



- I would also like to stress that there are no right or wrong answers. We are simply looking for your opinions and attitudes. It was not a prerequisite coming into the groups that you be an authority on international affairs or foreign policy. This is not a test of your knowledge.
- The moderator is not an employee of the Government of Canada and may not be able to answer some of your questions.
- (Moderator introduces herself/himself). Participants should introduce themselves, using their first names only. Please tell us a little bit about your travel business – what types of trips do you tend to book most often (i.e., business, pleasure) and to which destinations?

**A. Common considerations when travelling (25 minutes):**

- I'd like you to imagine that you are assisting one of your clients planning a trip to an international destination, other than the United States. For the sake of this discussion let's assume that they would like to travel through a region like Asia, Africa or the Middle East, and they are looking to you to help them build an itinerary.
- Take me through your planning process. Where do you start? Probe for:
  - What kinds of questions or considerations would you discuss with your client?
- How do you begin to put the itinerary together? What kind of information do you need/gather in order to develop the itinerary? Probe for:
  - Activities
  - Accommodation
  - Any special travel requirements/restrictions
  - Health or safety concerns
  - Other?
  - Probe also for: What would you do in a situation where your client wanted to book a trip to the Caribbean/Mexico during the hurricane season? Would you voice any concerns about this? How do you broach this with your clients?
- Where do you get information from? What sources do you rely on? Probe for:
  - Social media – What do you rely on? Which social media sites/platforms do you use most regularly? What is it that you like about them? How do you use social media in terms of travelling planning?
  - Travel apps – which ones do you rely on most frequently? How do you use them?
  - Travel books/guides such as EyeWitness Travel, Fodor's, Bill Bryson, etc. – How do you use these to guide your choices and planning?
  - Online services like TripAdvisor, Lonely Planet, etc. – What is your experience in using these websites? How do you use these services for travel planning? Do you get what you need? Can you find what you are looking for? Are these services/sites you use regularly? Why/why not?
  - Government of Canada. What is your experience interacting with GoC? What services do you use for travel planning? Do you get what you need? Can you find what you are looking for? Do you use GoC sources/sites regularly? Why/why not?
- What do you advise your clients are things they should do before/as they are preparing to go abroad? Does it depend on who your client is? If so, what does it depend on? To anchor this discussion, can you think about a specific example from among the trips you have recently booked for clients travelling abroad? What, specifically, did you suggest that they needed to do? If not raised, probe for each of the following and ask why/why not for each:
  - Purchasing travel insurance – Do you systematically recommend that your clients purchase travel insurance? Generally, what percentage of your clients travel without adequate travel insurance? What is your guess?
  - Checking the laws/rules of the country of destination
  - Determining if there is a potential health risk (e.g. cholera, malaria, hepatitis, traveller's diarrhea, etc.)
  - Ascertaining how to get assistance from Canadian government, if necessary

