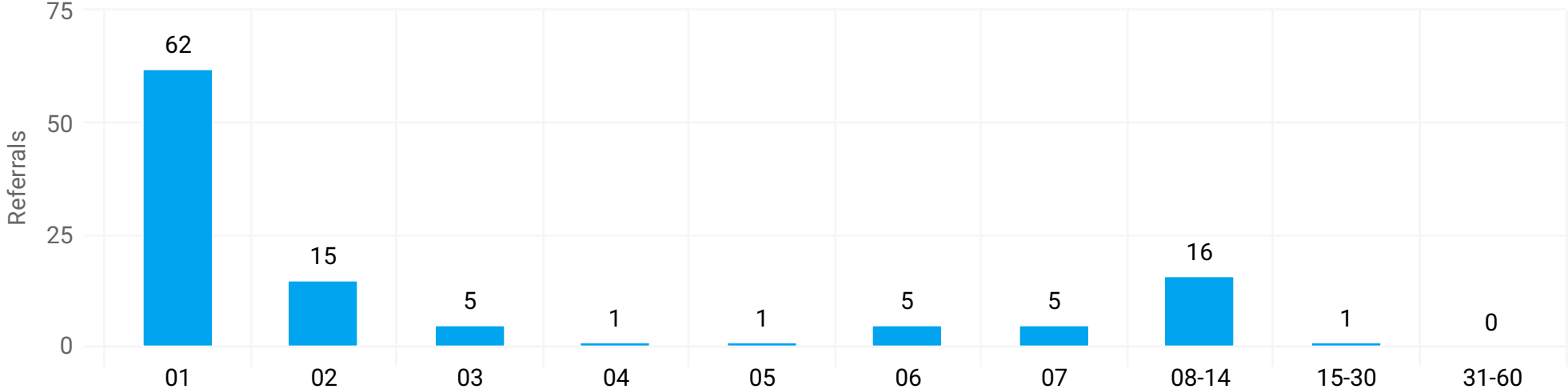
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Referrals by Length of Stay (Days)

