

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

Key insights: France



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 French traveler data from:

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

French travelers spend about one month thinking about their trip during the initial inspiration phase and another month researching and planning it (on par with the average). Once they decide on their plans, booking occurs more than two months prior to trip start.



Open to destination inspiration

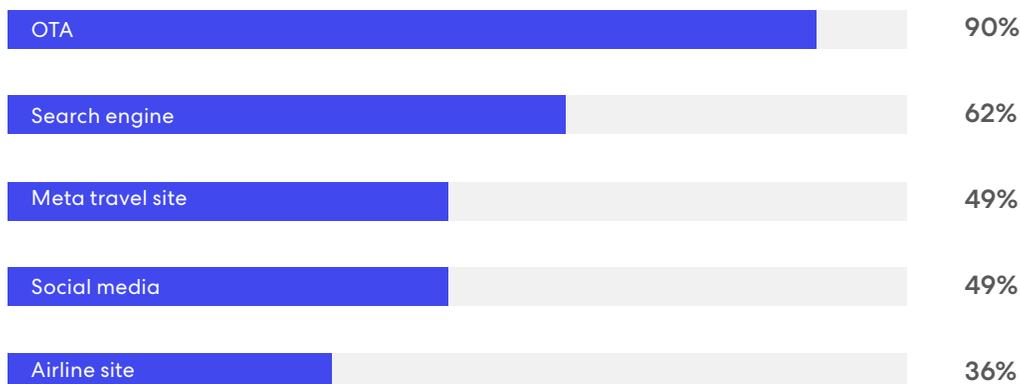


More than

60 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



90%

of French travelers visit OTAs during their path to purchase

→ versus 80% on average

Lower content consumption than average in the 45 days before booking



81

pages of travel content viewed

→ versus 141 pages on average



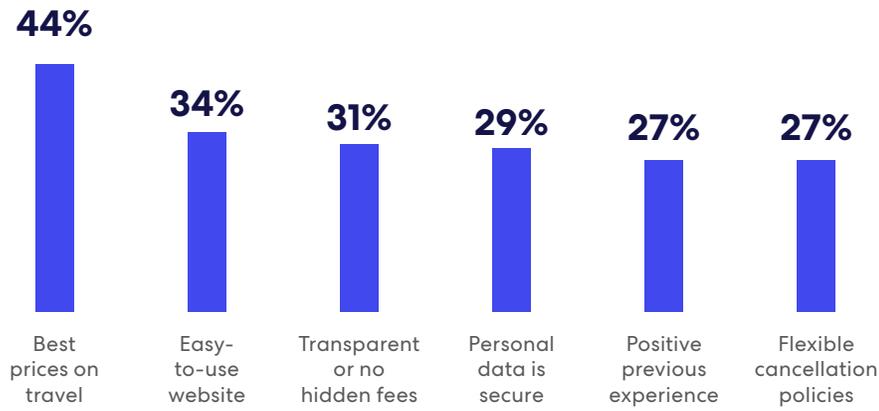
199

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



French travelers are more likely to be influenced by advertising



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

← What they find most influential:



53%
Beautiful images



43%
Promotions or ideas



39%
Content highlighting interesting experiences



39%
Inspirational content

French loyalty program members find it important to book with brands where they are a member



↑ of those members:

- 79% 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 French travelers are interested in loyalty programs



71%
Price discounts



56%
Complimentary upgrades



54%
Member deals

Top takeaways

Reaching travelers through advertising

Travel advertising can play an important role for French travelers during the early shopping phase. Consider leading with deals and promotions supported by compelling images or inspirational content to broaden traveler appeal.

Seeking destination inspiration

Many French travelers do not have a particular destination in mind or consider multiple destinations prior to choosing where to go, highlighting the opportunity to offer destination inspiration in the planning and research phase.

OTAs are not only for booking

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