

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

Key insights: Japan



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 Japanese traveler data from:

- 800+ survey respondents
- 7,300-member digital data panel

The path to purchase for Japanese travelers is 45 days, considerably shorter than the average of 71 days. They spend only a few weeks thinking about their trip and take under a month to plan it. There is a window of six weeks between booking and trip start, which is also shorter than the average of 73 days.



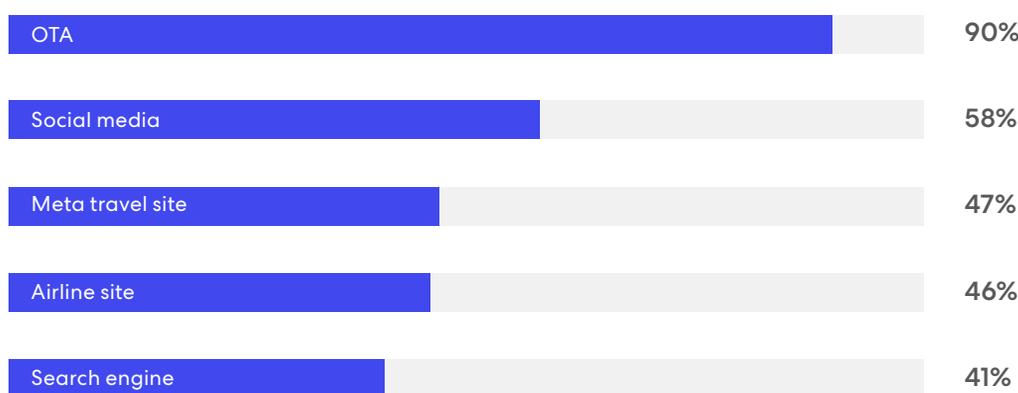
More likely to be set on a destination



62 percent

of travelers had only one destination in mind when they decided to take a trip and did not consider other destinations.

Resources used leading up to a travel purchase



90%

of Japanese travelers booked their trip on an OTA — more than any other country

High content consumers in the 45 days before booking



208

pages of travel content viewed

→ versus 141 pages on average



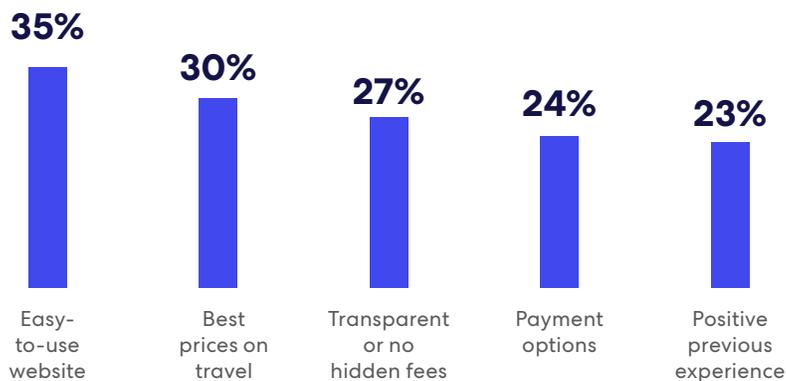
398

minutes spent consuming travel content

→ versus 303 minutes on average



Easy-to-use websites and price are top factors when choosing where to plan and book



Japanese travelers are more likely to be influenced by advertising



26%

of travelers said advertising influenced their decision to book a trip

→ versus 19% on average



59%

said beautiful imagery was the most influential aspect of travel advertising

→ versus 52% on average

Japan has the lowest percentage of loyalty program members, but strong opportunity for growth

25% of 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
- **65% would pay more to book** with a brand where they are a loyalty member

Top reasons Japanese travelers are interested in loyalty programs



71%
Price discounts



57%
Gaining points or cash rewards for future travel



54%
Complimentary upgrades

Top takeaways

Stand out in a crowded landscape

Although the path to purchase is shorter for Japanese travelers, they consume a high volume of content and spend a lot of time with it leading up to booking. Find ways to stand out from the competition and elevate your content to make your travel brand a top contender.

OTAs are not only for booking

Japanese travelers — more so than the average — turn to OTAs to be inspired, 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.

Reach travelers through advertising

Travel advertising can play an important role for Japanese travelers during the early shopping phase. Consider leading with compelling images and inspirational content that highlights interesting experiences to appeal to Japanese travelers.