



Foreign, Commonwealth  
& Development Office

# Travel Aware campaign: Winter 2025

## Partner toolkit



# Background and aims

## **Background:**

Travel Aware is an established, 'always on' campaign that has run since 2014.

The campaign presents an opportunity for FCDO and the travel industry to get British nationals travelling to engage with travel advice and understand the steps they need to take for a safe and enjoyable trip.

## **The campaign's aims are:**

- To reduce the number of preventable incidents involving British nationals abroad that require consular assistance. This reduces time and financial resource spent by the British Government.
- To drive users to GOV.UK's foreign Travel Advice service and other relevant GOV.UK pages.



## Who this toolkit is for

- This toolkit is for all Travel Aware partners. It provides guidance on how you can promote Travel Aware's Winter 2025 messaging to your audiences.
- Keeping British nationals safe abroad is a shared interest for the FCDO and its partners. As well as reducing consular cases, adequately prepared travellers will reduce pressure on customer services, insurance claims and travellers having negative experiences abroad.



# Audience

- The audience encompasses all British travellers aged 18+ travelling to all destinations this winter. Naturally, we want to reach as many of these as possible with a broad range of messaging.
- We want to reach people who are heading away over Christmas and in the first two months of the new year.
- The most popular holiday types over this period are:
  - winter sports.
  - city breaks (including Christmas markets).
  - 'winter sun' (hot destination holidays).



# Winter campaign key messages

Some messaging is similar to our core year-round messaging, but there are winter-specific additions'

- Check [foreign travel advice](#) for the latest information on your destination country.
- Sign up to free travel advice email alerts for your destination.
- Get insurance and check cover is appropriate for your trip. Specific messages include: declare pre-existing medical conditions; check it covers all planned activities; check it covers your whole trip; and check that medical evacuation is included. [Travel insurance - Travel Aware](#)
- Keep your passport safe.
- Winter sports safety messaging. This includes: purchasing the right insurance cover; making sure you're fit to ski; following local resort advice; choosing the right route; being avalanche and weather aware; and being drink aware. [Preparing for winter sports abroad - GOV.UK](#)



# Winter general assets

We have static assets for four of our core messages:

- Check Travel Advice
- Get travel insurance
- Keep your passport safe
- Stay informed

We have assets with each of the four core messages for 'winter sun'/beach-based travel and also assets with the four messages for city break-type travel.

Each message type is available in three dimensions, depending on your needs:

- Square
- Vertical
- Landscape.

These will be shared with you. These are the same assets provided in 2024.





# Cruise assets

This winter, we have new assets on cruise ships which display five core messages with different creative executions.

These are available in three dimensions each: square, vertical, landscape.

These will be shared with you in due course.





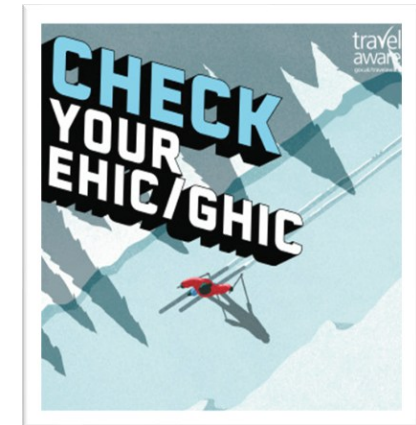
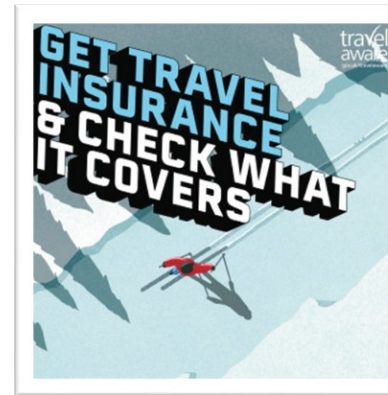
# Winter sports assets

We have a static asset for five core messages with different creative executions.


These are available in three dimensions each:

- Square
- Vertical
- Landscape








These will be shared with you. These assets are the same as those provided in 2024.







