



LATEST INSIGHTS ON TRAVEL SAFETY FOR WOMEN.



BASED ON A RECENT POLL CONDUCTED BY AIG TRAVEL*, 45 PERCENT OF FEMALE TRAVELERS FEEL LESS SAFE OR MUCH LESS SAFE ABOUT TRAVELING THAN THEY DID FIVE YEARS AGO.

Two-thirds of the respondents are very likely or somewhat likely to travel alone to either a domestic or an international destination in 2018.

63 percent of women think about safety *always or frequently* while traveling.

THE TOP FOUR RISKS THAT WOMEN CONSIDER BEFORE OR DURING A TRIP:

- 93% pickpocketing/purse snatching
- 86% credit card fraud
- 63% identity theft
- 62% taxi scams

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#Womenintravel



THE TOP TWO SAFETY MEASURES THAT WOMEN TAKE BEFORE OR DURING A TRIP:

- 93% share an itinerary with friends or family
- 87% purchase travel insurance, emergency travel medical coverage, and/or emergency travel evacuation coverage

FOR HELP WHEN FEELING UNSAFE WHILE TRAVELING, WOMEN ARE MOST LIKELY TO REACH OUT TO:

- 36% hotel staff
- 33% law enforcement authorities



84% respondents, who routinely travel for business, reported that their employers either did not provide travel safety tips/resources or that they weren't aware of any such tools.

The safety of a destination is a woman's most important consideration – other than her own personal interest in the destination – when booking travel.

Learn more at: aig.com/travel/forwomen

*AIG Travel distributed the Pulse Poll in fall 2017 to female consumers who identify as interested in travel, including followers of the brand's social media channels and women on its U.S. direct marketing email list. The survey garnered more than 1,800 responses.

Visit www.aig.com/travel/forwomen to view the Women's Travel Safety initiative advice and materials or follow AIG Travel on Twitter @TravelGuard for more information about AIG Travel, Travel Guard travel insurance, and ways to empower female travelers.

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