



Online travel agencies purchase funnel rankings

Analysis of OTA's consideration and purchase intent scores

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Introduction

Understanding purchase funnel metrics—awareness, consideration, and purchase intent—is crucial for online travel agencies (OTAs) as these metrics directly influence their ability to attract and convert customers. By effectively managing these stages, OTAs can better target their marketing efforts, refine their customer journeys, and ultimately increase bookings.

Using data from YouGov BrandIndex, which continuously tracks brand health measures, provides valuable insights into how well-known OTAs in APAC are performing in guiding travelers through the marketing funnel. Analysis from the first four months of 2024 reveals how these agencies perform. Such insights help OTAs to identify strengths and weaknesses in their strategies and adjust their approaches to better meet consumer needs and market demands.

The markets covered in this report are Australia, Hong Kong, Indonesia, Singapore and Thailand.



Methodology

YouGov BrandIndex collects data on thousands of brands every day. Consideration scores measure whether consumers would consider a brand the next time they are in the market for a particular product or service. Purchase Intent scores measure how likely consumers are to purchase from a specific brand, out of various brands they would consider buying from. Learn more about BrandIndex.

YouGov BrandIndex tracks 16 key brand health metrics including:

- **Ad Awareness**
- **Customer Satisfaction**
- **Perceived Value**
- **Recommendation**
- **And more**

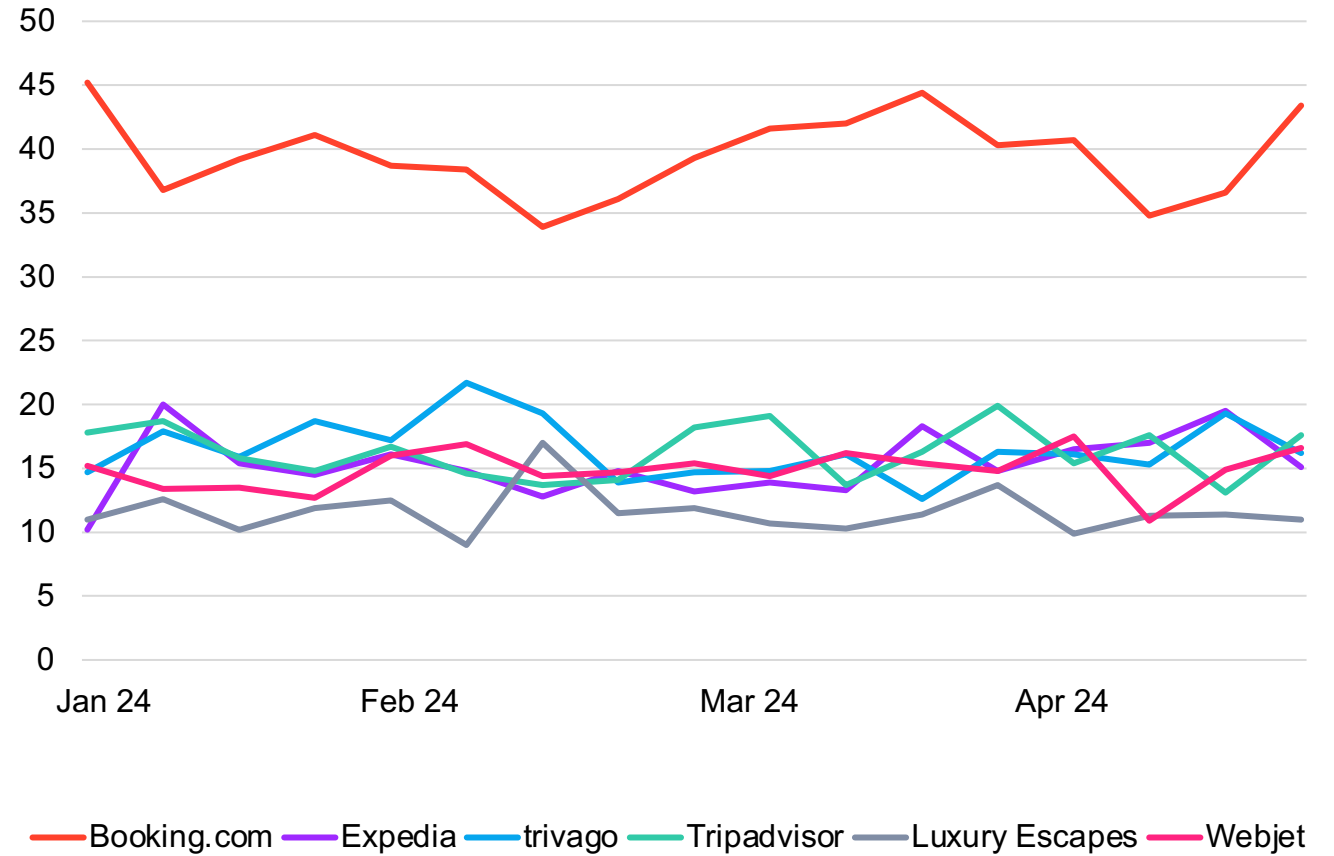
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Australia

