

More travellers value the advice of agents



The latest independent research by SureSave, involving more than 1,000 Australian-based travellers, reveals that travel agents' advice is valued more than ever. Michael Callaghan, General Manager at SureSave, says it's clear that travellers are seeking guidance from the experts.

"We're seeing a year on year increase in the perceived value of agents' advice. In the last two years alone, the number of travellers who view agents as 'a trusted source of safety and travel advice' has jumped dramatically to 73 percent, which is a 16 percent increase."

"Australians love to travel and statistics show that we're continuing to take more overseas trips¹, but with an increasing number of security and safety threats internationally, a growing number of us are relying on the expertise of agents to provide assistance when planning our next holiday," says Michael.

In addition to the support of agents, Michael also explains that over 60 percent of travellers would like to receive electronic travel information and safety alerts whilst overseas. Michael believes that agent support, electronic documents and travel apps are the way of the future.

"People are looking for easily accessible information and solutions to questions and problems while they're travelling. SureSave's travel safety app provides agents' customers with help and assistance wherever they are. Travel apps provide instant access and updates, all at the touch of a button, making it easier than ever to stay informed and safe," says Michael.

SureSave's 2015 Travel Insurance Index is the company's third independent research. Conducted annually, the aim of the survey is to reveal trends in travel and travel insurance purchasing habits.

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

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.

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¹ http://www.tra.gov.au/documents/media-releases/MR_State_of_the_Industry_2014_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 100% Australian owned and is a coverholder at Lloyd's.

Now in its third year, the 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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