



G-Lab 2017 Glamping Hub

IDEADERO

Seville, Spain

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Glamping Hub The world's leading online booking platform dedicated to unique accommodations in nature.

Glamping Hub aims to be the number one, largest, go-to booking platform for all outdoor accommodations across the globe. The company's website now has around 5,000 accommodations in over 100 countries, with its largest markets as the United States, Canada, Australia, and New Zealand. Starting in 2011, Clamping Hub has almost a hundred employees and is headquartered in Denver, United States, and Seville, Spain. They recently received \$2 million in a new round of funding, and are looking to take the company to the next level.

Problem

Glamping Hub's website receives significant traffic yet only about 1% of visitors book with the site. What key insights from customers and hosts explain this? How can the overall success rate be improved?

Goal 1

Analyze factors affecting customer click-through rate (CTR)

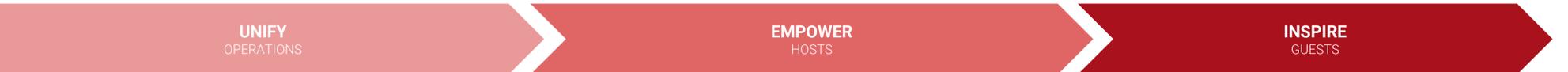
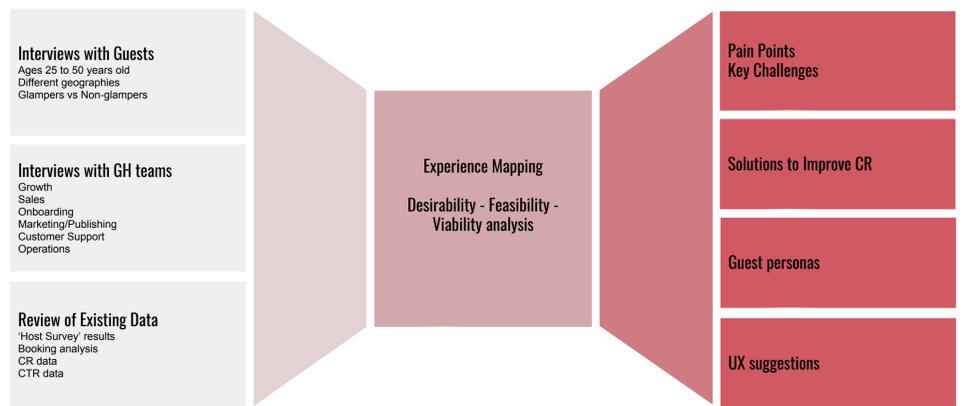
Glamping Hub receives thousands of visits a day, yet the number of users that submit booking requests is still not high enough, **approximately 1% - compared to industry standards of 2 to 5%**

Goal 2

Analyze factors affecting host confirmation ratio (CR)

Identify the disconnect between the customer booking a rental site and the site confirming that booking. **Approximately only 50% of all booking requests get confirmed - compared to industry standards of 60 to 70%**

Our approach



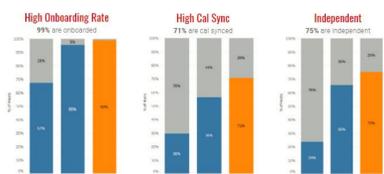
Unified host segmentation and KPIs across all internal teams to enable prioritization of the best hosts and alignment of team goals with company goals

Improve host experience by making key touch points during the onboarding process more engaging

Improve brand engagement and trust to encourage guests to use the website



Who is your Trailblazer Host



Engaging OB channels

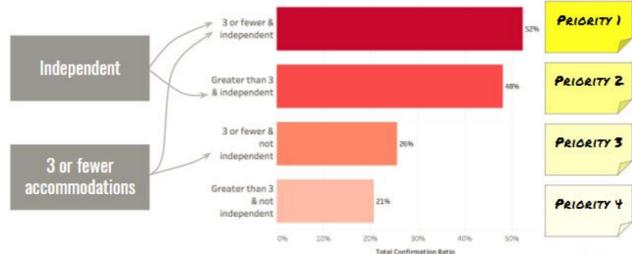
- Incentivize hosts to complete OB**
Commission incentivization ("Free commission for 9 months if OB completed within a week")
Network incentivization
Display lost revenue due to delay in OB in the dashboard
- Targeted training videos**
1MIN IN 7 MIN training video -> Cal Sync (50% OF CALL TIME)
Display potential revenue statistics for the host
OB email to have instructions regarding preparations for OB call
- Storytelling sign up experience**
with progress bars, badges and targeted tooltips.

Top User Insights

Only 45% of users interviewed knew what glamping is	Branding
The experience and story is missing	Branding
90% of users had issues related to the host relationship, engagement or experience	Host engagement
90% of respondents did not perceive value for money through the information on the site (picture and review quality, activities)	Host accountability
Navigation is a priority.	UX
Reactions of surprise and anxiety when features don't match expectations.	UX

How to prioritize hosts?

Sales segments host as Independent or Not, which helps Onboarding prioritize OB calls.



Unifying the Organizational Structure

Cross-functional + Regional Teamwork



Decreasing Publishing Time



Feasibility: 3-6 months with the existing manpower
Directly impacts host engagement, OB time, no. of hosts onboarded.

Improve Host Accountability Revising the Scorecard

- Host Scorecard**
An internal host scorecard that shows CR, responsiveness and stats. This scorecard is linked to their properties.
An external host scorecard visible to hosts that show CR and stats.
- Host Boost**
Based on the host story.
- Social Boost**
Post onboarding engagement by sharing their properties on social media.
- Review Score**
Verified reviews, review quality and review count.
- Instant Booking**
Provides the best user experience.

Calendar Sync Solutions To Improve Cal Sync

- Increase cal sync frequency**
Off-load cal syncs to a new server which costs \$20/month
IT resource: 8 hours
- Targeted sync intervals**
Sync calendar by geography
Sync calendar by volume
IT resource: 8 hours
- Flag for broken cal syncs**
Warning system when external cal syncs break
IT resource: 24 hours

User Personas

- The Outdoor Enthusiast**
Values the experience of living independently outdoors (diy everything)
Seeks an authentic experience
Takes pride in outdoor capabilities
May perceive "glamping" as an inauthentic, expensive experience
- The Young Adventurer**
Enjoys traveling socially
Is in search of new experiences
Usually doesn't have a family yet
Likes casual outdoor activities
- The Family Organizer**
Tends to have children of their own or belong to a family with children.
Is a savvy consumer of online travel services.
Desires a high level of information prior to travel.
Would be open to glamping in order to meet the needs of their family

The WHY Manifesto

At Glamping Hub, the accommodation is the destination.
Travelers choose Glamping Hub because they care about their trips being truly memorable... They appreciate every day that they have been given and want their time to be vivid and meaningful.
Simply put, we are here to trailblaze experiences that matter.

Hola, Sevilla!

