

The relationship between length of stay, hotel quality and chance of booking

By Standard Divination

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Predicting the relationship between length of stay and likelihood of booking

- 86% of searches are looking for a hotel stay that is less than or equal to five days.
- Focusing on the short trips, we looked at the relationship between length of stay and bookings within the miniclicks dataset.
- As the trip increases by one day, the likelihood of booking within one session decrease.
- As the trip increases, a person will be more likely to book a lower-star hotel.

Coefficients:

	Estimate	Std. Error	z	value	Pr(> z)
(Intercept)	0.68620	0.39111	1.755	0.079343	.
stay_time_diff	-0.12050	0.01859	-6.484	8.96e-11	***
popularity_band	0.19658	0.04278	4.595	4.33e-06	***
distance_band	-0.03269	0.03358	-0.973	0.330424	
cnt	-2.82690	0.31339	-9.020	< 2e-16	***
prop_starrating	-0.17092	0.04794	-3.566	0.000363	***
prop_is_branded	0.27985	0.07795	3.590	0.000330	***
hist_price_band	0.02949	0.03905	0.755	0.450134	

- As the stay-time goes up by one day, the likelihood of booking within one session decreases by 12%.
- As the popularity increases by a level higher, the likelihood of booking increases by 21%
- As the number of clicks in a session increases by one, the likelihood of booking decreases by 95%
- If the hotel is branded, the likelihood of booking increases by 32%

As the star rating
of the hotel
increases by one,
the likelihood of
booking
decreases by 16%

