LUTH RESEARCH

LET'S GO ON A JOURNEY TOGETHER!

How Expedia Group and Luth Research traveled together on an international consumer journey to create value in the travel industry

Speakers

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WHAT WE'LL DISCUSS

METHODOLOGY

DIGITAL + SURVEY

DRIVING GROWTH

LUTH RESEARCH

About Luth

1977

1999

2009

2023

Data Collection
Services Founded in
San Diego, CA

Online Panel
Developed

Passive Digital
Tracking with ZQ
Intelligence

Thought Leader
in Consumer
Journey's

About Expedia Group

When travelers win,
we all win.

OBJECTIVES

Increase Support for Travel Partners

Owning the Upper Funnel

Thought Leadership Content

Understanding Methodology

✈ **Online visitation** previous 12 months (n10,000+ per country)

✈ **Relevant shopping** previous 45 days

✈ **Online survey** to 5,700+ travelers

🇺🇸 United States

🇨🇦 Canada

🇲🇽 Mexico

🇬🇧 United Kingdom

🇯🇵 Japan

🇫🇷 France

🇦🇺 Australia

ZQ Intelligence

ZQ INTELLIGENCE CAPTURES:

Single-source behavior (PC, mobile and tablet devices)

ZQ INTELLIGENCE INTEGRATES:

Digital data seamlessly with survey and qualitative research

ZQ INTELLIGENCE DELIVERS:

Big data via dashboard or custom report

US Behavioral and Survey

PC and Mobile Tracking

Technology captures all actions through page URL's and apps

900,000+ Panelists Tracked/Per Day

Survey Contactable/Demographics Appended

International Behavioral and Survey

PC and Mobile Tracking

Technology captures all actions through page URL's

1M+ Panelists Tracked/Per Day

Partner Panels (Trusted & Local)

What did you do?

Why did you do it?

