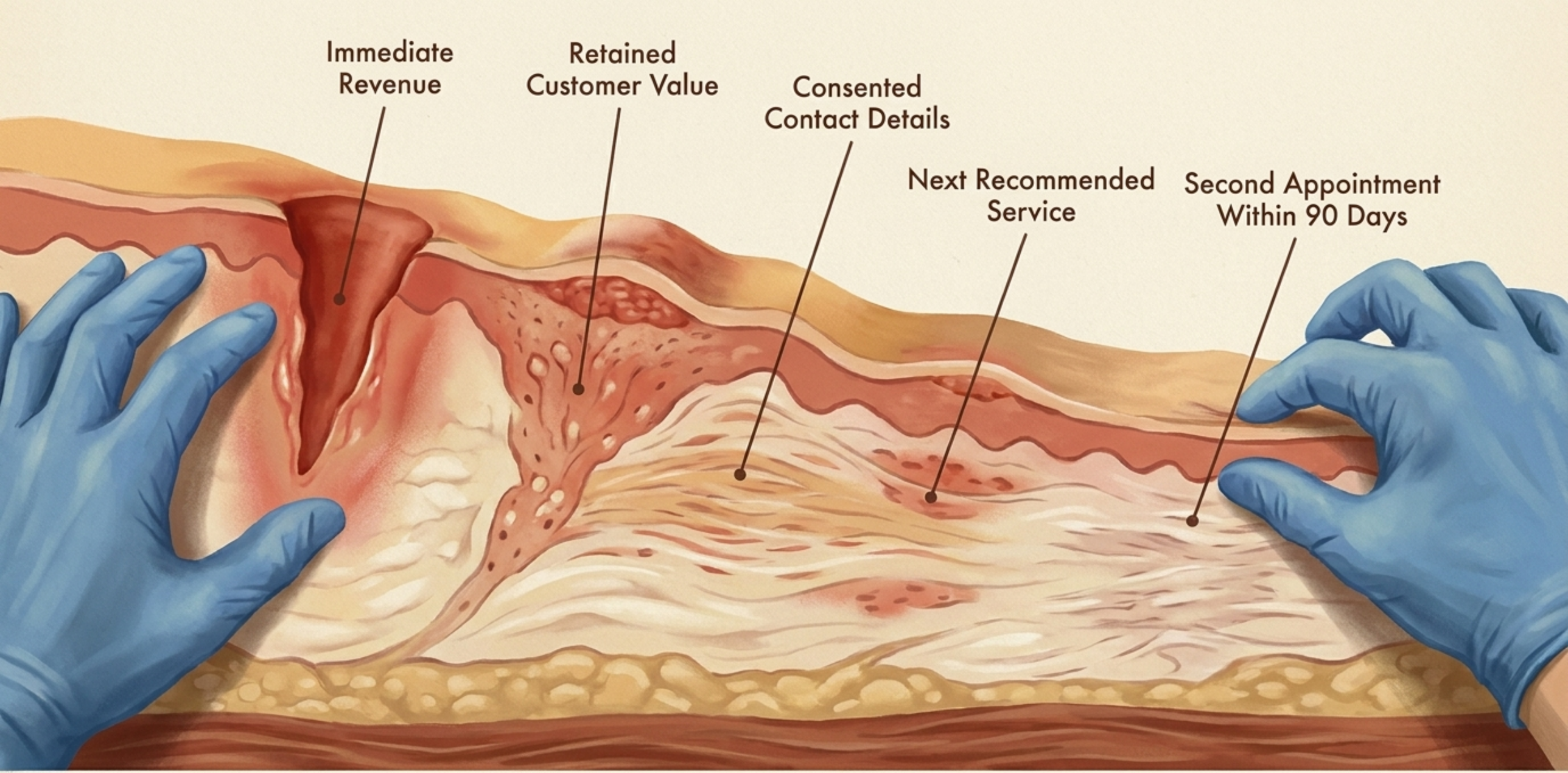


Promotional traffic either becomes commercially useful future revenue or disappears entirely.

MEASURE REPEAT BOOKINGS AND RETAINED VALUE.