

211K

Users

87K

Bookers

41,52 %

Booking Rate

58,48 %

NDF Rate

20,8

Avg Sessions/User

Country

All

Year

All

Age

All

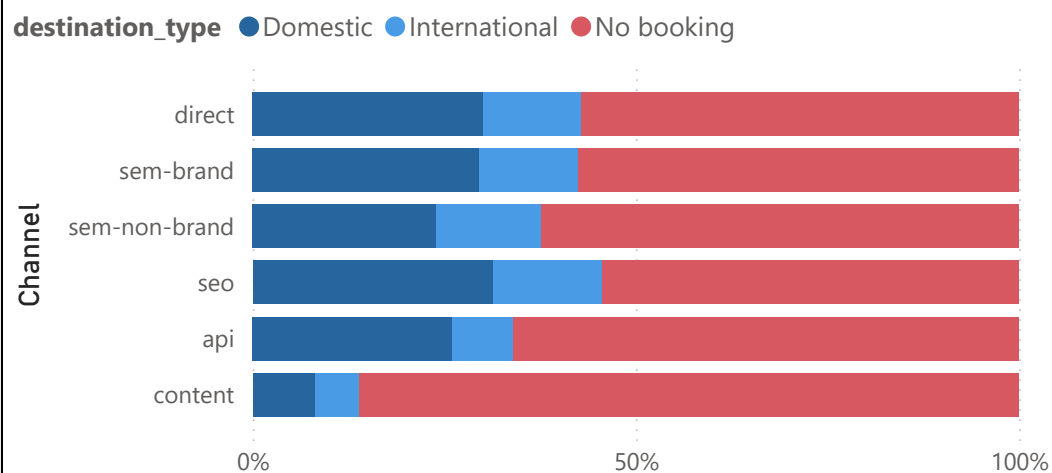
Channel

All

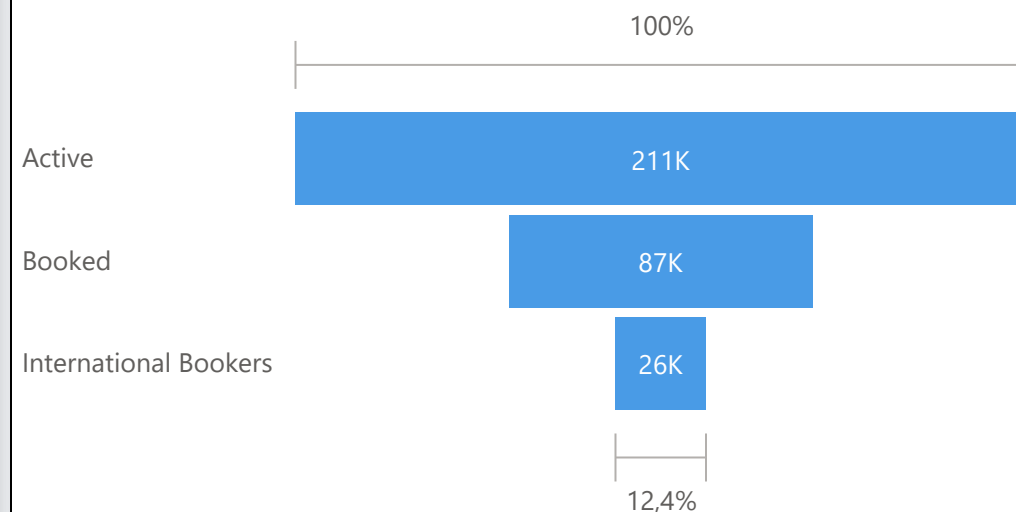
Gender

All

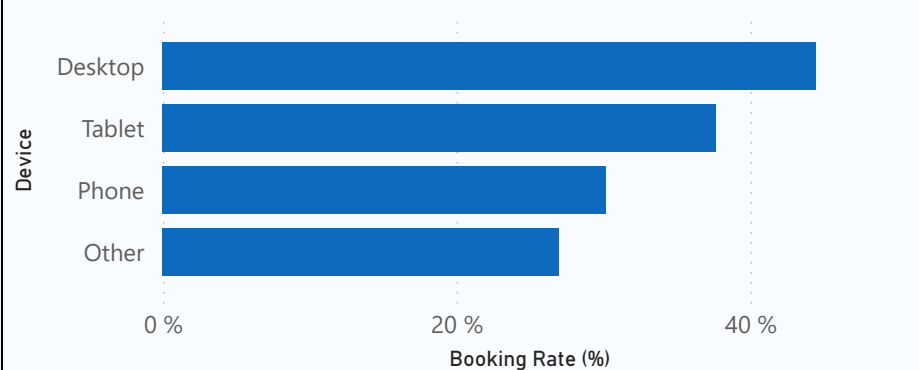
Users by Destination Type



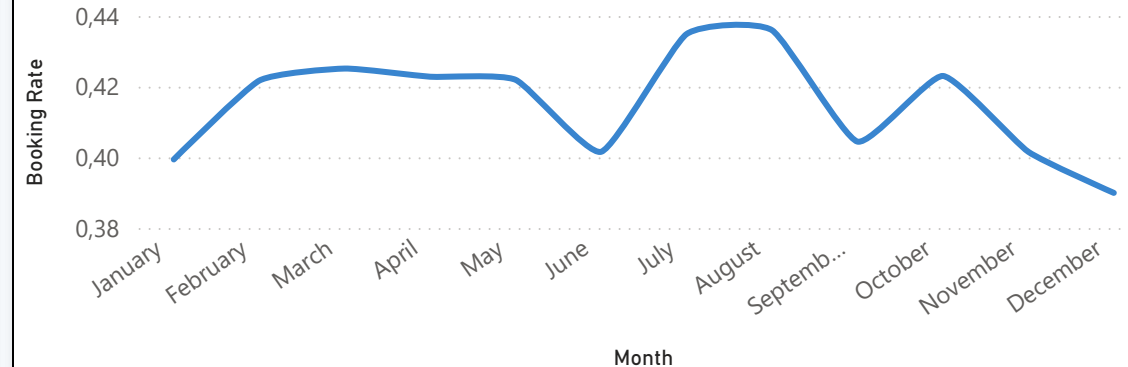
Conversion Rate



Booking Rate by Device Type



Booking Rate by Month