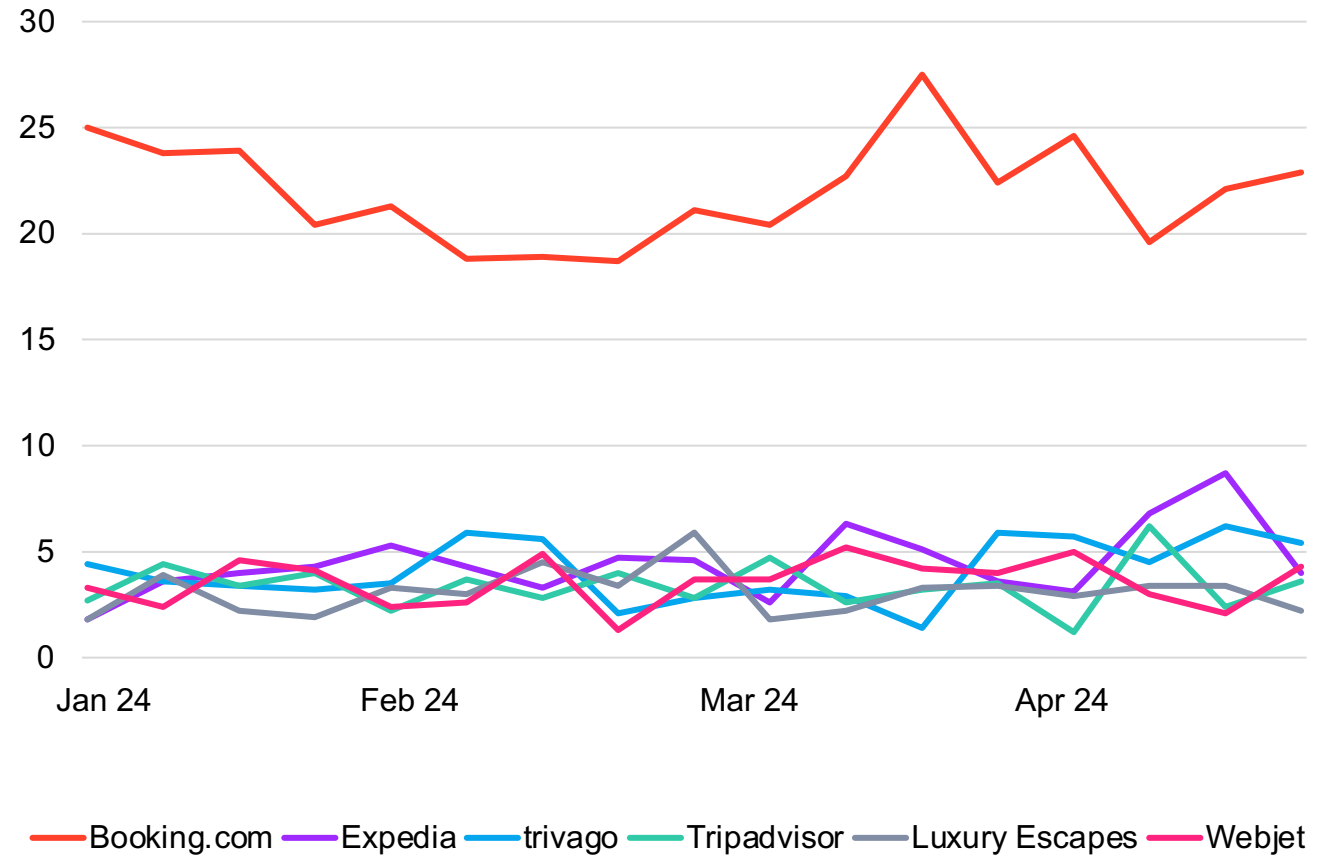
Consideration score





Australia

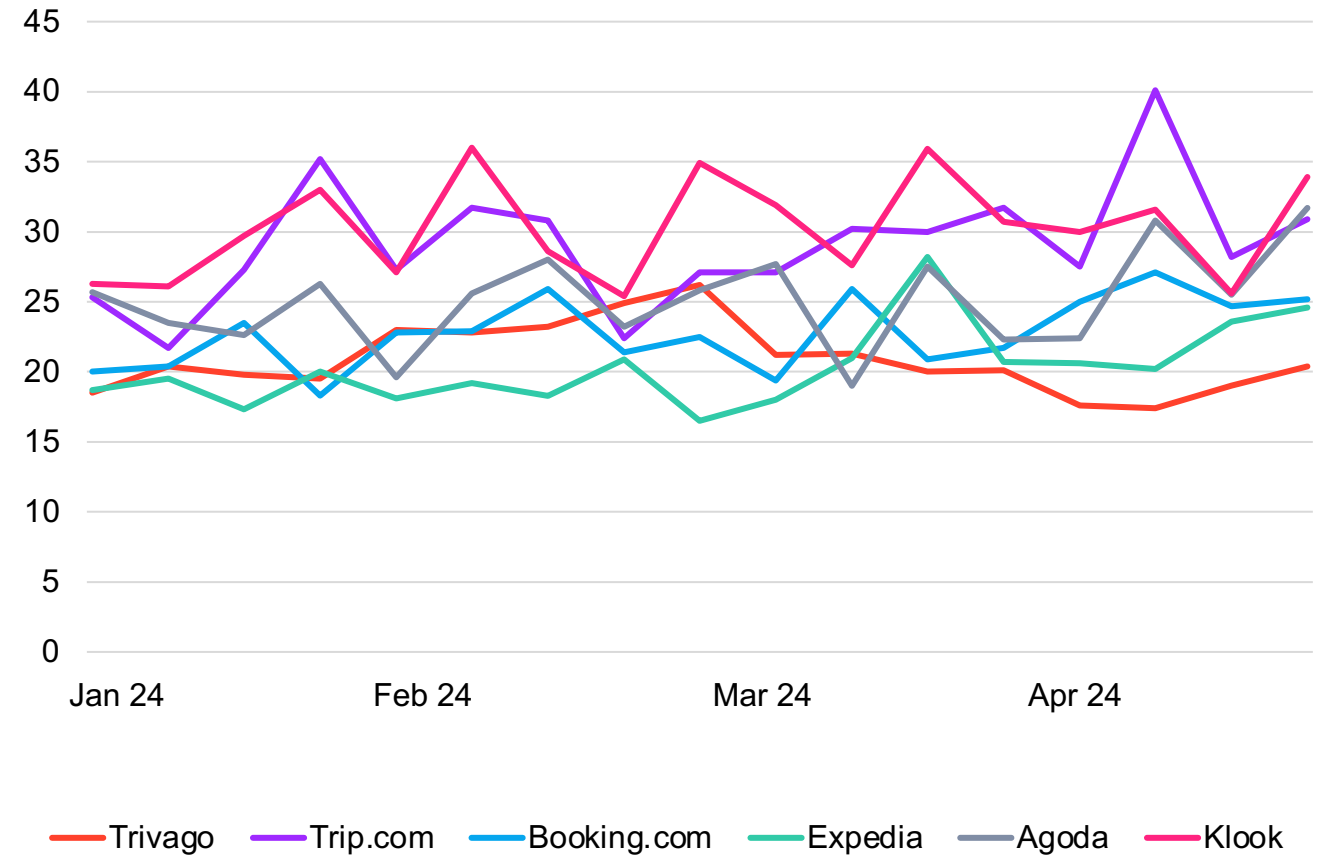
