



battleface

INSIGHTS

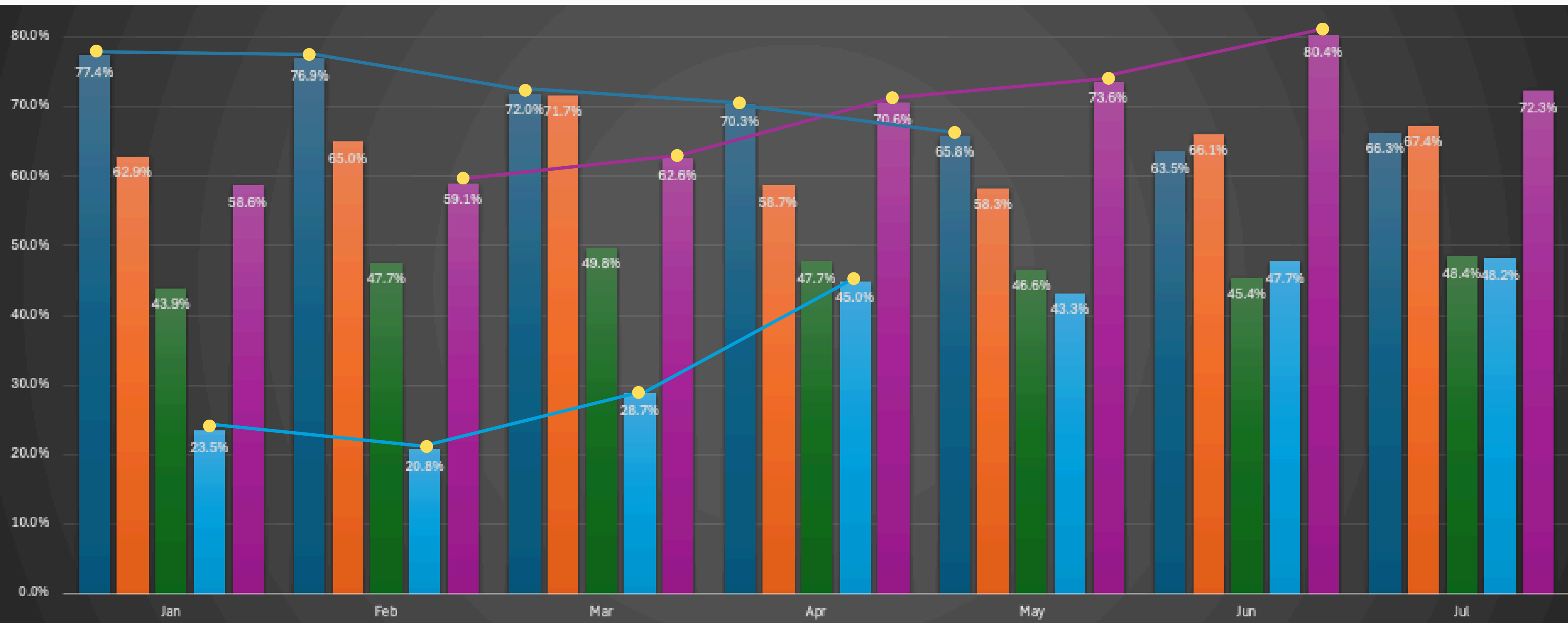


2024 U.S. Market Consumer Buying Trends

EPISODE 1



Single-Trip Benefits: Attachment & Removal Rate Trends



