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Bleisure Travel Is Growing

According to [Bridgestreet](#), 60% of international business travelers have added vacation time onto a business trip and better than half of them bring their families along. This practice has come to be known as "bleisure." The trend towards bleisure is expected to grow as 94% of younger travelers have or want to do so.



Businesses are beginning to respond to bleisure travelers. The Bridgestreet report referenced above was for the hospitality industry and some [designers](#) are coming up with mixed outfits specially for the bleisure crowd.

When taking a vacation onto a business trip, your clients should still make sure it is protected with **Travel Insurance**. The typical plan will cover emergency medical expenses and baggage loss and delay, and recover at least some of the cost of the trip if the vacation portion has to be canceled or cut short.

As a Big "I" Markets agent, you can offer your clients travel insurance through our partner carrier Travel Insured International. Opt-in for **Cancel for Any Reason Coverage**, and your clients may cancel their plans and get up to 75% of their total trip cost for any reason they choose. They just have to have purchased within 21 days of deposit (other eligibility conditions must also be met) and cancel 48 or more hours prior to scheduled departure in order to be eligible.

The [TII travel blog](#) covers a myriad of travel related subjects including travel agent myths, bleisure, air travel tips, picking the right hotel, using a cellphone abroad, navigating hurricane season, and more. Don't know how to account for [miles or rewards points](#) in the cost of the trip? There may be a points [rebanking fee](#) if a trip is cancelled and that cost, up to \$250, can be covered.

Travel Insurance can cover accident and sickness medical expense, emergency medical evacuation/repatriation, trip delays, cancellation, interruption, missed connections due to severe weather or many other reasons outside the traveler's control.

Obtaining coverage is easy:

- Review the [product guide](#) with your client. Use the Quick Quote Feature on the Travel Insured International Site to calculate premium and add optional coverage if desired.
- Contact the Carrier's Help Desk with any coverage or underwriting questions.
- When you are ready for coverage to be issued, you **MUST** click on **Request a Quote** to access the applications and enter client information. Then scan and attach the completed application as a "New Message" or email to nancy.doherty@iiba.net. **A credit card number is required to issue coverage.**
- **Travel Insurance** is currently available to members in all states.

The product and eligibility may have been revised or discontinued since the original article was written. Review the Information page for each product on Big "I" Markets for current content and instructions.



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The Travel Insurance International help desk can be reached at (800) 243-3174. Nancy Doherty can be reached by email nancy.doherty@iiaba.net or at (800) 221-7917 x5389. Submit business online at www.bigimarkets.com.

Rates, waiting periods, and coverages can vary in FL, IA, KS, NY & WA.