



Multitrip.com announces a record increase of 100% in Travel Insurance sales despite the recession

11 Sep 2009: Multitrip.com the direct website leading Irish Travel Insurance Supplier, Blue Insurances, has announced a massive 100% increase in their sales for 2009. Ciaran Mulligan, Joint Managing Director, has said "despite the reduction in people travelling in these recessionary times, travel insurance sales at Multitrip.com are up 100% with an incredible 92% of sales being booked online. This success is due to great value offered, as well as a comprehensive travel insurance product".

"Our marketing campaign which has included Radio Ads and TV Ads uses the voice of Celebrity Presenter Craig Doyle, who has plenty of experience in travelling abroad. Our Annual Travel Insurance at €21.99 is offering the best value in the Irish Market and many consumers are switching from their bank or VHI to Multitrip.com with savings of up to 50%" says Mulligan.

We have already seen low cost airline Sky Europe go into liquidation in last two weeks and with more airlines expected to go bust in the coming 12 months it is important that consumers are covered by their travel insurance policy, especially as airlines do not offer the protection of bonding. Multitrip.com includes Schedule Airline Failure Cover and/or Third Party Insolvency Cover as standard on our travel insurance policy.

In the current climate holidaymakers and Business Travellers need to be sure that Swine Flu is covered on their policy. Multitrip.com offers Swine Flu cover for both medical expenses cover and cancellation cover provided the insured is not aware of having the condition at the time of booking.

In the current economic climate Redundancy cover is essential on all travel insurance policies. Consumers should check that they have comprehensive Cancellation cover in place including Redundancy cover. In the event of redundancy, consumers without adequate cover will be faced with holiday costs that are non refundable which they themselves can no longer afford to pay. Consumers booking with MultiTrip.com can book with confidence in the knowledge that should they need to cancel due to redundancy then they are fully covered.

Multitrip.com policy is underwritten by AXA Insurance.

Multitrip.com prices are as follows:

€21.99 for an individual European Annual Multi Trip policy

€41.99 for a family European Annual Multi Trip policy

€26.99 for an individual Worldwide excluding USA Annual Multi Trip policy

€43.99 for a family Worldwide excluding USA Annual Multi Trip policy

Multitrip.com is a trading name of Blue Insurances Limited regulated by the Irish Financial Regulator as a Multi Agency Intermediary & authorised to provide services in the in the United Kingdom by the Financial Service Au-thority (UK).