

# Destination X: Where to Next?

## Insurance More Top of Mind

**Will leisure goers give insurance a harder look before they book? How will the type of insurance factor into their overall travel purchase consideration?** Amadeus has surveyed over 8,500 travelers worldwide who shared what they specifically value from trip insurance. Our findings show that travel insurance has risen in importance, and what some leisure-oriented travelers value now, goes beyond the basics of refunds and change of date flexibility.

1

### INSURANCE IS AN INTEGRAL PART OF THE TRAVEL PURCHASE. MORE THAN EVER BEFORE

#### INTEREST IN TRAVEL INSURANCE UP IN COVID-19

33%

of travelers would be interested in buying more travel insurance

80%

of travelers would be interested in buying the same or more travel insurance

#### Not sure about travel insurance:

Buying decision would depend on the following factors:

- Total cost of the trip (9%)
- Type of coverage offered (9%)
- Flexibility to add later (4%)



**42%** would consider purchasing insurance for every leisure trip

2

### INSURANCE IS BECOMING A CORE PART OF THE LEISURE TRAVELER'S SHOPPING EXPERIENCE



Twice as many travelers say yes to insurance for **international** vs domestic journeys



**79%** of travelers consider travel insurance a necessity for **international journeys**

3

### TRAVELERS ARE LOOKING FOR VALUE BEYOND REFUNDS

#### OFFER THE RIGHT TRAVEL INSURANCE OPTIONS

61%

of travelers say they would like to have the option to **change dates** due to unforeseen circumstances

59%

of travelers say they would seek coverage for **refunds**

50%

of travelers say they would seek coverage for **medical assistance**

36%

of travelers say they would like to have the option to **change the destination**

4

### HEALTH AND SAFETY COVERAGE IS BECOMING MORE RELEVANT

55%

of travelers consider coverage for **medical assistance** to destination and/or return to home as an important part of their travel insurance purchase

66%

of travelers view **pandemic related coverage** as essential for future travel