

The Path to Purchase: Uncovering how travelers plan and book online

Key insights: Hotel guests



With a complex and multifaceted path to purchase, this research unpacks traveler behaviors along the way, including the main drivers that influence online travel booking decisions.

The Luth Research includes hotel traveler data from:

- 3,800+ survey respondents
- 20,000+ member digital data panel

Hotel guests spend about a month thinking about their trip and just over a month planning it, which is aligned with the average across all booking types (vacation rentals, flights, etc.). Booking then occurs just over two months prior to going on a trip, which is slightly shorter than the average.



Inspiration



Research
& planning



From purchase
to stay

Open to destination inspiration

59%

of hotel guests did not have a specific destination in mind or considered multiple destinations.



Hotel guests use OTAs to cross-shop before booking

61%

of hotel guests visited an OTA before making their purchase on a hotel website.

56%

say OTAs were a helpful resource in planning and booking their trip.

→ versus 49% of all travelers

Hotel guests are more likely than other travelers to book on mobile

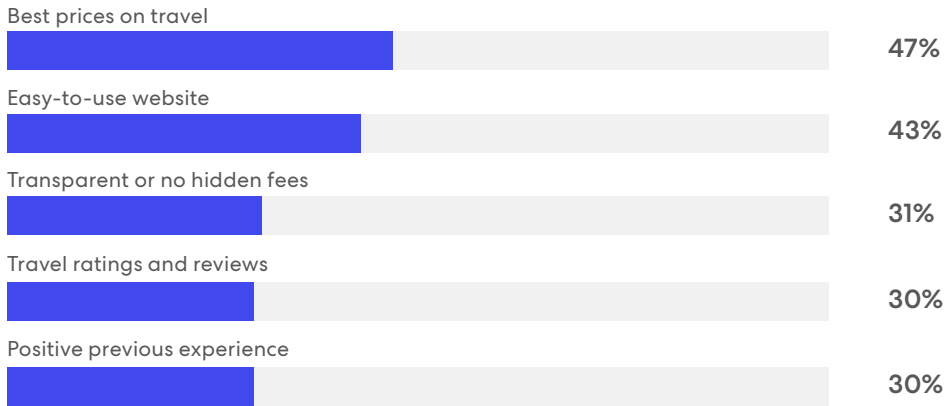
59%

of hotel guests booked on a mobile website or app

→ versus 55% of all travelers



While price is a top consideration across all booking types, ratings and reviews are more important to hotel guests than other travelers.



Hotel guests are more likely to be influenced by advertising



22%

of hotel guests said advertising influenced their booking decision

→ versus 19% of all travelers

← What they find most influential:



52%

Beautiful imagery



45%

Promotions or deals



41%

Content highlighting interesting experiences

Hotel guests are likely to be loyalty members

44%

of hotel guests are members of a travel rewards program like One Key™.

↑ of those members:

- **81% feel it's important to book** with a brand where they are a loyalty member
- **61% would pay more to book** with a brand where they are a loyalty member
→ versus 58% of all travelers

Top reasons hotel guests are interested in loyalty programs



71%

Price discounts



61%

Gaining points or cash rewards for future travel



56%

Member deals



53%

Complimentary upgrades



49%

Perks and amenities

Top takeaways

Hotel guests tend to be mobile first.

Remove friction during the research and booking process with mobile-friendly features and optimize your property listing across OTAs.

Hotel guests are looking for a positive experience during research and planning stages.

Aim to create the smoothest booking experience possible and stand out with competitive prices, flexible policies, and social proof in the form of glowing reviews.

Loyalty membership is a deciding factor.

Deals and discounts associated with loyalty programs are especially enticing to hotel guests at the booking stage. Attract them with Members Only Deals and perks via our One Key rewards program.

Download the global report →

