



Essential Travel Company Background

EssentialTravel.co.uk is one of the UK's leading online travel essentials providers. Since 2001, over five million British travellers have enjoyed peace of mind with the company's fully comprehensive, competitively priced travel insurance policies, along with priority access to the most sought after airport car parks, hotels and lounges in the UK.

EssentialTravel.co.uk also offers excellent rates on car hire and car hire excess Insurance.

The Launch

EssentialTravel.co.uk was launched in 2001, the result of a dynamic merger between Essential Travel, co-founded by Stuart Bensusan, Richard Hannan and Philip Jordan, and Online Essentials, owned by Simon Purnell and Stephen Smith. The two teams saw the opportunity that the internet presented to bring great value travel essentials straight to the consumer in an easily accessible format.

Goals

EssentialTravel.co.uk's aim is to provide customers with a quick and easy web platform to book a full range of travel extras or 'essentials'. In order to help increase ancillary sales of these products within the travel industry, Essential Travel created a white label solution that can easily be embedded into relevant websites.

Innovation

Quickly developing a reputation for innovation and fairness for the consumer, EssentialTravel.co.uk built one of the UK's first online quote-comparison engines. The company continues to monitor the market closely to ensure it only offers the most reliable, comprehensive, good-value products, all available instantly through the secure and easy to navigate website.

Acquired

In March 2010, EssentialTravel.co.uk became part of Thomas Cook, the second-largest leisure travel group in the UK. Comprehensive travel insurance policies are now underwritten by White Horse Insurance Ireland Ltd.

Awards

EssentialTravel.co.uk receives constant recognition for its modern approach and high standards in the industry.

2008 - Real Business magazine declared it one of the Top 100 fastest growing companies in the UK

2009 - Best Travel Insurance Website at the Travolution awards
2010 - Best Travel Add Ons Website Award at the TravelMole Web Awards
2012 - Silver British Travel Award for 'Best Insurance Provider' at The British Travel Awards

For further information visit www.essentialtravel.co.uk or call 0845 803 5434

Press Information

Contact: Paula Gardner

Tel: 0207 0870 451

Email: pgardner@essentialtravel.co.uk