



For Immediate Release
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**Survey Reveals that Safety and Security Concerns Rank Higher than Health Issues
When Choosing International Travel Destination**

- 70% of Americans undeterred by safety, security concerns
- 60% see safety, security influencing choice of destination
- Terrorism and quality of law enforcement major concerns
- Health concerns rank lower than 2009
- Older travelers more concerned about safety, security, health

Americans rank safety and security as top concerns for international travel, according to results of a recently released survey conducted for the [US Travel Insurance Association](#). Even so, 70% of respondents say that safety & security issues would not deter them from traveling internationally. The study was conducted for UStiA July 20-22, 2010 by synovate, eNation.

When it comes to choice of destination, however, Americans are slightly more cautious, with 60% of those polled saying that safety and security concerns would influence their choice of an overseas destination.

The survey – which followed up on a similar 2009 poll -- asked participants to rank their major travel concerns. This year's findings revealed that some 67% of those polled were moderately to highly concerned over **terrorism**, followed closely by **quality of law enforcement**, which concerned nearly 65% of respondents.

Natural disasters and health concerns score lower

Despite the Iceland volcanic eruption that closed airports across Europe last spring, Americans ranked natural disasters on a par with kidnapping (44% each). Both concerns scored lower when compared to other direct security or safety threats such as assaults/muggings (57%), theft (57%), security of public transportation (57%) or even automobile accidents (50%). Political demonstrations ranked lowest, with only one out of three viewing civil unrest as a major concern.

While year to year concerns over safety and security have remained fairly consistent, in general, Americans are less worried than in 2009 over health issues. Only 46% of Americans said that health concerns would influence their choice of international destination, in contrast to 2009, when 56% cited health issues as a determining factor in where they would travel. UStiA attributes the 10% drop in part to the diminished health threat posed by the H1N1 virus this year.

Older travelers more concerned over security and health

Not surprisingly, the survey found that older travelers are more concerned about safety, security, and health issues than are younger-aged travelers. More than three out of four travelers aged 54 and over ranked terrorism as number one concern, and 71% expressed concern over quality of law enforcement. And among Americans aged 65+, 60% said that health concerns influence their choice of destination.

Insuring your safety

Safety, security, and health issues may not be at the top of everyone's travel agenda. However, UStiA advises that nothing can derail the best-planned vacation faster than an unforeseen accident, a natural disaster that leaves you stranded, or a lost passport when no U.S. embassy is nearby.

In these and other situations, travel insurance provides an important safety net to help protect your vacation investment and to provide peace of mind. Travel insurance can help arrange needed medical care or evacuation, reimburse you for a cancelled or interrupted trip because of illness, reimburse for medical treatment, help pay for accommodations in case weather delays your trip overnight, and reimburse for expenses when your luggage is lost or delayed. Assistance services included in most comprehensive travel insurance policies range from helping replace lost or stolen documents to facilitating prescription refills, and more.

For helpful information on questions to ask when choosing travel insurance, visit ustia.org. And for important tips on safety, security, and health, visit UStiA's new TRIP (Travel Responsibly, Informed, and Protected) web site: trip.ustia.org.

About UStiA

UStiA promotes fairness, integrity, and a commitment to excellence in the travel insurance industry. With a mission to educate the public on travel insurance while maintaining high industry standards, UStiA is a non-profit association of insurance carriers and allied businesses involved in the development, administration and marketing of travel insurance and assistance. Travel insurance and assistance services are available from travel agencies, airlines, tour operators, hotels and resorts, and insurance brokers, as well as through the Internet.

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