



# The New Hotel Booking Path to Purchase: The Mobile, Social, and Online Journey

August 2014



## About this study

- For many products and services, the explosion of digital and mobile platforms has created an increasingly complex Path to Purchase. To remain relevant and drive brand engagement, marketers must align their resources and deliver content to reflect consumer behavior and satisfy customers' needs.
- As part of CMB's self-funded [Consumer Pulse Program](#) we explored the Path to Purchase to better understand the use of mobile devices, including smartphones and tablets, in the purchase journey of two diverse product areas—Hotels and Tablets.
- This report on hotel booking is the first report in a 2 part series. In this report, we:
  - Measure the extent to which mobile apps are used in any phase of the purchase journey, whether in research/evaluation process, while making the final booking decision or at the point of sale.
  - Identify and assess the influence of resources utilized during each stage of the purchase journey, including social media, consumer reviews, sales associates, etc.
  - Reveal the extent to which shoppers leverage price comparison sites and other tools to ensure they are getting the best price available.

# The Hotel Booking Path to Purchase: Overview



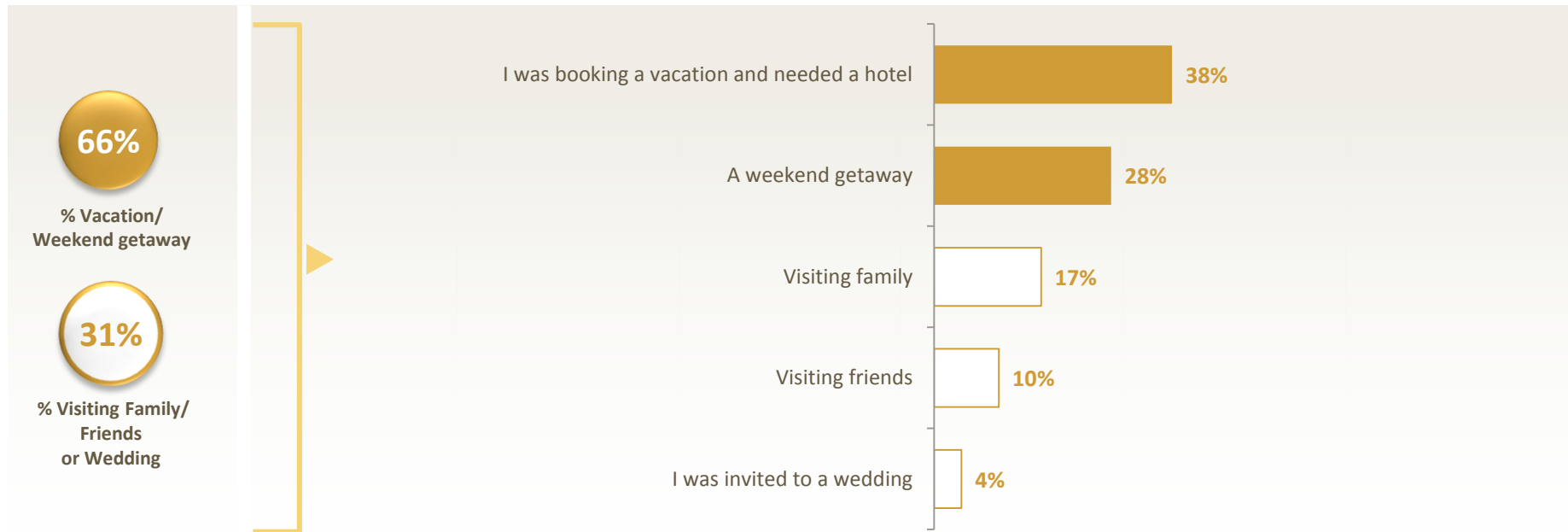
## Top Triggers

- I was booking a vacation and needed a hotel 38%
- A weekend getaway 28%
- Visiting family 17%

