

National Consumer Agency

Market Research Findings: Travelling Abroad



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June 2012

Research Conducted by


amárach
research

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Research Methodology and Sample Profile

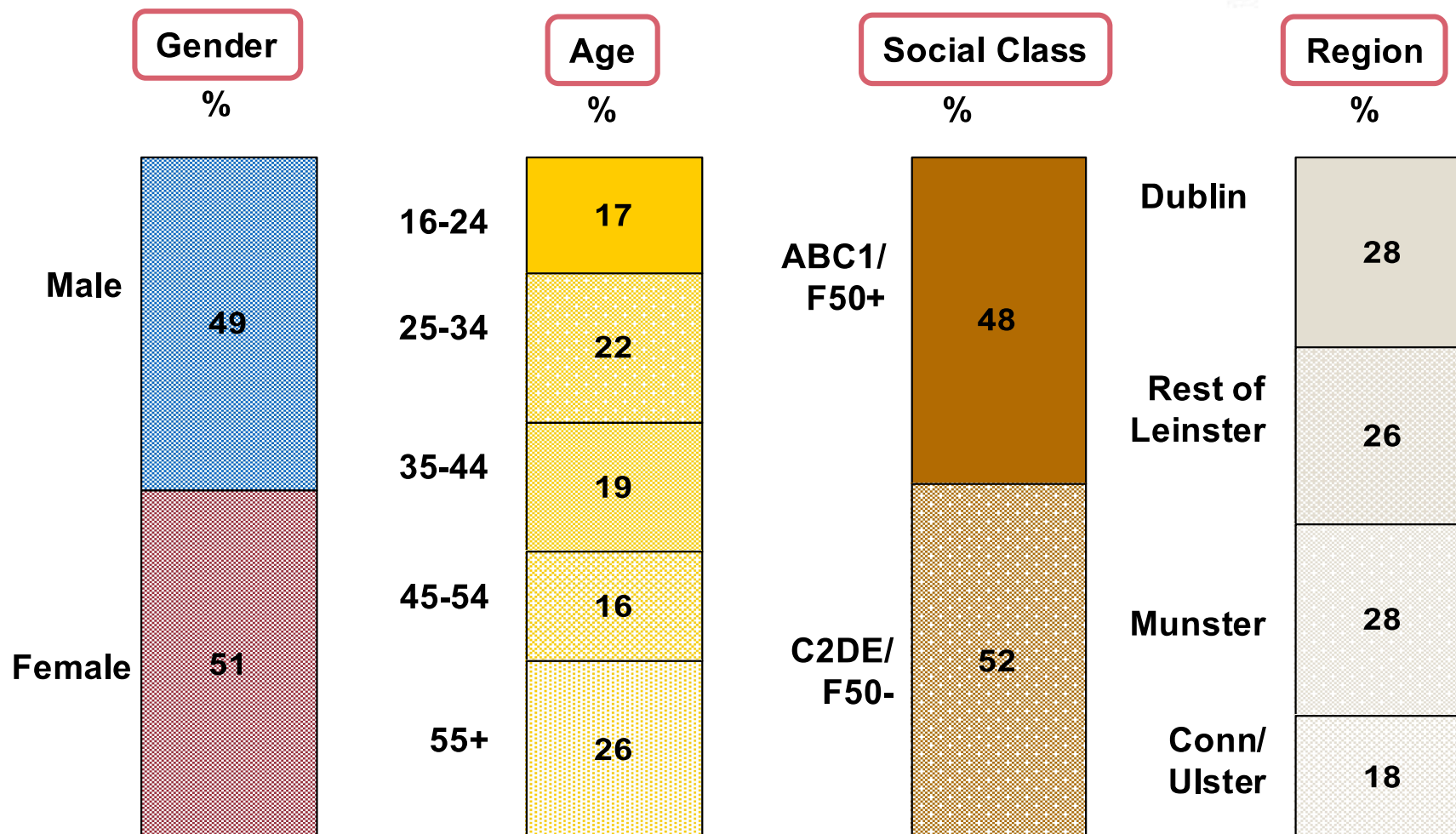
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Profile of Sample and Research Methodology



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(Base: All adults aged 16+ – 1,001)



- A nationally representative sample of 1,001 adults aged 16+ was achieved via means of an online omnibus.
- Fieldwork was conducted between 14th – 22nd May 2012.



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Key Findings

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Key Findings - I



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- 6 in 10 (58%) Irish adults plan to travel abroad this year with the majority travelling to European countries.
- 20% plan to use travel agents to book their holidays.
- 2 in 3 (64%) assert they will take out travel insurance for their holiday this year; substantial differences across the age groups are observed; just 44% of the 16-24 age group plan to take out travel insurance, this increases to 78% for those over 55.
- Just over 2 in 3 (68%) who take out travel insurance compare different product providers.

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Key Findings - II



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- Incidence of problems experienced when abroad on holidays
 - 17% of Irish adults have experienced problems with their flights
 - 14% have had difficulty in relation to their bank card
 - 12% experienced accommodation related problems.
- Consumers were most likely to complain with regard to accommodation (71%) and making claims on travel insurance (69%) when they have experienced problems.
- 54% check phone roaming costs before travelling abroad and 42% check banking charges.
- Over 1 in 4 (27%) found the cost of phone roaming costs to be higher than expected and for 1 in 5 (19%) found bank charges to be higher than expected when abroad.

