



# **U.S. TRAVEL INSURANCE CONSIDERATION REPORT**

April 21<sup>st</sup>, 2022

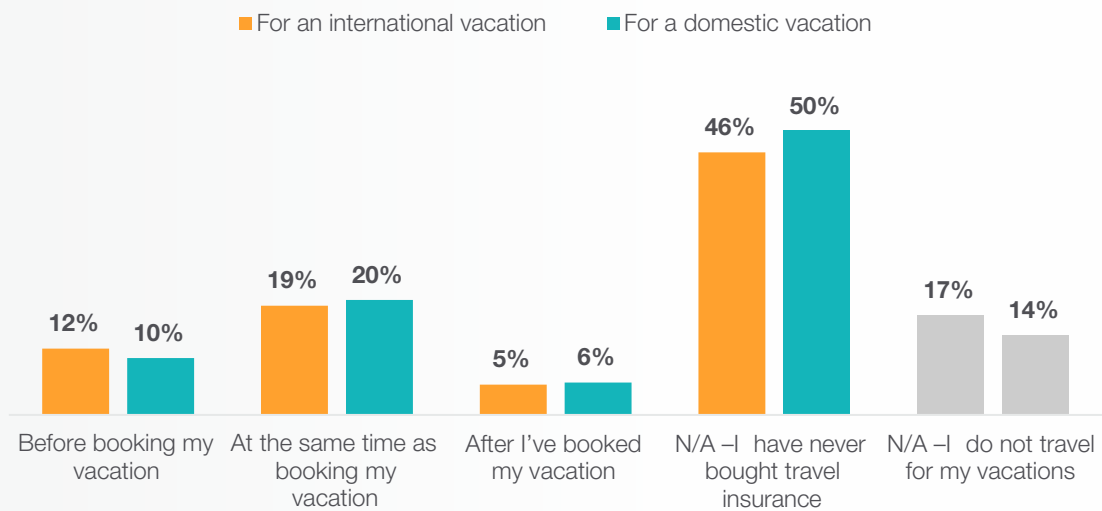


# TRAVEL INSURANCE PURCHASING HABITS

Around half of Americans have never booked travel insurance for domestic and international trips

Similar to the results of the research conducted in March 2021\*, around half of Americans have never purchased travel insurance for international and domestic travel (46% and 50%, respectively). Among those who have booked travel insurance, they're most likely to do so at the time of booking their vacation, and least likely to purchase travel insurance after booking their vacation. Overall, one third of Americans have purchased travel insurance for domestic and international travel (both 36%).

## When booking the following types of vacations, at what point, if at all, have you purchased travel insurance?



S1. When booking the following types of vacations in the past, at what point, if at all, have you purchased travel insurance? (Base: all respondents)

Americans say the biggest influence on their decision to buy travel insurance is the price (64%), followed by the ability to customize the policy to suit their needs (44%), transparency (36%) and customer service (30%).

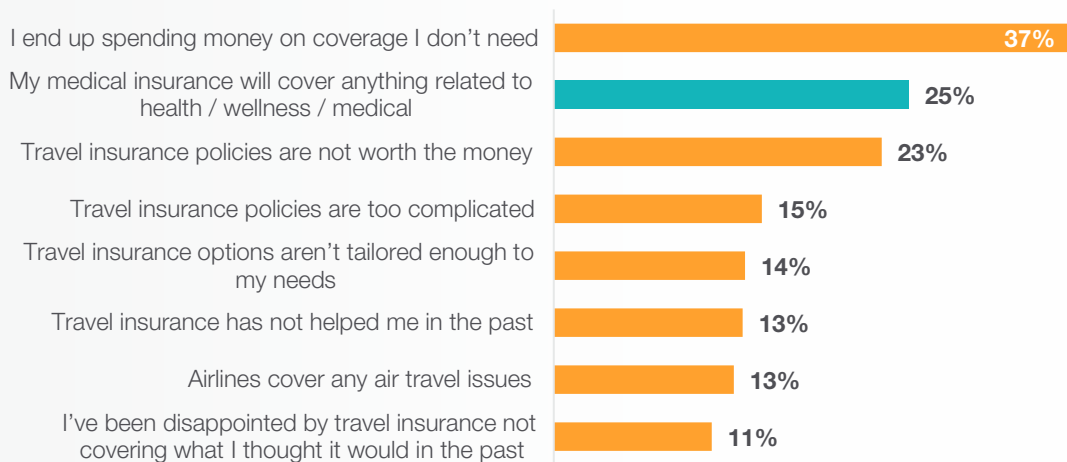
# DISPELLING MISCONCEPTIONS

## A quarter of Americans believe medical insurance can cover their travel mishaps

A quarter (25%) of Americans consider not purchasing travel insurance because they think their medical insurance will cover anything related to health, wellness or medical. This figure rises to 36% among Americans ages 65 or older. However, medical insurance does not consistently provide the same coverage that travel insurance does, underscoring this as a common misconception.