Trip Cancellation

Trip Interruption

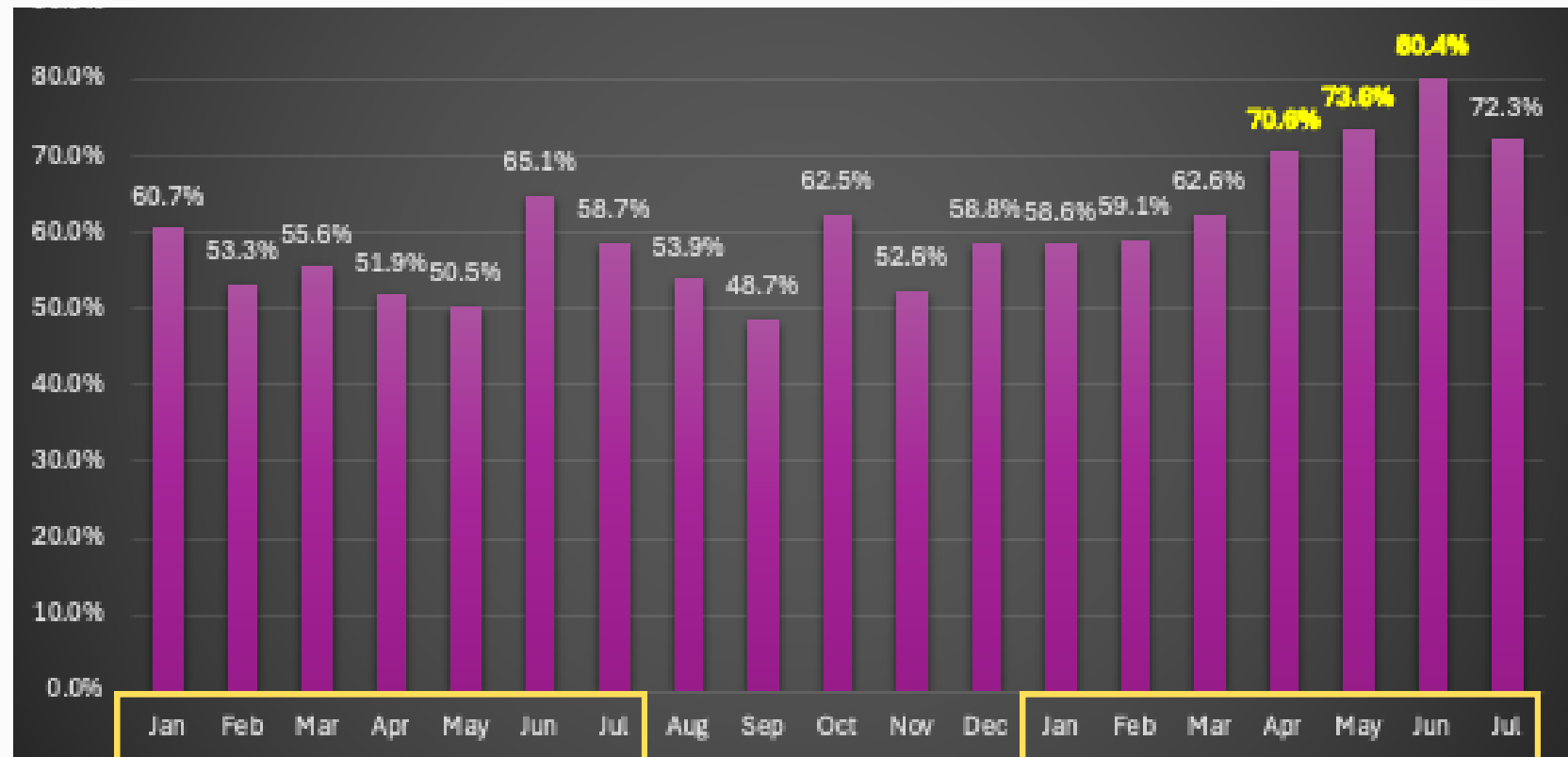
Trip Delay

Baggage

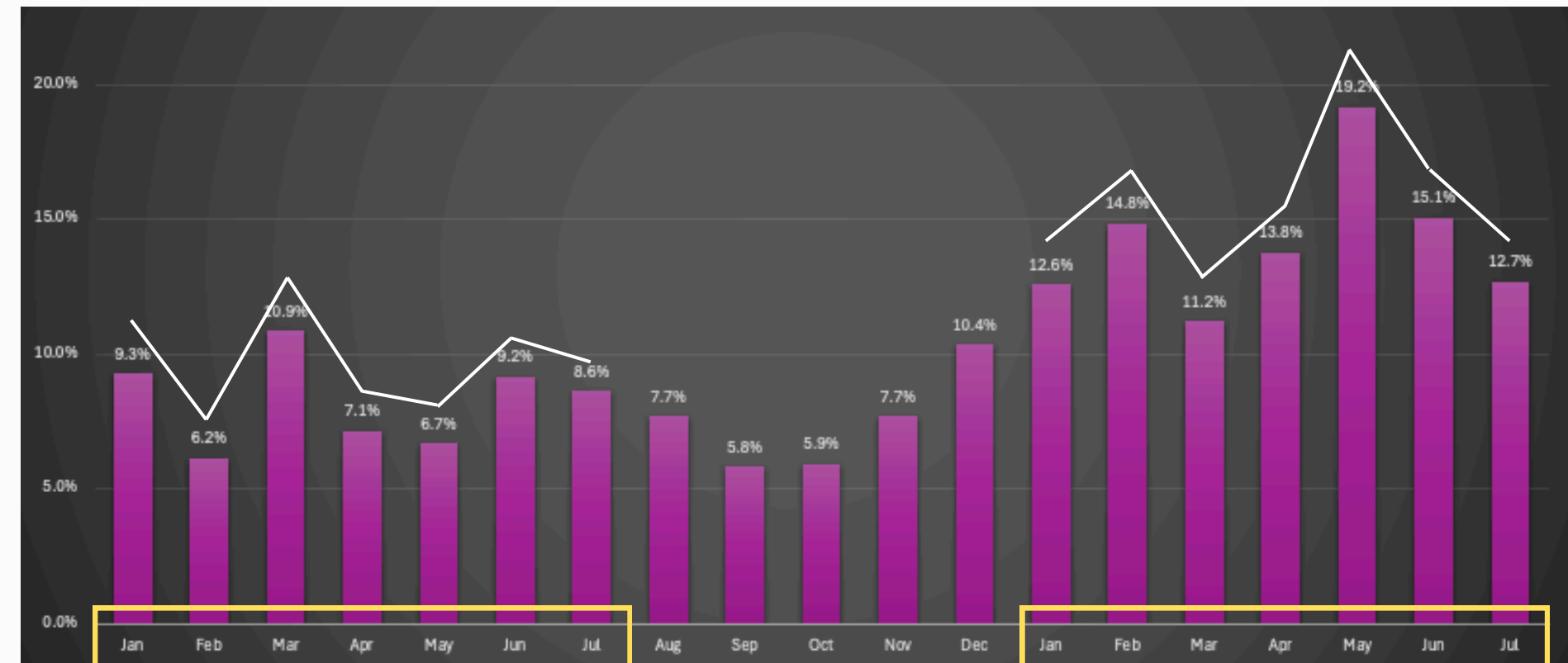
Travel Medical

