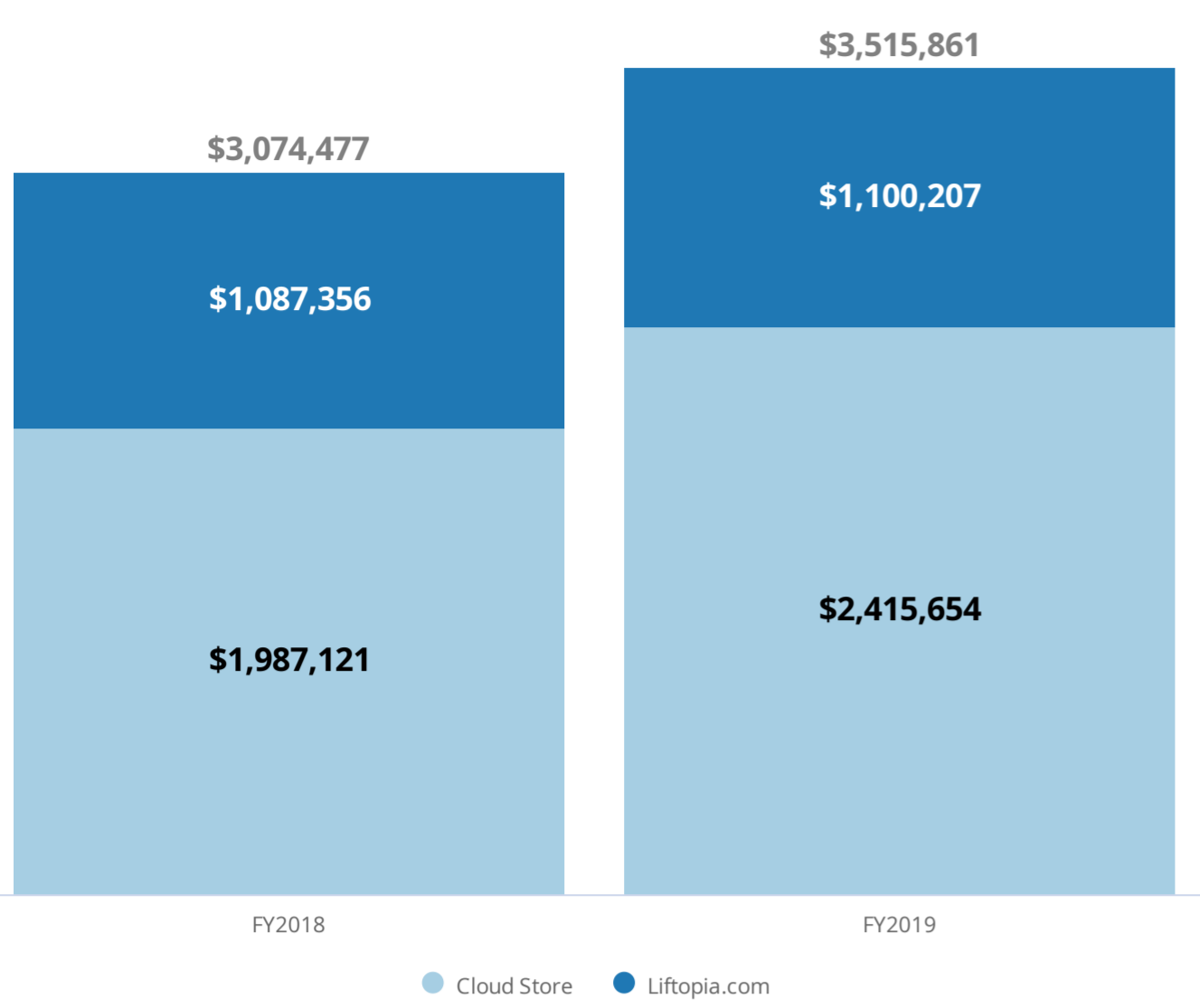




Definitions

Revenue = Partner Net Revenue (Purchase amount paid to a partner in partner currency)
Order Date = When a purchase is made
Trip Date = When a customer is scheduled to arrive
Booking Window = Trip Date - Order Date
Demand Capture = Guest days / searches