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Main Findings: Travelling Abroad

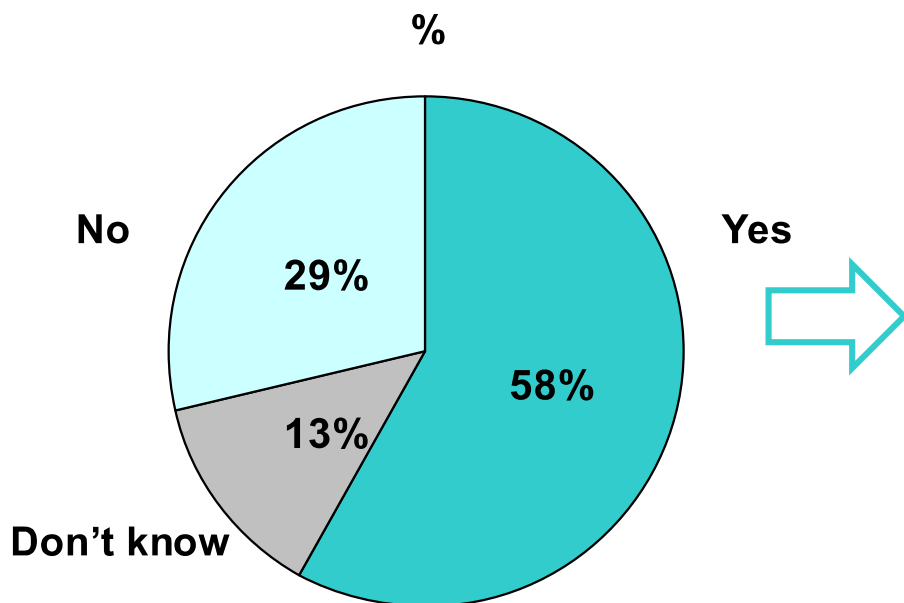
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Plans to Travel Abroad This Year

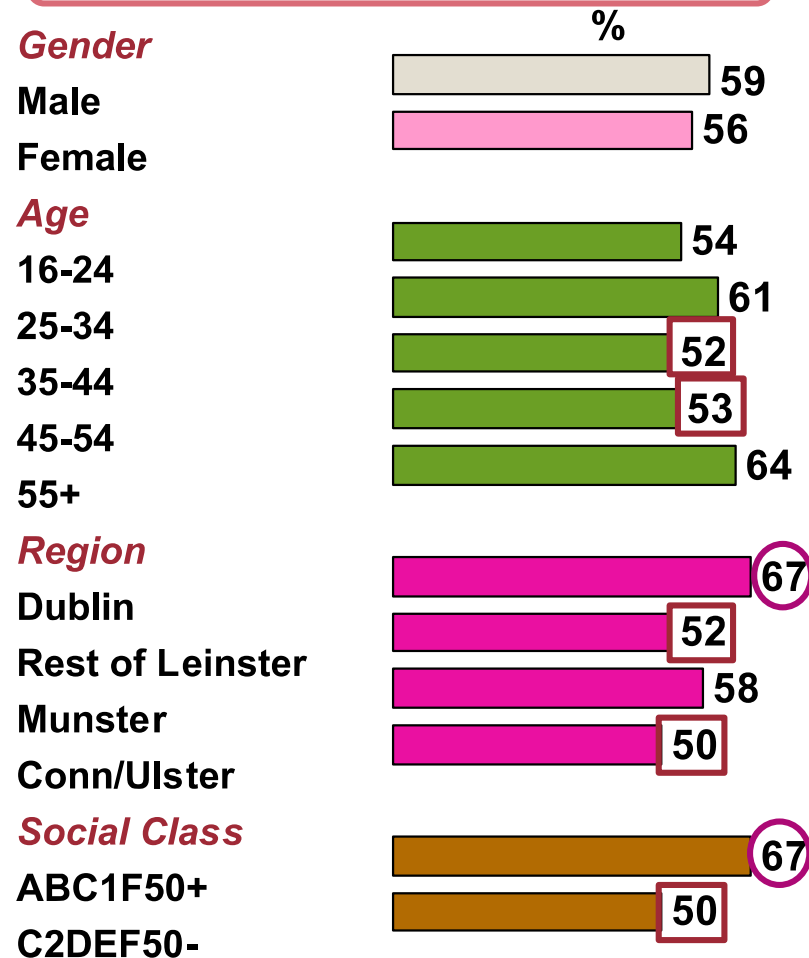


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(Base: All adults aged 16+ - 1,001)



Planning to Travel Abroad (n=578)



Almost 6 in 10 (58%) adults plan to travel abroad on holidays this year. Adults from Dublin and higher socio-economic groups are more likely to travel abroad whilst 35-54's, Rest of Leinster, Connacht/Ulster and lower socio-economic cohorts are less likely.

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Countries People Intend to Visit This Year



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(Base: All who plan to travel abroad this year - 578)



Spain is the most popular destination for Irish adults this year with 12 of the top 15 most popular destinations in Europe. Outside of Europe Irish adults are going to America, Australia and Canada.