How it works together

Weaving it Together

TRAVELER

What When/How touchpoints are used

Which brands are used

How social media is used

How long to conversion

- **Who is going with you**
- **What's the trip for**
- **What Influenced you**

DESTINATION

Travel Journey Length

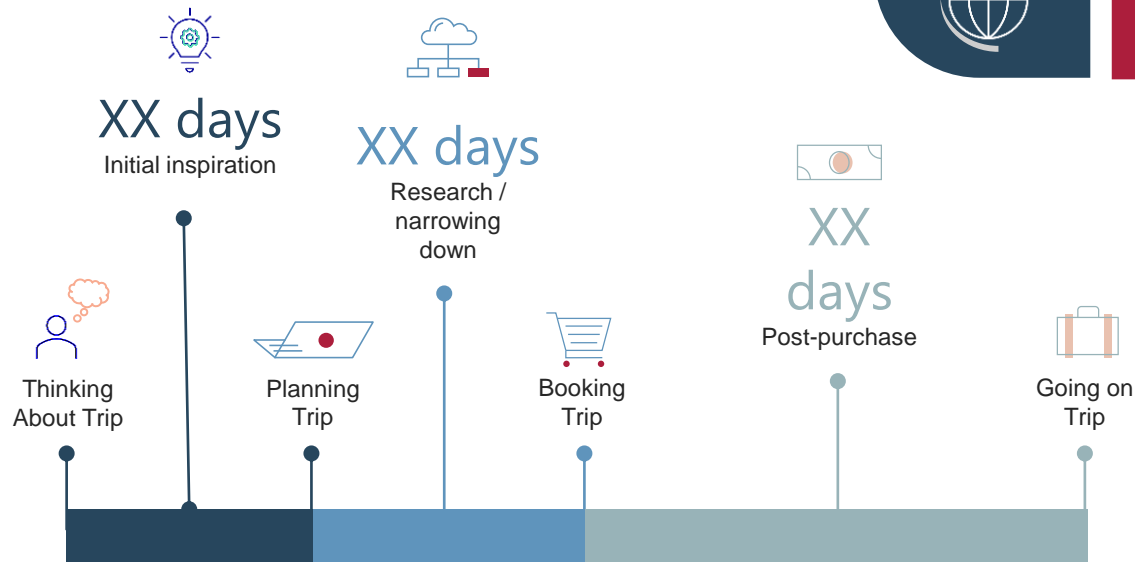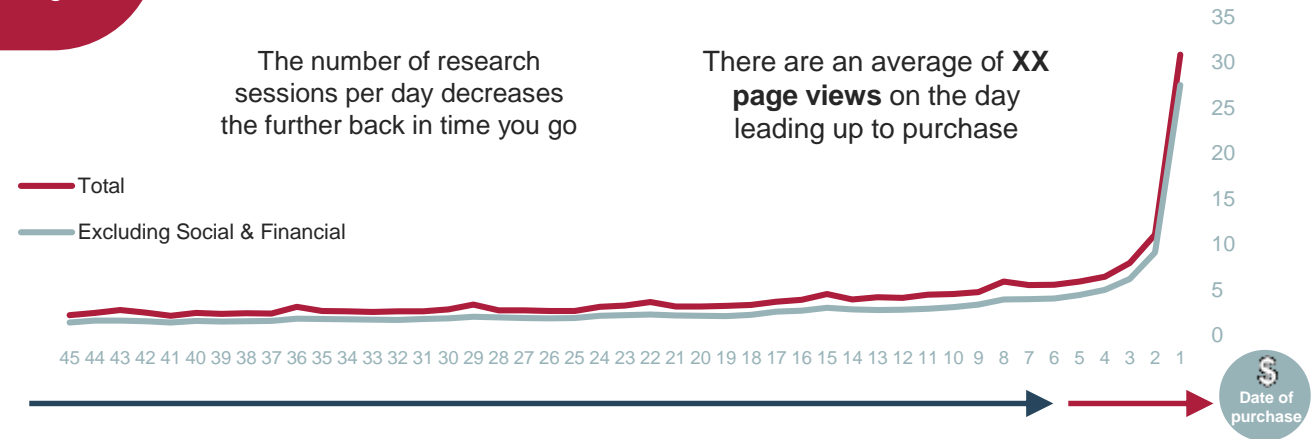| How long the travel journey takes	01 How long travelers take to start thinking about their trip and how long it takes to research and plan their trip.	02 What the research phase looks like: the length of the discovery stage and consideration stage.

Survey Data

Digital Data

Avg # of Page Views per Day

XX days
Initial inspiration

XX days
Research / narrowing down

XX days
Post-purchase

Thinking About Trip

Planning Trip

Booking Trip

Going on Trip

The number of research sessions per day decreases the further back in time you go

There are an average of **XX page views** on the day leading up to purchase

— Total

— Excluding Social & Financial

35
30
25
20
15
10
5
0

45 44 43 42 41 40 39 38 37 36 35 34 33 32 31 30 29 28 27 26 25 24 23 22 21 20 19 18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

Date of purchase

Discovery Stage: XX avg. days

Low intensity research that is very spread out and inconsistent. This kind of stage happens further away from the conversion and is considered more discovery focused.

Consideration Stage: XX avg. days

Higher intensity research that is close together and consistent. This stage happens immediately prior to the conversion and is considered more consideration and evaluation focused.

Travel Touchpoints

What touchpoints are used to plan and book travel	**01** The share of travelers using Online Travel Agencies (OTAs), search engines, social media, airlines, hotels, car rentals, destination, and financial sites, to plan and book their trip.	**02** The sites that are visited most often throughout purchase journeys and on the day of the purchase.	

X% of Journeys
visiting Expedia Group, OTAs, Airlines, etc.

