

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

Key insights: Canada



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 Canadian traveler data from:

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

Canadian travelers spend more than one month thinking about their trip (four days longer than the average) and nearly 40 days planning. Booking occurs over two months prior to going on their trip, four days shorter than the average.



Inspiration



Research
& planning



Post-purchase



Open to destination inspiration

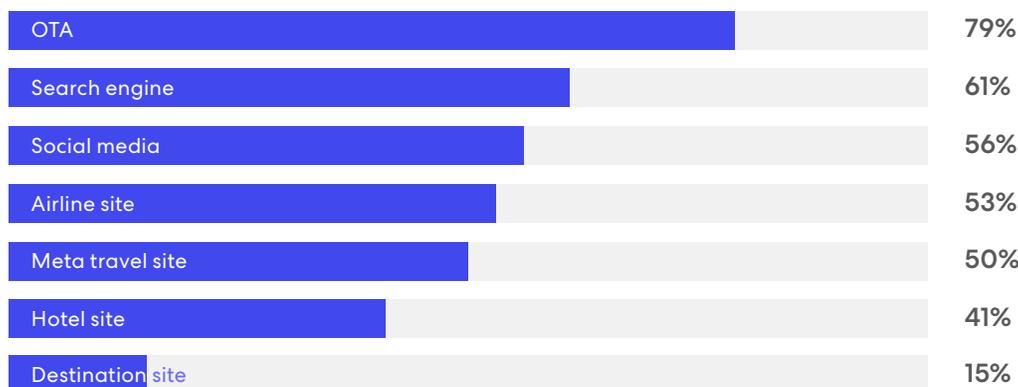


62 percent

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

Resources used leading up to a travel purchase

Canadian travelers are more likely than average to use hotel and destination websites during their path to purchase.



69%

of Canadian travelers booked their trip on a desktop

→ versus 59% on average

Content consumption in the 45 days before booking



133

pages of travel content viewed

→ versus 141 pages on average



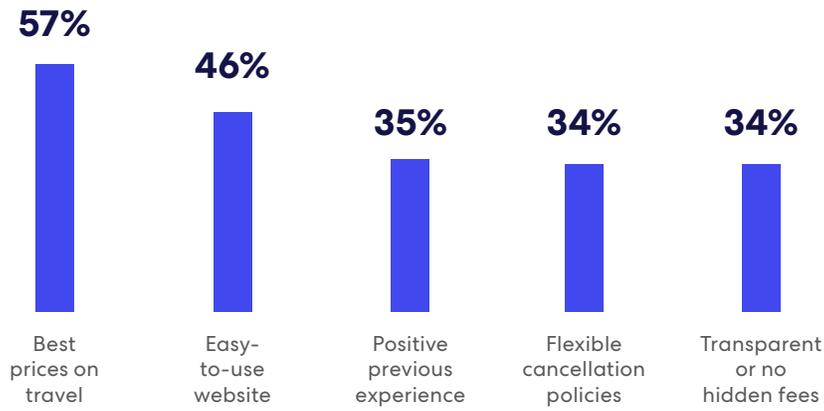
287

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 later in the path to purchase



of travelers influenced by advertising noticed advertising when narrowing their options. → versus 39% on average

← What they find most influential:



53%
Promotions or deals



43%
Beautiful images



43%
Content highlighting interesting experiences

Canadian travelers are likely to be loyalty program members

58% of travelers are members of a loyalty program.

↑ of those members:

• **79% feel it's important to book** with a brand where they are a loyalty member

• **50% would pay more to book** with a brand where they are a loyalty member

Top reasons Canadian travelers are interested in loyalty programs



76%
Price discounts



70%
Gaining points or cash rewards for future travel

Top takeaways

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.

Seeking destination inspiration

Most Canadian travelers do not have a particular destination in mind or are considering multiple destinations prior to choosing where to go, highlighting the opportunity for destination inspiration in the planning and research phase.

Stand out in a crowded landscape

Travelers from Canada consume a lot of travel content and spend a lot of time with it leading up to booking. Find ways to stand out among the crowd to ensure your content reaches the right audience.