



Protect Your Cruise Investment This Wave Season

As winter-weary Americans begin to dream of blue waters and sunny islands, cruise lines and travel agents are offering incentives for travelers to book their cruises early. Wave Season refers to the timeframe from January through March when the majority of cruisers book trips for the upcoming year. The US Travel Insurance Association (USTiA) advises travelers to protect their investments with a travel protection plan.

A worthwhile investment

Savvy consumers jump to take advantage of free cruise upgrades and other incentives. But, even with these savings, a vacation still may be a consumer's third-largest expense, after their home and vehicles. It's important that consumers understand the financial loss they could face if they have to cancel or interrupt a trip due to a medical emergency, severe weather, or mechanical problems experienced by airlines or cruise lines.

While most travel policies cost between 4-8% of the total trip cost, coverage more than pays for itself if travelers need to cancel their trip due to a medical emergency, weather, or mechanical issues.

Why purchase travel insurance now

Travel insurance protects against sudden and unforeseen events. For most travelers, there are several months between the time they book their trip and when they actually travel. During that time span, no one can predict everything that might occur. Additionally, benefits such as coverage for pre-existing conditions or "cancel for any reason" coverage are generally only available when the insurance is purchased within a certain time of making an initial trip deposit. These coverages are not available on all insurance plans, so travelers need to understand the purchase requirements of each particular plan and how that product applies to the traveler's unique situation.

What to know

When purchasing travel insurance, USTiA recommends that you carefully review the policy and be sure you understand what is and is not covered. If you have questions about the plan and what is or isn't included, ask the insurance company.

Consumers can choose from many types of travel protection plans. Because policies differ, USTiA urges individuals to compare plans, benefits, and pricing and understand what is covered and what is not. Any questions should be directed to the individual company.

About USTiA

USTiA is a nonprofit association of insurance carriers and allied businesses involved in the development, administration, and marketing of travel insurance and assistance services. 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. For more information on USTiA and travel insurance, visit www.ustia.org.

USTiA also sponsors TRIP (Travel Responsibly, Informed, and Protected), a consumer advocacy website with helpful information, including timely tips on travel, health, safety, and security. For more information, visit www.trip.ustia.org.

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