Deep Dive: Travel Medical Benefit Attachment

TMED Benefit Attachment Rate



Policies Only Attaching the TMED Benefit



2023
7-month Avg.
56%

→

2024
7-month Avg.
68%

+20.5%

2023
7-month Avg.
8%

→

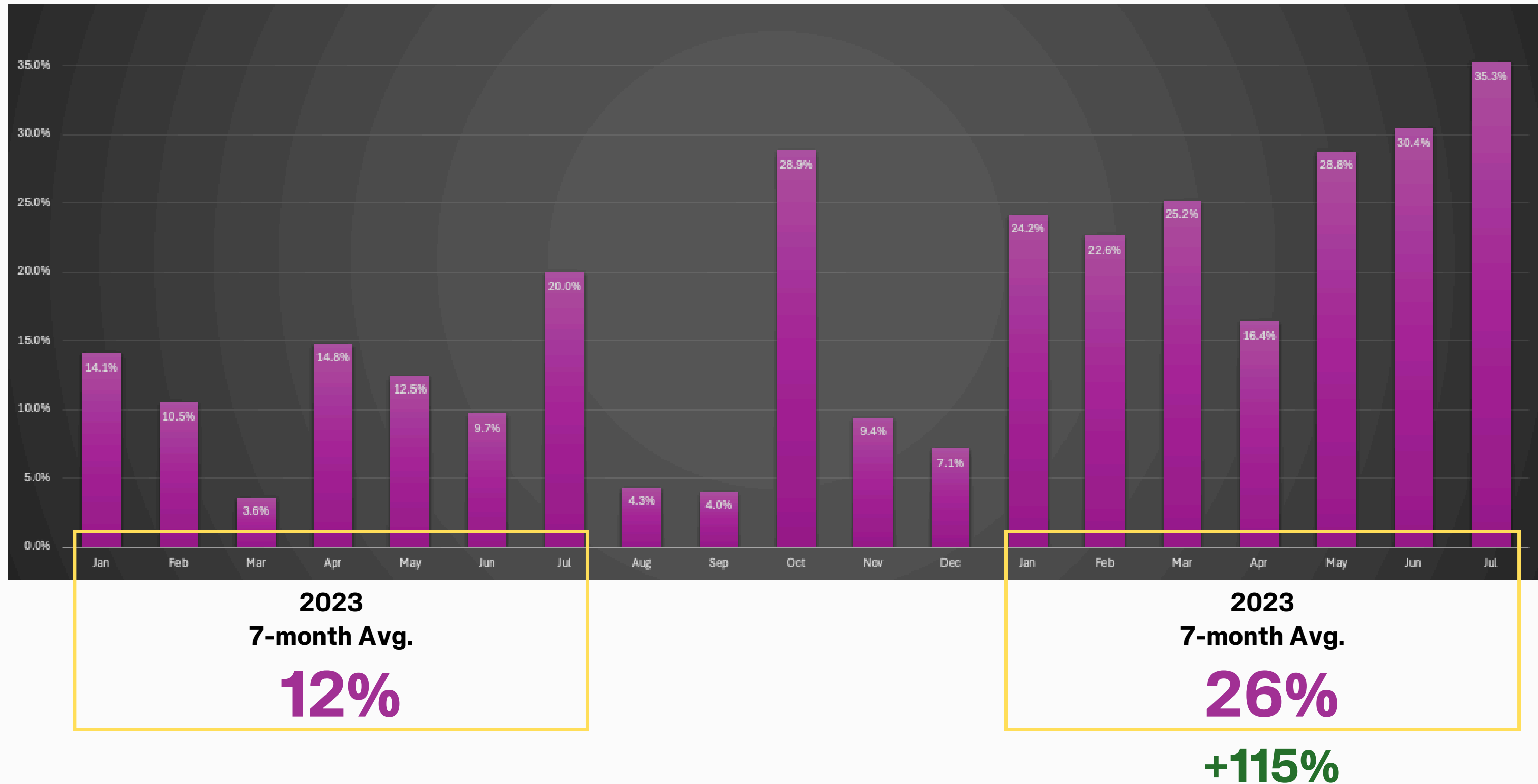
2024
7-month Avg.
14%

+71.6%



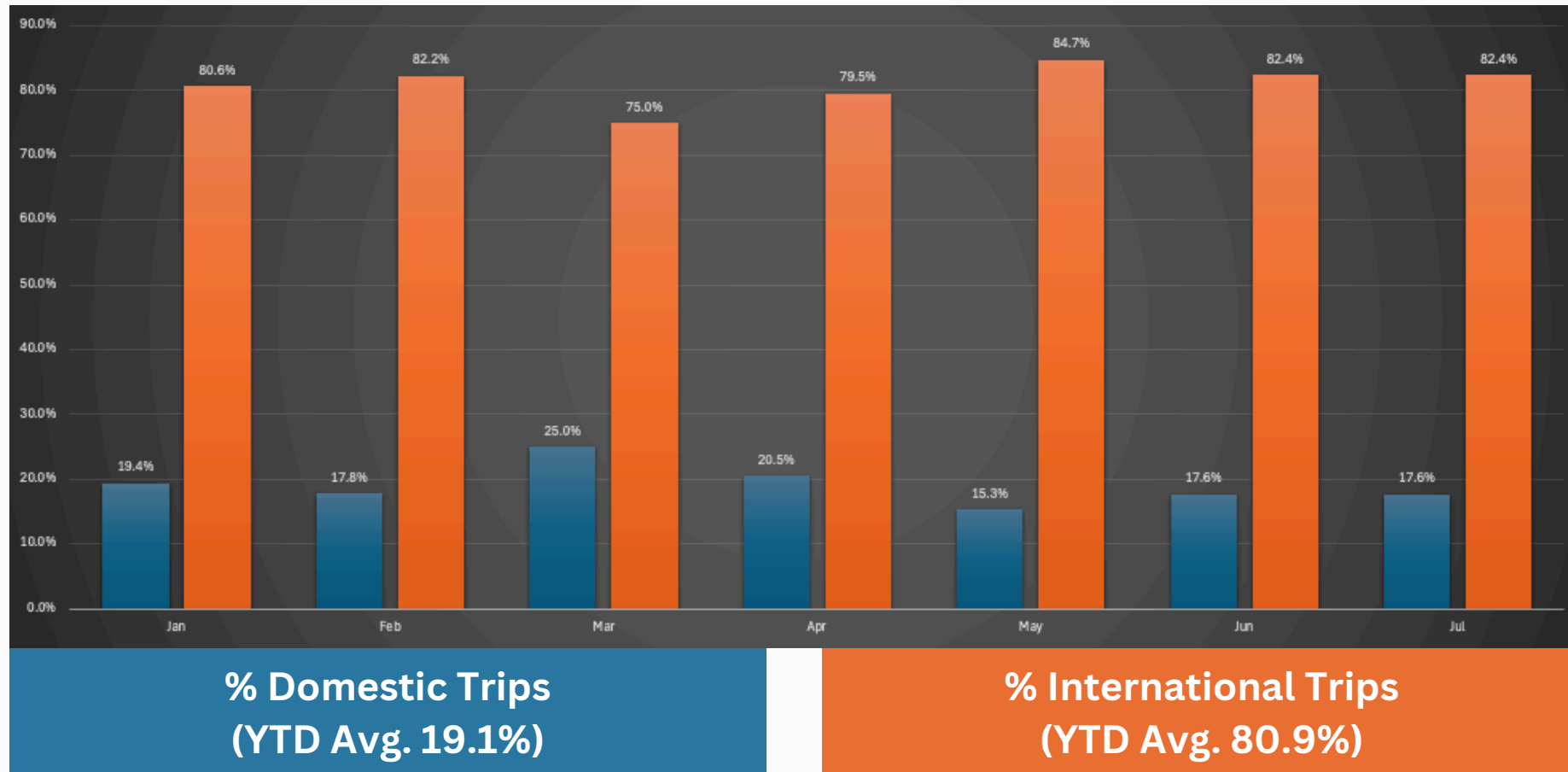
Deep Dive: Travel Medical Benefit Attachment

