**Google Analytics**

* Top 10 Traffic Sources
  + Acquisition > All Traffic > Source/Medium > Ecommerce
* Google PPC
  + Acquisition > Google Ads > Campaigns > Ecommerce
* TripAdvisor
  + Acquisition > All Traffic > Source/Medium > Ecommerce > Filter ‘TripAdvisor”
* Assisted Conversions
  + Conversions > Multi-Channel Funnels > Assisted Conversions > Source Medium

**Triptease**

* Messages Reports & Revenue

**CartStack**

* Email Recovery Report

**Facebook Ad Manager (Agency Account)**

* Ad Campaign Data

**ThinkReservations**

Year to Date:

* All Reservations by Booking Date
* Online Reservations by Booking Date
* Phone Reservations by Booking Date
* Expedia Reservations by Booking Date
* Booking.com Reservations by Booking Date
* Airbnb Reservations by Booking Date

Reservations by Arrival Date (Previous Month)

Booking Pace

* Current Month + Next 3 months