*\*From the research conducted in March 2021, 44% of Americans had never purchased travel insurance for international trips and 54% had never purchased it for domestic travel.*

### Why might you consider not purchasing travel insurance? Please select all that apply.



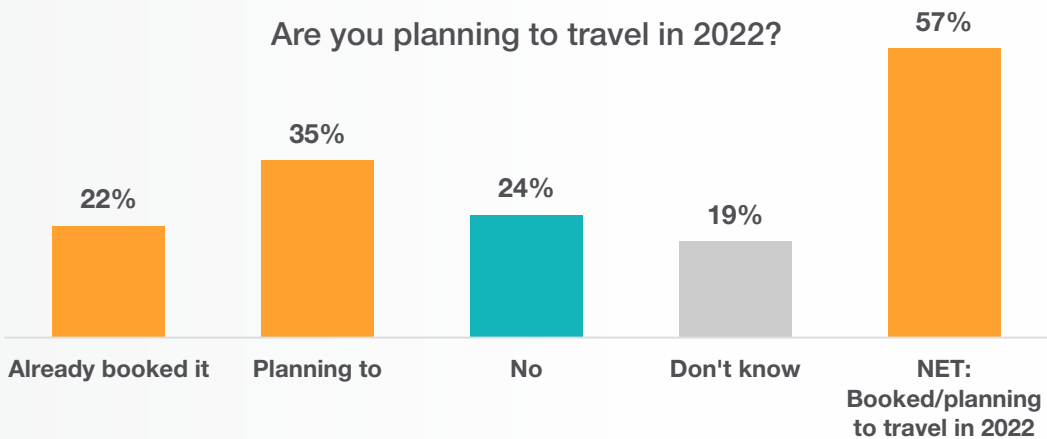
Q2. Why might you not consider purchasing travel insurance? Please select all that apply. (Base: all respondents)

The biggest barrier to purchasing travel insurance is the worry that you might end up spending money on something that you don't need (37%), and a quarter (23%) do not believe travel insurance policies are worth the money. Only 11% have been disappointed by travel insurance not covering what they thought it would in the past, although this figure rises to 16% among Americans ages 18-24.

# TRAVEL IN 2022

## Three in five Americans plan to travel this year

Just under three in five Americans (57%) have either booked or plan to book a trip in 2022. Younger Americans especially have big travel plans this year, with 61% of 18-24 year-olds and 70% of 25-34 year-olds planning to take a trip.



Q3. Are you planning to travel in 2022? (Base: all respondents)

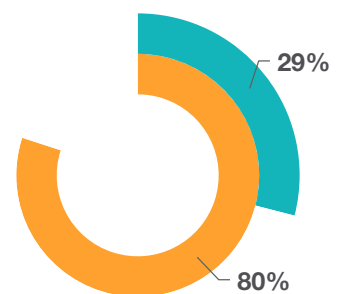
Americans with higher household incomes (HHI) are more likely to have travel plans this year. On average, 79% of Americans with a HHI of \$100,000 or more have booked or planned travel this year. In comparison, half (51%) of Americans with an HHI of less than \$75,000 have booked or planned travel for 2022.

## Most Americans plan to travel domestically

Among those who have plans to travel this year, 65% plan on travelling only within the country (i.e. not internationally), 14% plan to only travel abroad (i.e. not within the country), and 15% plan to do both. Factoring in the percentage who plan to do both, 80% of Americans travelling in 2022 will do so domestically, while 29% will vacation abroad.

Domestic travel is more likely among older Americans. Over three quarters of Americans ages 55-64 and 65+ plan to travel only within the country this year (79% and 77%, respectively), compared to half (55%) of those ages 25-34 and two fifths (37%) of those ages 18-24 who plan to do the same.

### Are you planning to travel... ? Domestic or International



Q4. Are you planning to travel... ? (Base: n1139; travelling in 2022)

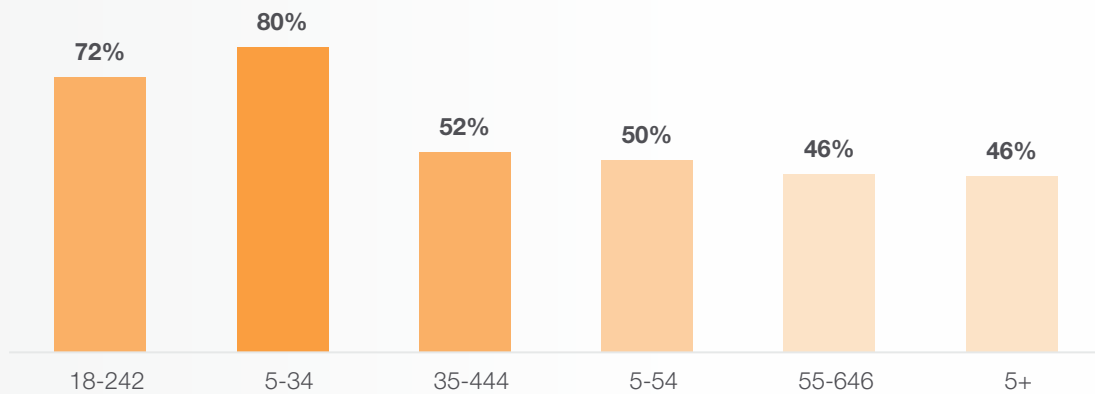
## Half of Americans who have booked a 2022 trip have purchased travel insurance

Among those who have already booked a trip for 2022, 47% have already purchased travel insurance, and an additional 12% have looked into it. One in 10 (10%) have not looked into it yet but are plan on doing so. Three in ten (31%) do not plan to purchase travel insurance at all. Younger Americans are much more likely to purchase travel insurance for their 2022 trips, as shown below.

