



- Let's imagine you are considering making a trip abroad to a destination other than the United States. Can each of you write down on the paper in front of you where you expect to be travelling to in the next year or two – what locations or regions? ROUND TABLE. PARTICIPANTS SHARE DESTINATIONS.
- Now, let's talk about your trip planning activities. First, what do you usually take into consideration as you are choosing this travel destination? What factors, issues or concerns did you factor into the decision? (MODERATOR TO LIST ON FLIPCHART)
  - And which ones are the most important to you? Why?
  - Is this something you always consider when travelling?
- How much planning do you do? And, do you tend to plan well ahead or are you more spontaneous?
  - Are there some destinations that you would be more spontaneous about in terms of booking your travel, while for others you might take more time to plan? Explain.
- Take me through the process of planning and/or preparing for a trip abroad (again, to a destination other than the U.S.). What specific steps do you take? Probe for:
  - What kind of information are you looking for?
  - Where do you get information from? Who/what influences your choice of travel destinations? Probe for reliance on:
    - Friends/family – What kind of role do they play?
    - Social media – What do you rely on? Which social media sites/platforms do you use most regularly? What is it that you like about them? How do you use social media in terms of travelling planning?
    - Travel apps – which ones do you rely on most frequently? And, do you use them when you are actually overseas? How do you use them?
    - Travel books/guides such as EyeWitness Travel, Fodor's, Bill Bryson, etc. – How do you use these to guide your choices and planning?
    - Online services like TripAdvisor, Lonely Planet, etc. – What is your experience in using these websites? How do you use these services for travel planning? Do you get what you need? Can you find what you are looking for? Would you use the services/sites again? Why/why not?
    - Government of Canada. What is your experience interacting with GoC? What services do you use for travel planning? Do you get what you need? Can you find what you are looking for? Would you go back to GoC sources/sites again if you were planning another trip? Why/why not?
  - What are your 'must do' activities before going abroad? Can you think back to the last time you took a trip outside Canada? What, if anything, did you do to prepare? If not raised, probe for each of the following and ask why/why not for each:
    - Purchasing travel insurance
    - Checking the laws/rules of the country of destination
    - Determining if there is a potential health risk (e.g. cholera, malaria, hepatitis, traveller's diarrhea, etc.)
    - Ascertaining how to get assistance from Canadian government, if necessary
    - Anything else? MODERATOR TO BE ATTUNED FOR ANY MENTIONS OF TRAVEL VISAS. IF MENTIONED PROBE FOR: Is this something you get advice about? Who do you ask? What kind of research do you do?
  - And, do you always travel with ...
    - Cell phone/Smart phone – do you get a plan that will allow you to make local or international calls in the destination you are travelling to?
    - Tablet/laptop – how easy/difficult is it for you to get an Internet connection? Is this a consideration for you?
  - Do you purchase and/or use a data plan when travelling, or do you feel this is an unnecessary expense? Are there alternatives that you rely on (i.e., Wifi access, business center in hotel, etc.)? Explain.