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Affinity and Partnership Marketing in UK Travel Insurance by [Bharatbook](#)

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Finaccord's report titled Affinity and Partnership Marketing in UK Travel Insurance represents the most detailed research ever undertaken on this sector and is one of eight studies in a new series of publications. Drawing on the results of a survey of 2,565 organisations, the report analyses the penetration, operating models and provider share of relationships of affinity and partnership marketing schemes for travel insurance across a range of distributor categories.

<http://www.bharatbook.com/market-research-reports/finance-market-research-report/affinity-and-partnership-marketing-in-uk-travel-insurance.html>

These include airlines, banks, building societies, charities, friendly societies, Internet, media and telecoms entities, online aggregators and brokers, professional associations, retailers, travel companies and trade unions. Moreover, the PartnerBASE database that accompanies the report provides the granular detail behind the analysis, detailing each of almost 600 affinity and partnership marketing initiatives traced by Finaccord in this sector. You may be able to use this report and associated PartnerBASE database in one or more of the following ways: drill down into the detail lying behind affinity and partnership marketing schemes for travel insurance in the UK; gain access to research that chronicles the vast majority of affinity marketing opportunities in travel insurance; use the PartnerBASE database to identify trends by partner type, operating model and product provider; benchmark the competitive position of your own organisation in affinity and partnership marketing of travel insurance and spot opportunities for displacing rivals; plan your future affinity and partnership marketing strategy for travel insurance armed with the best market and competitor intelligence available on this subject. Together, the report and PartnerBASE database will provide you with the definitive guide to current and potential affinity and partnership marketing opportunities in UK travel insurance.

For more information kindly visit :

Affinity and Partnership Marketing in UK Travel Insurance

Or

Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

Website: www.bharatbook.com

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