

TRAVEL AWARE CONSULAR CAMPAIGN 2026/27

Travel Aware
Toolkit for
Partners



travel
aware
gov.uk/travelaware



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Background

- In 2024, UK travellers reached a record 94.6 million overseas trips, marking one of the busiest years for international travel.
- While most journeys go smoothly, the FCDO still supports 20,000–25,000 consular cases every year.
- A growing share of these are preventable incidents - situations that could often be avoided with better preparation or awareness.
- The 2026/27 Travel Aware campaign aims to reduce harm by helping travellers understand the risks they may face abroad and by encouraging preparedness.
- The focus is primarily on 18–30-year-olds, although all travellers will benefit from the messaging. This group has been chosen as our consular insights show it is more likely to encounter high-risk situations such as drug smuggling attempts, balcony falls and serious accidents involving quadbikes and mopeds.
- The campaign aims to shift this behaviour to make travel advice and preparedness feel relevant rather than optional.
- Keeping British nationals safe abroad is a shared interest for all of us, across industry and government.



Campaign aims

- To support British nationals abroad and reduce harm by improving awareness of travel risks, enabling earlier, safer decisions and influencing behaviours before and during overseas travel.
- Where possible, to reduce preventable consular incidents involving British nationals abroad, particularly among 18–30-year-olds.
- To drive travellers to GOV.UK travel advice and other GOV.UK consular guidance pages.

Working with you

- This toolkit is for all Travel Aware partners to use, especially during the peak summer travel season.
- It provides guidance on how you can promote the 2026/27 Travel Aware consular prevention campaign using the newly developed assets, which cover:
 - Always-on Travel Aware messaging e.g. check Travel Advice, get travel insurance
 - Accidents e.g. quadbiking, mopeds and balcony falls
 - Overseas festivals
 - Nightlife safety
 - Methanol poisoning



**MATES THAT
PARTY TOGETHER
LEAVE
TOGETHER**

**STICK
WITH
YOUR
MATES**

Our audience

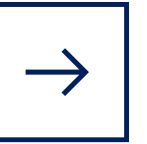
- **Our primary audience is British Nationals aged 18–30.**
 - This includes experience-led travellers - party holidays, festivals, gap years - and backpackers and solo travellers - independent, flexible, budget-driven.
 - They are digital-first, mobile-led; relying on social media, peers, influencers.
- **Secondary Audience: Families and peers**
 - This audience are key influencers on young travellers' decisions.
 - Messaging also benefits wider UK public pre-travel.
- **Behavioural Insights**
 - 16-34 year olds are less likely to seek travel guidance from government sources, but are often more at risk of preventable incidences abroad.
 - Risk awareness exists, but action is limited due to perceived familiarity and safety.
 - They have a high optimism bias ("it won't happen to me") which reduces precautionary behaviour.



CHECK
TRAVEL ADVICE
BEFORE YOU
GO AWAY



Always-on messaging



Always-on messages

01

Check Travel Advice

Check Travel Advice for your destination(s) and sign up to Travel Advice email updates for all the latest info.

02

Get travel insurance

Ensure you have appropriate travel insurance as soon as you book and that it covers all your activities, the duration of your trip and any medical conditions. Share your policy's details with friends or family and pack a copy of your policy.

03

Check entry requirements

Make sure you meet the entry requirements for your destination(s). Leave sufficient time to organise entry documents, such as visas, depending on your status and destination.



Always-on messages

04

Plan ahead

Plan travel, routes and accommodation in advance - especially before busy events; research your planned activities.

05

Check local laws

Laws and customs can differ between the UK and overseas. Check the local laws and customs for your destination(s) before you travel.