* All others 1% or less

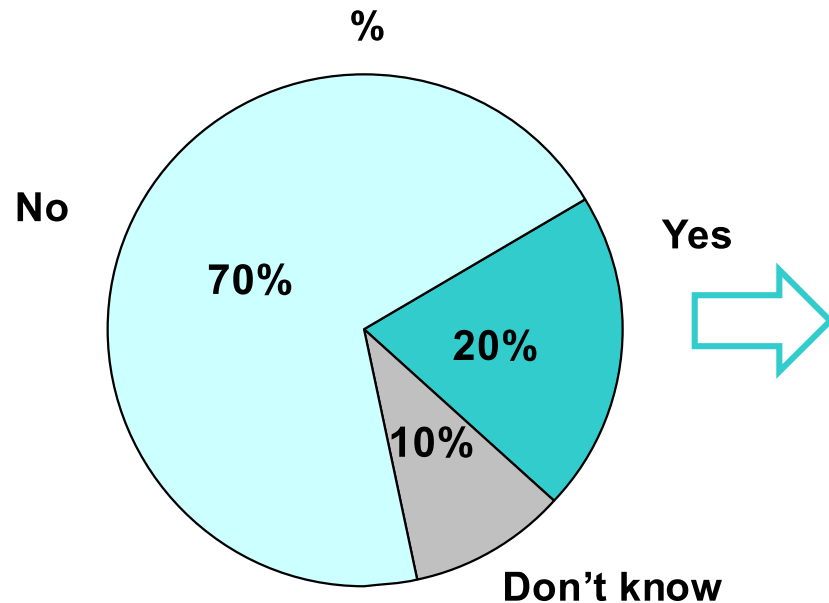
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Use of Travel Agent to Book Holidays

(Base: All who plan to travel abroad this year - 578)



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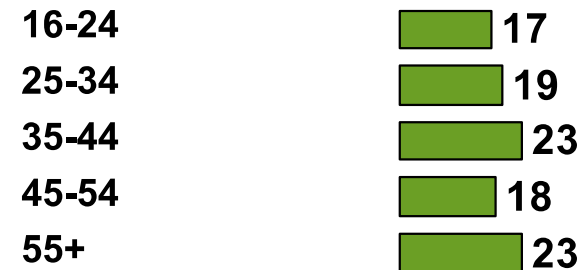
1 in 5 (20%) plan to use a travel agent when planning their holiday. Adults from Connacht/Ulster are least likely to use a travel agent.

Planning to use a Travel Agent (n=117)

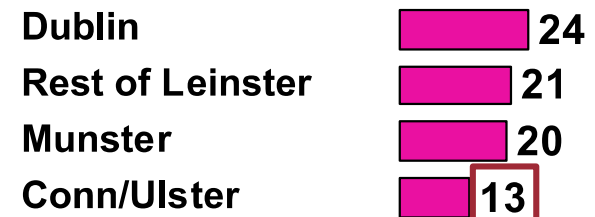
Gender



Age



Region



Social Class



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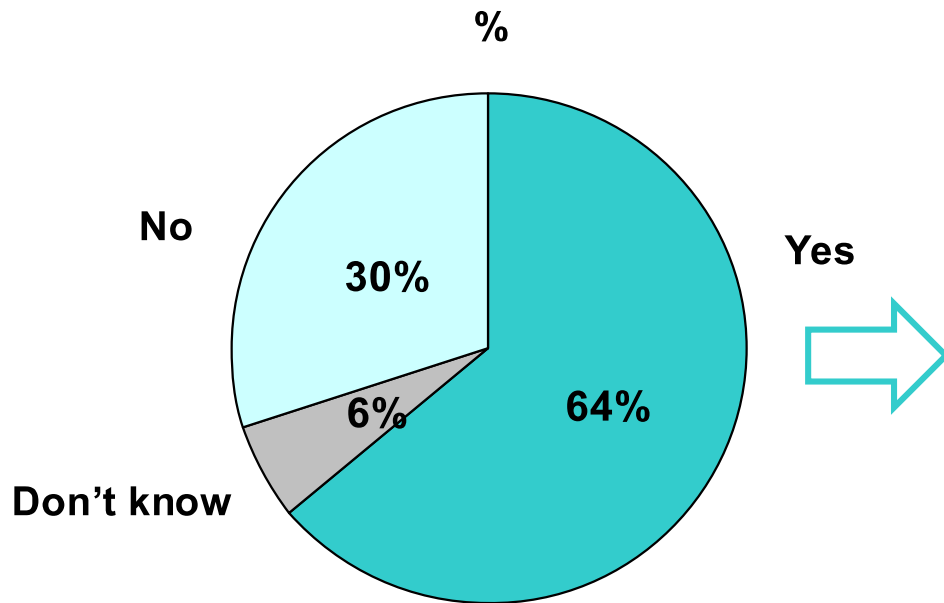
Intention to Take Out Travel Insurance



