Article Side

Travel Metrics: Consumer Approaches to Travel Insurance in Germany by Bharatbook

Article published on July 10th 2012 | Business

Finaccordâ€™s report titled Travel Metrics: Consumer Approaches to Travel Insurance and Assistance in Germany offers detailed and unique insights into the behaviour of German consumers in the context of travel insurance and assistance. This publication follows on from Finaccordâ€™s ground-breaking study in 2006, and is based on a survey of 1,000 consumers in Germany carried out at the end of 2010. The research quantifies the proportion of German consumers who travel and the proportion that buy travel insurance, segmented by age and income.

http://www.bharatbook.com/market-research-reports/insurance-market-research-report/travel-metrics-consumer-approaches-to-travel-insurance-in-germany-.html

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. Furthermore, the majority of results from the latest research are compared with those of Finaccordâ€™s 2006 study.

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 Germany? - 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 German consumers buy through these other means? - to assess the apparent consumer awareness and utilisation of major providers of travel insurance, including Allianz, AXA Assistance, Elvia / Mondial Assistance, Europ Assistance, EuropÃ¤ische, HanseMerkur, HUK Coburg, R&V / MDT, Union and ZÃ¼rich; - to understand claims experience for travel insurance in Germany, 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 Germany

Or

Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

Website: www.bharatbook.com

Follow us on twitter: http://twitter.com/#!/Sandhya3B

https://twitter.com/#!/bharatbook

Our Blogs : http://bharatbookblog.wordpress.com/

Article Source:
http://www.articleside.com/business-articles/travel-metrics-consumer-approaches-to-travel-insurance-in-germany.htm - Article Side

Bharatbook - About Author:
Bharat Book Bureau, the leading market research information aggregator provides market research reports, company profiles, country reports, newsletters, and online databases for the past twenty four years to corporate, consulting firms, academic institutions, government departments, agencies etc., globally, including India. Our market research reports help global companies to know different market before starting up business / expanding in different countries across the world.

Article Keywords:
Germany, Travel, Insurance, Demand Forecast, Market, Market Forecast, Market Growth, Market Leaders