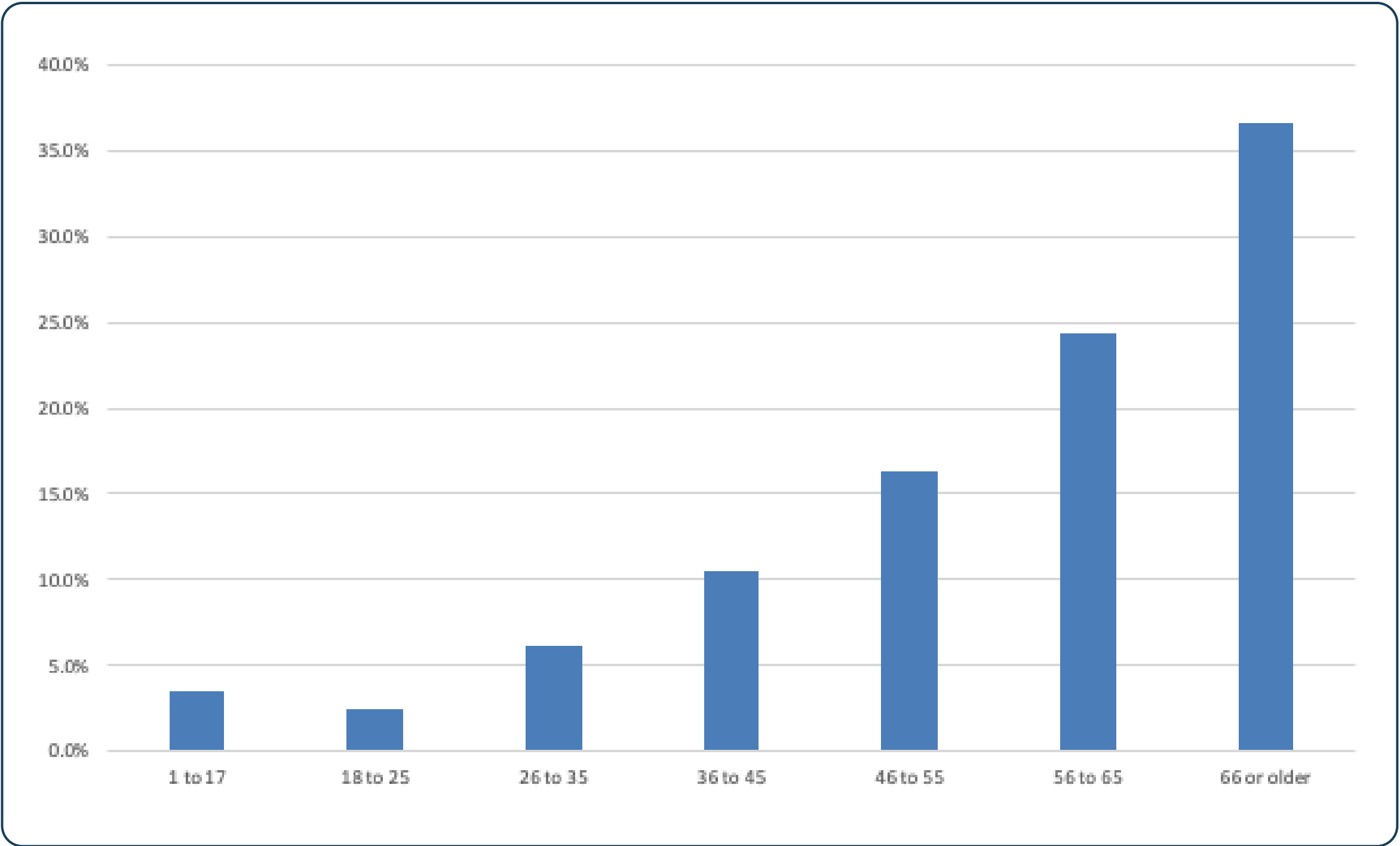




EPIISODE 2

Annual Travel Insurance: Who's Buying This?!

Annual Plan Buyers Skew Older in Age



61%

of people buying this are age 56 or older.