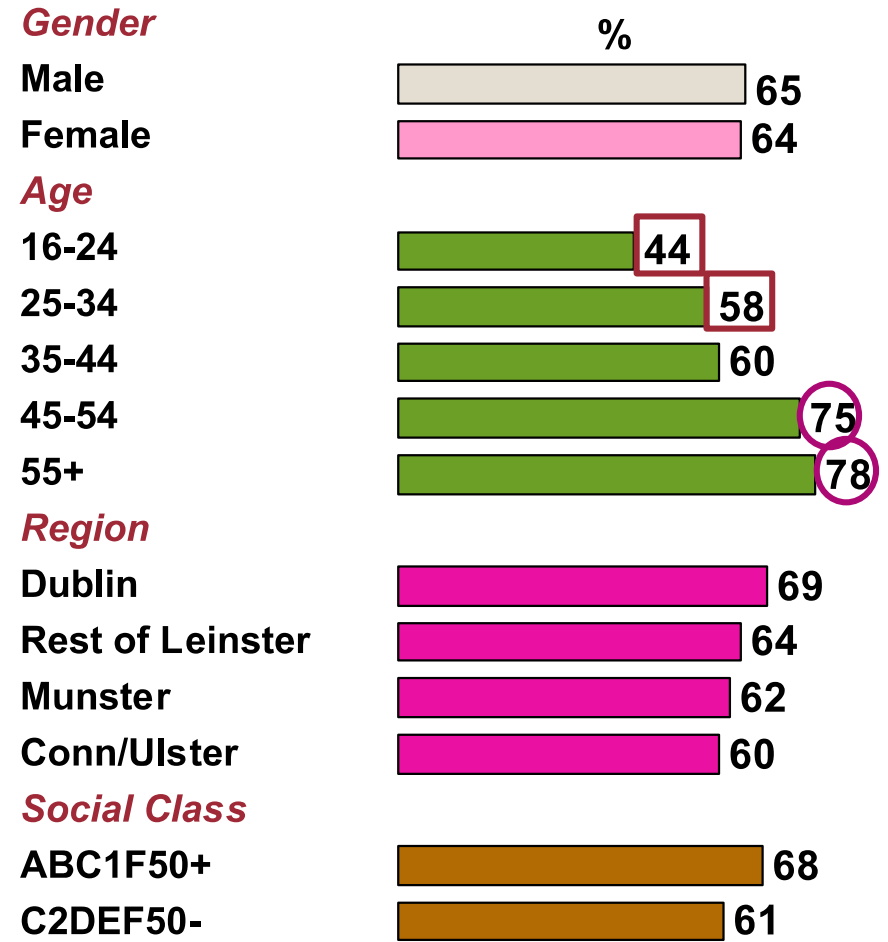
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(Base: All who plan to travel abroad this year - 578)

Planning to Take Out Travel Insurance (n=372)



Almost 2 in 3 (64%) of those who plan to travel abroad are intending to take out travel insurance. Less than half (44%) of 16-24 year olds think they will take out travel insurance whereas 3 in 4 of those over the age of 45 will take out insurance.



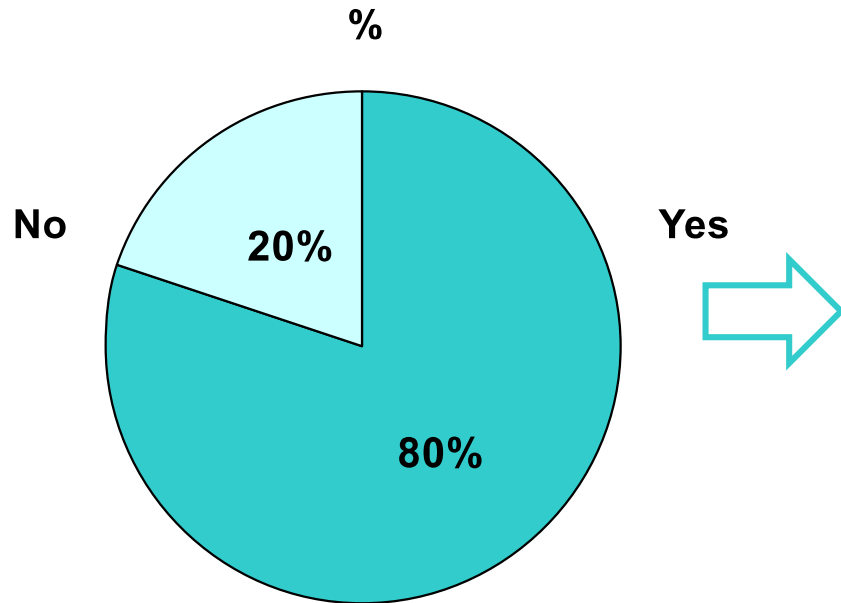
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Been Abroad on Holidays in the Past Three Years