Year-to-Date Revenue - YoY



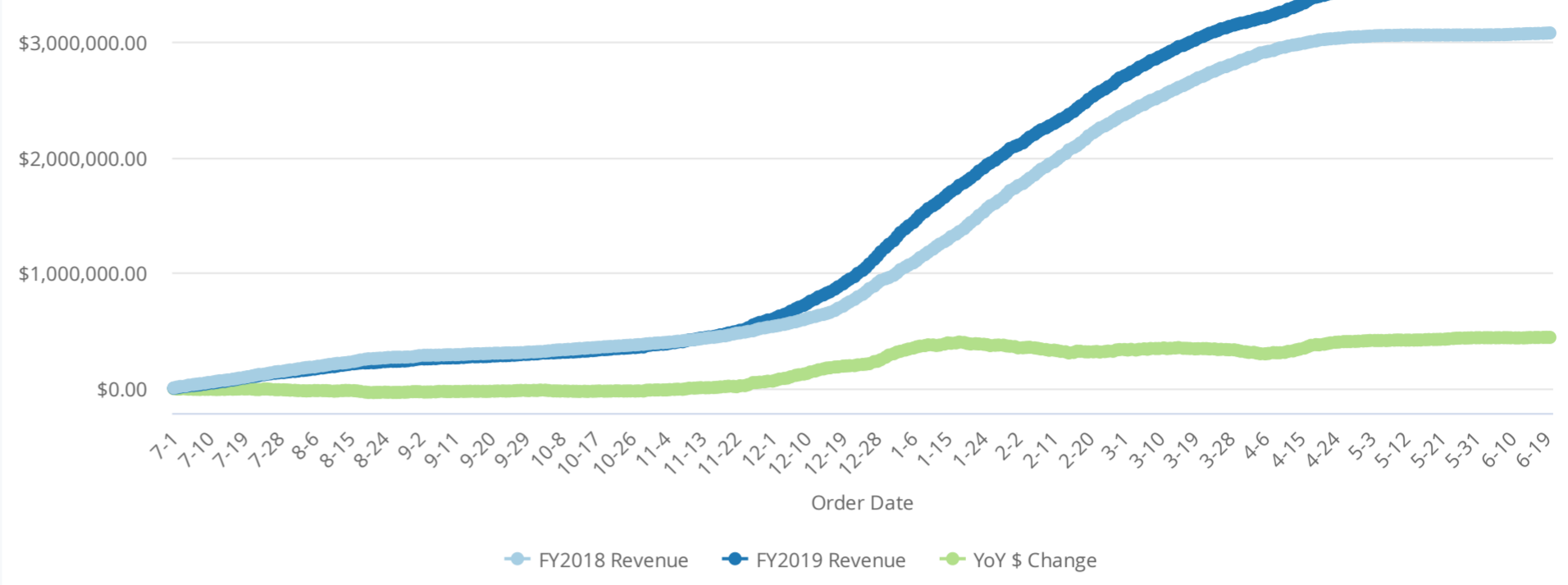
\$20,923
This Month's Revenue

▲ 19.38% YoY Change

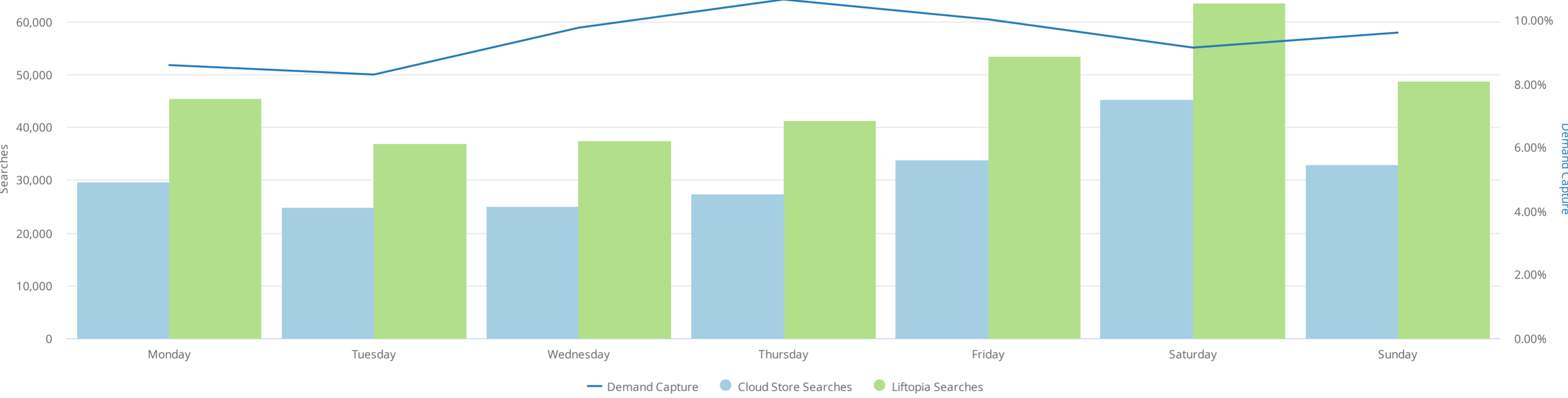
\$181.68
Average Order Size

▲ 12.12% YoY Change

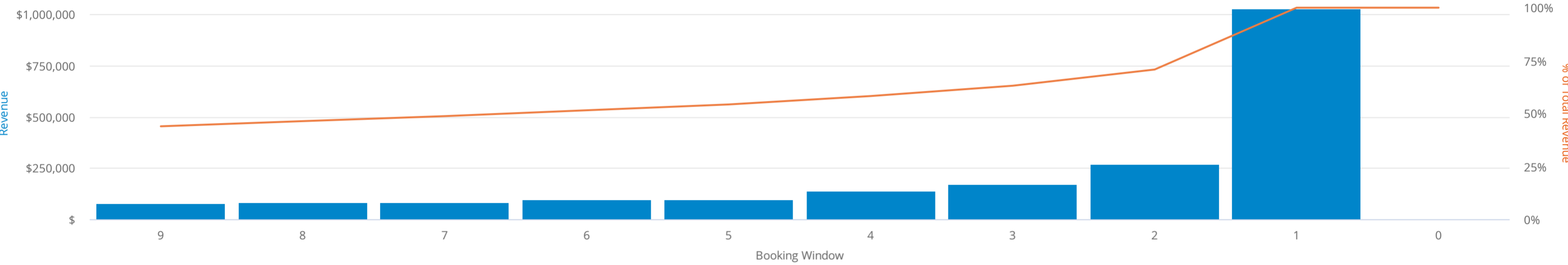
Revenue Pacing



Trip Date Traffic and Conversion Trends



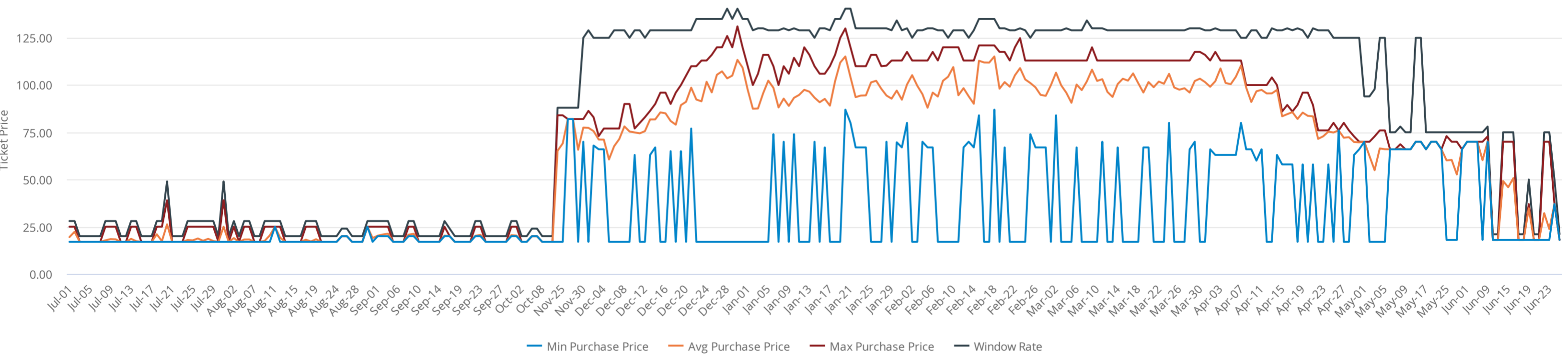
Booking Window Curve



Performance by Product

Product	Revenue	Average Purchase Price	Average Booking Window	Total Units Sold
Product 1	1,251,835.66	95.65	12.30	14,487
Product 2	901,680.31	221.61	30.04	4,572
Product 3	680,824.68	166.20	24.78	4,589
Product 4	285,578.01	41.34	3.23	7,341
Product 5 ...	275,912.91	120.08	12.99	2,521
Product 6	88,231.94	120.06	10.41	792
Product 7	29,540.75	17.24	2.84	1,826
Product 8	2,156.80	23.89	1.77	98