Avg. Visits per Week
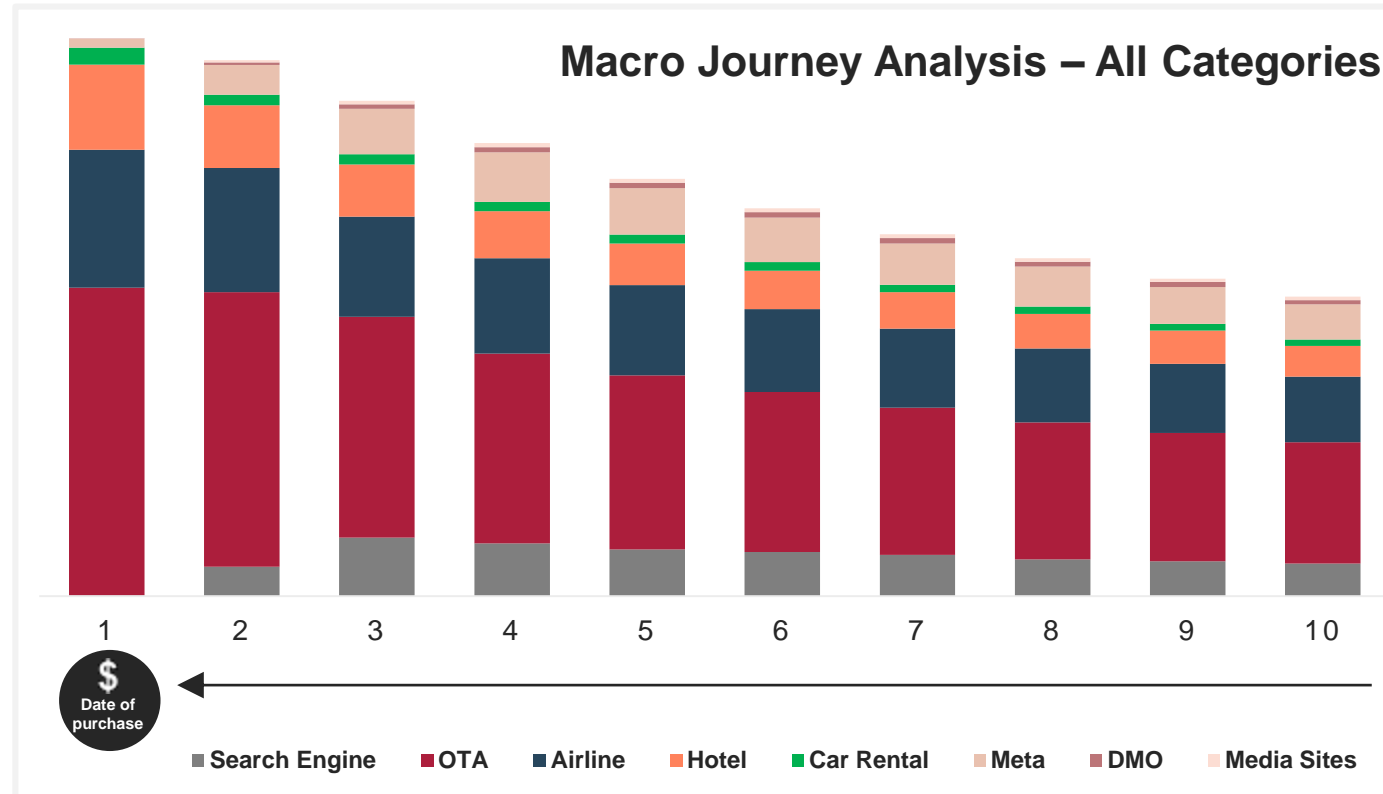to Expedia Group, OTAs, Airlines, etc.

Avg. Time per Visit
to Expedia Group, OTAs, Airlines, etc.

X% of Travelers Booking
with Expedia Group, OTAs, Airlines, etc.

