

WAS Insurance and Travel Protect launch on Compare the Market

Brisbane, Australia, 23 October 2023 - [Wise and Silent](#) (WAS) Insurance and its retail brand [Travel Protect](#) are now available on [Compare the Market](#), one of the world's largest travel insurance comparison websites.

Since launching in the Australian travel insurance market in February this year, WAS and Travel Protect have provided coverage to thousands of Australian customers and attracted a 4.5-star customer rating on [Trustpilot](#), thanks to their world-class user experience and tailored insurance products backed by API integration and AB testing technology. The reviews often emphasise the value, comprehensive coverage, easy to navigate and understand the policy and simplicity of the purchasing process.

Founder and Director Glenn Broadhurst said their successful partnerships, such as the onboarding of Qikio Insurance and integrations with major platforms like Compare the Market and Finder, have all played a part in their success since inception. "Additionally, the speed of growth in our direct business has been nothing short of impressive," said Mr Broadhurst.

"Our proprietary optimisation platform is still in its infancy but already showing potential to drive immediate sales and customer outcomes; the team are constantly refining the channel proposition, product and user experience. This optimisation will make a difference for Australian travellers.

"The next iteration for WAS and Travel Protect, planned to go online by the end of the year, will see AI and Machine learning fully incorporated into the optimisation framework. With this, we hope to give customers the best possible experience and products that are easily understood and well-suited to their needs."

Mr Broadhurst added that the Australian travel market's rebound post-Covid is undeniable. "At WAS Insurance, the indicators suggest that this upswing will continue into 2024. Despite possible economic fluctuations, Australians continue to travel and seek products that offer a good exchange for value."

WAS is designed to collaborate with various travel industry partners, including online travel agencies, airlines, credit card companies, and associations, to offer customised travel insurance options.

WAS insurance plans offer a budget alternative [COVID Essentials](#) as well as a more configurable option [Discovery plan](#), with optional [upgrades](#) to cover a range of [trip types](#) and travel needs. Depending on the plan, benefits include trip cancellation and trip

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interruption cover, emergency medical cover for up to 12 months, 24/7 assistance and claim support.

[Travel Protect insurance plans](#) offer a COVID Basic policy with unlimited* medical, up to \$4,000 in cancellation and trip interruption. Whilst Explorer policy is more comprehensive, offering unlimited* medical, up to \$40,000 option cover for cancellation and trip interruption, up to \$10,000 option cover for lost or stolen luggage, rental vehicle insurance excess and options cover for cruise, ski or motorcycle.

*Note that not all benefits apply and will depend on whether you have selected them (and are reflected on your Certificate of Insurance). Terms, conditions, exclusions, limits and sub-limits apply.

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About WAS and Travel Protect

[Wise and Silent \(WAS\) Insurance](#) is an Australian company enabling travellers to select cost-effective travel insurance products that fit their needs easily. [Travel Protect](#) is its retail brand offering under 35s competitively priced tailored insurance policies. WAS is an authorised representative of [Battleface Insurance Services](#), offering Covid-19 cover, emergency medical cover, 24/7 assistance and seamless claims handling. WAS collaborates with various partners in the travel industry, including online travel agencies, airlines, credit card companies, and associations, to offer customised travel insurance options.
