

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

Key insights: Air bookers



With a complex and multifaceted path to purchase, this research unpacks traveler behaviors along the way, including the main drivers that influence online travel booking decisions.

The Luth Research includes air traveler data from:

- 3,600+ survey respondents
- 35,000+ member digital data panel

Air bookers spend about a month thinking about their trip and over 40 days planning it, which is slightly longer than the average across all booking types (hotels, vacation rentals, etc.). Booking then occurs nearly 80 days prior to going on a trip, also slightly longer than the average.



Open to destination inspiration

6 in 10

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

Air bookers use OTAs to cross-shop before booking

52%

visited an OTA before making their purchase on an air website.

48%

say OTAs were a helpful resource in planning and booking their trip.



Booking a flight is often the first step in the journey

60%

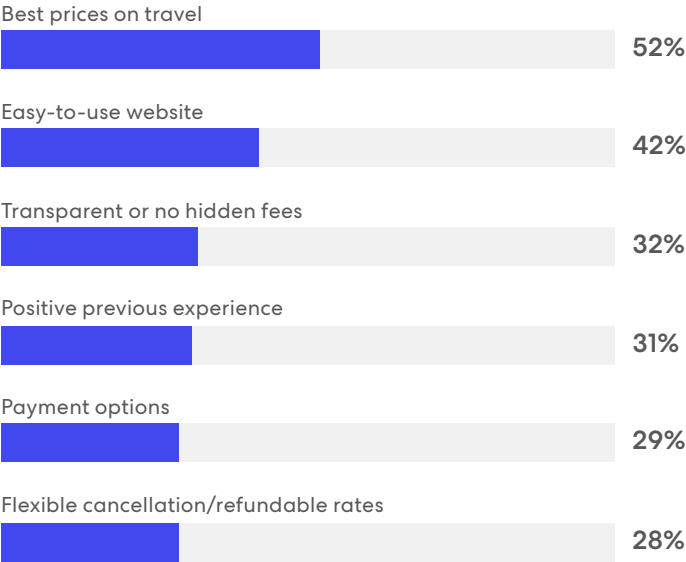
of travelers who booked both air and lodging booked their flight first.

61%

of package bookers booked on an OTA

→ versus 51% of all travelers

Competitive and transparent pricing, flexible cancellation, and payment options are important when deciding where to book.



Air bookers are influenced by inspirational ad content

 **20%**
of air bookers said advertising influenced their booking decision

← What they find most influential:



52%
Beautiful imagery



49%
Promotions or deals



40%
Inspirational content



40%
Content highlighting interesting experiences

Air bookers are likely to be loyalty members

48% of air bookers are members of a travel rewards program like One Key™.
→ versus 43% of all travelers

↑ of those members:

- 80% feel it's important to book with a brand where they are a loyalty member
- 60% would pay more to book with a brand where they are a loyalty member

Top reasons air bookers are interested in loyalty programs



73%
Price discounts



62%
Gaining points or cash rewards for future travel



55%
Member deals



55%
Complimentary upgrades

Top takeaways

Air bookers are looking for a positive experience.

Aim to create the smoothest booking journey possible with competitive and transparent prices paired with an intuitive web experience.

Air bookers are influenced by advertising.

Many air bookers are undecided on a destination when they begin trip planning. Capture their interest early with enticing content.

Loyalty membership is a deciding factor for air bookers.

Deals and discounts associated with loyalty programs are especially enticing to air bookers. Attract them with Members Only Deals via our One Key rewards program.