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AIG Travel shares consumer feedback on cultural travel experiences

Provider of Travel Guard® global travel insurance solution reports Pulse Poll results

HOUSTON (July 14, 2015) — Nearly 80 percent of travelers recently polled by a leading global travel product and service supplier reported that have taken what they consider to be a “cultural trip” in their lifetime. AIG Travel, which offers the Travel Guard® portfolio of travel insurance solutions and global travel, medical, security and concierge services, today shared results of its quarterly Pulse Poll, focused on cultural travel.

“With the euro tumbling earlier this year to a 12-year low against the U.S. dollar, travelers are setting their sights on traveling abroad,” said Jeff Rutledge, CEO, AIG Travel. “Our most recent traveler poll reveals insights from consumers who have journeyed internationally, domestically or both — and some are already looking forward to their next adventures.”

Defining cultural travel: Thirty-eight percent of the surveyed consumers reported that what defines a cultural trip is the opportunity to participate in local experiences and immersion programs, while 23 percent cited the opportunity to visit museums, and 22 percent cited the opportunity to see landmarks and monuments.

Traveling afar or staying near: More than half (58 percent) of respondents said they would take a cultural trip to both an international destination and a domestic one – 13 percent favored an international destination, while 9 percent favored a domestic one.

Going to Western Europe: Of the destinations to which survey respondents had traveled for a cultural experience, Western Europe (cited by 31 percent) was the most popular. Among other destinations, runners up for most visited were Eastern Europe (8 percent), South America (6 percent), North America (5 percent), and the Caribbean (also 5 percent).

Expressing a quest for learning: Poll participants cited educational benefits of cultural travel as a key factor in their decision to take a cultural trip. Other motivators included reading an article on a desired destination (17 percent) and receiving a recommendation from a travel agent or a friend (13 percent).

Revealing travel companions: The most popular partners among the persons polled were significant others (31 percent) and immediate family (27 percent), while friends and tour groups were each cited as preferred travel companions by 13 percent of respondents.

Sharing travel concerns: Thirty-four percent of the polled consumers reported that a language barrier would be a concern when considering a cultural trip, while other concerns included the costs of cultural travel (for 30 percent of respondents). Seventeen percent said they would worry about medical help while on vacation.

Travel tip: A worry-free cultural trip

Whatever the reason for traveling, vacations don't always go as planned, so AIG Travel recommends the purchase of a Travel Guard insurance policy. Medical emergencies, baggage delays or losses, and trip interruptions can occur on international and domestic journeys alike, and AIG Travel's global reach and assistance centers, which operate 24/7/365, are staffed by coordinators who speak more than 40 languages to help travelers solve problems and manage risks worldwide.

For more information about traveling smart and Travel Guard, visit www.aig.com/travel or www.travelguard.com, follow Travel Guard on Twitter [@TravelGuard](https://twitter.com/TravelGuard), or call Travel Guard's World Service Center at 1-800-826-1300.

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About AIG Travel and Travel Guard

AIG Travel, Inc., a member of American International Group, Inc., is a worldwide leader in travel insurance solutions and assistance. Travel Guard® is the marketing name for its portfolio of travel insurance solutions and travel-related services, including assistance and security services, marketed to both leisure and business travelers around the globe. Services are provided through a network of wholly owned service centers located in Asia, Europe and the Americas. For additional information, please visit our websites at www.aig.com/travel and www.travelguard.com.

Products or services may not be available in all countries or states, and coverage is subject to actual policy language. Non-insurance products and services may be provided by independent third parties. In the United States, Travel Guard insurance products are offered through licensed insurance producers, including Travel Guard Group, Inc., and underwritten by National Union Fire Insurance Company of Pittsburgh, Pa., a Pennsylvania insurance company with its principal place of business at 175 Water Street, New York, NY 10038, that is currently authorized to transact business in all states and the District of Columbia. NAIC No. 19445.

About AIG

AIG is a leading international insurance organization serving customers in more than 130 countries and jurisdictions. AIG companies serve commercial, institutional, and individual customers through one of the most extensive worldwide property-casualty networks of any insurer. In addition, AIG companies are leading providers of life insurance and retirement services in the United States. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange.

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