

Agents' popularity increases as a 'trusted source of travel safety advice'



- 15% jump in travellers viewing agents as a 'trusted source of travel and safety advice'
- Agents are the most popular method of booking travel and purchasing travel insurance
- Agents are the most popular method of researching a suitable travel insurance policy

[SureSave](#), the leading provider of travel assistance and insurance, reveals that more than 70% of Australians view agents as a 'trusted source of travel and safety advice', which is a 15% increase since 2012. The insights were uncovered by the 'SureSave 2016 Travel Insurance Index', which is annual, independently commissioned research by the travel insurance brand, involving 1,000 respondents. The findings also show that 36% of Australians booked their last overseas leisure trip with a travel agent, either in-store or over the phone, making it the most popular method of booking travel in Australia.

The SureSave Index measures Australian travellers' behaviours and opinions on booking travel and travel insurance policies. Talbot Henry, National Sales Director at SureSave, commented on the research.

"We've uncovered some invaluable insights regarding travellers' behaviours and perceptions of: agents; booking travel; and insurance policies. Agents have become a more trusted source of advice for travellers since we began our annual research four years ago. We believe this is due to travellers desiring higher service when it comes to general travel and travel insurance in particular. In 2015, we saw the large impact that natural disasters can have on Australian travellers, notably in Nepal and Bali. This has led to an increase in the value that travellers place on the knowledge and expertise of Travel Agents, seeing a move away from the perceived advantages of price and convenience from purchasing online.

"For their most recent international leisure trip, 29% of respondents told us that they purchased their travel insurance policy from a travel agency, making this the most popular option to purchase travel insurance in Australia." In addition, 27% of respondents found out about their travel insurance policy from their travel agent, which was by far the most popular answer followed by 'a google search' (16%)."

"Added to this, government tourism forecasts by Tourism Research Australia (TRA) predicts that outbound departures will grow by 3.4% to 9.9 million (2016-2017)¹. The 10-year average growth rate is forecast at 3.3%, which will result in outbound departures reaching 12.8 million by 2024-25. The role of the agent is crucial and we're passionate about ensuring that they



are well-equipped to advise their customers to choose the right travel insurance policy for them,” added Talbot.

SureSave’s 2016 Travel Insurance Index is the company’s fourth consecutive annual independent research project. SureSave offers something travellers need more than ever before: World Assistance. SureSave provides safety assistance and insurance to cover travellers before, during and after their travels.

For more information on SureSave, please visit <https://www.suresave.com.au/>.

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References:

http://tra.gov.au/documents/forecasts/Tourism_Forecasts_2015_FINAL.PDF

Notes to Editors:

SureSave is a leading travel insurance provider that offers ‘help that’s designed for travellers’. SureSave provides World Assistance through its agent support team, claims and in-house 24/7 Emergency Assistance operation, ‘WE Assist’.

SureSave covers more than 300,000 travellers each year in Australia, is Australian owned and is a coverholder at Lloyd’s.

Now in its fourth year, the SureSave Travel Insurance Index is an annual piece of research conducted independently by SureSave to uncover trends in travel and travel insurance purchasing habits.

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