# Vacations and weekend getaways account for two-thirds of leisure hotel stays



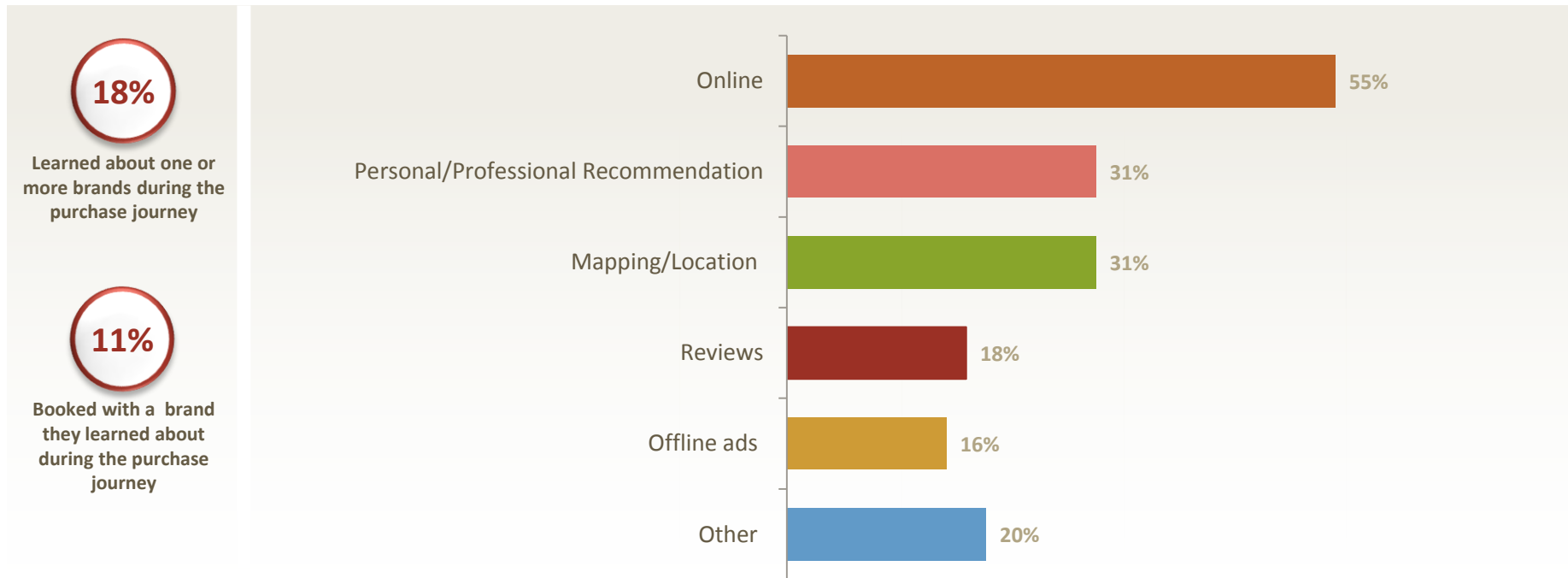
Purchase Triggers\*



# Online ads, sites, and sources drive exposure to new hotels



## Top Sources of Awareness\*



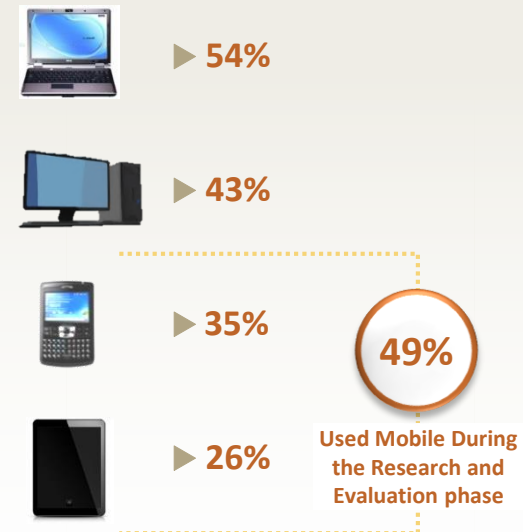
# Nearly half of leisure travelers used a mobile device during the research and evaluation phase