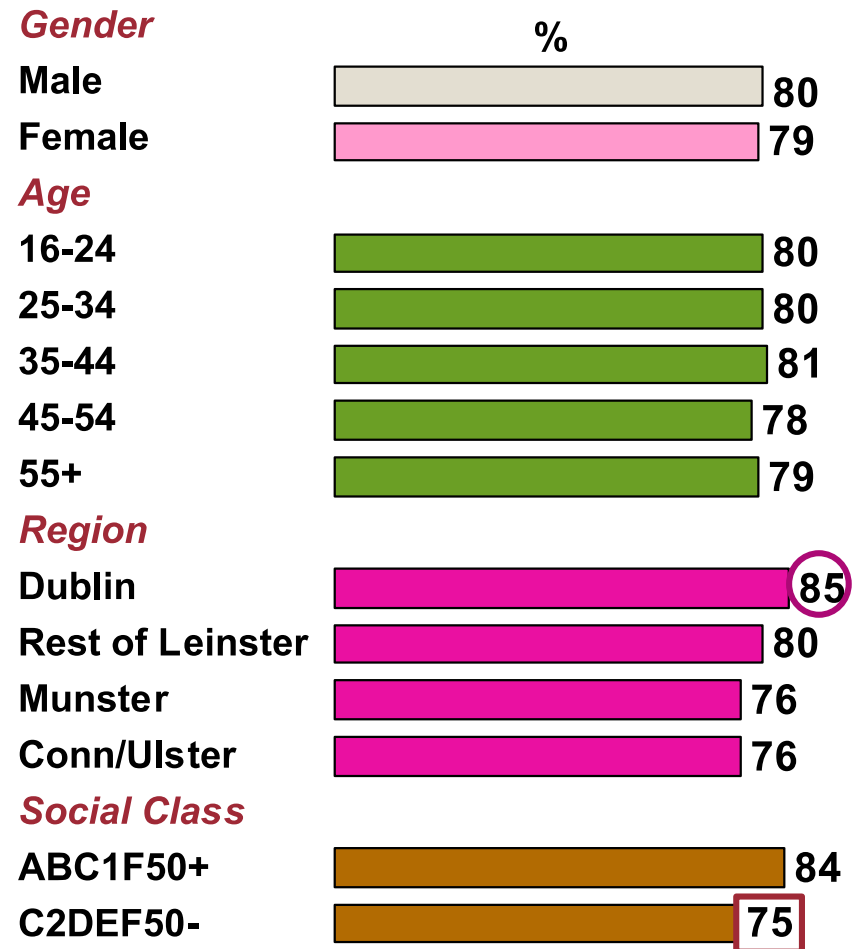
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(Base: All adults aged 16+ - 1,001)



4 in 5 (80%) Irish adults have travelled abroad on holidays in the past three years. Of those who have, people from Dublin were most likely to travel abroad (85%) whereas lower socio-economic groups were least likely to travel abroad (75%).

Been Abroad in Past Three Years (n=796)



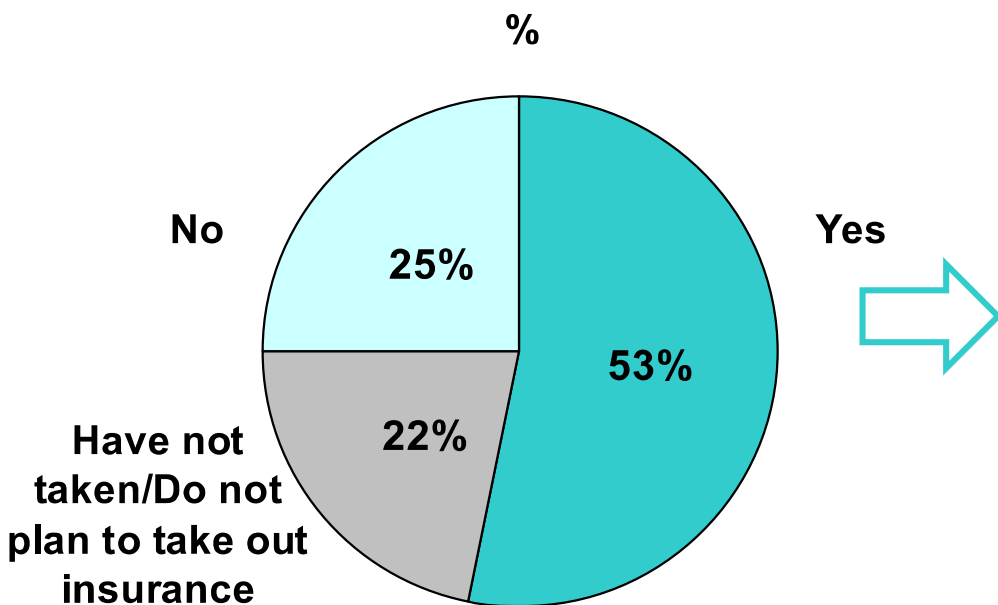
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Do you Compare Different Travel Insurance Product Providers?

