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Travel Metrics: Consumer Approaches to Travel Insurance in the Netherlands by Bharatbook

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Travel Metrics: Consumer Approaches to Travel Insurance and Assistance in the Netherlands offers detailed and unique insights into the behaviour of Dutch consumers in the context of travel insurance and assistance. This publication is based on a survey of 1,000 consumers in the Netherlands carried out at the end of 2010. The research quantifies the proportion of Dutch consumers who travel and the proportion that buy travel insurance, segmented by age and income.

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It also investigates the types of policy that they buy (annual policies, single trip policies or packaged policies, e.g. with a travel ticket or a payment card), the risks covered and assistance services provided by their policy, the distribution channels and interfaces that they use to take out travel insurance, and whether they bought a policy before booking their travel, at the same time, or afterwards. It also reports on the reasons why uninsured travellers did not buy travel insurance. Finally, the report analyses claims frequency for travel insurance, including data for the types of claim and for acceptance rates, and ranks major providers of insurance and assistance by the frequency with which they are identified by consumers as the provider of their policy.

You may be able to use this report in one or more of the following ways: - to benchmark your organisationâ€™s performance in travel insurance: how do your policy features and your mix of single, annual or packaged policies compare against the average for the Netherlands? - to identify the most important demographic segments for travel insurance: can you improve product design to appeal to them? - to evaluate the opportunities for distributing travel insurance through channels other than the travel trade: to what extent will Dutch consumers buy through these other means? - to assess the apparent consumer awareness and utilisation of major providers of travel insurance, including ABN AMRO, Allianz / Mondial Assistance, ASR Verzekeringen, Centraal Beheer / FBTO, Delta Lloyd Verzekeringen / OHRA, Europeesche Verzekeringen, ING, Interpolis / Rabobank, Unigarant Verzekeringen (ANWB), and UnivÃ©; - to understand claims experience for travel insurance in the Netherlands, how this varies by type of customer and what this might mean for the profitability of your activities in this sector.Market Research

For more information kindly visit :

Travel Metrics: Consumer Approaches to Travel Insurance in the Netherlands

Or

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