Purchase intent score





Hong Kong

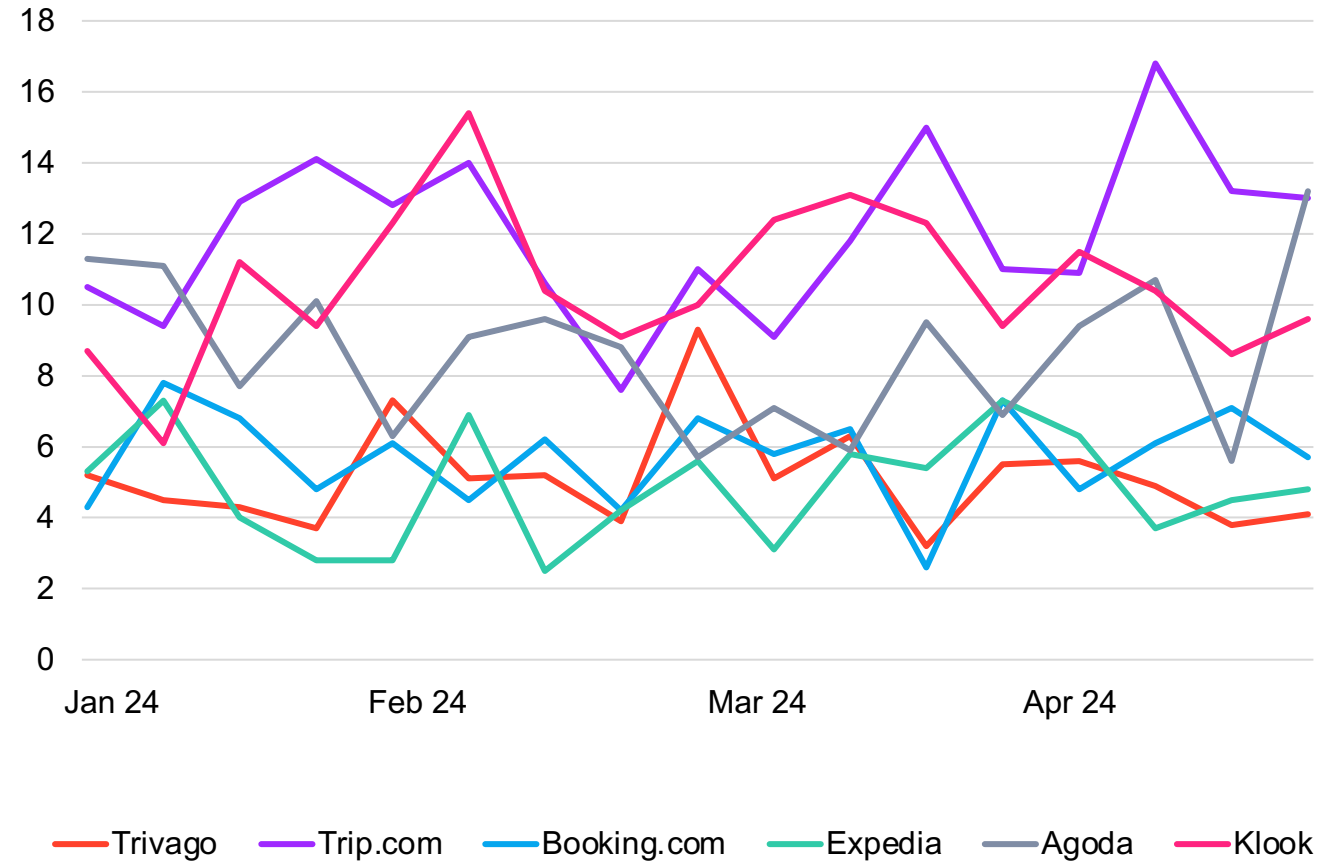
Consideration score





