

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

Key insights: United Kingdom

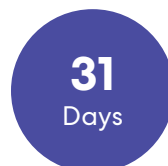


With a complex and multifaceted path to purchase, this research unpacks traveller behaviours in the path to purchase, including the main drivers and resources that influence online travel booking decisions.

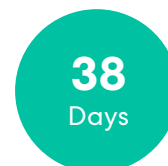
Luth Research includes UK traveller data from:

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

Travellers from the UK spend one month thinking about their trip during the initial inspiration phase and over a month researching and planning it, which is aligned with the average. Once they finalise their plans, the window from booking to the start of the trip is over three months, which is longer than the average of 73 days.



Inspiration



Research and
planning



Post-purchase



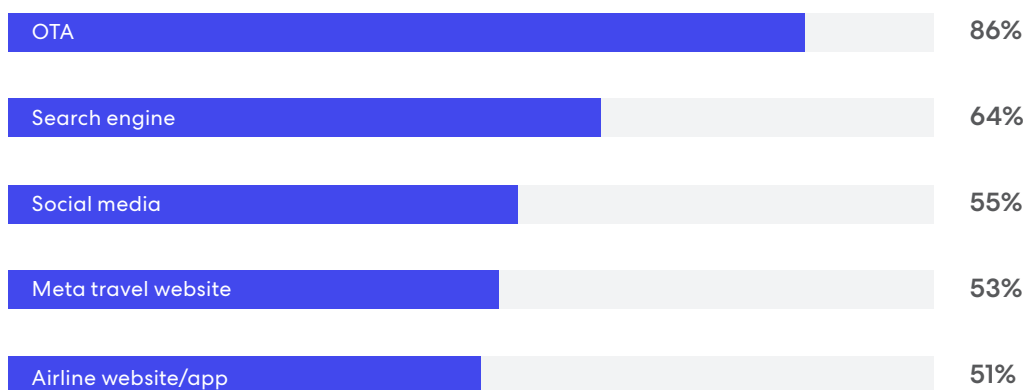
Open to destination inspiration



6 in 10

travellers did not have a specific destination in mind or considered multiple destinations.

Resources used leading up to a travel purchase



86%

of UK travellers use
online OTAs in their
path to purchase

→ versus 80% on
average.

Lower content consumption than average in the 45 days before booking



88

pages of travel content
viewed

→ versus 141 pages
on average.



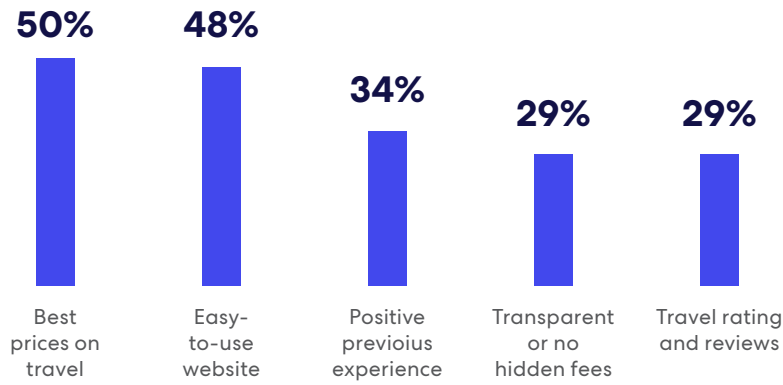
221

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



22%

of UK travellers who used social media prior to booking a trip, used it for links and codes from influencers (higher than any other country).

UK loyalty members find it important to book with their brand memberships

33%

 of travellers are members of a loyalty programme.

↑ Of those members:

- **68% feel that it is important to book** with a brand where they are a loyalty member.
- **55% would pay more to book** with a brand where they are a loyalty member.

Top reasons why UK travellers are interested in loyalty programmes



76%
Price discounts.



58%
Complimentary upgrades.



58%
Member deals.



Top takeaways

Seeking destination inspiration

Over 60% of UK travellers do not have a specific destination in mind or are considering multiple destinations prior to choosing where to go—highlighting the opportunity to offer destination inspiration at the start of a traveller's purchase journey.

OTAs are not only for booking

UK travellers—more than on average—turn to OTAs for 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.

Incorporate deals and incentives

When deciding where to shop for and book travel, UK travellers value access to the best prices. Within marketing content, consider leading with a deal supported by compelling or inspirational content to ensure that your travel brand stands out.