



FOR IMMEDIATE RELEASE
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NEW "TRIP" WEB SITE ADDRESSES TRAVELERS' CONCERNS
OVER SAFETY, SECURITY, HEALTH

Sixty percent of Americans say that safety and security concerns would influence their choice of an international travel destination. Nearly half of Americans (46%) rank health concerns as a factor when choosing a destination, according to a recent survey conducted for the US Travel Insurance Association (USTiA).¹

To help address these and other travel concerns, the USTiA has launched **trip.ustia.org**, a new web site designed to provide helpful information for anyone planning a trip. The TRIP site is based on an acronym for "Travel Responsibly, Informed and Protected," and is a one-stop "travelers' aid" source of useful articles and tips.

With a theme of "Empowering you to travel safely," the web site is divided into three main sections, each containing timely articles by USTiA experts: travel health, travel safety, and security. Current articles include topics such as hotel and cruise ship safety, traveling with prescriptions, altitude sickness, how to reduce blood clots when traveling, students traveling alone, safeguarding travel documents, and steps to navigate civil unrest.

The TRIP site also provides links to helpful resources. Among these are U.S. government services such as the Center for Disease Control & Prevention (CDC), U.S. embassies, the Transportation Security Administration (TSA), and the National Hurricane Center. Travelers will also find links to currency exchange, weather and flight information. A Travel News section provides updated information on items of importance, such as the TSA's 3-1-1 rule, while a "Quick Poll" allows readers to weigh in on a variety of topics.

The USTiA invites the traveling public to visit the TRIP site regularly, as content will update to reflect changing travel conditions.

Being armed with the latest information provides a level of security and confidence for travelers, as does having travel insurance, advises the USTiA. Travel insurance can help travelers protect their vacation investment in case they have to cancel or interrupt their trip for reasons such as illness or natural disaster. Comprehensive travel insurance also covers situations such as illness or injury when on vacation, delayed or lost baggage, and assistance with things that can go wrong, like obtaining replacement prescriptions and documents in case of loss or theft while traveling abroad.

For more information on travel insurance and a listing of USTiA members, visit www.ustia.org.

About USTiA

The USTiA promotes fairness, integrity, and a commitment to excellence in the travel insurance industry. With a mission to educate the public on travel insurance while maintaining high industry standards, The USTiA is a non-profit association of insurance carriers and allied businesses involved in the development, administration and marketing of travel insurance and assistance. Travel insurance and assistance services are available from travel agencies, airlines, tour operators, hotels and resorts, and insurance brokers, as well as through the Internet.

¹ Study conducted for USTiA July 20-22, 2010 by synovate, eNation

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