TMED Benefit Attachment Rate on Domestic Trips



Traveler and Trip Insights: Part 1

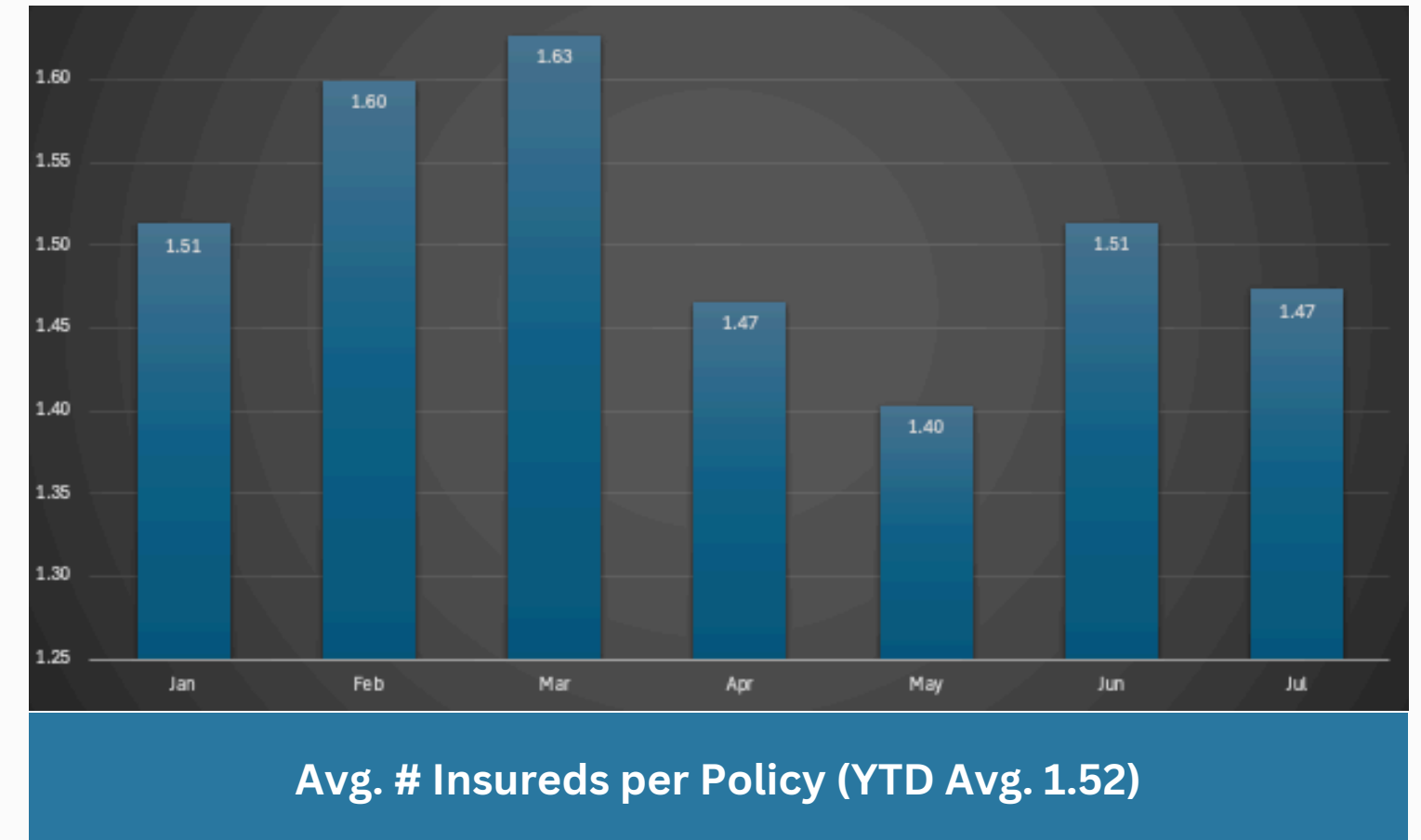
Trips: International vs Domestic



YoY Analysis:

Domestic trips (at 19.1% in 2024), as a % of total, are up 