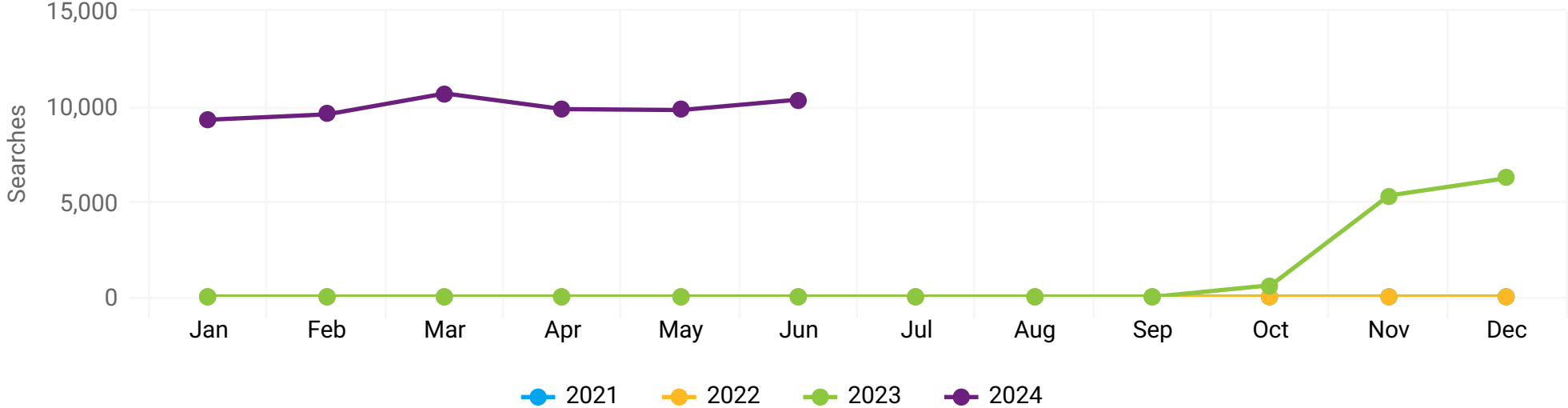


Referrals by Time in Advance

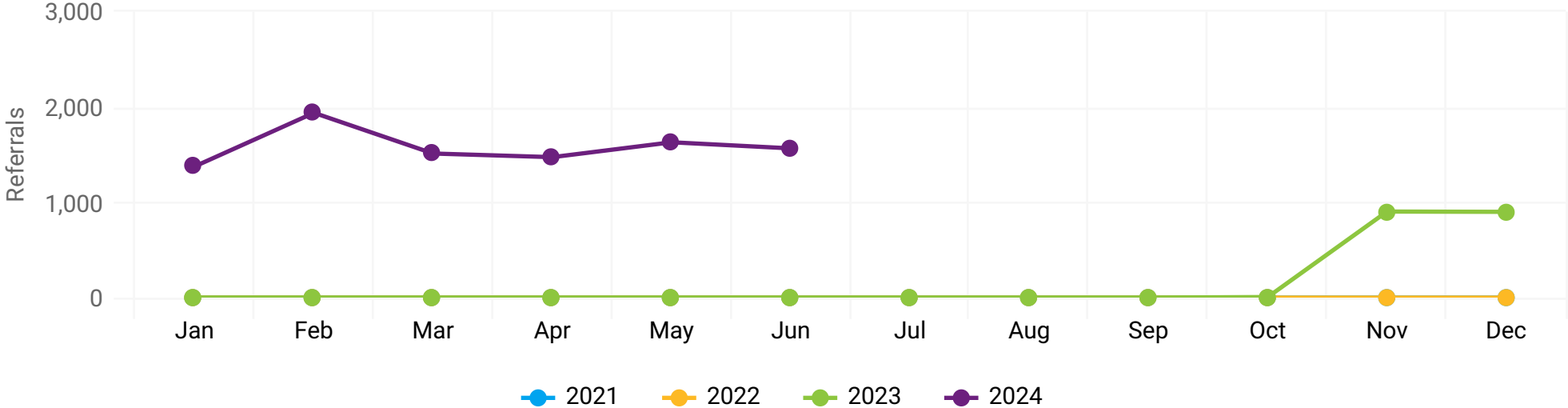


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Year-over-Year Search Trends



