

The path to purchase: uncovering how travellers plan and book online

Key insights: Australia



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

Luth Research includes Australian traveller data from:

- 800+ survey respondents.
- A digital data panel with 10.5K members.

Australian travellers spend one month thinking about their trip during the initial inspiration phase and more than 40 days researching and planning, slightly above the average. Booking occurs three months prior to starting a trip, longer than the 73-day average.



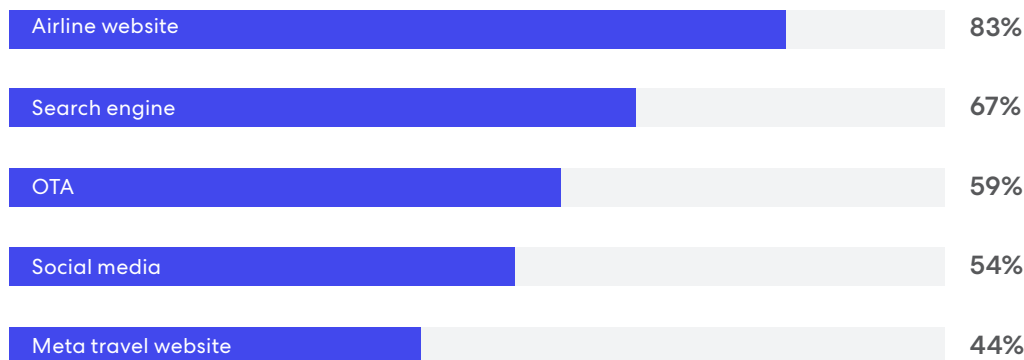
Open to destination inspiration



More than half

of travellers (56%) did not have a specific destination in mind when they first started thinking about a trip.

Resources used leading up to a travel purchase



83%

of Australian travellers use airline websites during planning

→ **versus 54% on average.**

Australian travellers consume less content than average in the 45 days before booking.



91

pages of travel content viewed

→ **versus 141 pages on average.**



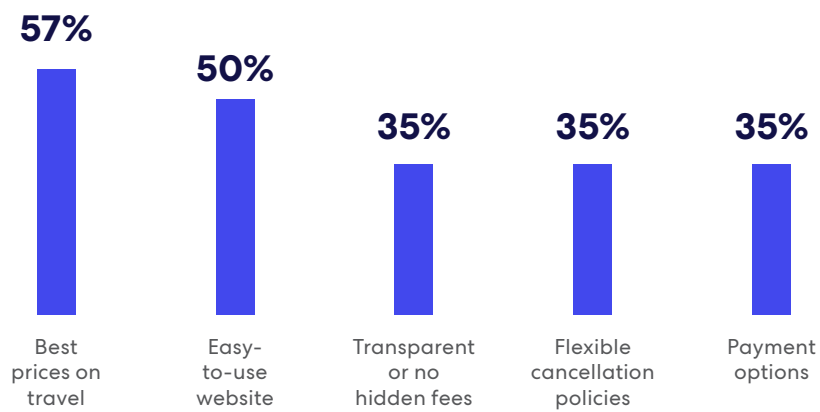
229

minutes spent consuming travel content

→ **versus 303 minutes on average.**



Price and easy-to-use websites are top factors when choosing where to plan and book



Australian travellers are likely to be loyalty members

1 in 2 Australian travellers are members of a loyalty programme.

↑ Of those members:

- **73%** feel that it is important to book with a brand where they are a loyalty member.
- **51%** would pay more to book with a brand where they are a loyalty member.



Top reasons why Australian travellers are interested in loyalty programmes



73%
Price discounts.



62%
Member deals.



60%
Complimentary upgrades.



57%
Gaining points or cash rewards for future travel.

Top takeaways

Target travellers during the extended planning phase

Australian travellers plan further ahead of their trip, presenting a longer window of opportunity to reach them, particularly in the research and planning phase. Find ways to stand out from the crowd to keep your content top of mind.

Implement an omnipresent approach

Australian travellers use many resources throughout the path to purchase, making it imperative to show up beyond your brand's owned channels. Explore cross-channel and cross-platform strategies, and leverage the power of strategic partnerships to extend your reach and presence.

Lean into loyalty

Australian travellers who are loyalty programme members feel that it is important to book with a brand where they are a member, and are also willing to invest in loyalty bookings. Promote your loyalty benefits in your content and channels and consider offering exclusive discounts for your loyal travellers.