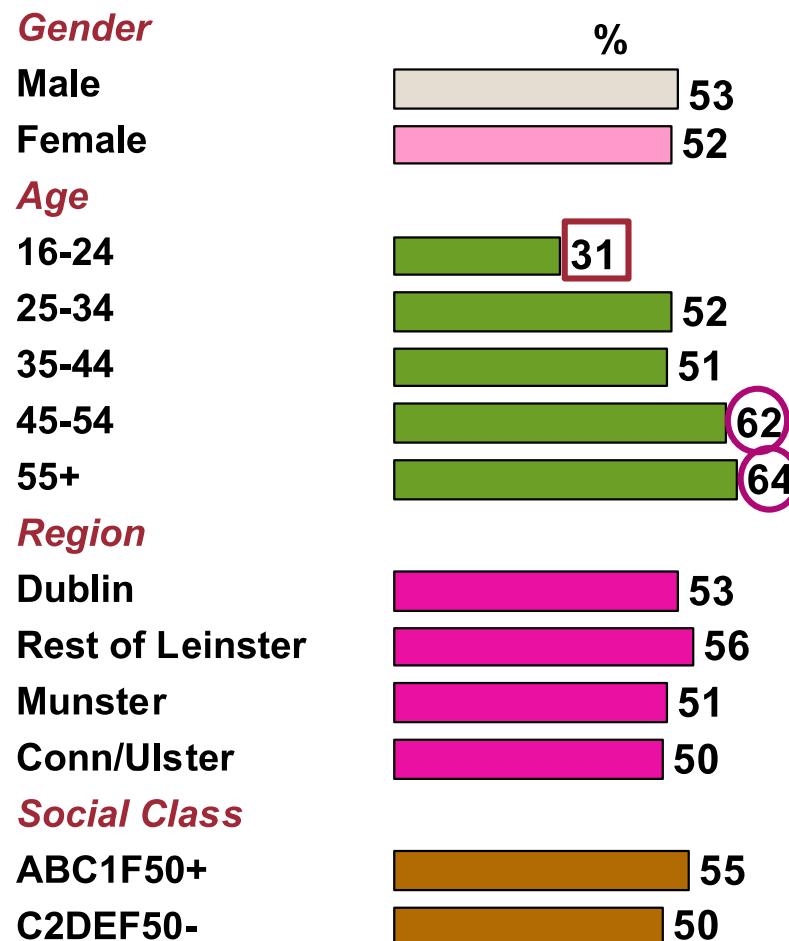


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(Base: All who plan on travelling abroad or who have travelled abroad in the past three years – 836)



All Who Compare Providers (n=441)



Just over half (53%) of Irish adults compare travel insurance providers when travelling abroad [equivalent to 68% for those taking out travel insurance]. This falls to just 31% for those under the age of 25 whilst those over the age of 45 are most likely to compare insurance providers.

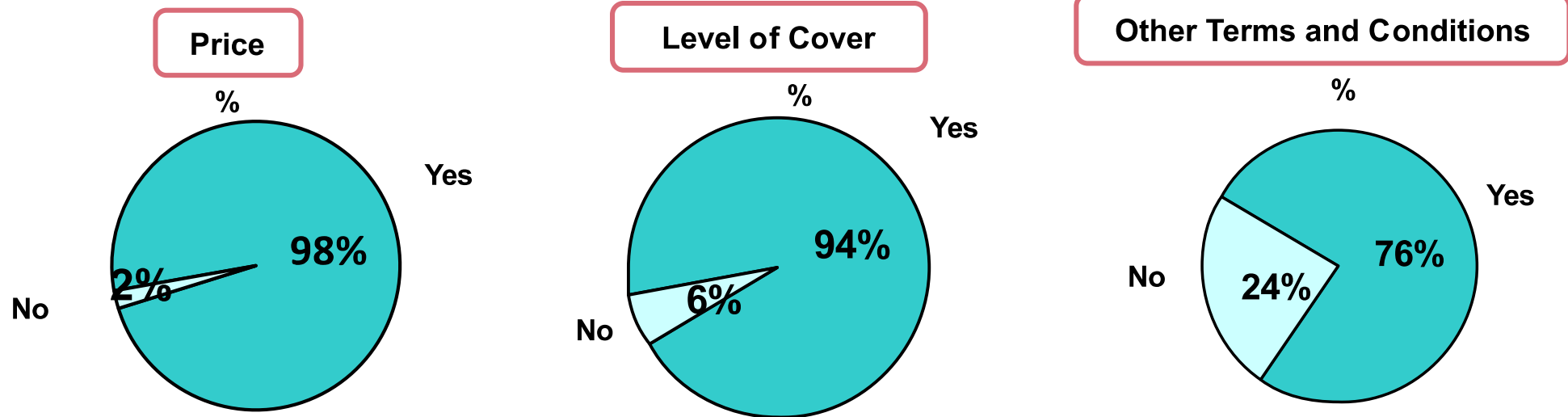
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Criteria Used for Comparing Travel Insurance Providers



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(Base: All who compare travel insurance - 441)



Nearly every Irish adult (98%) who compares travel insurance providers uses 'price' as a selection criteria. 94% look at the 'level of cover' yet only 3 in 4 (76%) take 'other terms and conditions' into consideration.