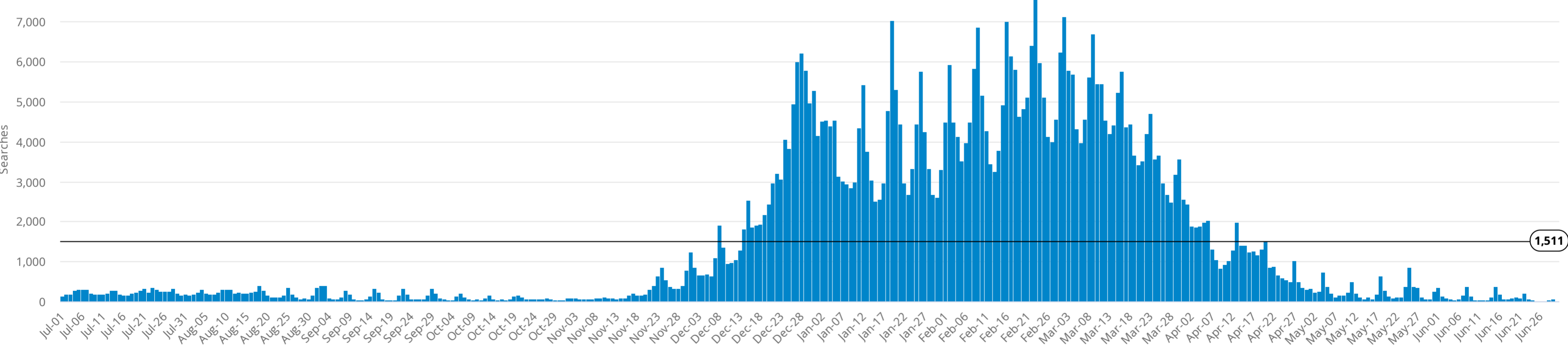
Pricing Patterns by Trip Date (1-Day Adult Ticket)



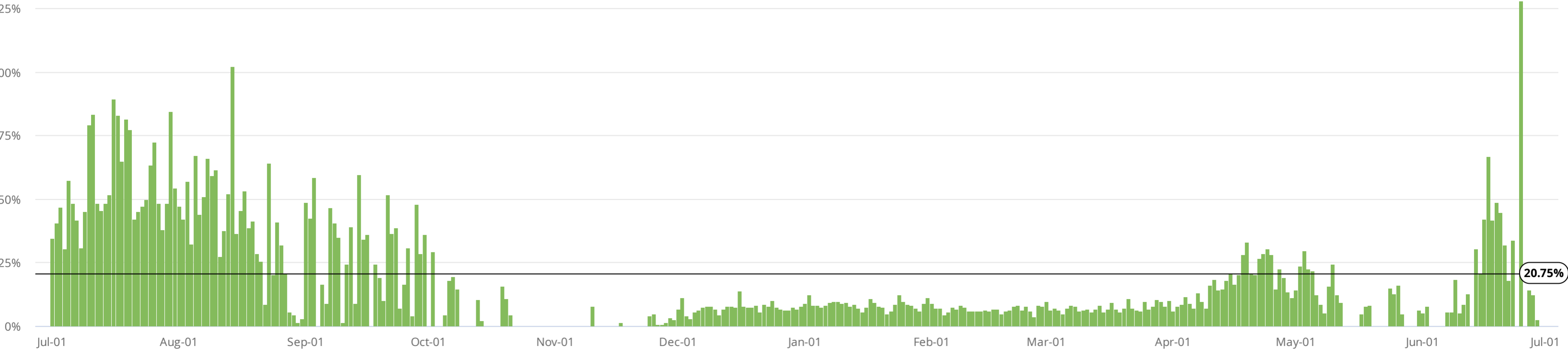
E-commerce Funnel for Date-Specific Products

Searches = Intent by date and is a proxy for site traffic
Demand Capture = Shows how well a pricing strategy is converting
Revenue = Strong site traffic that converts at a high rate will generate a high revenue figure

Searches



Demand Capture



Revenue

