



For immediate release

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Where to go this winter to beat the blues

With the nights drawing in and the days becoming seemingly colder and ever shorter, more Britons than ever will be in search of sunnier climes this winter to beat off the winter blues. The question is where should they go?

Many thousands of us will head to the usual destinations of The Canaries, Florida, the Caribbean and Thailand but this winter there are set to be a few new destinations becoming popular with the more adventurous amongst us. Brazil is set to become more appealing for the simple fact that it offers good weather, great value for money and the beaches are some of the best in the world. Although, Brazil is not the only faraway destination set to be popular this winter, but whether holidaymakers choose a long or short haul destination, the most important factor on their holiday shopping list should be having the right level of cover for themselves, their destination and the activities they wish to experience.

Go Travel Insurance, a leading travel insurance provider, is urging holidaymakers to make sure that the cover they buy is the right cover and to shop around before they buy. With so many companies now offering travel insurance, consumers would be forgiven for getting lost in the maze of policies, levels of cover, premium prices and the urge just to buy from the same tour operator they booked their holiday with.

Go Travel Insurance recently surveyed 2,000 UK consumers, and asked them what they rated as the most important influencer when buying travel insurance:

- 47% of consumers are driven by price alone
- 40% of consumers are driven by level of cover

In truth, all these factors are just as important and should all be taken into consideration.

Go Travel Insurance's Chief Executive, Christian Young said: "buying travel insurance based on one factor alone could leave consumers short changed – either financially or through their level of cover.

Yes, price is important and our single trip and annual policies offer very good value for money. Our policies provide a full level of cover, better than most other insurers, as we cover lost baggage as standard where many other firms do not, which may come as a surprise to many people when they need to make that claim. We also offer an end to end service, with our claims department, medical screening and call centre all based at our UK head office so we are here for our customers for claims as well as sales."

Go's Single Trip and Annual Multi Trip policies offer £10 million medical and repatriation, £2 million Personal Liability, £25,000 Legal Expenses and the expected Cancellation & Curtailment, Loss of Baggage, Flight Delays, Missed Departure and more. See gotravelinsurance.co.uk for full policy details.

Go offer a 14 day cancellation period so their customer feel safe in the knowledge that they can cancel the policy if they needed to.

So the message out to all consumers this winter is ask questions, shop around and make sure your insurance covers everything you need.

Go safe, Go enjoy, Go Travel Insurance.

-ends-

For more information, please call Tim Ledeboer at MNC, on 020 7520 6989 or email tim@mnc.uk.com.

Full details of Go Travel Insurance's cover can be found on their website (www.gotravelinsurance.co.uk).

Editors Notes:

- Go Travel Insurance is a division of Drakefield Insurance Services Limited. Drakefield is an experienced operator of established travel insurance websites and is authorised and regulated by the Financial Services Authority.
- Go Travel Insurance offers a truly end to end service, with a claims department, call centre and medical screening, all handled in house 7 days a week in the UK, providing a customer-focused and professional service every time.
- The Go Travel Insurance website has been operating since 2000 providing instant quotes with quick, easy and secure online buying **www.gotravelinsurance.co.uk**
- Go Travel Insurance is committed to customer service, always ensuring that the customer is delivered a quality product at a competitive cost.