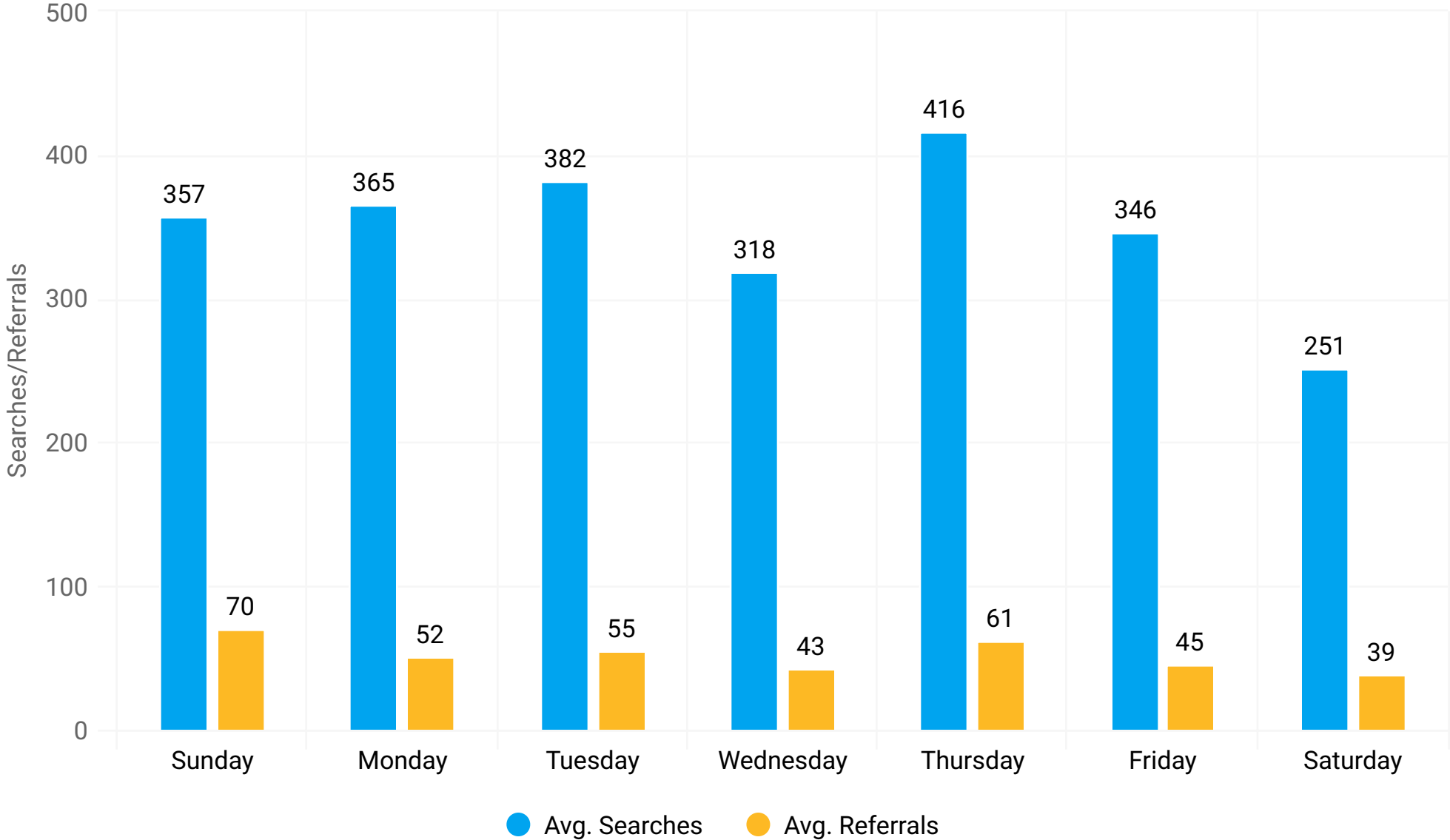
Year-over-Year Referral Trends



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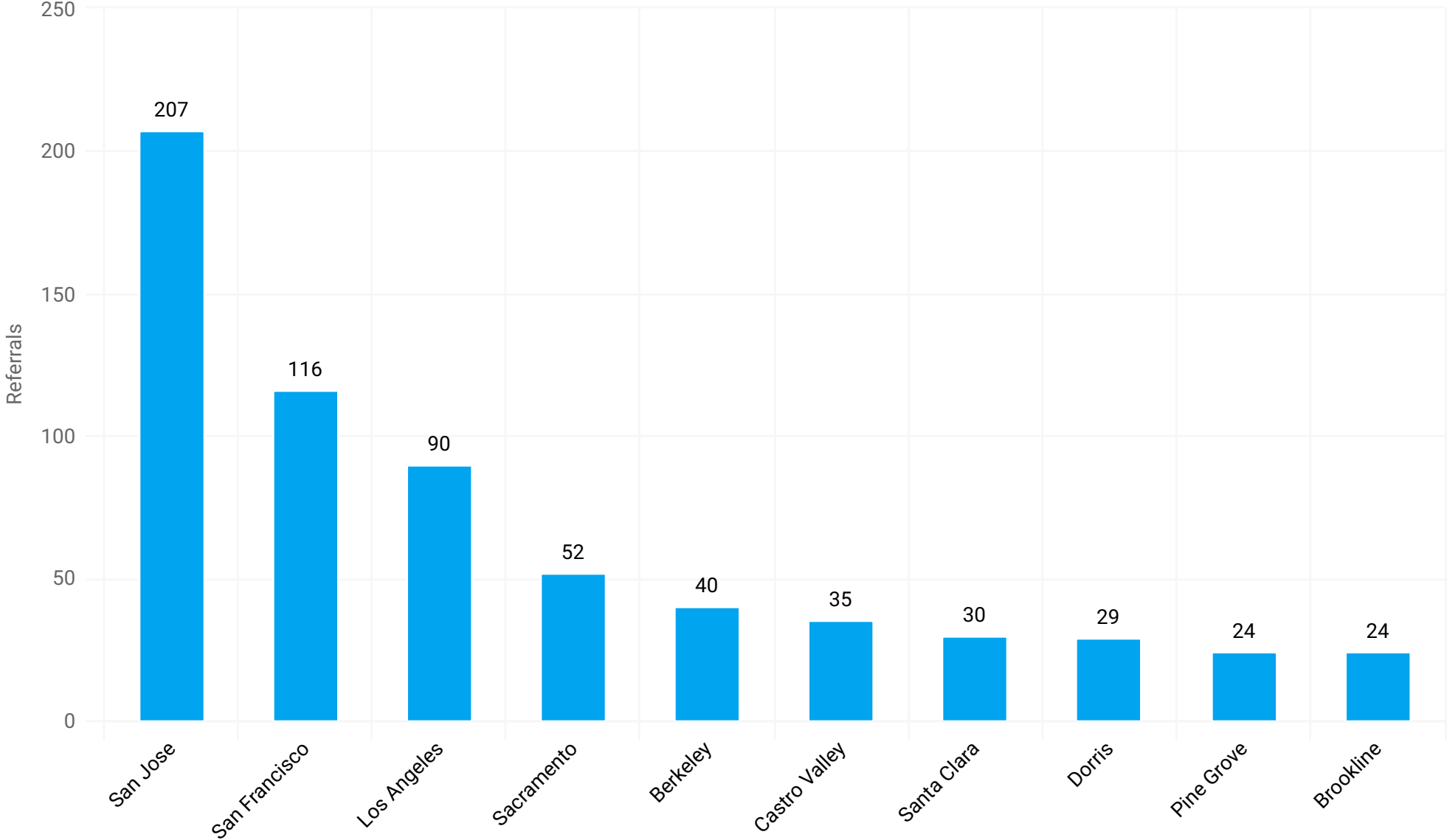
