The path to purchase: uncovering how travellers plan and book online

Key insights: Mexico

With a complex and multifaceted path to purchase, this research unpacks traveller behaviours in the path to purchase, including the main drivers and resources that influence online travel booking decisions.

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

Luth Research includes Mexican traveller data from:
• 800+ survey respondents.
• A digital data panel with 5,200 members.

Inspiration
Research and planning
Post-purchase

34 Days
41 Days
63 Days

Open to destination inspiration
8 in 10 travellers did not have a specific destination in mind when they first started thinking about a trip.

Resources used leading up to a travel purchase

- OTA: 83%
- Search engine: 60%
- Social media: 53%
- Airline website: 50%
- Meta travel website: 45%

83% of Mexican travellers 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

- **50%**: Best prices on travel
- **41%**: Payment options
- **41%**: Easy-to-use website
- **36%**: Travel ratings and reviews

Mexican travellers are the most influenced by advertising

- **40%** of travellers report being influenced by advertising when deciding to book a trip—versus 19% on average.

Mexican loyalty members are set on booking with their brand memberships

- **39%** of travellers are members of a loyalty programme.

  - **95%** feel that it is 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 why Mexican travellers are interested in loyalty programmes

- **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 travellers during trip planning—from researching to narrowing down options and, finally, for booking. We provide travellers 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 travellers are more likely to be influenced by advertising, especially ads highlighting promotions, and are most interested in price discounts from a loyalty programme. 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 programme, 95% of loyalty members feel that it is important to book with a brand where they are a member—which is more than any other country. Ensure that you are offering discounts, perks and amenities, and points for future travel to connect with loyalty travellers wherever they are booking.