

Joint publicity campaign to promote travel insurance

The Tourism Commission, the Office of the Commissioner of Insurance (OCI), the Travel Industry Council of Hong Kong and the Hong Kong Federation of Insurers will launch a joint publicity campaign promoting travel insurance tomorrow (March 23).

The Commissioner for Tourism, Ms Eva Cheng said, "Travel insurance provides an efficient and effective means of protection for an individual while abroad. We hope that every traveller could take out travel insurance according to his needs. 'For your peace of mind, take out travel insurance before you travel' - this is the message of our new publicity campaign that aims to encourage members of the public to take out travel insurance before travelling, whether for business or leisure, and whether going on package tours or self-arranged trips."

The Commissioner of Insurance, Mr Richard Yuen added, "Travellers should choose those insurance plans that meet their specific needs. Travel insurance products vary widely in their coverage and exclusions. Policyholders should make sure they know the exact extent of protection they are buying and disclose to the insurer all required information accurately and honestly."

The campaign includes an Announcement in the Public Interest (API), a poster and an educational pamphlet entitled "Travel Insurance - What you need to know".

The TV and radio API feature well-known local artist Ms Dodo Cheng as a tourist who enjoys peace of mind during travelling even when she encounters unexpected events because she has taken out travel insurance. The TV API will be launched tomorrow (March 23) at prime time on the Chinese and English TV channels.

Educational pamphlets entitled "Travel Insurance - What you need to know" providing useful tips for members of the public will be distributed through the OCI, travel agents, District Offices and Consumer Council Advice Centres starting from tomorrow.

Relevant information on the campaign is available at both the Tourism Commission's (<http://www.tourism.gov.hk>) and OCI's website (<http://www.info.gov.hk/oci>).

Tourism Commission

Economic Development and Labour Bureau

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