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Travel insurance increasingly important

23 January 2009 17:39



Holidaymakers are placing a greater importance on the [travel insurance](#) that they purchase before going away, a new survey has revealed.

According to a study conducted by Global Reviews, one in four people now make sure that they have travel insurance before they book their trip, Travel Weekly reports.

Of those questioned, half used the Thomas Cook website to search for a policy online, while online companies such as Expedia and Opodo were also very popular.

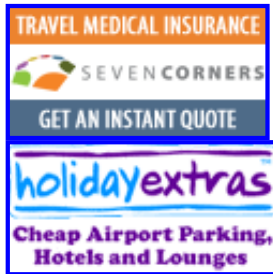
Seven in ten consumers are changing the way they book travel during the economic downturn, a study by Global Reviews has found.

Bertie Stevenson, director of Global Reviews, noted that finding the best value for money is no longer travellers' primary concern with an insurance policy.

Travel Weekly quoted him as saying: "When booking a holiday, customers are now just as concerned about the stability of the company as they are in the price."

The survey also found that only four per cent of those questioned said that they have not adapted the way they shop for travel insurance following the economic downturn.

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