06

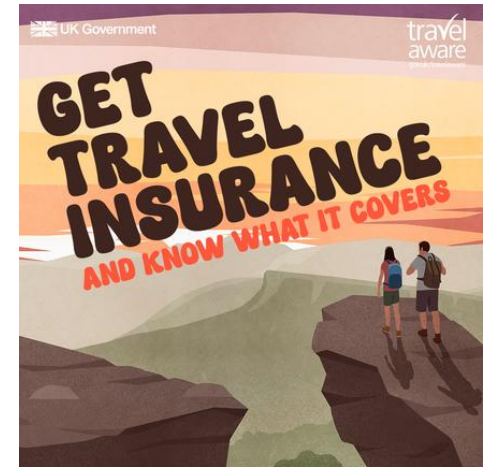
Keep your valuables safe

There are higher levels of petty crime in city centres and at major tourist attractions. Keep your belongings, especially your passport, safe.

Always-on messaging



- The 10 assets are available in 1:1 (Square), 4:5 (IG), and 9:16 (Vertical).
- We aim to accommodate requests for alternative dimensions, where possible.
- Assets can be used on social media channels, with accompanying copy (examples ahead), in-situ on digital screens or as images in blogs etc.
- Assets are available from Kindred.

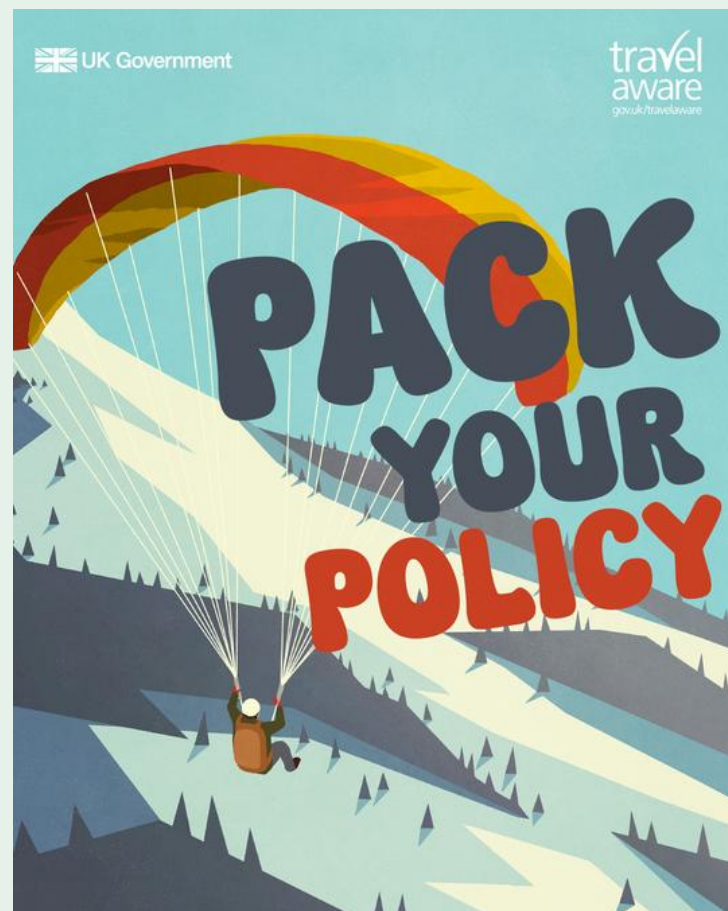


Example copy

🌴 📄 Going away this summer? Declare your medical conditions when you buy travel insurance - it could save you thousands.

If your details aren't up to date, your claim could be rejected.

For more guidance on travel insurance, check [➔](https://travelaware.campaign.gov.uk/travel-insurance/)
[https://travelaware.campaign.gov.uk/travel-insurance/]



🌴 📄 Heading away this summer? Take a paper copy of your travel insurance - it's your backup if you lose your phone abroad.

☎ It includes your policy number and your insurer's 24/7 emergency contact, so you're never stuck without help.