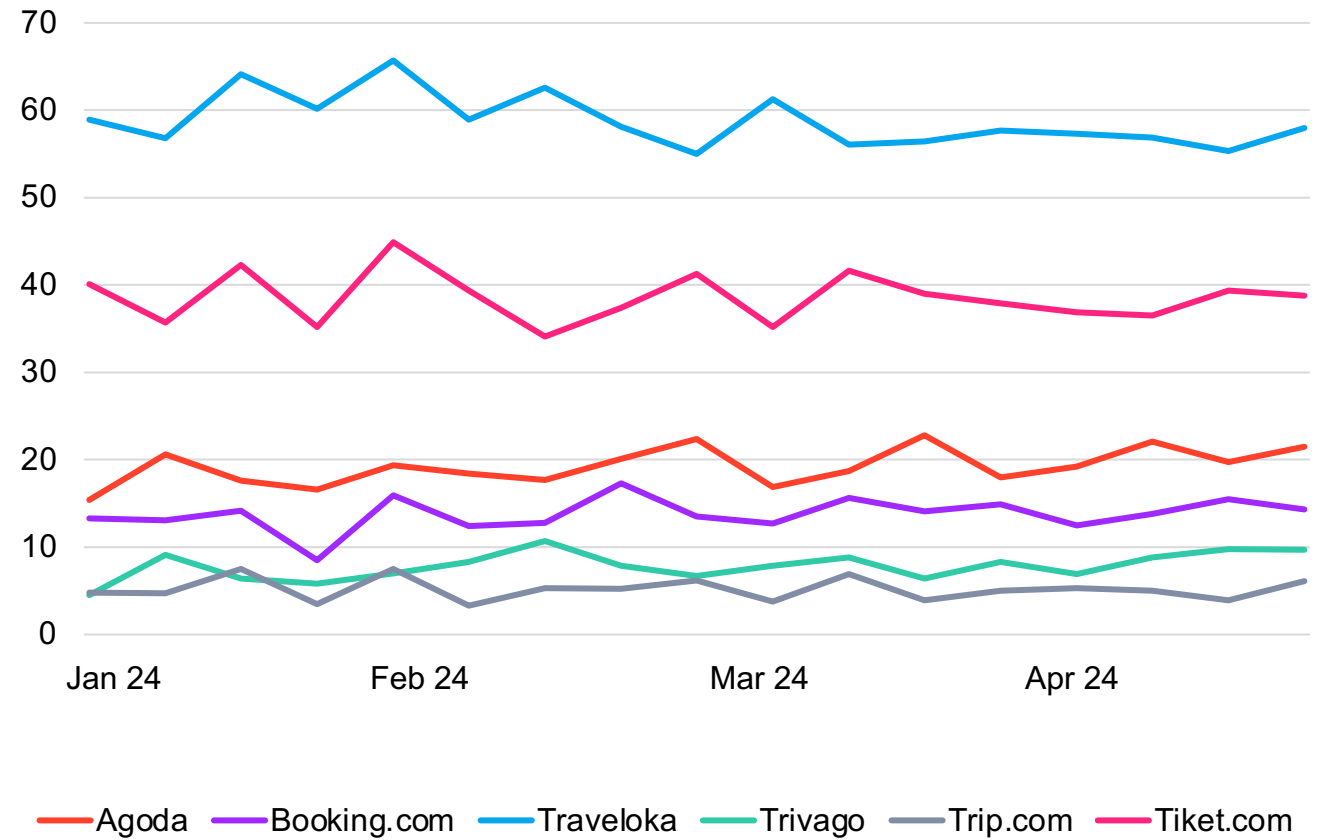
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Purchase intent score



