

## BACKGROUND

### "Bon Voyage, But..." Video Series

- \* The "Bon Voyage, But..." video series is a production of External Affairs and International Trade Canada's Consular Awareness Program. The Program aims to increase the self-reliance and preparedness of Canadian travellers.
- \* The series comprises four, 27-minute episodes. It combines interviews with ordinary Canadians, who provide their perspective of what is involved in trouble-free travel, and comments from some of Canada's consular officials.
- \* A production crew from Tier One Communications Corporation of Toronto accompanied the department to 20 locations in 10 countries to shoot the series. The countries include the United States, Jamaica, Belize, Mexico, France, Italy, Turkey, Egypt, Thailand and Hong Kong. The budget for the series was \$300,000.
- \* The objective of the series is to educate Canadians travelling to foreign destinations of the need for better preparation, and to alert them to some of the pitfalls they may encounter while travelling abroad.
- \* The series also clarifies what Canada's diplomatic and consular missions can and cannot do for Canadians should they run into difficulty abroad.
- \* The series will be made available to public television networks as well as schools, libraries and interested groups across Canada. The department will also work with the Canadian travel industry to identify other places in which the series could be broadcast.
- \* The "Bon Voyage, But..." video series complements other initiatives of the Consular Awareness Program including the "Bon Voyage, But..." booklet, distributed with every Canadian passport; "Border Kids," an educational video for young Canadians; brochures addressing issues such as health insurance and safeguarding valuables; and an extensive advertising campaign targeting youth, seniors and the general travelling public.
- \* The Consular Awareness Program works with EAITC's Anti-Drug Information Program to deter Canadians travelling abroad from transporting illegal drugs or using them outside of our borders.