

GLOBAL *+rescue*[®]

TRAVEL SAFETY SURVEY 2024

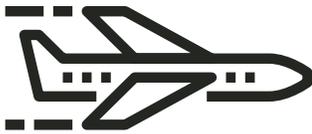
EXPERT TRAVELER PREFERENCES REVEALED

Global Rescue is the world's leading provider of medical, security, evacuation and travel risk management services. For more information, visit Global Rescue at www.globalrescue.com

TRAVEL SAFETY SURVEY*

55%

PRIORITIZE TRAVEL TODAY



More than half of the world's most experienced travelers (**55%**) make travel a priority today compared to pre-pandemic, up from **39%** three months ago.

59%

TRAVEL OVER POSSESSIONS



59% of respondents indicated travel experiences are more important than material possessions.

77%

WOMEN PRIORITIZE TRAVEL



77% of women surveyed reported that travel experiences are more important than material possessions, a slight dip from **82%** a few months ago.

55%

MEN PRIORITIZE TRAVEL



Only **55%** of men feel the same way, a decrease from **68%** three months ago.

51%

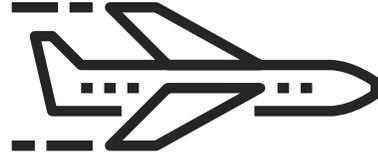
INJURY, ILLNESS TOP WORRY



More than half of travelers (51%) list injury or illness as their biggest concern about future travel, surpassing civil unrest and terrorism (15%).

42%

PLANNING MORE TRAVEL



Eight-out-of-10 travelers are planning more (42%) or the same (38%) number of trips in 2024 compared to pre-pandemic. The two top reasons are YOLO (43% - you only live once) and having more money and time compared to pre-pandemic.

34%

PLANNING LONGER TRIPS



A third of travelers (34%) have planned longer trips in 2024 than compared to recent years.

54%

SAY HIKING SHOES BEST



More than half of men (54%) and a third of women (34%) prefer hiking shoes for travel. Runner up footwear for women were sneakers (33%) and walking shoes for men (23%).

26%

SPLIT VALUABLES FOR SAFETY



More than a quarter of male travelers (26%) said splitting their valuables to prevent losing everything was their top anti-theft method.

31%

WOMEN USE CROSSBODY BAG



Nearly a third (31%) of female travelers chose a crossbody purse or bag as their number one method to protect valuables from loss or theft.

18%

MEN RELY ON ZIP POCKETS



Other anti-theft methods among travelers include zippered pockets (18%), money belts (10%), travel wallets (5%), fanny packs or waist packs (3%), backpack locks (2%), undercover leg or wrist wallets (1%) and dummy wallets (<1%). No travelers reported using shoes with hidden compartments to protect valuables.

49%

PLAN NEW DESTINATIONS



Nearly half of travelers (49%) reported they are going to more new destinations compared to pre-pandemic.

44%

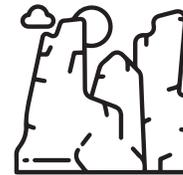
SEEK REMOTE LOCATIONS



44% are planning to go to more remote locations.

31%

WANT MORE RISK



31% are seeking more risky destinations.

35%

SAY LANDSCAPES ARE IMPORTANT



Destination landscapes and access to adventure activities are the two most important considerations among travelers when choosing a travel region.

Slightly more than a third (35%) of travelers seek landscape-rich locations like mountains, jungles, savannahs, deserts, surf, reefs, canyons, volcanoes or glaciers. Nearly a third (31%) prioritize the availability of experiences like fishing, scuba diving, skiing, mountaineering, trekking, surfing or motorcycling.

The world's most experienced travelers identified their dream destinations.



WOMEN WANT ANTARCTICA

Women listed Antarctica, New Zealand, Iceland for the Northern Lights, the Galapagos, Egypt and Australia.

48%

USING SATCOMS



48% of respondents have used a satellite phone or messaging device during a trip.



MEN WANT AUSTRALIA

Men preferred Australia for the Great Barrier Reef, New Zealand, Antarctica, Patagonia, Mongolia and Africa.

47%

OWN A SATCOM DEVICE



47% own their own device, whereas 53% either rent or borrow a device while traveling.

About Global Rescue

Global Rescue is a membership-based travel risk and crisis management company. Since our founding in 2004, we have set the bar as the leading provider of critical lifesaving services with members that run the gamut from leisure and business travelers and students heading abroad to travel operators and tour providers to businesses, NGOs, academic institutions and governments worldwide. Whether traveling overseas or near home, our members always receive the best-in-class advisory, field rescue, medical evacuation, security extraction, travel risk management and virtual health services.

Your Travel Partner in Safety

In the ever-evolving landscape of global travel, ensuring the safety and well-being of your guests is paramount. By partnering with Global Rescue, you not only affirm your commitment to your guests' security but also unlock their peace of mind. Let us be your guests' safeguard, a seamless layer of protection that knows no borders or boundaries. Contact us to learn about how you can better protect your guests and employees, reduce your risk of liability and generate revenue through partnership, all at no cost to you.

Partner with Global Rescue today and redefine the standard of safety in travel.

*About the Global Rescue Traveler Sentiment and Safety Survey

Global Rescue, the leading travel risk and crisis response provider, surveyed more than 1,100 of its current and former members between July 9-13, 2024. The respondents revealed a variety of behaviors, attitudes and preferences regarding current and future travel.

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