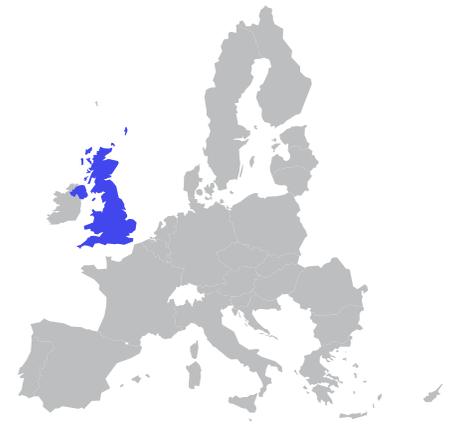


The Path to Purchase: Uncovering how travelers plan and book online

Key insights: United Kingdom



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 U.K. traveler data from:

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

Travelers from the U.K. spend one month thinking about their trip during the initial inspiration phase and over a month researching and planning it, which is aligned with the average. Once they finalize their plans, the window from booking to the start of the trip is over three months, which is longer than the average of 73 days.



Inspiration



Research
& planning



Post-purchase



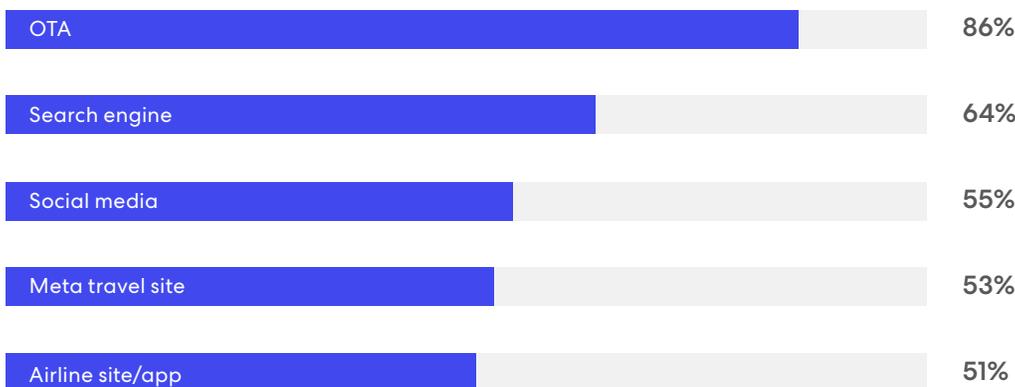
Open to destination inspiration



6 in 10

travelers did not have a specific destination in mind or considered multiple destinations.

Resources used leading up to a travel purchase



86%

of U.K. travelers use online OTAs in their path to purchase

→ versus 80% on average

Lower content consumption than average in the 45 days before booking



88

pages of travel content viewed

→ versus 141 pages on average



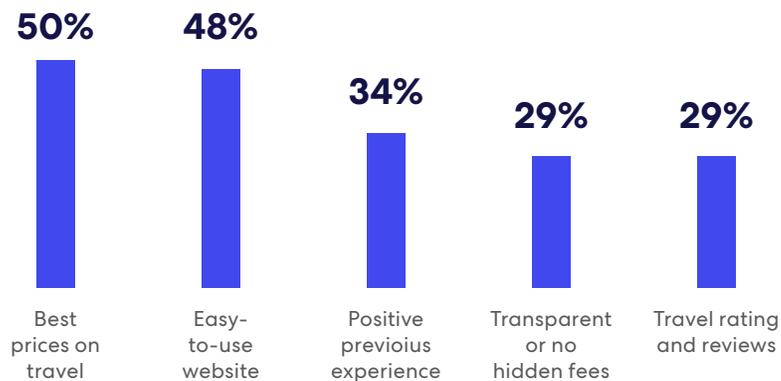
221

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



22%

of U.K. travelers who used social media prior to booking a trip, used it for links and codes from influencers (higher than any other country)

U.K. loyalty members find it important to book with their brand memberships

33%

 of travelers are members of a loyalty program

↑ of those members:

- **68% feel it's important to book** with a brand where they are a loyalty member
- **55% would pay more to book** with a brand where they are a loyalty member

Top reasons U.K. travelers are interested in loyalty programs



76%

Price discounts



58%

Complimentary upgrades



58%

Member deals



Top takeaways

Seeking destination inspiration

Over 60% of U.K. travelers do not have a specific destination in mind or are considering multiple destinations prior to choosing where to go, highlighting the opportunity to offer destination inspiration at the start of a traveler's purchase journey.

OTAs are not only for booking

U.K. travelers — more than average — turn to OTAs for 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.

Incorporate deals and incentives

When deciding where to shop for and book travel, U.K. travelers value access to the best prices. Within marketing content, consider leading with a deal supported by compelling or inspirational content to ensure your travel brand stands out.