Young Skiers Less Likely to Take the Piste when it Comes to Drinking on the Slopes

When a recent YouGov poll commissioned by travel insurance technology specialist Aquarium Software asked Brits (who have been or who are planning on going on a winter sports holiday) what level of alcohol consumption could invalidate their cover, 15 percent said one drink. However, this number rises to a refreshing 26 percent among 25-34 year olds – almost double the national average, highlighting the increasingly mature attitude towards alcohol of young Brits.

MANCHESTER, United Kingdom (PRWEB) November 22, 2018 -- When a recent YouGov poll commissioned by travel insurance technology specialist Aquarium Software asked Brits (who have been or who are planning on going on a winter sports holiday) what level of alcohol consumption could invalidate their cover, 15 percent said one drink. However, this number rises to a refreshing 26 percent among 25-34 year olds – almost double the national average, highlighting the increasingly mature attitude towards alcohol of young Brits. Other surveys have shown nearly 30 percent of young people do not drink, while 45 percent of 25-34 year olds increasingly drink only low alcohol drinks or non-alcoholic alternatives.

The results form part of a series of shock findings into consumer attitudes when it comes to travel insurance and winter sports. 30 percent admitted they didn’t know what level of alcohol consumption could invalidate cover, while a separate poll found skiers down an average of six pints a night après ski! Cover is essential but cannot always help those who go off on the piste. Ski-ing and alcohol don’t mix and a British man froze to death back in December after getting lost on his way from a bar; so the message is worth repeating.

“It is refreshing to see young people taking a lead in responsible drinking and that more than a quarter of people in our poll recognise one drink could invalidate their travel insurance,” said Aquarium Software Director, Mark Colonnese. “This is a stark contrast to the ten percent nationally who didn’t think any amount of booze could invalidate cover! Most policies don’t forbid alcohol per se, but accidents under the influence could see increasing interventions from insurers,” added Mark.

“It is welcome so many young people are turning away from drinking, but we need to get through to those ABCs,” added Colonnese. “Just 17 per cent of that group thinks one drink could invalidate cover. For many, après ski remains a big draw and no insurer is likely to deny a claim on this basis alone, however it is a grey area. And as 52 per cent admit winter sports injuries occurred while not ski-ing, people should consider the risks carefully.”

Aquarium Software is the market leading pet and travel insurance platform. Aquarium enables insurers, affinity partners and claims organisations to build and deploy new service offerings quickly and cost-effectively. Pioneering the very latest InsurTech advances, Aquarium brings unprecedented levels of process automation, agility and digital customer engagement.

For further information contact Aquarium Software on +44 (0)161 927 5620 or visit www.aquarium-software.com
Contact Information
Jon Gardner
BeyondPR
http://www.beyondpr.co.uk
44 (0) 114 296 7117

Online Web 2.0 Version
You can read the online version of this press release here.