For more tips on travel insurance, check [➔](https://travelaware.campaign.gov.uk/travel-insurance/)
[https://travelaware.campaign.gov.uk/travel-insurance/]

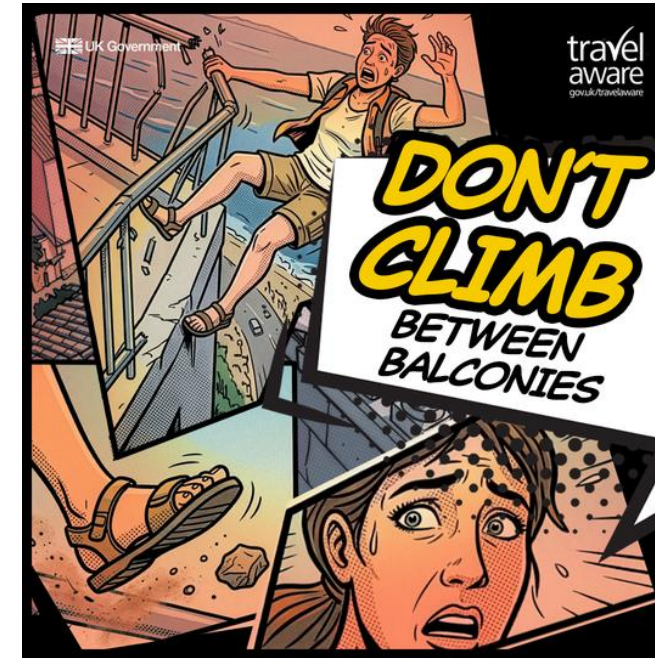


Accidents

Balcony falls



- The 6 assets are available in 1:1 (Square), 4:5 (IG), and 9:16 (Vertical).
- We aim to accommodate requests for alternative dimensions, where possible.
- Assets can be used on social media channels, with accompanying copy (examples ahead), in-situ on digital screens, or as images in blogs etc.
- Assets are available from Kindred.



  Booked a hotel with a balcony?

Follow the safety advice, avoid risky behaviour and keep an eye on friends who might be unsteady.

Hotels can fine or evict you for unsafe behaviour - and your insurance might not cover balcony incidents.

 One slip can change everything.



 A balcony isn't a dance floor.

Every year Brits are seriously hurt after falls abroad - often after a night out.

Keep the fun on solid ground.

