

MEDIA RELEASE

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Albertans keen to return to travel

Albertans are eager to get back to travelling in 2023, according to a new study from Blue Cross.

“More than three quarters of Albertans say they intend to travel this year, after several years of missing out on travel due to the pandemic,” says Brian Geislinger, Vice-President of Corporate Relations with Alberta Blue Cross.

Blue Cross, which provides emergency medical travel insurance as well as other related products such as trip interruption and baggage insurance, undertook a national survey at the end of 2022 of more than 2,000 Canadians to examine travel intentions for 2023.

While the upside of the survey indicated that seeking better weather was the top reason for wanting to travel among 44 per cent of Canadians, the downside of the survey revealed that more than half of Canadians have experienced issues during prior travel ranging from flight cancellations and lost baggage to experiencing medical emergencies needing medical attention.

“We increasingly hear from our customers that their motivation for buying travel coverage now goes beyond being prepared for medical emergencies, to wanting to be prepared for the potential for travel disruptions,” says Geislinger.

The survey found that 49 per cent of Albertans would never consider leaving the province without travel insurance.

As Alberta’s largest benefit provider, Alberta Blue Cross provides health, dental, life and travel coverage to more than 1.8 million plan members.

More information about the survey results is available online at www.bluecross.ca/travelstudy.

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