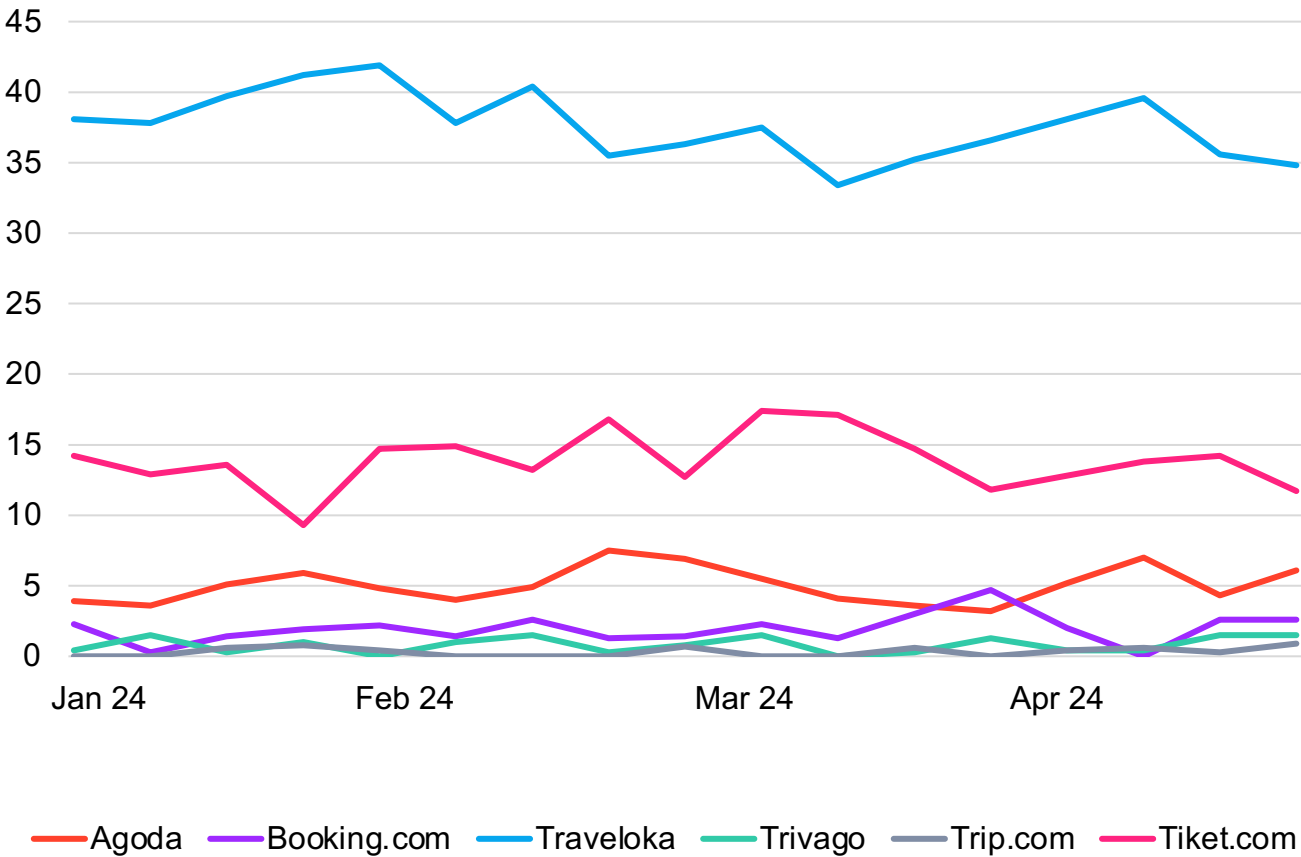
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Consideration score