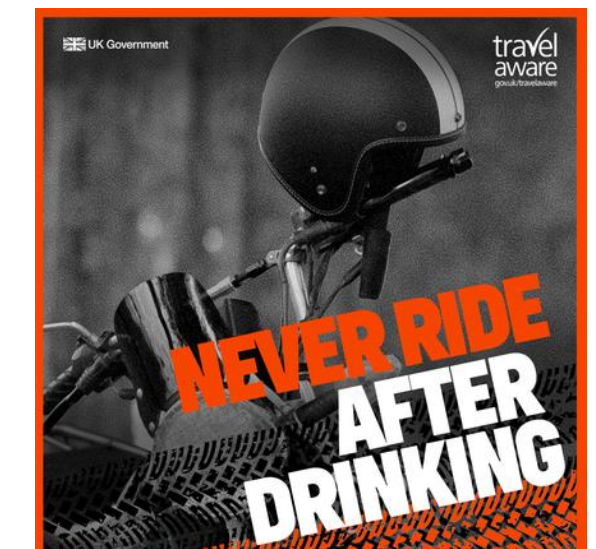
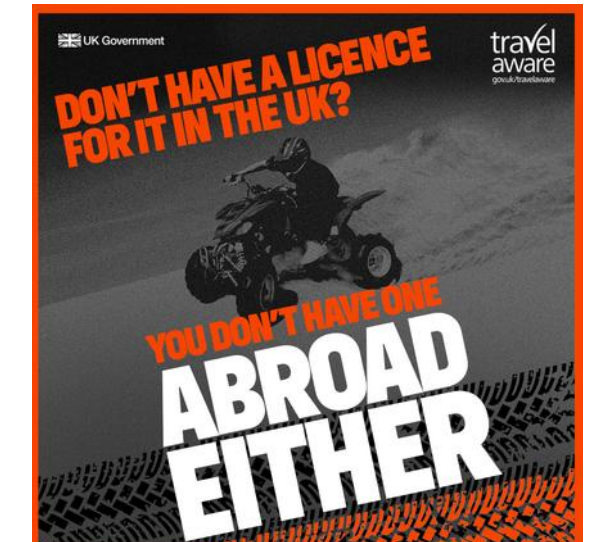
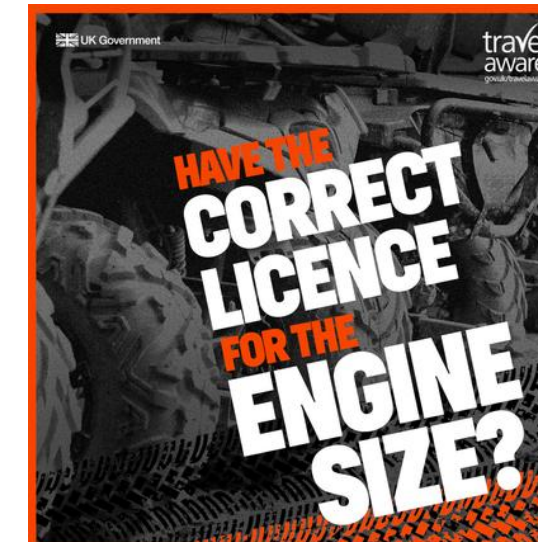
