



2. Qualitative Component

A series of 12 focus groups were conducted in 5 major Canadian cities identified as points of origin for many international travellers. As outlined in the chart below, the groups were held across the country in Halifax (February 27th), Toronto (March 1st), Calgary (March 7th), Montreal (March 8th) and Vancouver (March 8th). Of the 12 groups, 9 were moderated in English and 3 in French (in Montreal).

Each focus group was two hours in length and these were held among two targeted subgroups as follows:

- **Travelling Public:** General public participants who have travelled in the past two years or who plan to travel internationally within the next year.
- **Travel Professionals:** In two locations, Toronto and Montreal (French) an additional group was undertaken with travel agents to gauge their usage and views of the Consular Services provided by Global Affairs Canada.

A total of 8 participants were recruited for each group, assuming that 6 to 8 participants would attend each group. Each participant received an honorarium in respect of their time, \$90 for the travelling public and \$150 for travel professionals.

The recruitment screeners and moderator’s guides can be referenced in the Appendix.

Date	City	Profile	Time
Tuesday Feb 27/18	Halifax	Travelling public: 18-34 year olds 35-55+ year olds	5:30 pm 7:30 pm
Thursday March 1/18	Toronto	Travel agents/Travel Professionals Travelling public: 18-34 year olds 35-55+ year olds	12:30 pm 5:30 pm 7:30 pm
Wednesday March 7/18	Calgary	Travelling public 18-34 year olds 35-55+ year olds	5:30 pm 7:30 pm
Thursday March 8/18	Montreal	Travel agents/Travel Professionals Travelling public: 18-34 year olds 35-55+ year olds	12:30 pm 5:30 pm 7:30 pm
Thursday March 8/18	Vancouver	Travelling public: 18-34 year olds 35-55+ year olds	5:30 pm 7:30 pm