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 in the United States, Canada, Australia, and New Zealand. Starting in 2011, Glamping Hub has almost 100 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%