Message	Example Copy	Asset
Check Travel Advice	<p>Winter travel? Make it easy. Stay informed on changes to your destination by signing up to free @FCDOGovUK travel advice email alerts. These could include major disruptions, changes to local laws and customs, or weather disruptions you need to know about before or during your trip. Christmas present to yourself... sorted <input checked="" type="checkbox"/> Sign up at your destination's page: <a href="#">Foreign travel advice - GOV.UK</a> [please request UTM, if needed]</p>	
Stay informed	<p>Got a city-break planned this winter? Sign up for travel advice email alerts for your destination 📱 We'll notify you when advice changes, so you can make informed decisions while travelling. Sign up to alerts here 🖱️ <a href="https://www.gov.uk/foreign-travel-advice">https://www.gov.uk/foreign-travel-advice</a> [please request UTM, if needed]</p>	



Message	Example Copy	Asset
Get travel insurance	<p> Planning to spend Xmas abroad this year? Make sure you get insurance and pack your policy when you travel. Planning for “what if” scenarios isn’t worrying – it's winning. Be prepared, not panicked.  For more travel insurance top tips, check: <a href="#">Travel insurance - Travel Aware</a> [please request UTM, if needed]</p>	
Get travel insurance	<p>Packing to go to abroad this winter? Don't forget travel insurance:</p> <ul style="list-style-type: none"><li>✓ Medical conditions declared</li><li>✓ Full trip dates covered</li><li>✓ All activities covered</li><li>✓ Medical cover &amp; emergency evacuation</li></ul> <p>Come back with great memories - not a big bill! #TravelAware Find more travel insurance tips here: <a href="#">Travel insurance - Travel Aware</a></p>	
Get travel insurance	<p> Icy slopes? Foggy vision? Too much Glühwein? Take a day off. A day at the chalet beats a stay in A&amp;E.  For more country-specific tips on ski safety, check: <a href="#">Foreign travel advice - GOV.UK</a> [please request UTM, if needed]</p>	



Message	Example Copy	Asset
Keep your passport and belongings safe	<p>Travelling abroad over Christmas and the New Year? Enjoy your trip and be aware of your surroundings. Check @FCDOGovUK Travel Advice for the latest information on your destination, stay vigilant and follow local security advice: <a href="#">Foreign travel advice - GOV.UK</a></p> <p>[please request UTM, if needed]</p>	
Keep your passport and belongings safe	<p>Heading abroad for some winter sun? Keep your passport safe. You'll need an Emergency Travel Document (ETD) to get home if it's stolen, lost or damaged. They cost £100 &amp; can usually be collected 2 working days after you apply. Find more info here: <a href="#">Travel urgently from abroad without your UK passport: Who can apply - GOV.UK</a></p> <p>[please request UTM, if needed]</p>	



## How you can support us

- Retweet/share our social media posts. We will start posting from **15 December**, through until **mid March 2026**
- Amplify our key messages in your own content across a range of channels during the winter campaign period (e.g. on your website, app, newsletters, blogs, digital advertising screens). Please do tag us or copy in our handles, so that we see your posts and can amplify in return!
- Direct your audience to FCDO foreign travel advice or the Travel Aware campaign page wherever possible – UTMs can be provided.
- Share our assets or create bespoke graphics incorporating our key messages.
- Consider including the below line in any media or PR opportunities where appropriate:
  - Travellers should check the latest FCDO travel advice for their destination on GOV.UK and sign up to email alerts.



## Useful links

### Our campaign social media channels:

- [FCDO travel aware Twitter](#) – @FCDOtravelGovUK
- [FCDO travel advice Facebook](#)
- [Travel Aware Instagram](#) - @travelaware

Travel Aware campaign website, where we host info on different themes:

<https://travelaware.campaign.gov.uk/>

### GOV.UK:

- [FCDO Foreign Travel advice](#)





# Thank you!

**Thank you for supporting our campaign. Travel Aware partners play an essential role in helping travellers access the information they need to have a safe and enjoyable trip.**

- If you require our assets in a different size or dimension, please let Kindred know and we will try to accommodate.
- If you have any questions or feedback on this toolkit, please let Kindred know.