By Day of Week



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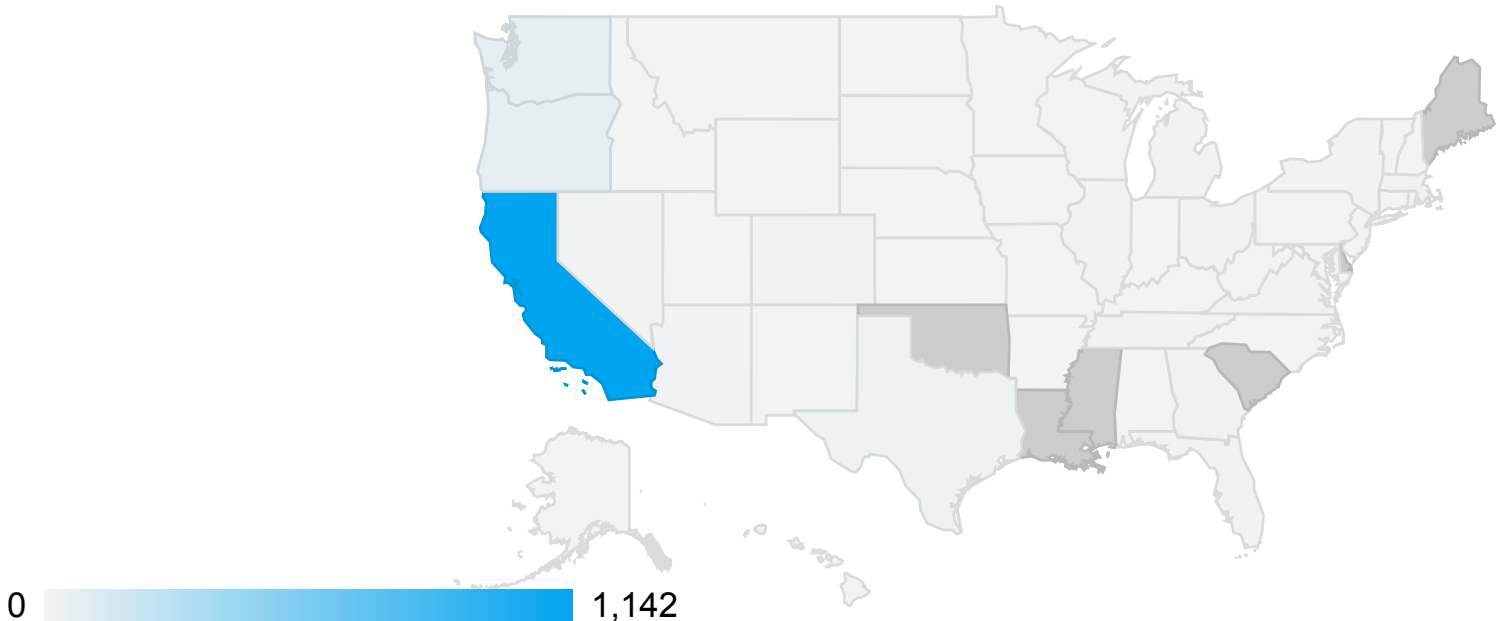
Referrals by Top 10 Cities



