

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

## Key insights: Japan



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 Japanese traveller data from:

- 800+ survey respondents.
- A digital data panel with 7,300 members.

The path to purchase for Japanese travellers is 45 days, considerably shorter than the average of 71 days. Travellers only spend a few weeks thinking about their trip and take under a month to plan it. There is a window of six weeks between booking and starting a trip, which is also shorter than the average of 73 days.



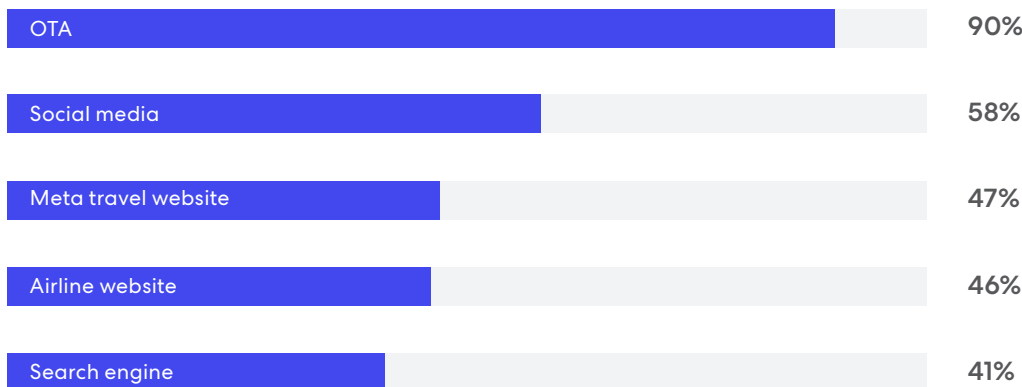
More likely to be set on a destination



# 62 percent

of travellers had only one destination in mind when they decided to take a trip and did not consider other destinations.

### Resources used leading up to a travel purchase



# 90%

of Japanese travellers booked their trip on an OTA—more than any other country.

### High content consumers over the 45 days before booking



# 208

pages of travel content viewed

→ versus 141 pages on average.



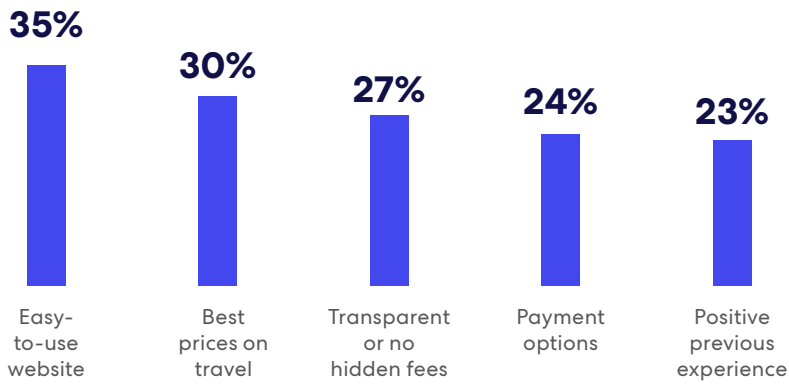
# 398

minutes spent consuming travel content

→ versus 303 minutes on average.



## Easy-to-use websites and price are top factors when choosing where to plan and book



## Japanese travellers are more likely to be influenced by advertising



**26%**

of travellers said that advertising influenced their decision to book a trip  
→ versus 19% on average.



**59%**

said that beautiful imagery was the most influential aspect of travel advertising  
→ versus 52% on average.

## Japan has the lowest percentage of loyalty programme members, but a strong opportunity for growth

**25%** of 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.
- **65% would pay more to book** with a brand where they are a loyalty member.

## Top reasons why Japanese travellers are interested in loyalty programmes



**71%**  
Price discounts.



**57%**  
Gaining points or cash rewards for future travel.



**54%**  
Complimentary upgrades.

## Top takeaways

### Stand out in a crowded landscape

Although the path to purchase is shorter for Japanese travellers, they consume a high volume of content and spend a lot of time with it leading up to booking. Find ways to stand out from the competition and elevate your content to make your travel brand a top contender.

### OTAs are not only for booking

Japanese travellers—more so than the average—turn to OTAs to be inspired, plan, research and book. When it comes to our travel brands, we provide travellers around the world with everything needed throughout the path to purchase for all types of travel, which brings our partners demand.

### Reach travellers through advertising

Travel advertising can play an important role for Japanese travellers during the early shopping phase. Consider leading with compelling images and inspirational content that highlight interesting experiences to appeal to Japanese travellers.