Global Booking CVR	Bookings (Est.)	Bookings (Est.)		Average Booking Amount (Est.)		Total Booking Revenue (Est.)	
2.21%	12.67	12.67		\$381.62		\$4,837	
Searches	Average Days in Advance (Searches)	Average Ler Stay in Days (Searches)		Average Daily Rate (Searches)		Cost Per Referral	
4,525	47.49	1.3		\$269.22		\$27.15	
Referrals	Average Days in Advance (Referrals)	Average Length of Stay in Days (Referrals)		Average Daily Rate (Referrals)		Referral CVR	
574	9.7	1.4		\$261.93		1.46%	











