



PRESS RELEASE: Ski Insurance, can you afford to go without it?

22 JANUARY 2009

If you're planning to lighten up the cold dark gloomy months by booking yourself a ski holiday this winter, remember that travel insurance is one part of the package you can't afford to be without.

Go Travel Insurance's Director Andy Taylor said..."In the current climate and with all the recession talk, it's understandable that skiers and snowboarders are looking to cut costs on their winter sports holiday, but cutting out their travel insurance could turn out to be a false economy"

Skiing, snowboarding and all the other activities enjoyed on a winter sports holiday are all great fun, but without travel insurance you could be risking financial loss if an injury turns into costly hospital bills! A broken leg in Europe can cost around £4,000 to treat, or up to £10,000 in the USA. Injuries on the slopes can often require helicopter assistance, and repatriation costs if necessary can be astronomical.

Taylor also urged skiers to check their level of activity cover if they wish to enjoy some of the other activities often available such as sledging, snowmobiling or tobogganing. "Unfortunately bad things can easily happen on this type of holiday so you should ensure you have insurance for all the activities you might enjoy on holiday. Just having the peace of mind alone is worth paying the insurance premium"

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And there's not just your own personal safety to protect. If you're deemed liable for causing an accident on the piste, insurance is invaluable. And then there's all the expensive equipment involved in a ski holiday - theft can be costly and inconvenient. If you have a week's worth of skiing booked up, you want to spend your time on the slopes enjoying yourself and not worrying about being uninsured.

As a specialist in ski insurance, Go Travel Insurance offers comprehensive cover which can be tailored to your own personal trip. Purchasing online is quick and simple, and it pays to buy cover as soon as you've booked your holiday so you'll be covered for cancellations.

Why foot the bill when one weeks European ski cover can cost as little as £23 on Go's standard winter sports cover.

For further information contact Gina Rudd on + 44 (0) 1268 592172

Editors Notes:

Go Travel Insurance offers an end to end service, with claims, call centre and medical screening, all handled in-house in the UK, providing a customer - focused and professional service.

Go Travel Insurance is a division of Drakefield Insurance Services Limited, which is an AA group company. Drakefield is an experienced operator of established travel insurance websites and is authorised and regulated by the Financial Services Authority.

The Go Travel Insurance website has been operating since 2000 providing instant quotes with quick, easy and secure online buying and received Best Travel Insurance Website award in 2007 from Travolution. www.gotravelinsurance.co.uk

Go Travel Insurance is committed to provided good customer service, always ensuring that the customer is delivered a quality product at a competitive price.

Drakefield works with the following organisations:

Financial Services Authority
Financial Services Compensation Scheme
British Insurance Broker Association <http://www.biba.org.uk> (BIBA No. 005340)
Association of British Travel Agents <http://www.abta.com> (associate member)
Institute of Travel and Tourism
Association of Travel Insurance Intermediaries
Foreign and Commonwealth Office's 'Know Before You Go' campaign

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