



Objectives and Methodology

A. Background

As the number of Canadians travelling abroad has been steadily increasing, up 21% from ten years ago, and the destinations Canadians are travelling to have diversified, a better understanding of how Canadians receive information while travelling abroad is crucial. In keeping with the need to adapt to a changing consular environment, Global Affairs Canada (GAC) undertook to update its public opinion research studies last undertaken in 2007 and 2008 with Canadian travellers and industry professionals.

Previous qualitative focus groups and airport intercepts were undertaken just over 10 years ago and that research concluded that:

- Canadian travellers exhibit a somewhat improvised approach to trip planning. While they take most key administrative steps needed for their travels and pay attention to many important safety and security issues, they do so in a somewhat disorganized manner, increasing the chances of skipping key steps.
- The Government of Canada is seen as a highly credible and useful source of information on international travel, particularly on safety and security issues. Nevertheless, it remains a secondary source for Canadian travellers and travel professionals as many prefer to use what they see as more convenient, easy-to-use sources, such as travel guides and various Internet sites.
- Travellers and travel agents have a generally positive view of Government of Canada's communications material on international travel. While some expressed reservations about the travel.gc.ca web site, a majority believe these communications tools to be well-designed and credible.
- A majority of respondents stated that they had encountered international travel information emanating from the Government of Canada, even if briefly, and believe they could find it if they wanted to.
- Most travellers see the Government of Canada as their main resource in case of trouble when travelling abroad.

B. Research Objectives

The purpose of the 2018 research program was to continue to explore the behaviours, attitudes, needs and expectations of Canadian travellers almost a decade later. The main objectives of the research were to:

- Determine what sources of information Canadians require to make safer and smarter travel decisions and to explore how and when Canadians consume information to make travel decisions.
- Evaluate which approach is best to provide assistance to Canadians
- Keep Canada at the forefront of delivering its consular mandate
- Provide the Consular Bureau with direction to adapt to a changing environment
- To inform GAC of Canadian attitudes and behaviours to international travel safety