Indonesia

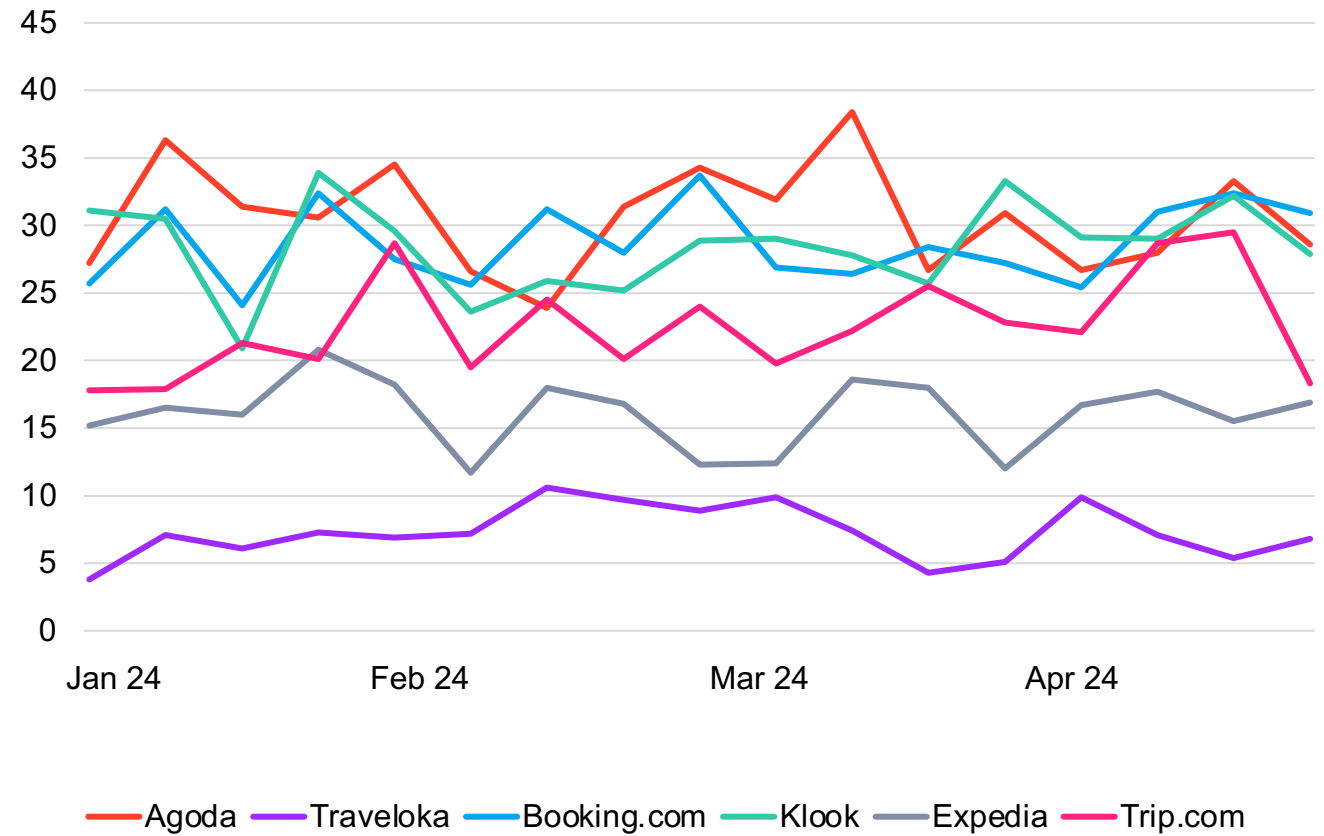
Purchase intent score





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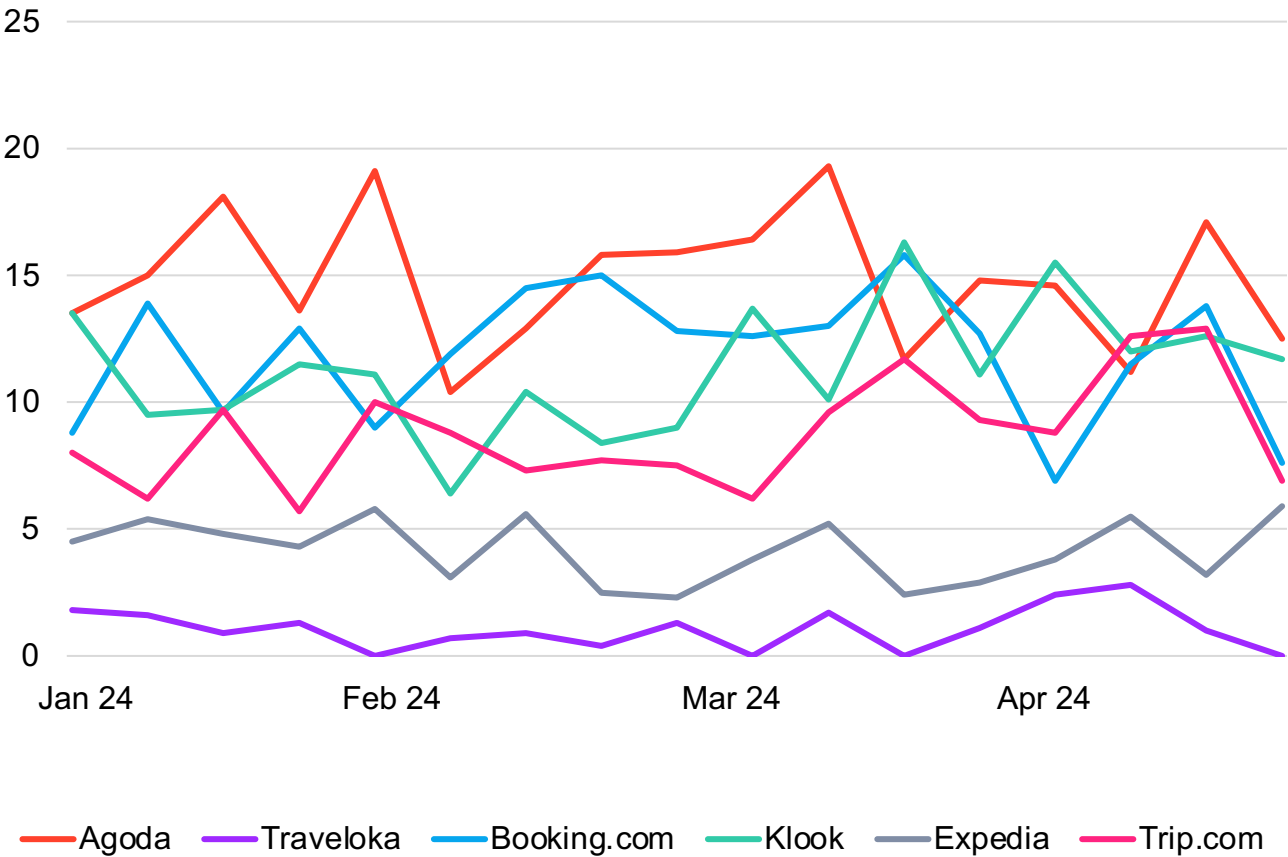
Consideration score





