

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

Key insights: Mexico



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 Mexican traveller data from:

- 800+ survey respondents.
- A digital data panel with 5,200 members.

Mexican travellers spend over a month thinking about their trip and another month planning it, comparable to the average. Booking occurs over two months prior to going on their trip, 10 days shorter than the average.



Inspiration



Research and
planning



Post-purchase



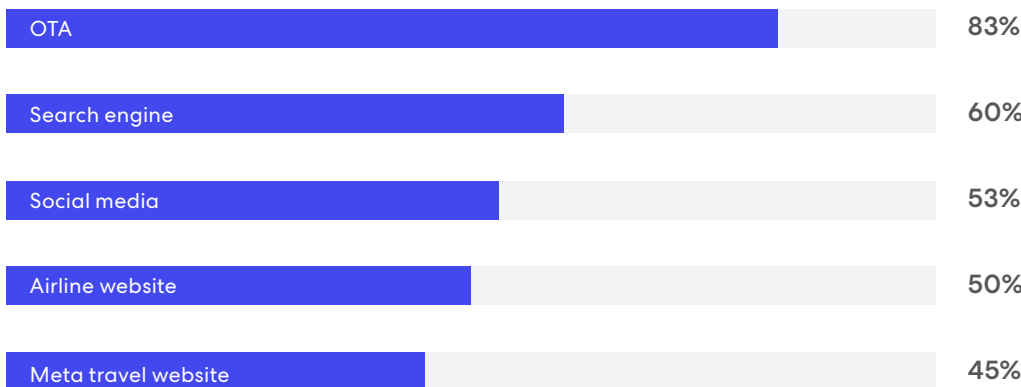
Open to destination inspiration



8 in 10

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



83%

of Mexican travellers use OTAs in their path to purchase

→ versus 80% on average.

Lower content consumption than average in the 45 days before booking



78

pages of travel content viewed

→ versus 141 pages on average.



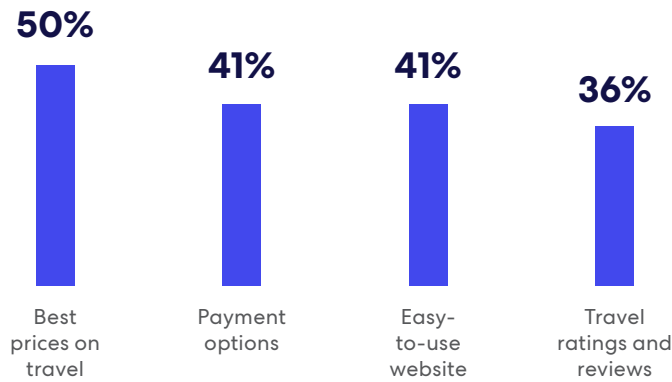
227

minutes spent consuming travel content

→ versus 303 minutes on average.



Price and payment options are most important when deciding where to plan and book



Mexican travellers are the most influenced by advertising



of travellers report being influenced by advertising when deciding to book a trip
→ versus 19% on average.

← Promotions and deals were most influential



57%
Promotions or deals



54%
Beautiful images

Mexican loyalty members are set on booking with their brand memberships

39% of travellers are members of a loyalty programme.

↑ Of those members:

- **95%** feel that it is important to book with a brand where they are a loyalty member.
- **78%** would pay more to book with a brand where they are a loyalty member.
- **24%** would pay significantly more to book with a brand where they are a loyalty member.

Top reasons why Mexican travellers are interested in loyalty programmes



68%
Price discounts.



60%
Perks and amenities.



57%
Gaining points or cash rewards for future travel.



57%
Member deals.

Top takeaways

OTAs are not only for booking

OTAs serve a multitude of functions for Mexican travellers during trip planning—from researching to narrowing down options and, finally, for booking. We provide travellers around the world with everything needed throughout the path to purchase for all types of travel, which brings our partners demand.

Price-conscious shoppers

Mexican travellers are more likely to be influenced by advertising, especially ads highlighting promotions, and are most interested in price discounts from a loyalty programme. Consider leading with a deal in your marketing, supported by compelling or inspirational content.

Lean into loyalty

While less than half are members of a loyalty programme, 95% of loyalty members feel that it is important to book with a brand where they are a member—which is more than any other country. Ensure that you are offering discounts, perks and amenities, and points for future travel to connect with loyalty travellers wherever they are booking.