

# CUSTOMER SURVEY REPORT

# JAN 2024

## Overview



250+ customers surveyed



89% felt that the Weather Guarantee was worth the price they paid.

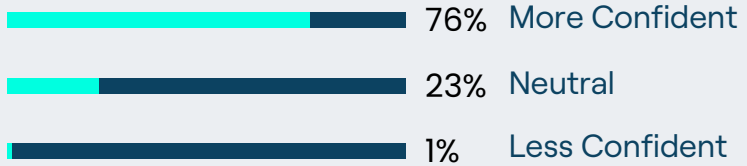
## OVERVIEW

Sensible surveyed customers who purchased a Weather Guarantee in 2023 to find out what motivated them to buy, how they felt about the process, and their priorities for 2024 travel.

## Confidence to book

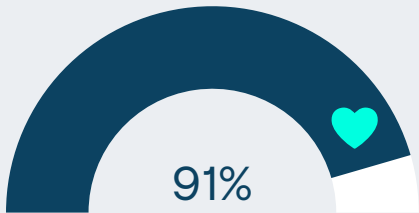
# 76%

Felt MORE CONFIDENT booking because of the Weather Guarantee.



# 55%

Purchased a Weather Guarantee for peace of mind that they would be reimbursed in the event of bad weather.



Would purchase another Weather Guarantee in the future.

# 55%

Were MORE SATISFIED with their experience provider because of the Weather Guarantee.

## Reimbursement

# 86%

Of those that received a reimbursement continued with their planned activity. And 66% saved the money.

## Most important factors when selecting a travel destination in 2024

	#1	cost/value	82%
	#2	outdoor adventures	67%
	#3	weather	53%
	#4	food and attractions	46%