



- 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 use? 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 and the Government of Canada released a travel advisory recommending that you avoided visiting this destination, what would you do? Why?
- You can access travel advisories online ... I want to show you one for Lebanon and get your reaction. MODERATOR TO ACCESS LEBANON TRAVEL ADVISORY LANDING PAGE ONLINE.
- <https://travel.gc.ca/destinations/lebanon>
- Have you ever accessed this information for any destination? Did you know it was available before today?
- 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 and read this, what would your reaction be? Would anything you read here change your decision or alter your plans 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 take, if any, based on this? Can you think of a better term than 'advisory' for this concept?
- I want to ask you about the various risk levels. If I click on the section that reads '*Exercise a high degree of caution*' I get taken to an explanation of the various risk levels. You can see there are 4 levels – how do you interpret each of these? Is there anything in the explanations of these levels that is unclear? Would you explain them differently? Do you think it is necessary to have risk categories?
- Looking at this landing page, what gets your attention, if anything? What are you most interested in? From here, where would you go next?
- MODERATOR TO REVIEW EACH SECTION OF THE TRAVEL ADVISORY. Overall, do you find the advice credible? Do you think the information we just reviewed is alarmist?
- Overall, what are you most interested in when reviewing/reading this travel advice page? What information is most/least important to you?
- Thinking about each of the sections and the information provided, do you find this documentation to be clear and easy to read? Probe for:
 - Is there anything unclear or that you don't understand?
 - Is it too much/too little information? Is anything missing that you would expect to find on this travel advisory?
 - Is it easy to use?
 - Would you consult it when planning your next international trip? Why/why not?

G. Wrap-Up (5 minutes):

- Overall, do you think you and other Canadians have enough information about international travel?
- Is there anything new or surprising in what we have discussed this evening? Is there any one thing that we have discussed that is giving you pause to possibly rethink how you might approach your next trip outside of Canada? Please explain.

THANK YOU.