

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

Key insights: United States



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

The Luth Research includes U.S. traveler data from:

- 800+ survey respondents
- 11.5K-member digital data panel

U.S. travelers spend about one month thinking about their trip and nearly 40 days planning it, which aligns with the average. Booking then occurs over two months prior to going on a trip, slightly shorter than the average.



Open to destination inspiration



More than half

of travelers (55%) did not have a specific destination in mind when they first started thinking about a trip.

Resources used leading up to a travel purchase



75%

of U.S. travelers use social media in their path to purchase
→ versus 58% on average

High-content consumers in the 45 days prior to booking



277

pages of travel content viewed

→ versus 141 pages on average



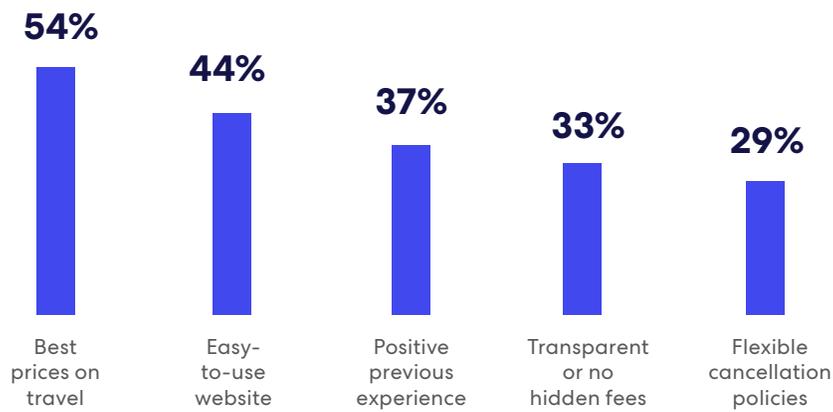
524

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



Travelers notice advertisements early



81%

of travelers influenced by advertising noticed advertising early in the planning process, the highest of any country.



57%

said beautiful imagery was the most influential aspect of travel advertising.

U.S. travelers are the most likely to be loyalty members

66% are members of a loyalty program.

↑ of those members:

- **83% feel it's important to book** with a brand where they are a loyalty member
- **60% would pay more to book** with a brand where they are a loyalty member
- **10% would pay significantly more to book** with a brand where they are a loyalty member

Top reasons U.S. travelers are interested in loyalty programs



74%
Price discounts



68%
Gaining points or cash rewards for future travel



58%
Complimentary upgrades

Top takeaways

Stand out in a crowded landscape

Leading up to booking, U.S. travelers consume more travel content and spend more time with content than travelers from other countries. It's important to find ways to stand out from the crowd to keep your content top of mind.

Lean in to loyalty

U.S. travelers are more likely to be loyalty members and feel it's important to book with their memberships. Promote your loyalty benefits in your content and channels and consider offering exclusive discounts for your loyal travelers.

Implement an omnipresent approach

U.S. travelers use many resources throughout the path to purchase. Explore cross-channel and cross-platform strategies, and leverage the power of strategic partnerships to extend your reach and presence.

OTAs are not only for booking

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