### Have you looked into or booked travel insurance for your 2022 travel?

#### By age

% has booked travel insurance or looked into it



Q5. You mentioned that you have already booked travel for 2022. Have you looked into or booked travel insurance for your trip? (Base: n 441; already booked travel for 2022)

The most important travel insurance benefits for Americans travelling in 2022 are trip cancellation (37%), cancel for any reason (30%), and trip delay (29%). The least important benefits are emergency evacuation (14%), vacation rental damage protection (12%), and sports equipment protection (4%).

## ATTITUDES TOWARDS TRAVEL INSURANCE AMIDST CONFLICT AND A PANDEMIC

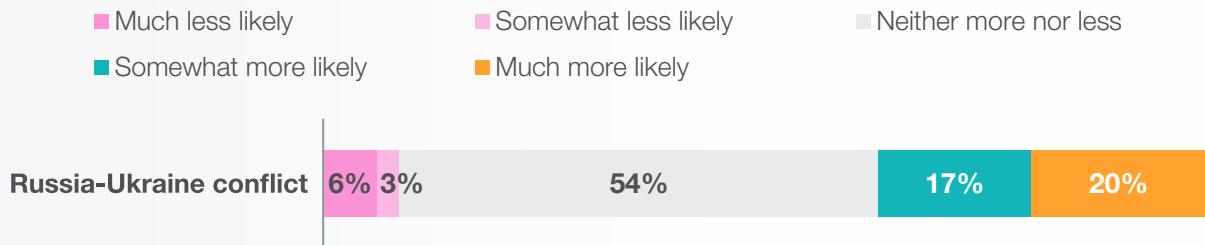
Two in five more likely to consider travel insurance due to Russia-Ukraine conflict

For Americans planning to travel in 2022, the ongoing conflict between Russia and Ukraine has made them more likely to consider purchasing travel insurance. Two in five (37%) are much more likely to consider this, while only 9% are less likely to do so. One in five (20%) are much more likely to consider travel insurance due to the ongoing conflict between Russia and Ukraine.

The impact of the Russia-Ukraine conflict on Americans' likelihood to purchase travel insurance differs by race and ethnicity. A third (33%) of White Americans are more likely to consider purchasing travel insurance as a result of the conflict, compared to half of Black or African American and Asian Americans (51% and 50%, respectively).

**How has the Russia-Ukraine conflict impacted your likelihood to consider purchasing travel insurance when planning travel?**

(Base: those who plan to travel in 2022)

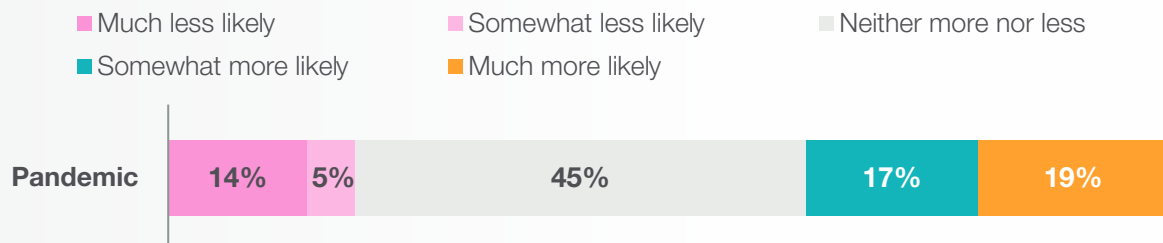


Q7. How, if at all, has the ongoing conflict between Russia and Ukraine impacted your likelihood to consider purchasing travel insurance for your 2022 travel? (Base: n1139; travelling in 2022)

Similarly, 36% of Americans are more likely to consider travel insurance due to the pandemic. However, 19% indicated the pandemic has made them less likely to consider purchasing travel insurance, a smaller proportion than the 9% who are less likely to consider travel insurance due to the Russia-Ukraine conflict.

**How has the pandemic impacted your likelihood to consider purchasing travel insurance when planning travel?**

(Base: all Americans)



Q6. How, if at all, has the pandemic impacted your likelihood to consider purchasing travel insurance when planning travel? (Base: all respondents)

## ABOUT BATTLEFACE

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battleface, Inc. is a full-stack global travel insurance company enabling customers and partners to easily select custom-built products and services that perfectly fit their needs. Access to embedded products, relevant benefits, and responsive customer service from any device—welcome to a better insurance experience.

Welcome to battleface.



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## ABOUT OPINIUM

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OPINIUM is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people think, feel and do. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

