



5 STAR COVER FOR TRAVEL COUNSELLORS CUSTOMERS

Premier holiday company gains top rating for travel insurance service

Holidaymakers choosing Travel Counsellors for its five star holiday experience can now be sure of the same quality when it comes to travel insurance from the company. Both the Premier and Premier Plus Travel Counsellors products have received the highest rating from Defaqto, a leading UK independent financial research company. This focus on quality means Travel Counsellors insurance is five star all the way.

The dynamic global travel company offers customers travel insurance, with single trip policies requiring no medical screening and cover for holidaymakers up to the age of 89. Its Premier and Premier Plus travel insurance products are underwritten and administered by an international leader in assistance, travel insurance and personal services, Mondial Assistance* and achieving the 5 Star Rating from Defaqto was a crucial goal in giving customers a five star experience for every aspect of their holiday.

Defaqto compared the features and benefits of the Travel Counsellors products against those from the whole travel insurance market and the 5 Star rating signifies the Premier and Premier Plus products as excellent in comparison to competitors in the market**. Ratings are based on the features, benefits and overall quality of 292 annual trip and 276 single trip products***.

“We designed our travel cover with the Defaqto ratings in mind,” confirmed Travel Counsellors Managing Director Steve Byrne. “This meant that we didn’t have to make any enhancements to reach the high standard set by Defaqto, confirming our reputation to provide our customers with the best quality products.

“We are delighted that even our lower premium insurance product – Premier - reached the highest Defaqto rating without any enhancements. Travel Counsellors prides itself on providing a bespoke, five star holiday experience. Now our customers can easily see that our exemplary service is matched by our five star insurance cover. ”

“If you compare two travel insurance policies, the 5 Star Rating will indicate the highest quality features and benefits,” adds Mike Powell, Principal Consultant for General Insurance at Defaqto. “As the desired balance between quality and price is different for each consumer, there is no ‘right’ product. The Defaqto Star Rating helps a customer understand which product best suits their requirements and enable them to purchase with confidence”.

Defaqto measure at least 28 separate criteria when rating a travel insurance policy including:

- Single item and valuables limit
- Medical expenses
- Legal expenses
- Cancellation/curtailment
- Loss of Passport
- Dental Emergency
- Delay & Travel Abandonment
- Baggage Cover
- Money Cover

For more details or to book your travel arrangements call Travel Counsellors on 0800 074 7800 or visit www.travelcounsellors.co.uk

Ends

October 2009

Notes to Editors

*Travel insurance from the Mondial Assistance in the UK is underwritten by Mondial Assistance Europe N.V.

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***Figures as of August 2009

About Travel Counsellors: Travel Counsellors is the world’s largest home-based travel company with turnover at the end of its last financial year (Oct 31 2008) of £245 million, a 16% increase year on year. Founded in 1994 it currently has over 1,000 travel consultants who work from home with the support of over 200 staff at the company’s UK headquarters in Bolton and overseas offices. The company operates in the UK, Ireland, the Netherlands, South Africa, Australia, Canada and the US. In the UK, the Travel Counsellors Trust financially protects everything booked by the customer free of charge. Travel Counsellors was the winner of the prestigious Queen’s Award for Enterprise in 2003-2008, the technology category of the 2005 CBI Growing Business Awards and was voted Travel Agent of the Year by readers of the Guardian, Observer and Guardian Unlimited in 2006 & 2007.

Mondial Assistance: an intervention every 2 seconds around the world.

International leader in Assistance, Travel Insurance and Personal Services, today the Mondial Assistance Group counts than 9,500 employees who speak 40 different languages and work throughout the world with a network of 400,000 service providers and 180 correspondents. 250 million people, or 4% of the world's total population, benefit from its services, which the Group provides on all five continents. Mondial Assistance is a member of the Allianz Group.

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