

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

Key insights: Australia



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 Australian traveler data from:

- 800+ survey respondents
- 10.5K-member digital data panel

Australian travelers spend one month thinking about their trip during the initial inspiration phase and more than 40 days researching and planning, slightly above the average. Booking occurs three months prior to trip start, longer than the 73 day average.



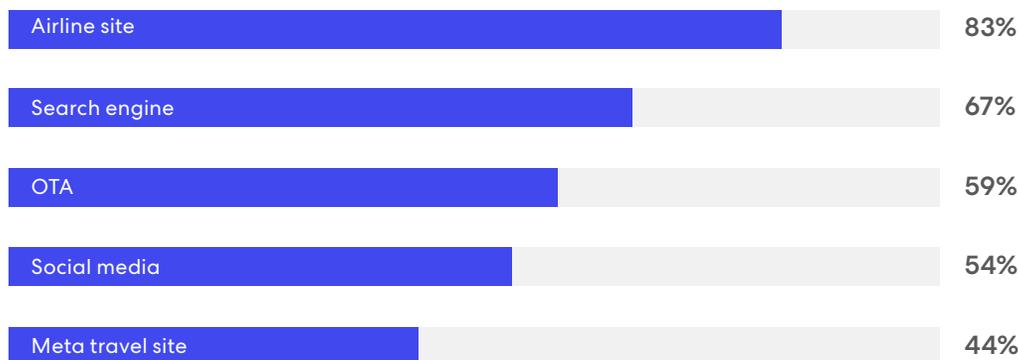
Open to destination inspiration



More than half

of travelers (56%) 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 Australian travelers use airline websites during planning
→ versus 54% on average

Australian travelers consume less content than average in the 45 days before booking



91

pages of travel content viewed

→ versus 141 pages on average



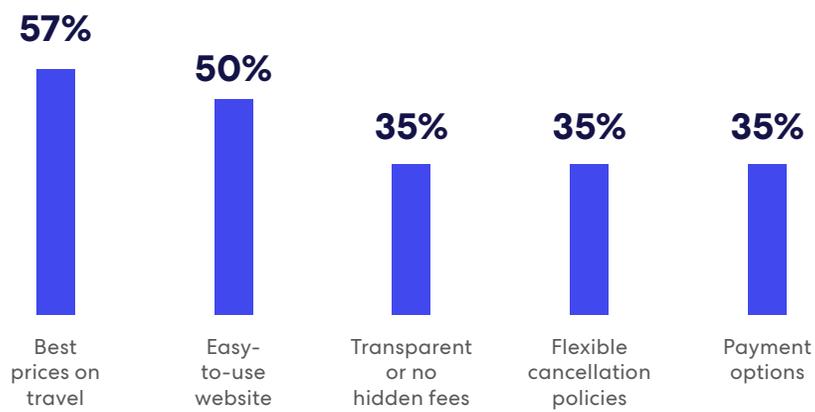
229

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



Australian travelers are likely to be loyalty members

1 in 2 Australian travelers are members of a loyalty program.

↑ of those members:

- **73%** feel it's important to book with a brand where they are a loyalty member
- **51%** would pay more to book with a brand where they are a loyalty member



Top reasons Australian travelers are interested in loyalty programs



73%
Price discounts



62%
Member deals



60%
Complimentary upgrades



57%
Gaining points or cash rewards for future travel

Top takeaways

Target travelers during the extended planning phase

Australian travelers plan further ahead of their trip, presenting a longer window of opportunity to reach them, particularly in the research and planning phase. Find ways to stand out from the crowd to keep your content top of mind.

Implement an omnipresent approach

Australian travelers use many resources throughout the path to purchase, making it imperative to show up beyond your brand's owned channels. Explore cross-channel and cross-platform strategies and leverage the power of strategic partnerships to extend your reach and presence.

Lean into loyalty

Australian travelers who are loyalty program members feel it's important to book with a brand where they are a member, and are also willing to invest in loyalty bookings. Promote your loyalty benefits in your content and channels and consider offering exclusive discounts for your loyal travelers.