

2. Educate the traveling public on the steps required to prepare for a trip as well as the role of consular services (i.e. inform, answer questions).
3. Affect behaviour related to travel preparation and use of consular services.

Different marketing and communications strategies are required to address these objectives. For example, advertising might be used to generate awareness of the issues and to get travelers to ask questions. Improved access to materials such as the booklet will ensure that travelers are given the materials to educate themselves on necessary preparation steps. The use of intermediaries and peer groups can complete the loop by affecting behaviour. These strategies are discussed in further detail in the following sections.

9.23 Strategies for Materials/Services

Actively market the booklet. The existing booklet should be more actively marketed as an objective handbook for travelers.

Make changes in future editions of the booklet to better reflect marketing objectives. Very few changes need to be made to the existing booklet in order to meet the needs of target audiences. In the short term, the booklet is well designed and positioned to address the information requirements of travelers.

In future editions, the Department could consider making the following specific changes to the booklet:

- Include a one-page summary of "travel dos and don'ts" similar to the list provided in the brochure of that title.
- Consider the development of different versions of the booklet with targeted messaging (but the same content). This could be done simply by altering the cover design to appeal to different target audiences, or emphasizing different contents on the cover. The cover for comfort travelers, for example, might include a picture of older people traveling and could highlight contents related to health precautions (e.g. "Inside: Medical Advice and Health Insurance Information for Travelers").
- If the booklet is offered as a priced publication, add a card stock cover to make it more durable when traveling and to increase its longevity.
- Print separate French and English versions to reduce the size and weight of the booklet.