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.

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

<table>
<thead>
<tr>
<th>Resource</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>OTA</td>
<td>90%</td>
</tr>
<tr>
<td>Search engine</td>
<td>62%</td>
</tr>
<tr>
<td>Meta travel site</td>
<td>49%</td>
</tr>
<tr>
<td>Social media</td>
<td>49%</td>
</tr>
<tr>
<td>Airline site</td>
<td>36%</td>
</tr>
</tbody>
</table>

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

The Luth Research includes French traveler data from:
- 800+ survey respondents
- 10.5K-member digital data panel

Uncovering how travelers plan and book online
Price and easy-to-use websites are top factors when choosing where to plan and book

44% 34% 31% 29% 27% 27%
Best prices on travel Easy-to-use website Transparent or no hidden fees Personal data is secure Positive previous experience Flexible cancellation policies

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

28% of travelers are members of a loyalty program.

↑ 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

French travelers are more likely to be influenced by advertising

23% 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 deals 39% Content highlighting interesting experiences 39% Inspirational content

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.