

Beat: Lifestyle

HALF OF AMERICANS Plan To Use SHARING ECONOMY SERVICES For Summer Travel In 2017

Airbnb, Uber, Lyft...

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USPA NEWS - Allianz Global Assistance's Annual Sharing Economy Index Reveals an Uptick in Familiarity and Planned Use Despite Continued Trust Issues with Ride Sharing Services Among Americans....

Allianz Global Assistance's Annual Sharing Economy Index Reveals an Uptick in Familiarity and Planned Use Despite Continued Trust Issues with Ride Sharing Services Among Americans. The popularity of the sharing economy for Summer Travel Booking has tripled within two years, with 50 % of travelers likely (26 % very/ 25 % somewhat) to use Services like Uber, Lyft and Airbnb this year compared to 36 % in 2016 and 17 % in 2015, according to the Third Annual Allianz Travel Insurance Sharing Economy Index released on August 3, by Allianz Global Assistance USA.

The first year-on-year Survey to track Consumer Confidence in the Sharing Economy market for Travel Planning showed that this growth correlates with the uptick in Familiarity with these Services. As the years have progressed, Familiarity has significantly increased across all Sharing Economy Services with Airbnb showing 51 % (up 32 % from 2015) Familiarity among Americans and Lyft (56 %; up 41 points from 2015) having seen the largest increase in Familiarity. Other services are also doing well with Familiarity including Uber (73 %/ up 38 % from 2015), HomeAway (30 %/ up 20 % from 2015), Feastly (16 %/ up 12 % from 2015) and GetAround (18 %/ up 11 % from 2015).

While Familiarity and Likelihood of using Sharing Economy Services have risen significantly since 2015, fewer than two in ten (17 %) Americans are willing to say they are 'very trusting' of Services, leaving the majority (83 %) at least somewhat skeptical (48 % somewhat Trustworthy/ 13 % not very Trustworthy/ 5 % not at all Trustworthy/17 % not sure).

The hesitation for some Americans to trust the evolving gig Economy may be the result of recent negative Stories in the News. On learning of the latest Reports of Safety and Regulation concerns relating to ride-sharing Services, one in three (35 %) Americans say they are now less likely to use these Services in the Future. Conversely, half (50 %) reported that this news has no impact on their decision to use ride-sharing services.
(...)

Source : Allianz Global Assistance USA

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