Macro Journey Analysis – All Categories

Date of purchase

Search Engine OTA Airline Hotel Car Rental Meta DMO Media Sites

Touchpoint Timing

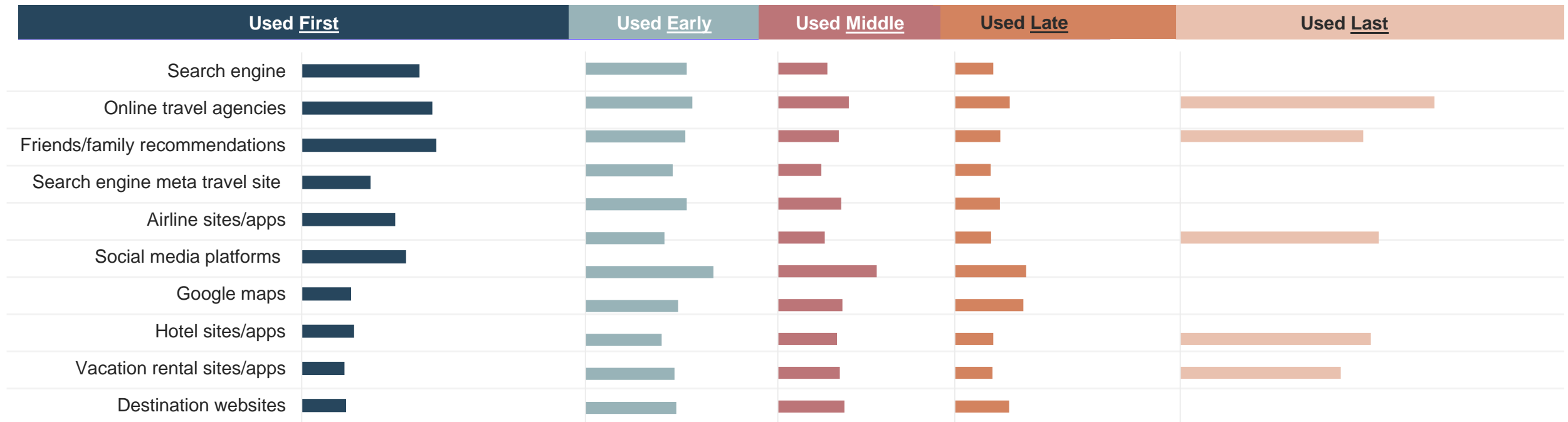|	
When touchpoints are used	**01** What resources travelers use to begin their journey and what resources are used steadily throughout.
	02 What resources travelers return to at the end of their journey.

Resources Used to Plan Trip
Top 10 Resources Used

	Used **First**	Used **Early**	Used **Middle**	Used **Late**	Used **Last**
Search engine					
Online travel agencies					
Friends/family recommendations					
Search engine meta travel site					
Airline sites/apps					
Social media platforms					
Google maps					
Hotel sites/apps					
Vacation rental sites/apps					
Destination websites					

Touchpoint Purpose

What touchpoints are used for

01 OTAs like Expedia serve a multitude of functions during trip planning.

02 Other sites, like airlines, hotels and search engines, tend to serve a singular purpose to plan and book travel.

Resource Purpose
Top 10 Resources Used for Planning

Resource:	Search Engine	OTAs	Friends/ Family	Meta Travel Sites	Airline Sites/Apps	Social Media	Google Maps	Hotel Sites/Apps	Vacation Rental	Destination Website
Inspiration	■	■	■■	■	▪	■■	■	▪	▪	■
Research	■■	■■	■	■■	■	■■	■■	■	■	■■
Narrow Down	▪	■	▪	■	▪	▪	▪	▪	▪	▪
Booking		■			■			■	■	

Onsite Touchpoints

How onsite touchpoints are used

01 Understanding what pages are viewed on the Brand sites when planning and booking travel.

02 Insights into what pages are most viewed before a purchase.

Micro Journey Analysis: Steps 1-20
PURCHASE VISITS

Touchpoints

- ◼ REOPEN TAB
- ◼ OTHER SEARCH
- ◼ HOTEL SEARCH
- ◼ AIR SEARCH
- ◼ LIST
- ◼ PURCHASE
- ◼ RESERVATION
- ◼ INSPIRATION
- ◼ PROMOTION
- ◼ REVIEW
- ◼ SERVICES
- ◼ CATEGORY