Resources for Research



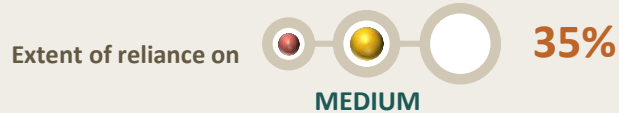
Device Usage for Research



# Online resources are popular but only 4% used an app—most mobile traffic is through a mobile web browser

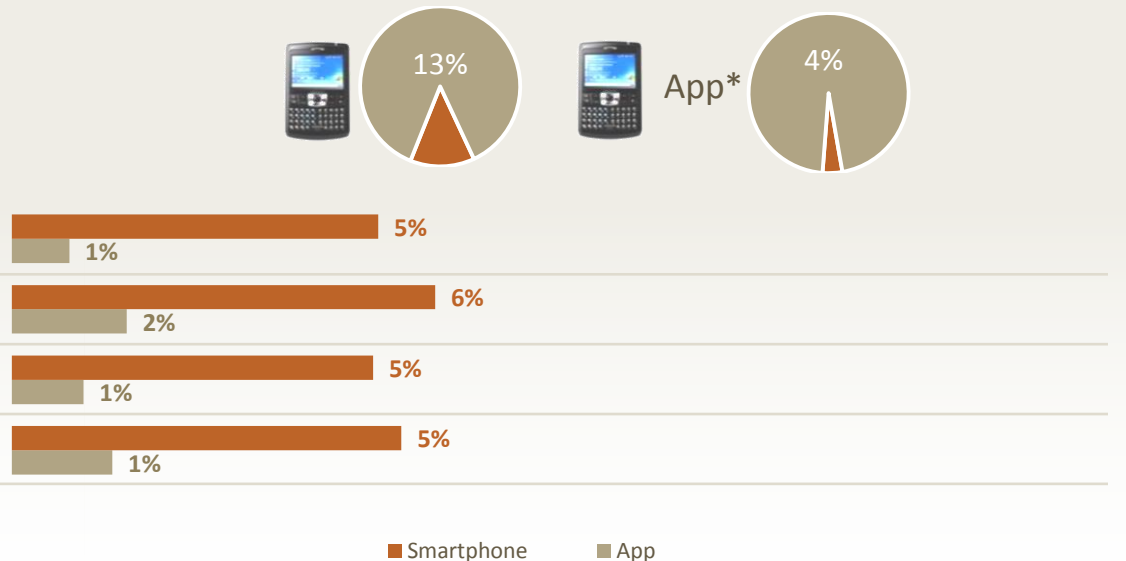


## Research: Read About Hotel Online



Online Resources Utilized	% Overall
1. Customer review websites	23%
2. Online booking websites	23%
3. Hotels' direct websites	22%
4. General search websites	16%

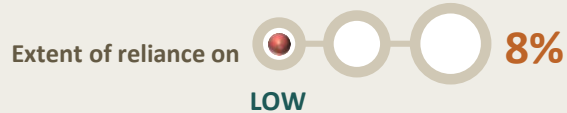
## Online Resources Accessed on a Smartphone








