

The Path to Purchase: Uncovering how travellers plan and book online

Key insights: Holiday rental guests



With a complex and multifaceted path to purchase, this research unpacks traveller behaviours along the way, including the main drivers that influence online travel booking decisions.

The Luth Research includes holiday rental traveller data from:

- 700+ survey respondents
- 15,000+ members digital data panel

Holiday rental guests spend nearly 40 days thinking about their trip and almost 45 days planning it, which is longer than the average across all booking types (hotels, flights, etc.). Booking then occurs around three months prior to going on a trip, significantly further out than the average.



Inspiration



Research and planning



From purchase to stay

Longer trips and larger group sizes



10.7 days

average trip length
→ versus 8.8 days across all booking types



3.2 people

average group size
→ versus 2.4 people across all booking types



48%

travel with family
→ versus 37% across all booking types



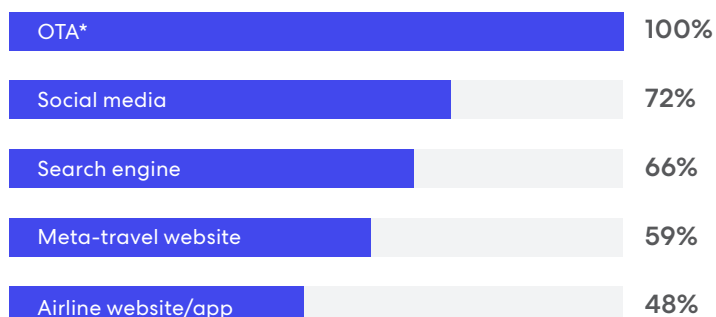
Open to destination inspiration

63%

of holiday rental guests did not have a specific destination in mind or considered multiple destinations.

Resources used leading up to a travel purchase

Holiday rental guests are more likely than other travellers to use social media and meta-travel websites, such as Google Flights and Kayak, during their path to purchase.



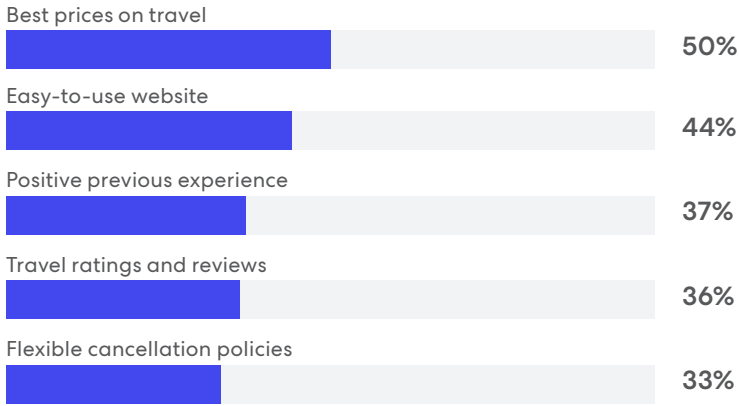
*Holiday rental websites are considered OTAs in the digital data.

Higher-than-average content consumption in the 45 days before booking

511 minutes

spent consuming travel content
→ versus 303 minutes for all travellers

When deciding where to plan and book, a positive previous experience is more important to holiday rental guests than other travellers.



Holiday rental guests are more likely to be influenced by advertising

 **26%**

of holiday rental guests said advertising influenced their booking decision
→ versus 19% of all travellers

← What they find most influential:



53%
Beautiful imagery



50%
Promotions or deals



44%
Content highlighting interesting experiences

Holiday rental guests will pay more to book with loyalty programmes

40% of holiday rental guests are members of a travel rewards programme such as One Key™.

↑ Of those members:

- **65% feel it's important to book** with a brand where they are a loyalty member
→ versus 58% of all travellers
- **19% would pay more to book** with a brand where they are a loyalty member
→ versus 12% of all travellers

Top reasons holiday rental guests are interested in loyalty programmes



73%
Price discounts



57%
Gaining points or cash rewards for future travel.



57%
Member deals.



49%
Complimentary upgrades

Top takeaways

Holiday rental guests spend a lot of time considering their options.

Make sure your property listing is up to date and shows off all the best features that your home (and surrounding community!) offers. And don't forget to load in your inventory and availability so guests can find you as soon as they start their planning process.

Holiday rental guests travel with larger groups for longer stays.

Outfit your property with all the amenities to make a large group comfortable in their home away from home, such as extra bedding, state-of-the-art cooking appliances and functional outdoor spaces. And consider offering a length-of-stay discount for 7+ or 28+ day stays.

Holiday rental guests are looking for a frictionless experience.

Aim to create the smoothest booking experience possible. Leverage tools such as Instant Book and offer a flexible cancellation policy to deliver a positive guest experience, drive positive reviews and keep guests coming back year after year.