The Role of Social Media

How social media is used

01 The share of travelers using social media as inspiration for their trip.

02 Types of social media travel posts viewed and when they view posts during their planning process.
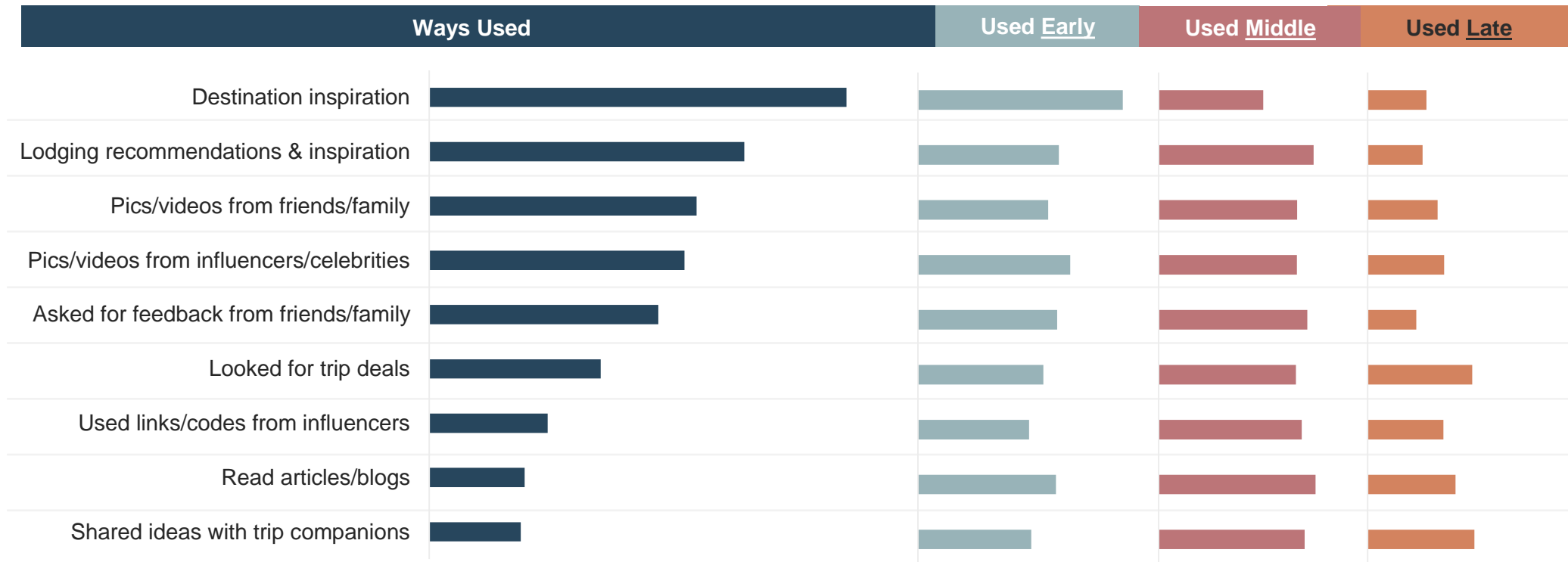
Top Social Media Used for Inspiration: **TikTok**

XX%
of travelers use social media for <u>inspiration</u>

XX%
of travelers use social media for <u>research</u>

Ways They Used Social Media to Plan a Trip

Ways Used	Used <u>Early</u>	Used <u>Middle</u>	Used <u>Late</u>
Destination inspiration			
Lodging recommendations & inspiration			
Pics/videos from friends/family			
Pics/videos from influencers/celebrities			
Asked for feedback from friends/family			
Looked for trip deals			
Used links/codes from influencers			
Read articles/blogs			
Shared ideas with trip companions			

DRIVING GROWTH

The path to purchase
is full of twists and turns

Booking

Final step, when travelers make a purchase

Planning

Right before booking, when considering final options

Research

Early in the process, when travelers are researching and narrowing options

Inspiration

When travelers first start thinking about a trip

On average, travelers view

Hundreds of pages of travel content

in the 45 days prior to booking

Travelers consume a lot of travel content

Hundreds of pages leading up to booking – find ways to stand out among the crowd

The power of partnership

Travelers are using many different resources throughout the path, making it essential to show up everywhere

OTAs are not just for booking

Travelers turn to OTAs to be inspired, plan and research. Find new ways to partner with us!

Key
Takeaways

Blend of behavioral and attitudinal: Human beings are both

Storytelling: Weaving the methodologies together

What is Most Important to the Stakeholders