# Social media was leveraged sparingly as a resource for researching and evaluating hotel stays



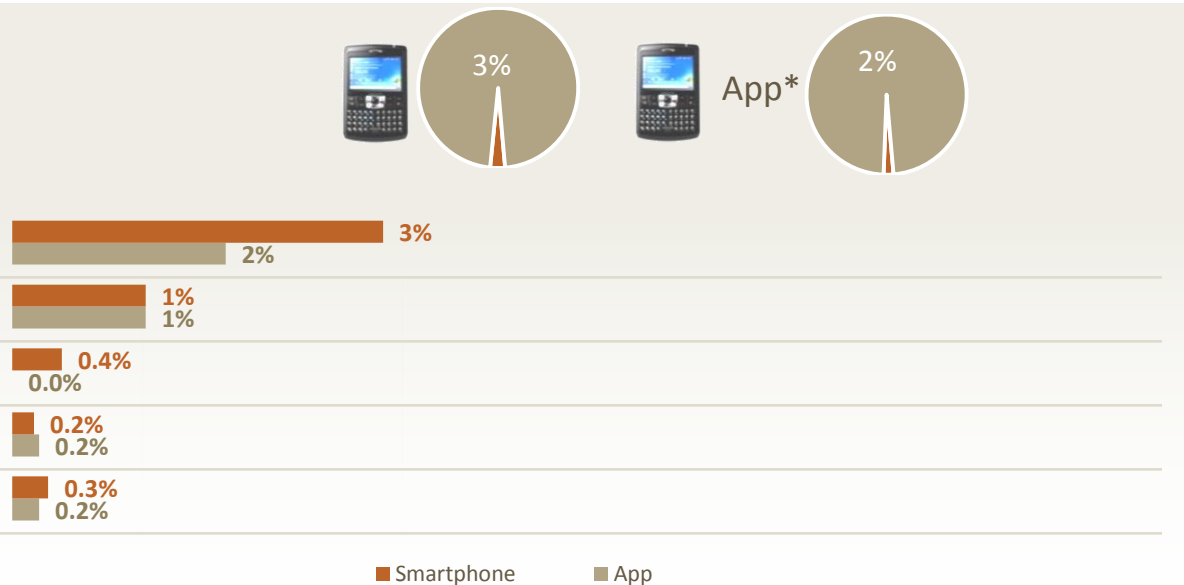
## Research: Social Media Resources



## Social Media Resources Utilized (Top 5) % Overall

1.		Facebook	6%
2.		Google+	2%
3.		YouTube	1%
4.		Pinterest	1%
5.		Twitter	1%

## Social Media Resources Accessed on a Smartphone





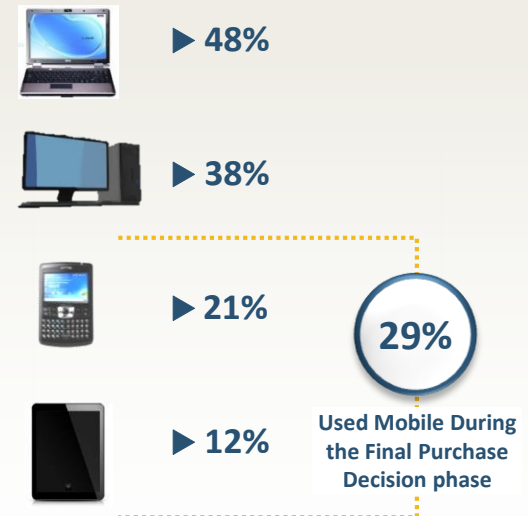
# Reviews and online content are influential in the final purchase decision



Resources for Decision



Device Usage for Decision



# More leisure travelers decide on a hotel by visiting the hotel's website

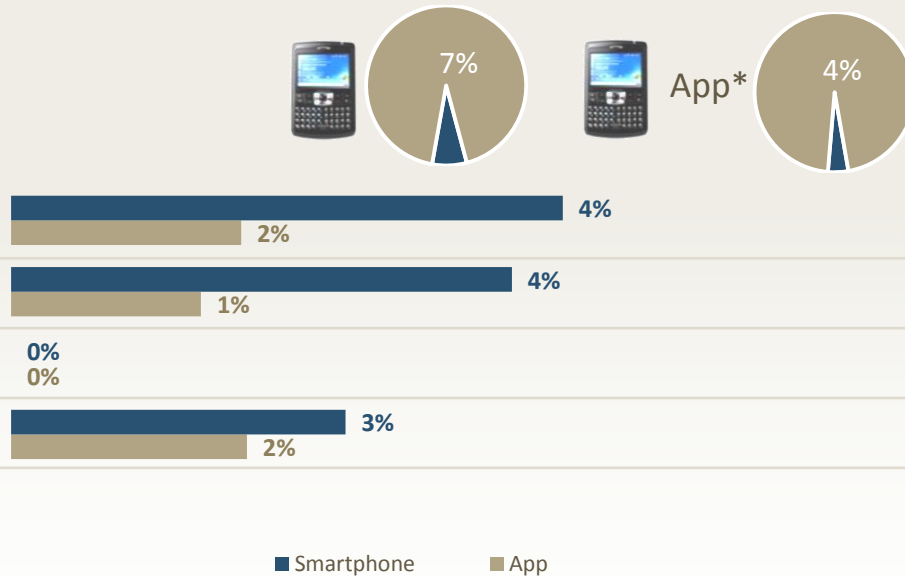


To Decide: Read about Hotel Online



Online Resources Utilized	% Overall
1. Hotel's direct website	22%
2. Customer review websites	17%
3. Online booking websites	15%
4. General search websites	13%

