

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

Key insights: Hotel 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 hotel traveller data from:

- 3,800+ survey respondents
- 20,000+ member digital data panel

Hotel guests spend about a month thinking about their trip and just over a month planning it, which is aligned with the average across all booking types (holiday rentals, flights, etc.). Booking then occurs just over two months prior to going on a trip, which is slightly shorter than the average.



Inspiration



Research and planning



From purchase to stay

Open to destination inspiration

59%

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



Hotel guests use OTAs to cross-shop before booking

61%

of hotel guests visited an OTA before making their purchase on a hotel website.

56%

say OTAs were a helpful resource in planning and booking their trip.

→ versus 49% of all travellers

Hotel guests are more likely than other travellers to book on mobile

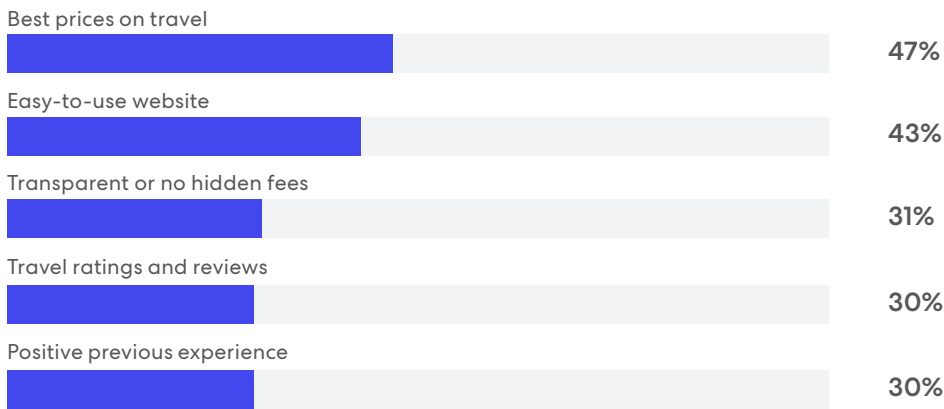
59%

of hotel guests booked on a mobile website or app.

→ versus 55% of all travellers



While price is a top consideration across all booking types, ratings and reviews are more important to hotel guests than other travellers.



Hotel guests are more likely to be influenced by advertising



22%

of hotel guests said that advertising influenced their booking decision.

→ **versus 19% of all travellers**

← What they find most influential:



52%

Beautiful imagery



45%

Promotions or deals



41%

Content highlighting interesting experiences

Hotel guests are likely to be loyalty members

44%

of hotel guests are members of a travel rewards programme like One Key™.

↑ of those members:

- **81% feel that it is important to book** with a brand where they are a loyalty member.
- **61% would pay more to book** with a brand where they are a loyalty member.
→ **versus 58% of all travellers**

Top reasons why hotel guests are interested in loyalty programmes



71%

Price discounts.



61%

Gaining points or cash rewards for future travel.



56%

Member deals.



53%

Complimentary upgrades.



49%

Perks and amenities.

Top takeaways

Hotel guests tend to be mobile first.

Remove friction during the research and booking process with mobile-friendly features and optimise your property listing across OTAs.

Hotel guests are looking for a positive experience during the research and planning stages.

Aim to create the smoothest booking experience possible and stand out with competitive prices, flexible policies and social proof in the form of glowing reviews.

Loyalty membership is a deciding factor.

Deals and discounts associated with loyalty programmes are especially enticing to hotel guests at the booking stage. Attract them with Members-Only Deals and perks via our One Key rewards programme.

Download the global report →