10% compared to the same time period in 2023.

Travelers: Insureds per Policy



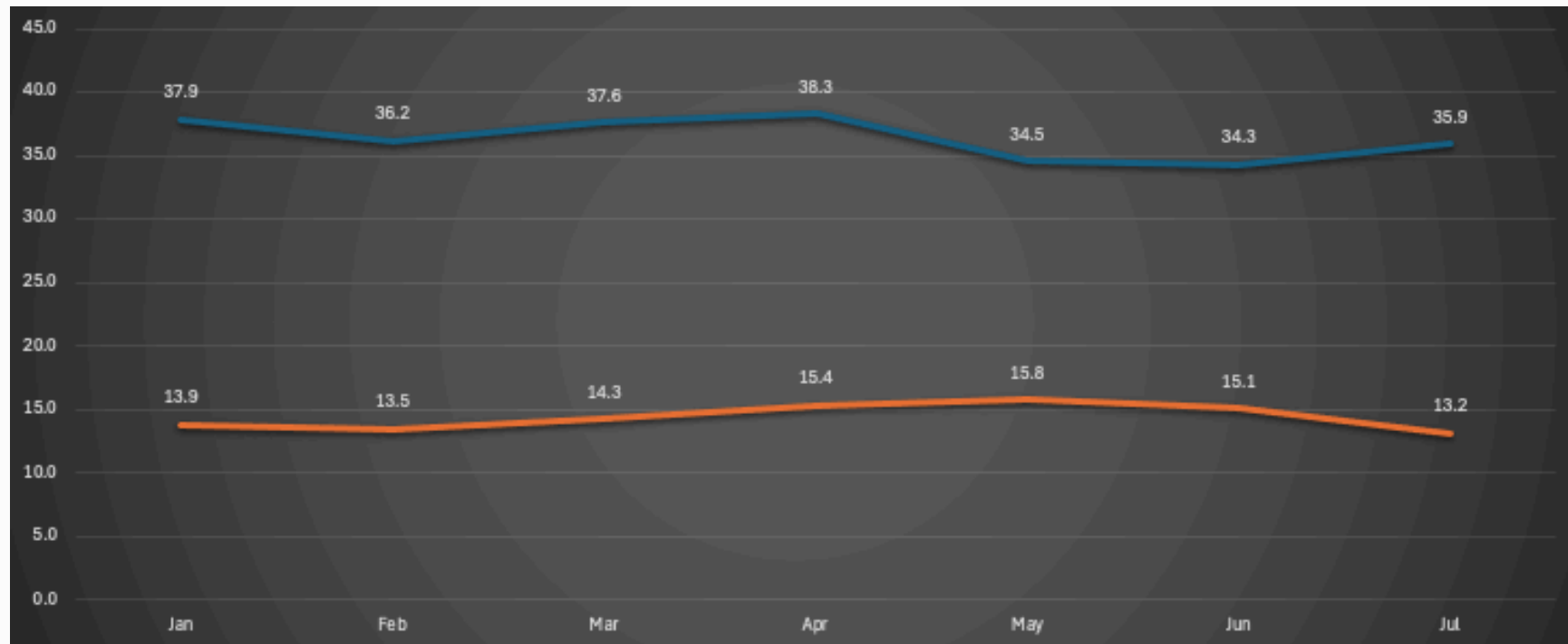
YoY Analysis:

Avg. number of insureds per policy at 1.52 in 2024 is down -11% compared to 2023 suggesting more solo trips.