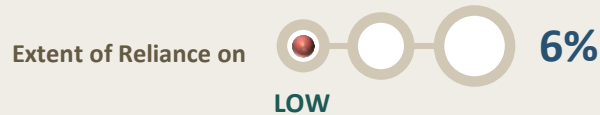
Online Resources Accessed on a Smartphone



# Few leisure travelers rely on social media when making a final booking decision






## To Decide: Social Media Resources

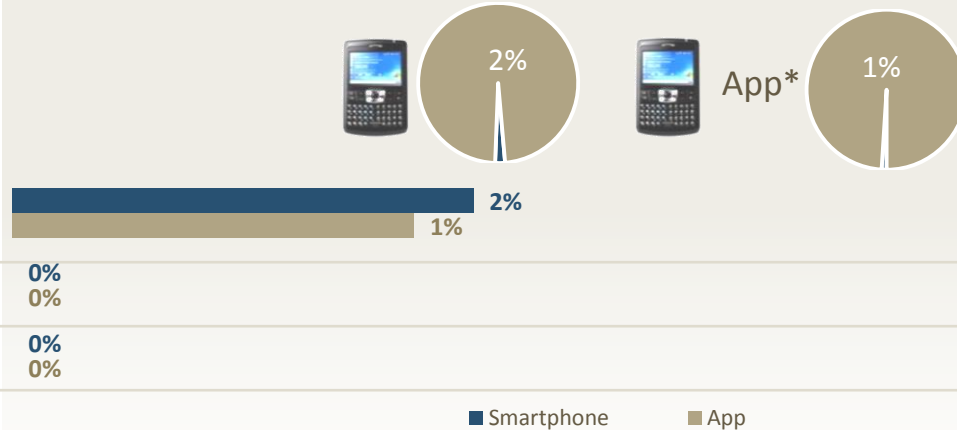


### Social Media Resources Utilized (Top 3)

% Overall

1.		Facebook	<b>4%</b>
2.		Google+	<b>1%</b>
3.		YouTube	<b>1%</b>

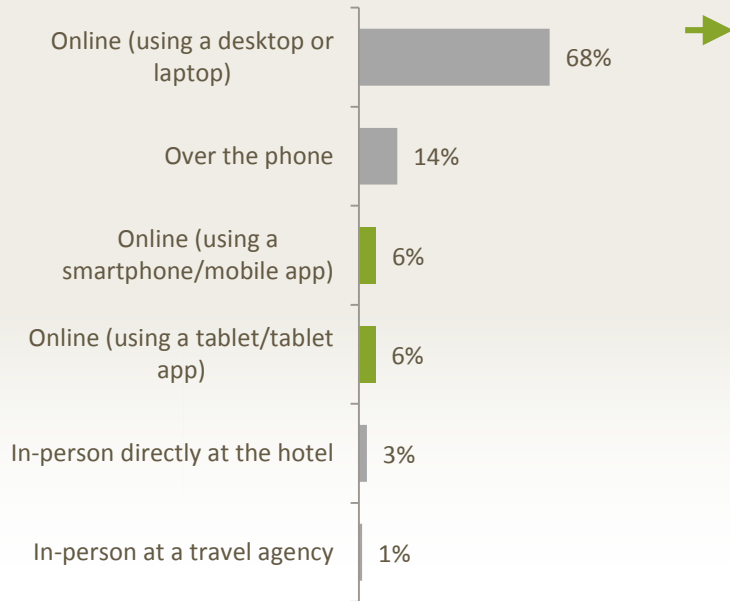
## Online Resources Accessed on a Smartphone