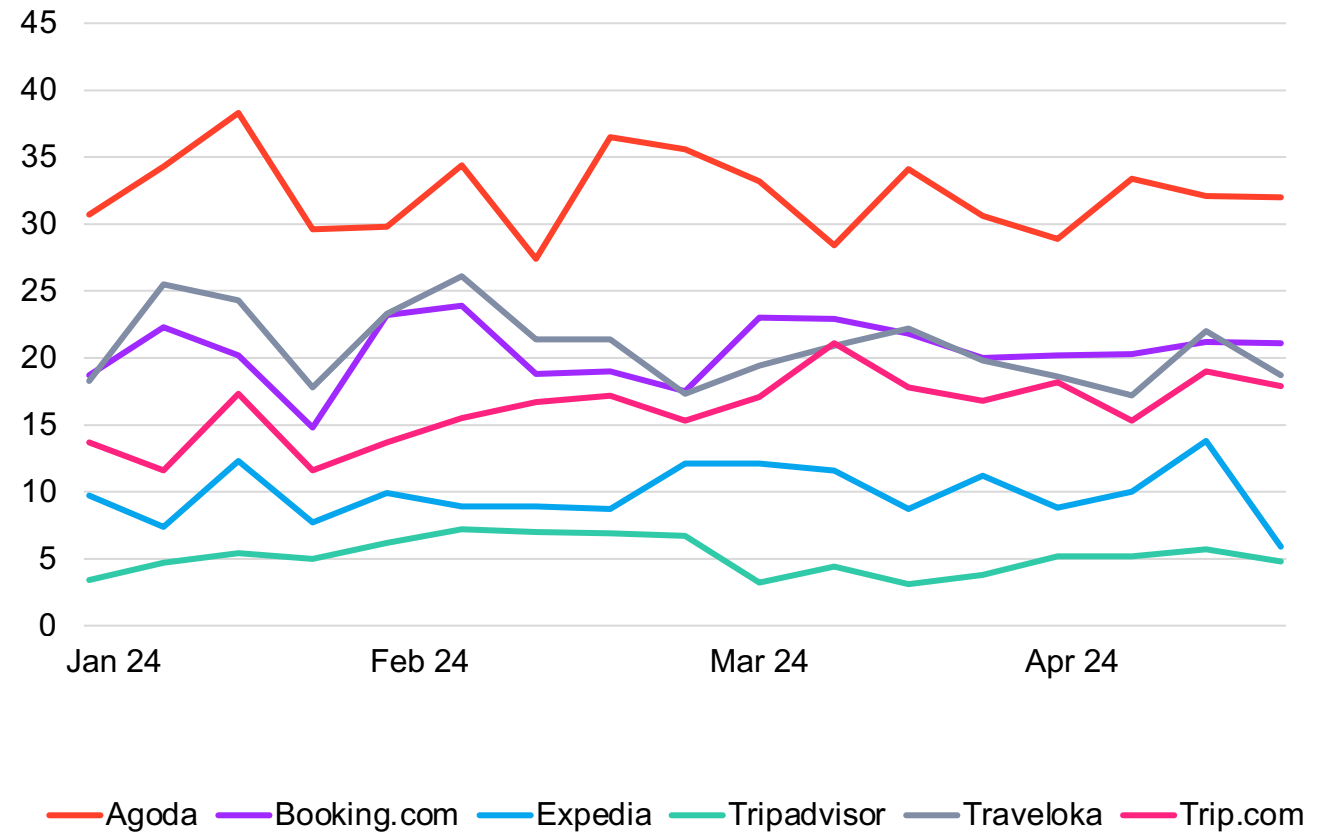
Singapore

Purchase intent score



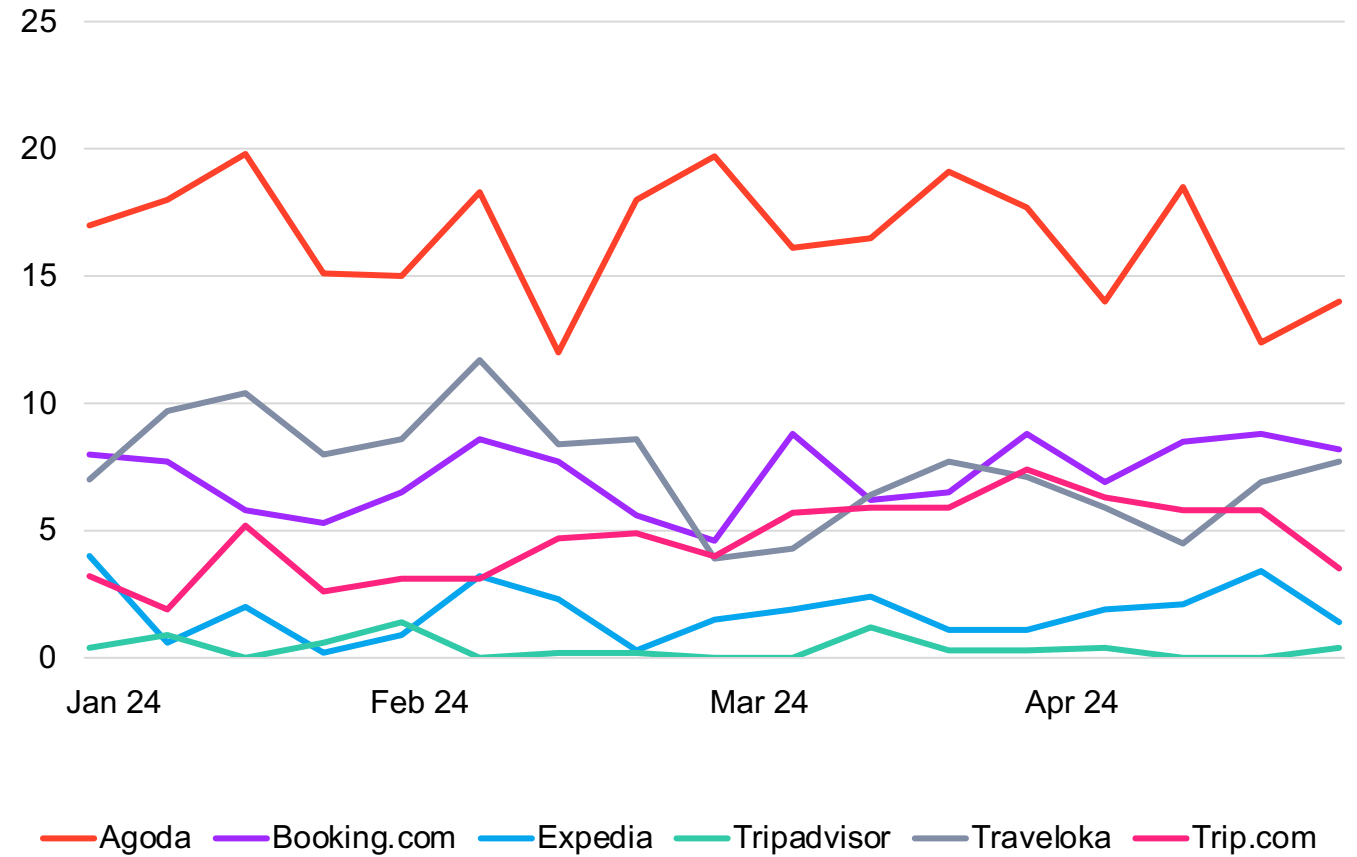
Thailand

Consideration score



Thailand

Purchase intent score



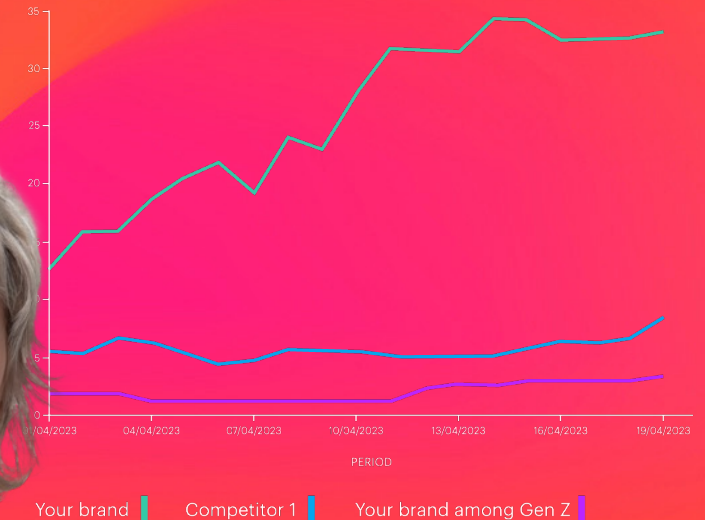
Build a complete picture of your brand

Gain a deep understanding of your brand health and performance against top competitors in your industry with YouGov's brand and campaign tracking solutions.

Track key metrics, measure campaign effectiveness, and access real-time insights into what people think, feel, and say about your brand.

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Consideration

[Metrics ▾](#)[Consideration](#)

Thank you

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