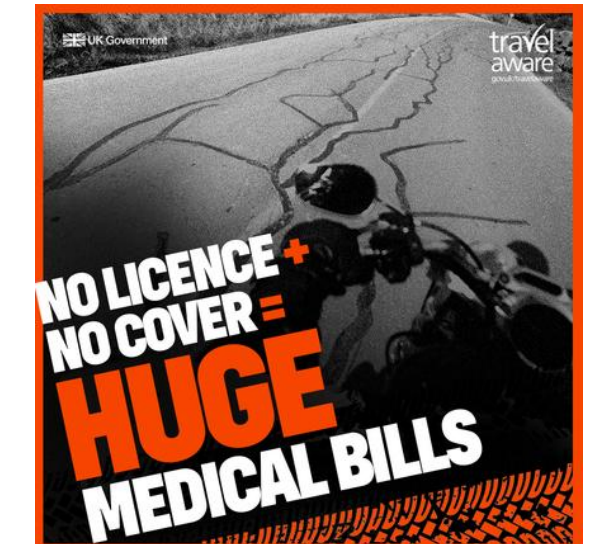
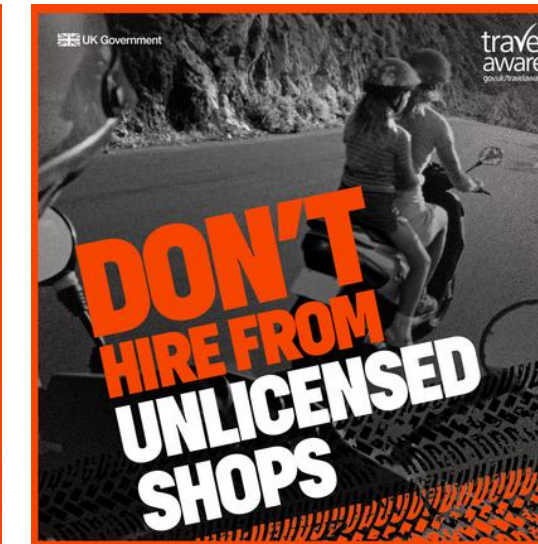
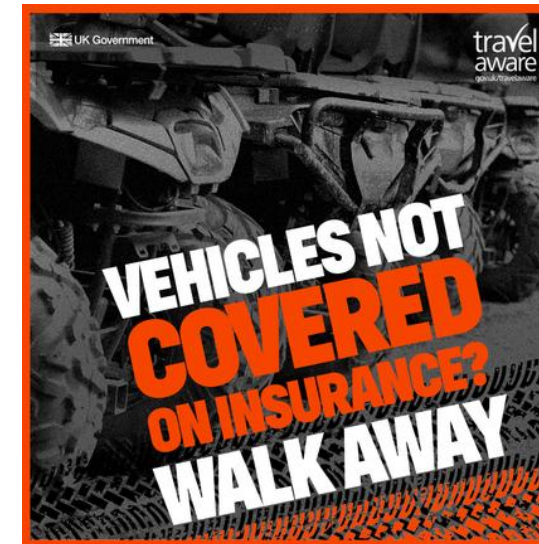
 Balconies aren't part of the party.



