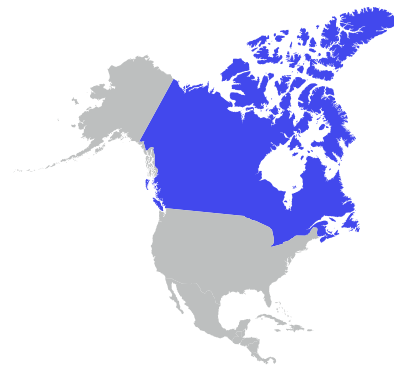


The path to purchase: uncovering how travellers plan and book online

Key insights: Canada

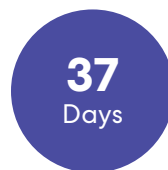


With a complex and multifaceted path to purchase, this research unpacks traveller behaviours in the path to purchase, including the main drivers and resources that influence online travel booking decisions.

Luth Research includes Canadian traveller data from:

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

Canadian travellers spend more than one month thinking about their trip (four days longer than the average) and nearly 40 days planning. Booking occurs over two months prior to going on their trip, four days shorter than the average.



Open to destination inspiration

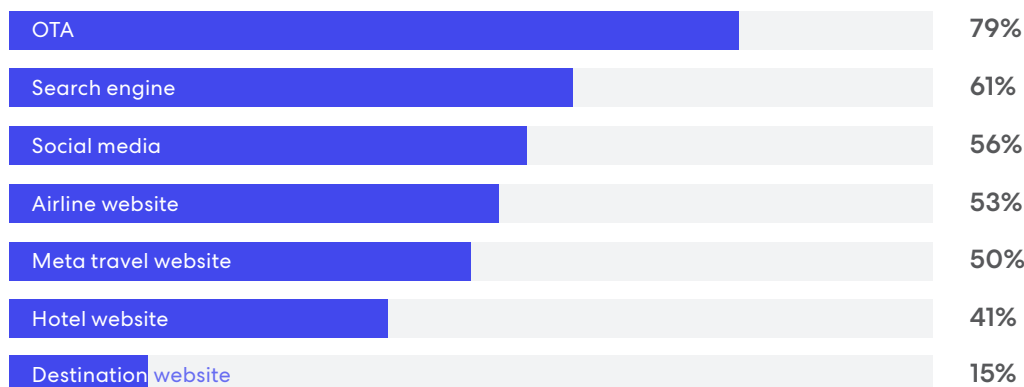


62 percent

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

Resources used leading up to a travel purchase

Canadian travellers are more likely than average to use hotel and destination websites during their path to purchase.



69%

of Canadian travellers booked their trip on a desktop

→ versus 59% on average.

Content consumption in the 45 days before booking



133

pages of travel content viewed

→ versus 141 pages on average.



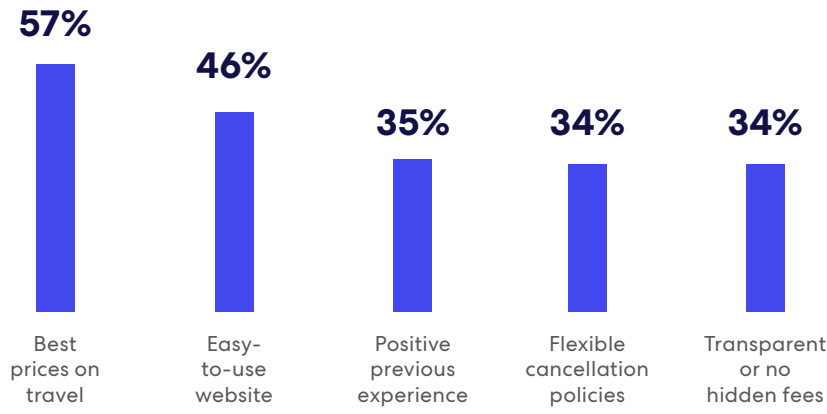
287

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



Travellers notice advertisements later in the path to purchase



of travellers influenced by advertising noticed advertising when narrowing down their options → **versus 39% on average.**

← What they find most influential:



53%
Promotions or deals



43%
Beautiful images



43%
Content highlighting interesting experiences

Canadian travellers are likely to be loyalty programme members

58% of travellers are members of a loyalty programme.

↑ Of those members:

- **79% feel that it is important to book** with a brand where they are a loyalty member.
- **50% would pay more to book** with a brand where they are a loyalty member.

Top reasons why Canadian travellers are interested in loyalty programmes



76%
Price discounts.



70%
Gaining points or cash rewards for future travel.

Top takeaways

OTAs are not only for booking

Travellers turn to OTAs as the leading resource when it comes to inspiration, planning and research. We provide travellers around the world with everything needed throughout the path to purchase for all types of travel, which brings our partners demand.

Seeking destination inspiration

Most Canadian travellers do not have a particular destination in mind or are considering multiple destinations prior to choosing where to go—highlighting the opportunity for destination inspiration in the planning and research phase.

Stand out in a crowded landscape

Travellers from Canada consume a lot of travel content, and spend a lot of time with it leading up to booking. Find ways to stand out among the crowd to ensure that your content reaches the right audience.