

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

## Key insights: Mexico



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 Mexican traveler data from:

- 800+ survey respondents
- 5,200-member digital data panel

Mexican travelers spend over a month thinking about their trip and another month to plan it, comparable to the average. Booking occurs over two months prior to going on their trip, 10 days shorter than the average.



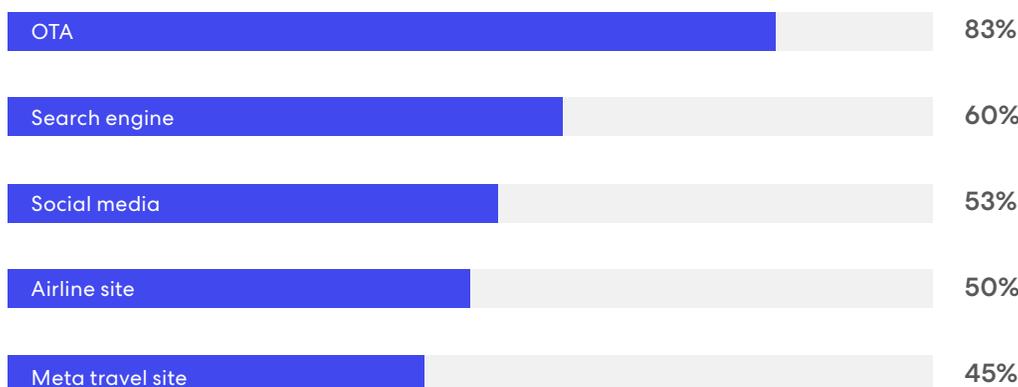
### Open to destination inspiration



# 8 in 10

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



# 83%

of Mexican travelers use OTAs in their path to purchase

→ versus 80% on average

### Lower content consumption than average in the 45 days before booking



# 78

pages of travel content viewed

→ versus 141 pages on average



# 227

minutes spent consuming travel content

→ versus 303 minutes on average



## Price and payment options are most important when deciding where to plan and book



## Mexican travelers are the most influenced by advertising



of travelers report being influenced by advertising when deciding to book a trip

→ versus 19% on average

### ← Promotions and deals were most influential



**57%**  
Promotions or deals



**54%**  
Beautiful images

## Mexican loyalty members are set on booking with their brand memberships

**39%** of travelers are members of a loyalty program

### ↑ of those members:

- **95%** feel it's important to book with a brand where they are a loyalty member
- **78%** would pay more to book with a brand where they are a loyalty member
- **24%** would pay significantly more to book with a brand where they are a loyalty member

## Top reasons Mexican travelers are interested in loyalty programs



**68%**  
Price discounts



**60%**  
Perks and amenities



**57%**  
Gaining points or cash rewards for future travel



**57%**  
Member deals

## Top takeaways

### OTAs are not only for booking

OTAs serve a multitude of functions for Mexican travelers during trip planning, from researching to narrowing down options and, finally, for booking. We provide travelers around the world with everything needed throughout the path to purchase for all types of travel, which brings our partners demand.

### Price-conscious shoppers

Mexican travelers are more likely to be influenced by advertising, especially ads highlighting promotions, and are most interested in price discounts from a loyalty program. Consider leading with a deal in your marketing, supported by compelling or inspirational content.

### Lean into loyalty

While less than half are members of a loyalty program, 95% of loyalty members feel it's important to book with a brand they are a member with, which is more than any other country. Ensure you're offering discounts, perks and amenities, and points for future travel to connect with loyalty travelers wherever they are booking.