Quadbike & mopeds

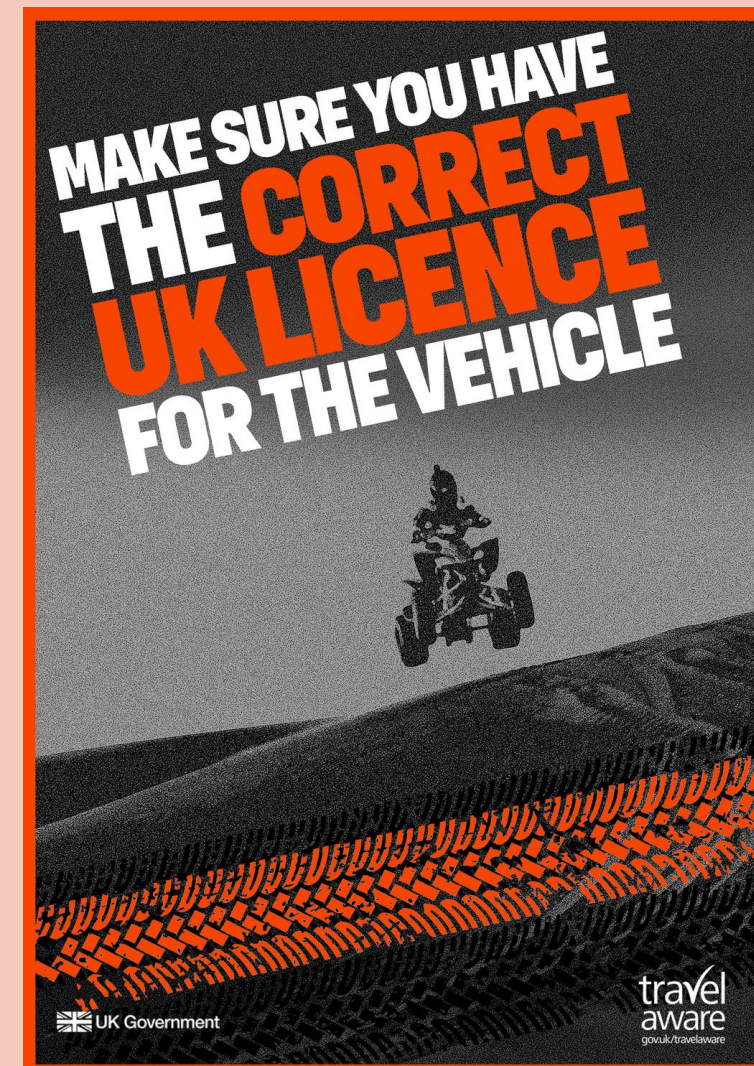
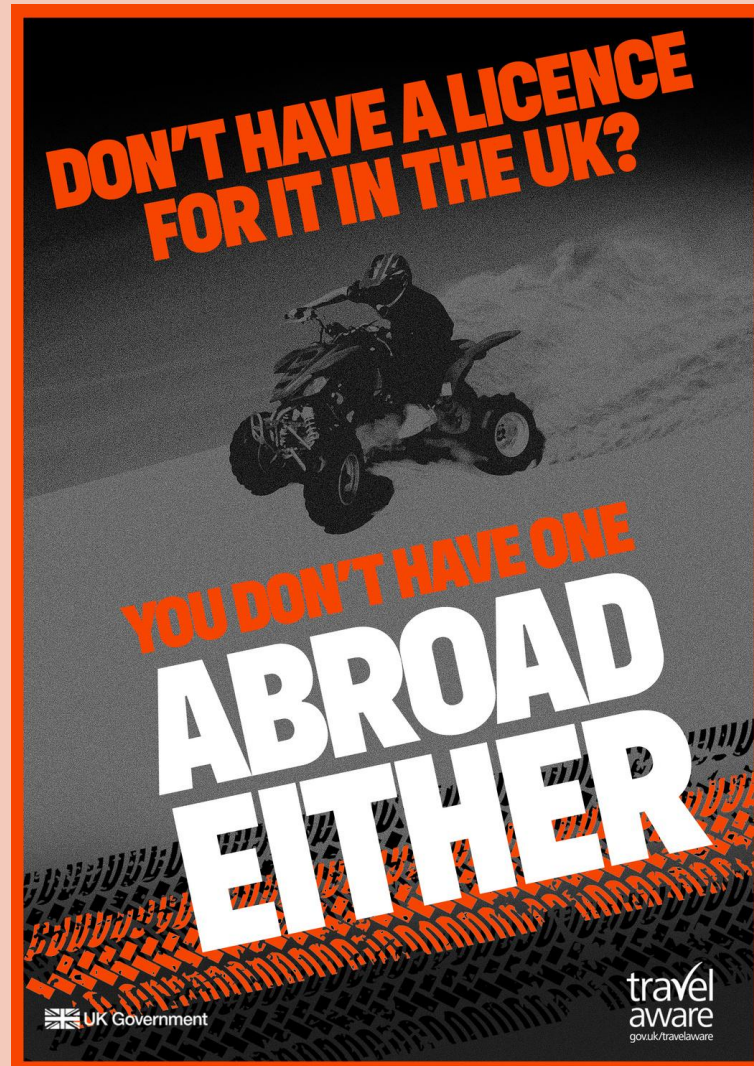


