



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.

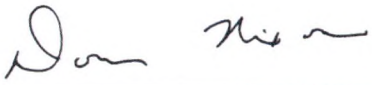
Travellers expect and believe they will receive timely and appropriate emergency consular assistance should they find themselves in some sort of distress while they are abroad. Raising awareness of the 24/7 assistance that is available to Canadian citizens travelling overseas would be reassuring, while 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	
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Signed: 

 Donna Nixon, Partner