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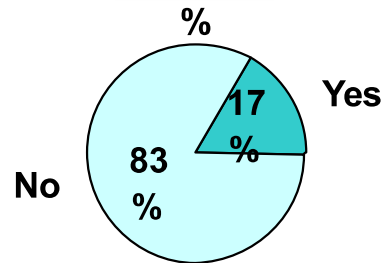
Problems When Abroad on Holidays

(Base: All who have travelled abroad on holidays in the past three years - 796)

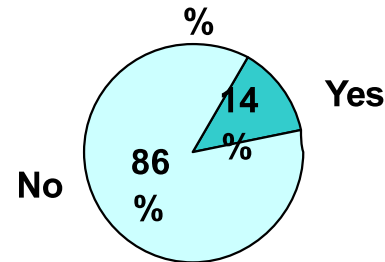


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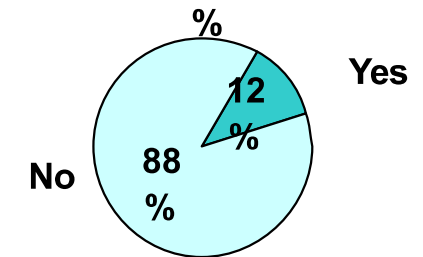
Flights



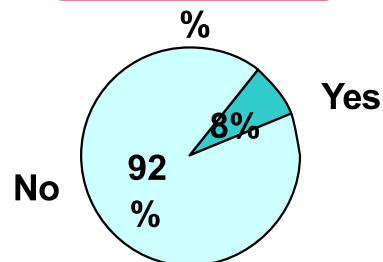
Using Bank Card While Abroad



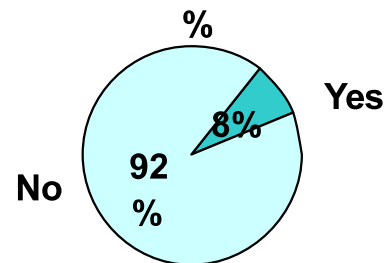
Accommodation



Car Hire



Claiming on Travel Insurance



17% of Irish adults have experienced problems with their flights when travelling abroad, 14% have had difficulty using their bank card while abroad and 12% had problems with their accommodation. Just 8% of Irish adults have experienced problems with car hire or claiming travel insurance on holidays.

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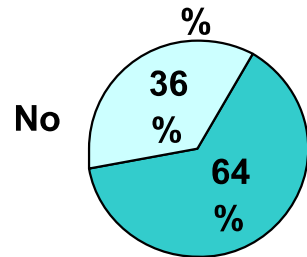
Whether or Not Complained About Problem



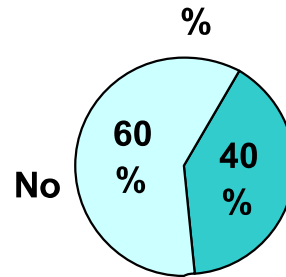
(Base: All who experienced a problem while abroad on holidays - 266)

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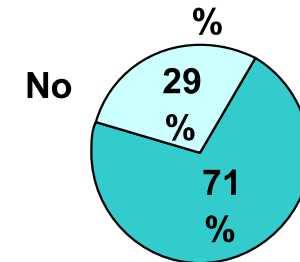
Flights (n=138)



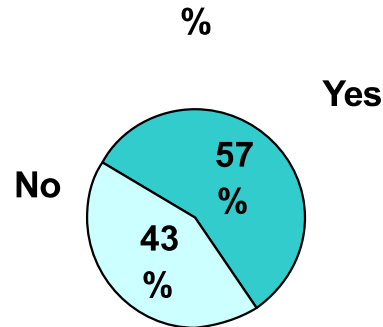
Using Bank Card While Abroad (n=109)



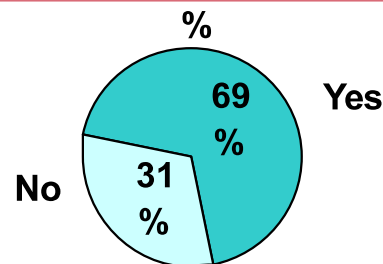
Accommodation (n=99)



Car Hire (n=67)*



Claiming on Travel Insurance (n=67)*



Circa 7 in 10 adults complained when they experienced a problem in relation to accommodation (71%) or in relation to claiming on travel insurance (69%). 16-24 year olds are least likely to complain about problems across the board.

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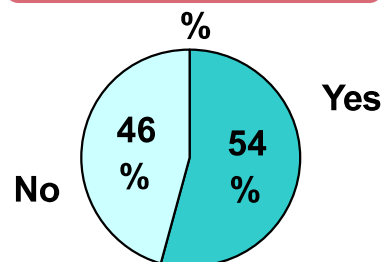
Whether Problem was Resolved to Your Satisfaction

(Base: All who experienced a problem while abroad on holidays - 266)

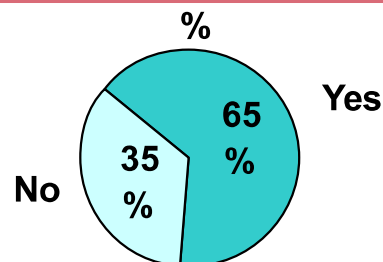


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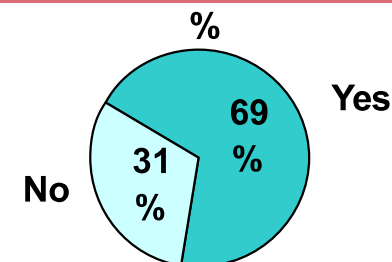
Flights (n=138)



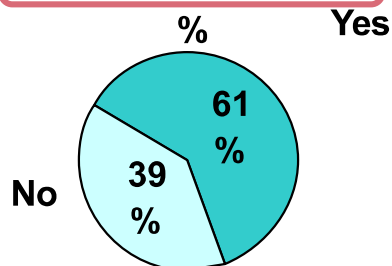
Using Bank Card While Abroad n=(109)