# Most travelers booked their stays online, half did so on the hotel's own site



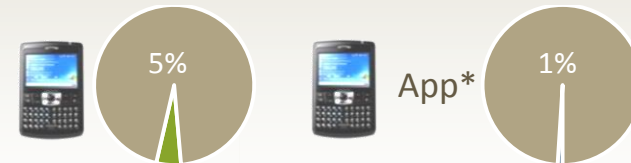
## How They Booked Their Hotel



## Top Booking Sites (Online)

- The hotel's direct website 52%
- Online booking website 23%

## Online Booking Resources Accessed on a Smartphone



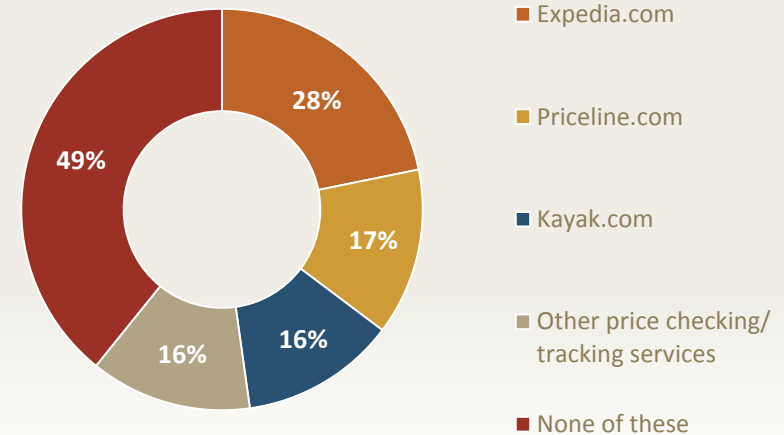
# Convenience is *the* top driver of booking online



Why They Booked Where they Did



Shopping Tools Used



## Key takeaways



**Mobile devices play a large role in the purchase journey, but are used sparingly to book hotel stays:** Over 60% of travelers used a mobile device during their purchase journey. About half (47%) used their smartphone.



**Mobile applications are used infrequently throughout the purchase journey:** In total, only 6% of shoppers used an application at all, whether for social media or for other online sites.



**Consumer reviews trump social media in influencing both research and evaluation and final decisions:** Only 13% of bookers used social media during the purchase journey vs 59% who consulted consumer reviews.



**Price comparison sites play an important role even when they are not the final purchase location:** Nearly half of travelers (49%) used a price comparison website, such as Expedia, Priceline or Kayak; 36% of those who use one or more of these sites ultimately book their stay with them.

## About this study

- **Independent Research:** Conducted through the [CMB Consumer Pulse](#)
- **Audience:** Data collected through research panel Research Now, from 2,000 consumers, age 18+ in the United States who purchased a hotel for leisure travel in the last 90 days
  - The online sample is weighted to reflect US Census age and gender distributions
- **Fielding dates:** February to April 2014
- **Survey delivery:** n=500 desktop/ n=1,500 mobile respondents per product area
- **Modularized Design:** Mobile respondents each received one of three survey nodes while desktop respondents took the entire survey.
  - **For more on the research design and mobile stitching see:** CMB's Chris Neal's recent webinar on [Modularized Research Design for a Mobile World](#)

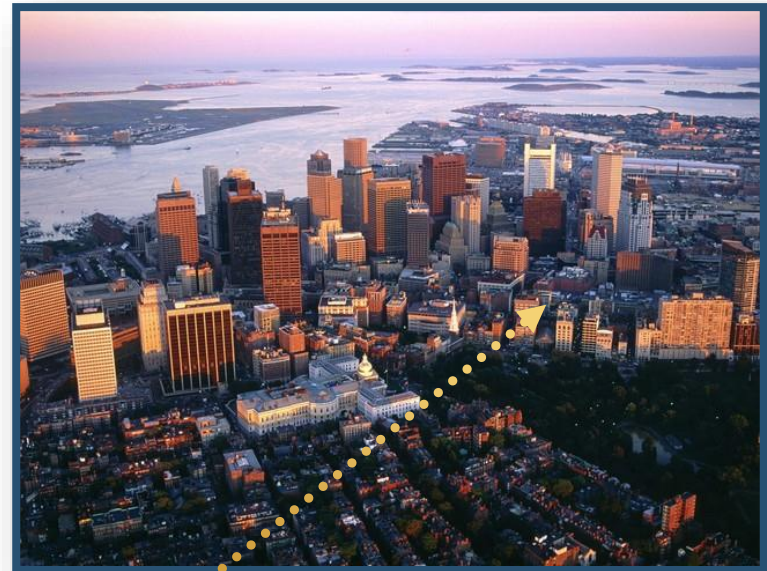
Download the latest reports from CMB's Consumer Pulse Program



## About CMB

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  - ✓ Advanced analytical techniques & methods
  - ✓ Collaborative, expert & tenured staff
  - ✓ Rock-solid execution
- CMB's custom primary research ensures executives get the answers they need to grow, innovate, and stay ahead of the competition

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