

For immediate release
6th September 2002

MORE HOLIDAYMAKERS OPT FOR INDEPENDENCE

42% of holidaymakers prefer making independent travel arrangements reveals Churchill Insurance research

The advent of low cost holidays has opened up a whole new world of travel, especially for independent holidaymakers. Coupled with the lure of even cheaper flights, now could be the ideal time to get away from it all.

In a recent survey, Churchill Insurance found that 42% of holidaymakers prefer to arrange independent holidays and enjoy getting to know the country they are visiting. However, Churchill Insurance warns that travel insurance is even more important if you're an independent traveller looking for new adventures and experiences.

"Independent travel can be exciting – giving holidaymakers the perfect opportunity to hone their language skills and explore the local culture," says Andy Juggins, Travel Underwriting Manager at Churchill. "However, travel insurance can be easy to overlook if you're making your own arrangements, or planning a last-minute trip – and if you go several times a year, it could be worth buying an annual policy".

He added: "With the increase in the number of budget flights available, it's now simple to make your own arrangements for holidays abroad. But if you do travel independently, you won't have the added advice from a holiday rep so having sufficient cover for all eventualities is a necessity, not a luxury."

Churchill's survey reveals that, as well as wanting to make their own independent arrangements, Brits are becoming keener on getting to know more about the local customs. According to the survey:

- 40% of those who go abroad on holiday make an effort to learn basic foreign words such as 'hello' and 'thank you' so that they can be understood
- one in five (19%) go further and make an extra effort to learn useful phrases
- many holidaymakers enjoy experiencing the culture of the country they're visiting, with 42% always trying to eat the local cuisine

Churchill's travel insurance is available over the phone or on the Internet and takes just minutes to set up. With so many airports having Internet access now, holidaymakers can even buy their insurance at the airport – log on to www.churchill.com or call **0800 026 4050**.

- ENDS -

For further information please contact:

Marie Dyne
Churchill Insurance
020 8313 5830
pressoffice@churchill.com

Beverley Aujla/Georgina Dunlop
Lansons Communications
020 7294 3683/ 020 7294 3693
beverleya@lansons.com/
georginad@lansons.com

Notes for Editors

The research was undertaken by BMRB International between 28-30 June 2002.

Churchill Insurance Group plc

Churchill is UK's 5th largest general insurer* with a customer base of 7 million and 8,000 staff, the group includes NIG (National Insurance and Guarantee), Devitt Insurance Services Limited and Inter Group Insurance Services and Prudential's General Insurance operation.

In the 2002 'Your Money Direct Awards' Churchill won - Best Direct Motor Insurance provider and Best Internet Motor Insurance Provider.

Churchill underwrites **travel**, private **car** and **home** insurance and also offers **pet** insurance.

Travel	0800 026 4050
Car	0800 200 300
Home	0800 200 345
Pet	0800 316 9844

Quotes and policies can be obtained on-line for **travel, car and home** insurance - www.churchill.com

Churchill is part of the Credit Suisse Group, one of the world's leading global financial services companies with current assets under management of over £619 billion and 80,000 staff worldwide.

* excluding international business