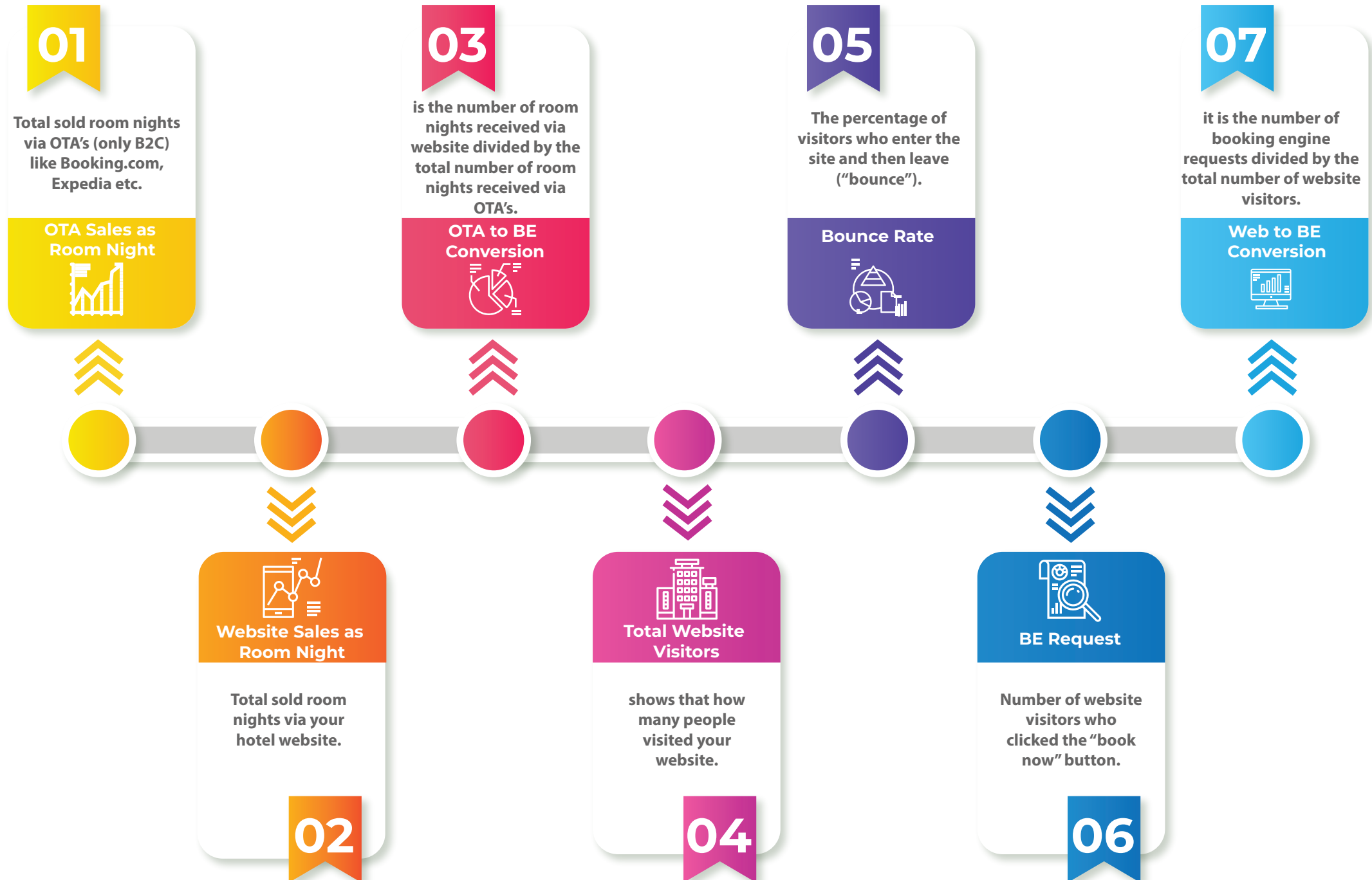


HOW TO READ DIRECT BOOKING SUITE PERFORMANCE REPORT ?



08

Total number of reservations booked via your hotel website.

BE Total Reservation

10

Average Length of Stay for Direct Bookings via hotel websites

ALOS

12

Shows top 3 countries that have visited your website.

Top 3 Country Visited

09

BE Conversion Rate

The number of conversions (reservations) divided by the total number of Booking Engine visitors.

11

BE Revenue

Total Website Revenue

13

Top 3 Country Booked

Shows top 3 countries that have booked via your website.