



- Booth at travel shows
- Conferences/talks
- Web site
- Others?
- Overall, how credible do you find the Government of Canada as a source of information for international travel? Why do you say that?
- REFER BACK TO USE OF/EXPECTATIONS RE GOC SERVICES IN SECTIONS A AND B. IF NOT COVERED PROBE FURTHER. Are you aware of any specific products or services that the Government of Canada offers to people travelling abroad? What are you aware of? (LIST ON FLIPCHART)
- Is there anything missing from this list that you would expect the Government of Canada should be providing? (LIST ON FLIPCHART) Probe for:
 - Registration of Canadians Abroad. Have you heard of this service? What do you know about it? If necessary, explain that you can register your travel information with the Government of Canada (travel.gc.ca) so that the government can contact them in case of trouble in the destination country, like political unrest or a natural disaster, or in the case of a family emergency). Is this something that you advise your clients to do? Why/why not?
 - Travel advice and advisories. Do you refer to these? Have you bookmarked this site? Do you receive updates regularly, particularly if a situation changes? What's your general impression of the travel advice/advisories from the GoC? How useful do you find them? Do you provide them to your clients? Do you include them in their travel itineraries and/or provide them with a link? Explain.
 - List of embassies and consulates. Do you usually provide clients with this information as part of their itinerary? Why/why not?
 - Travel Smart App. Have you heard of this? If not, explain that the App provides up to date advice and advisories on over 200 destinations as well as emergency contact information for embassies/consulates, and wait times at borders, etc. When you connect to the travel.gc.ca social media account you can ask questions, share information with others and learn about travelling safe and smart. Is this something you would recommend to your clients? Why/why not?
- REFER BACK TO VULNERABLE GROUPS – LIST ON FLIP CHART. Going back to the groups that are most vulnerable when they travel, do you think that the Government of Canada should provide information that is tailored to them or should they be responsible for doing their own research based on their personal circumstances? If the former, what channels should the Government use to reach them?

E. Views on Travel Advisories (30 minutes)

- I want to spend a bit more time getting your feedback on travel advice and advisories. If you had already planned a trip to a foreign country for a client and the Government of Canada released a travel advisory recommending that travellers avoid visiting this destination, what would you say to your clients? Explain. Probe for:
 - Do you systematically consult the Government of Canada's travel advice and advisories before booking a client's trip?
- Now, I want to show you a travel advisory for Lebanon and get your reaction. MODERATOR TO ACCESS LEBANON TRAVEL ADVISORY LANDING PAGE ONLINE. <https://travel.gc.ca/destinations/lebanon>
- How often do you refer to these travel advisories? Probe for:
 - Never, rarely, sometimes, always or depends on the country/region.
 - If depends on country/region: What regions or countries would you be most likely to seek out this information for? Explain.
- You can see that the page is structured with a set of 7 tabs across the top of the landing page. The first tab is risk level. If you had been planning a trip to Lebanon for a client and read this, what would your reaction be? Would anything you read here change your advice to the client in any way? Why/why not?
- How do you interpret the term 'advisory?' Note that the information reads Regional Advisory – Avoid all Travel and then lists specific areas. How do you interpret this information? What actions would you recommend your client take, if any, based on this? Can you think of a better term than 'advisory' for this concept?