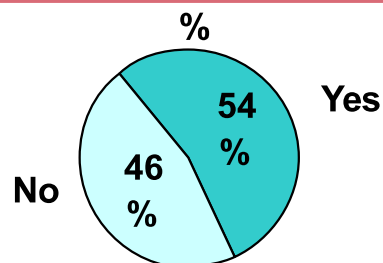
Accommodation (n=99)



Car Hire (n=67)*



Claiming on Travel Insurance (n=67)*



Just over half (54%) with flight problems said it was resolved to their satisfaction. For bank cards it is 2 in 3 (64%) and 7 in 10 (69%) were satisfied with the solution to accommodation problems. 3 in 5 (61%) who have experienced difficulty with car hire abroad had their problem resolved to their satisfaction and over half (54%) with travel insurance issues contend that a satisfactory solution was found.

*Caution small base size

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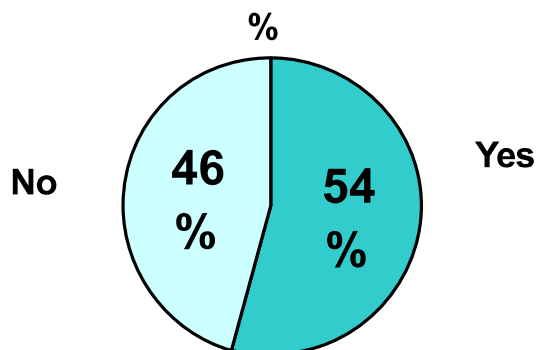
Do You Check the Following Before Going on Holidays



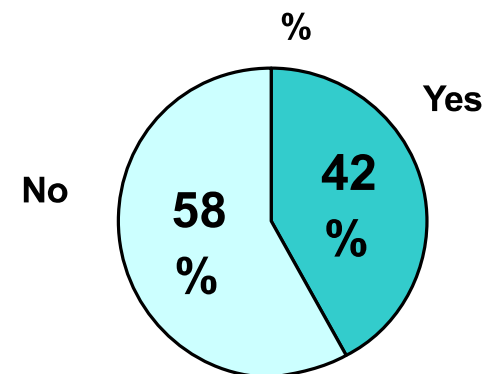
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(Base: All who plan on travelling abroad or who have travelled abroad in the past three years – 836)

Phone Charges When Abroad



Bank Charges When Abroad



Slightly more than half (54%) of Irish adults check the roaming charges for their phones before travelling abroad while just 4 in 10 (42%) check bank charges before travelling. Interestingly 38% do not check either.

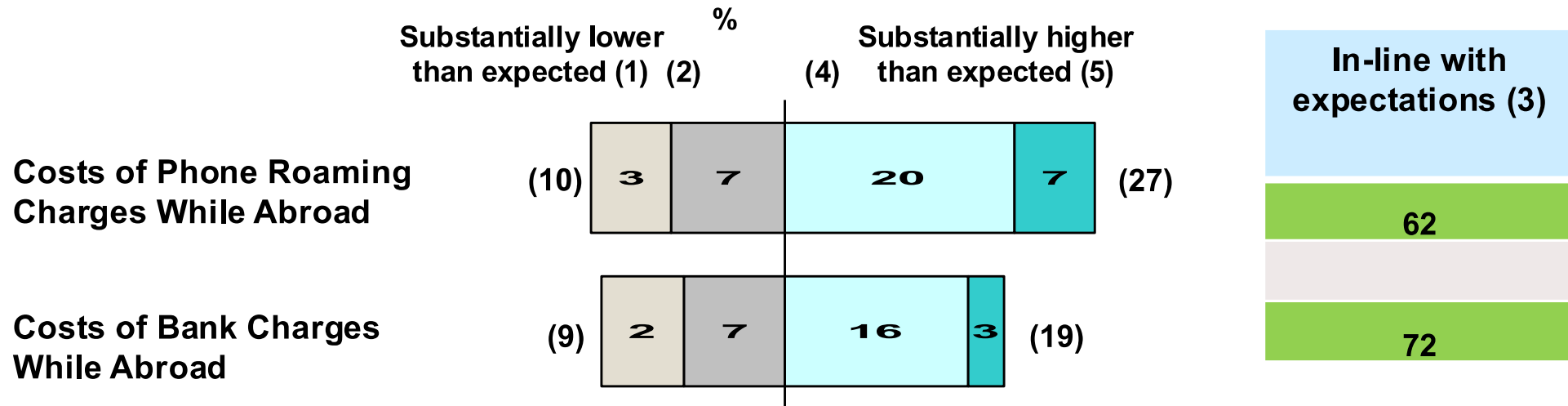
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Costs of Phone Roaming and Bank Charges While Abroad



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(Base: All who have travelled abroad on holidays in the past three years - 796)



Phone roaming costs fall in-line with the expectations of 63% of Irish adults. Just 10% say they are lower than expected while over 1 in 4 (27%) feel they are higher. Bank charges are more closely aligned with expectations at 72% of the population. Just 9% feel they are less expected and 19% think they are more than expected.

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