

Understanding States of Mind in the brave new world of travel

Allianz Partners' States of Mind Travel Report reveals the changing mindsets of consumers facing an increasingly complex travel experience.

The key trends defining the travel industry's future

The demand for **greater flexibility**

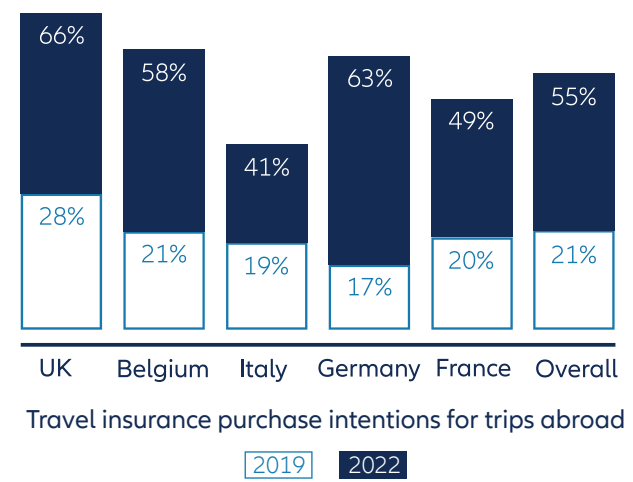


In the face of increasing complexity, travellers are demanding **greater flexibility** and **more peace of mind**.

58% of younger families say they intend to make flexible travel reservations



Allianz Partners' data reveals that **intention to buy travel insurance** for trips abroad has more than **doubled** from 2019 to 2022.



"Work-from-anywhere" goes mainstream



Growth in remote and hybrid working means more travellers of all ages are combining **business and leisure**.



People across **all ages and demographics** now require remote working facilities.



28% of travellers aged 18 to 25 expect to **work from abroad** more frequently or from a secondary or family residence in the future.



The future of **sustainable travel**

41% of consumers are conscious of the environmental impact of travel



Sustainability remains a relatively **minor factor** in travel decision-making processes, as people may be reluctant to **pay more to offset their carbon footprint**

Towards a **seamless travel experience**



"Travel is about **adventure**, not just about where you end up. How you get there is vitally important too, which means making the **travel journey** itself a positive part of the experience."

Joe Mason, Chief Marketing Officer for Travel, Allianz Partners