They Tend to Buy Only for Themselves



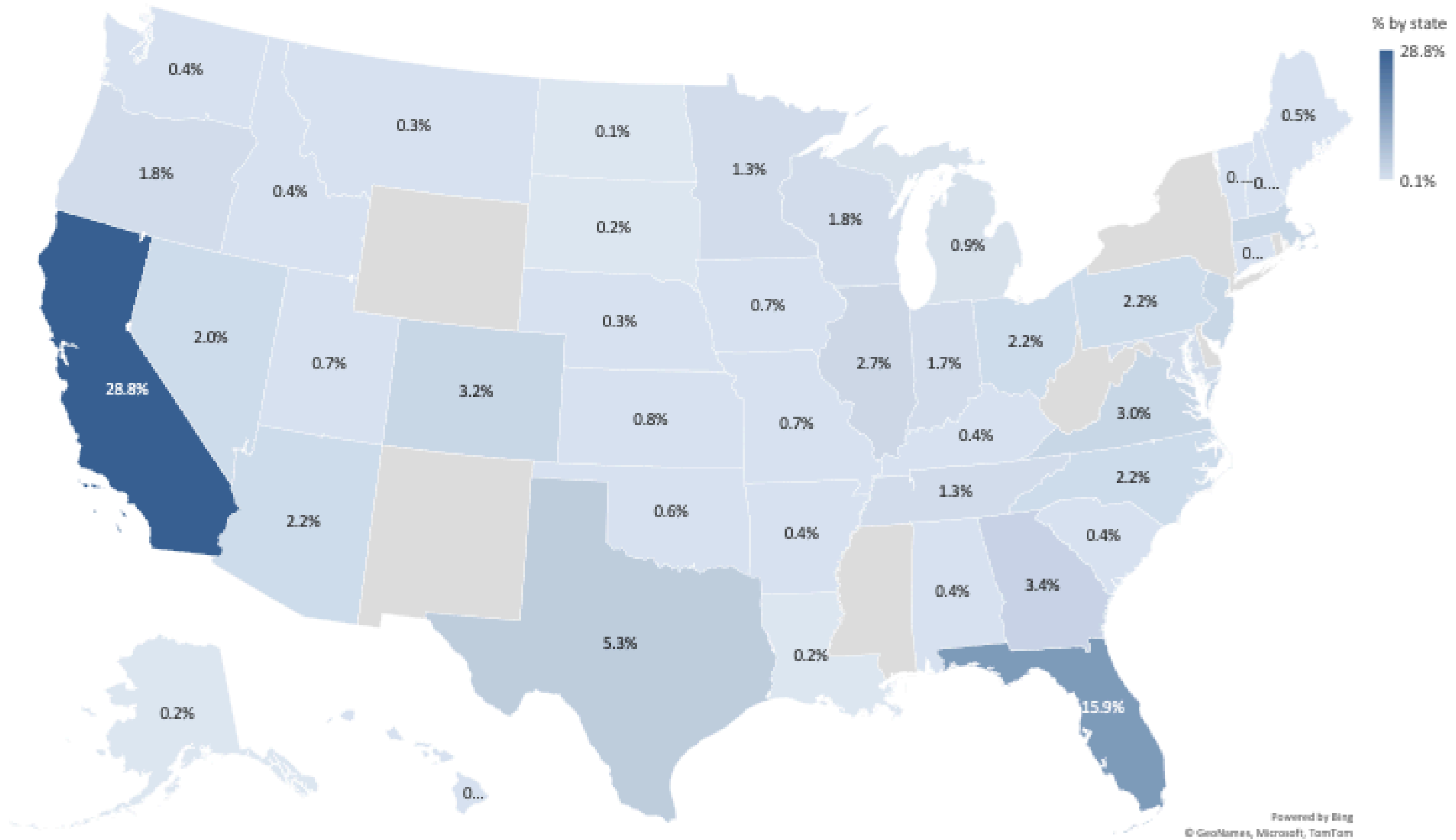
57%

One primary insured on the policy.

43%

Two or more people on a policy.

Californians Apparently LOVE Annual Plans



Clearly Want to See the World



66%

International (only) destinations.

25%

US + international destinations.

9%

Domestic only.



64%

Selected multiple international countries at time of purchase.

So, Who's Buying This?



- ✓ **Older travelers, likely with an empty nest and/or more disposable income to take frequent trips.**
- ✓ **Travelers with an affinity for international trips.**
- ✓ **Californians and Floridans who are tired of the ocean.**
- ✓ **Possibly solo travelers, or people who only want one policy for themselves.**