Traveler and Trip Insights: Part 2

Avg. Age of Travelers Insured Avg. Trip Length in # of Days



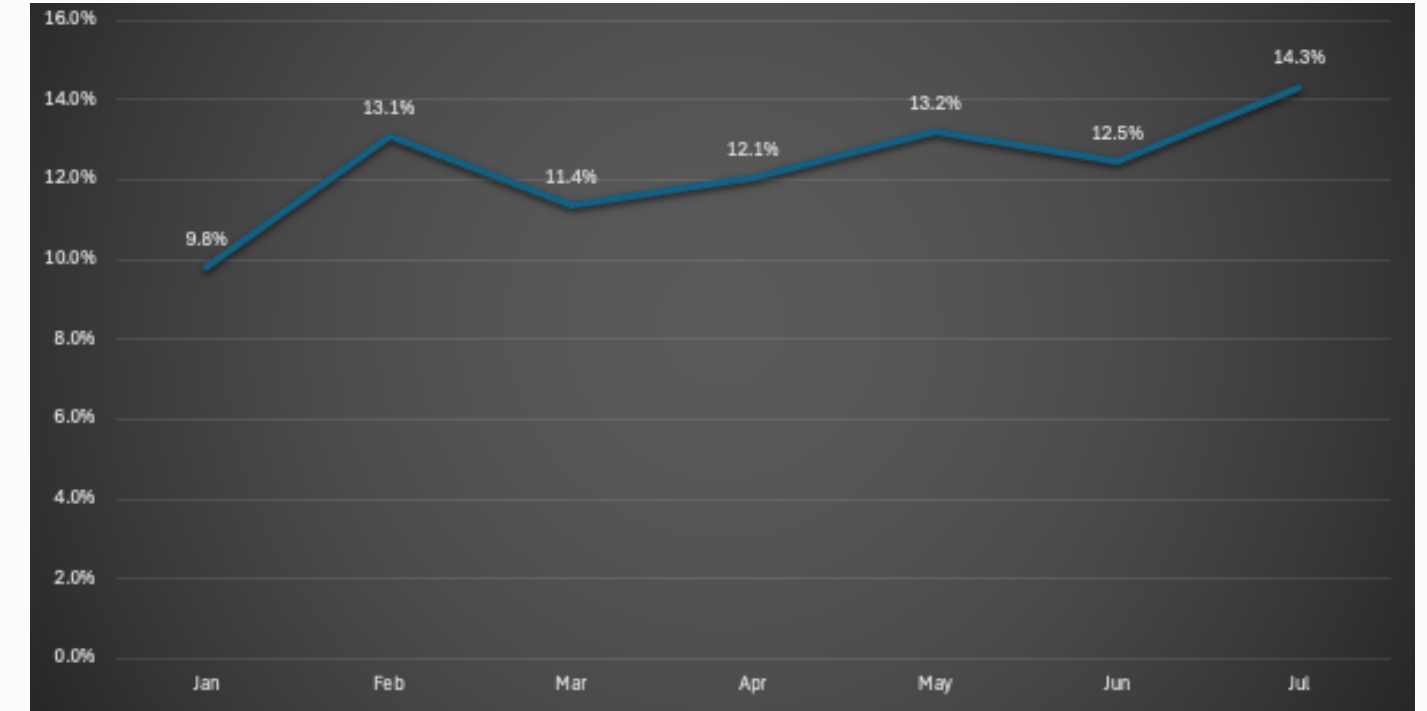
Avg. Age of Insureds
(YTD Avg. 36.4)

Avg. Trip Length in Days
(YTD Avg. 14.6)

YoY Analysis:

Both avg. age of insureds and avg. trip length are flat compared to 2023 showing no discernible difference in buyer demographics.

Travelers: Online Conversion Rate (DTC e-commerce)



Conversion Rate %
(YTD Avg. 12.1%)

YoY Analysis:

Online (e-commerce) conversion rate in 2024 YTD is up 66% compared to the same period in 2023.