Country

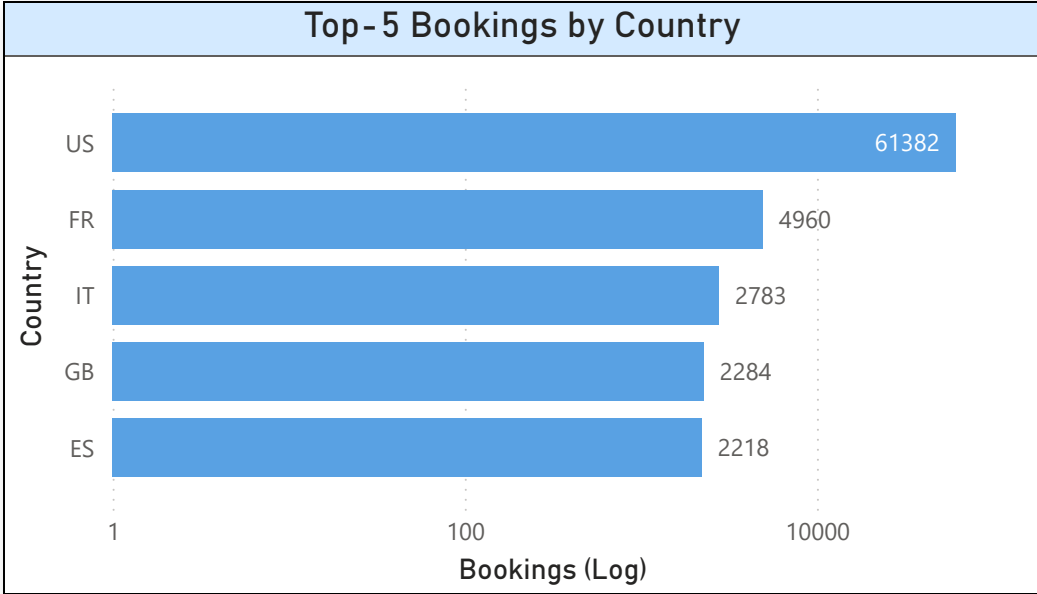
All

Age

All

Year

All



gender_clean	FEMALE		MALE		OTHER	
age_group	Users	Booking Rate	Users	Booking Rate	Users	Booking Rate
15-24	3542	46,6 %	5564	49,7 %	18	44,4 %
25-34	22490	54,4 %	26298	55,7 %	90	77,8 %
35-44	13513	52,4 %	13068	51,5 %	65	80,0 %
45-54	6175	47,7 %	6302	44,7 %	39	56,4 %
55-64	2742	49,0 %	3739	47,6 %	8	75,0 %
65+	1375	49,6 %	1597	46,3 %	4	25,0 %

