



There are also opportunities for further outreach to travel professionals, specifically at trade shows or through their associations to ensure that they are effectively utilizing and actively promoting Government of Canada resources to their clients. Similarly, it is important to consider an outreach strategy to tour operators and those offering vacation packages or 'all-inclusive' deals given their popularity and the fact that some travellers book these types of trips quite spontaneously and are, therefore, even less likely to think about safety and security considerations.

Travellers expect and believe they will receive timely and appropriate emergency consular assistance should they find themselves in some sort of distress while they are abroad. Raising awareness of the 24/7 assistance that is available to Canadian citizens travelling overseas would be reassuring, while at the same time it is important to ground any messaging within the context of 'responsible travel' to ensure that Canadians remain aware and vigilant of their personal responsibility.

MORE INFORMATION

Supplier Name:	The Strategic Counsel
PWGSC Contract Number:	08242-170471/001/CY
Contract Award Date:	2018-02-06
Contract Budget:	\$149,992.36

To obtain more information on this study, please e-mail Kristin.Plater@international.gc.ca.

Statement of Political Neutrality

I hereby certify as Senior Officer of *The Strategic Counsel* that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Communications Policy* of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed:

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