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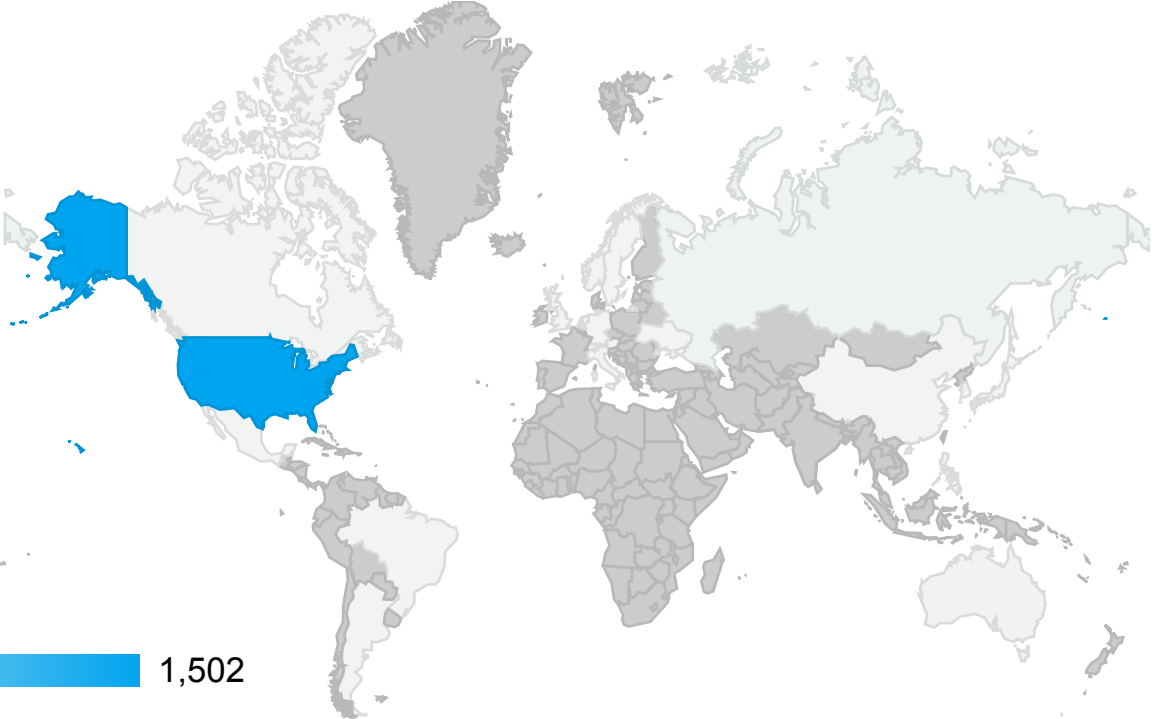
Referrals by State



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Referrals by Country



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Referrals By Canadian Province