- The 7 assets are available in 1:1 (Square), 4:5 (IG), and 9:16 (Vertical).
- We aim to accommodate requests for alternative dimensions, where possible.
- Assets can be used on social media channels, with accompanying copy (examples ahead), in-situ on digital screens, or as images in blogs etc..
- Assets are available from Kindred.





Quadbike & mopeds - posters



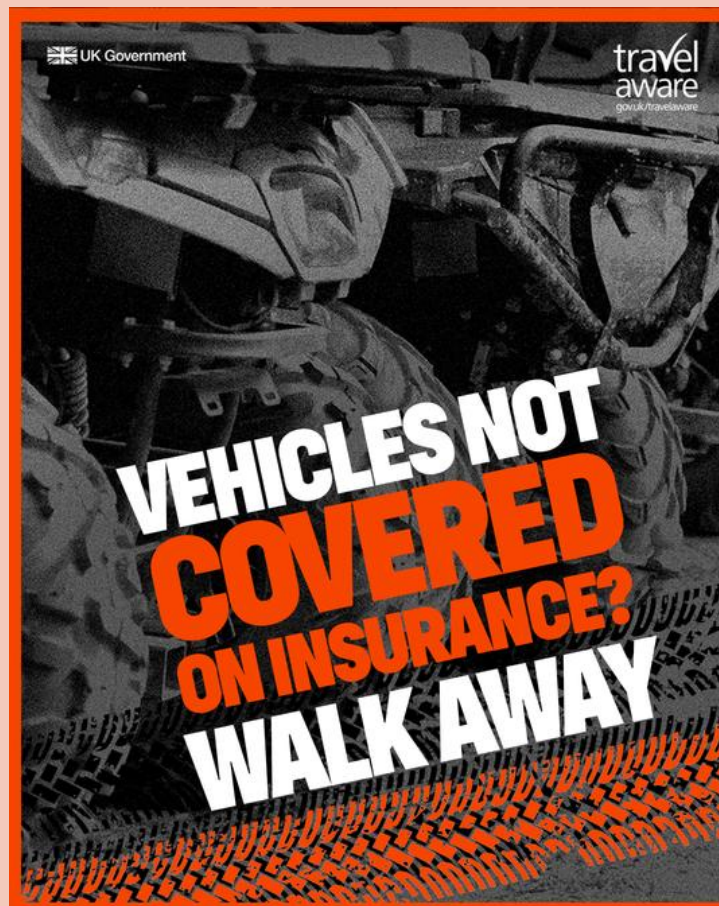
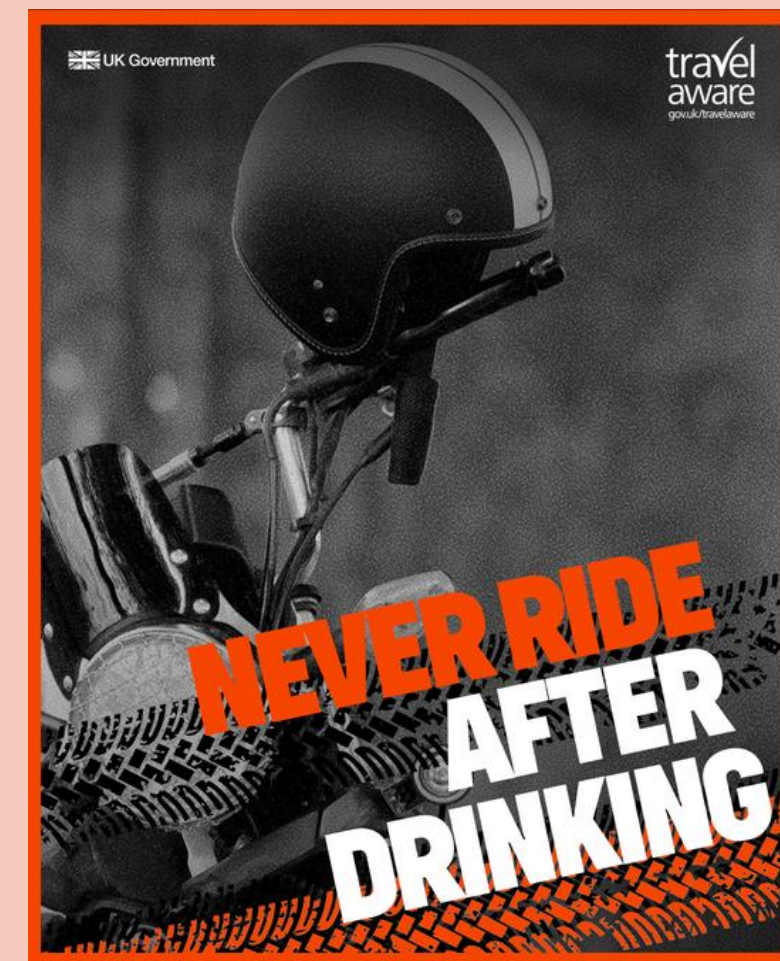
- Posters are available from Kindred.
- Posters can be displayed in-situ as physical posters or on digital screens.
- Posters can be printed in A3 or A4.

Renting a moped abroad?

If you've been drinking, you're not safe to ride - even "just a short trip."

Police can fine you, your insurance won't cover you, and the risks are huge.

 Never ride after drinking.



 Thinking about renting a quadbike abroad?

 Travel insurance doesn't always cover quad biking - it's classed as an extreme sport.

If you don't have the right cover, you're on your own for medical bills.

Not insured? Walk away.



Overseas festivals

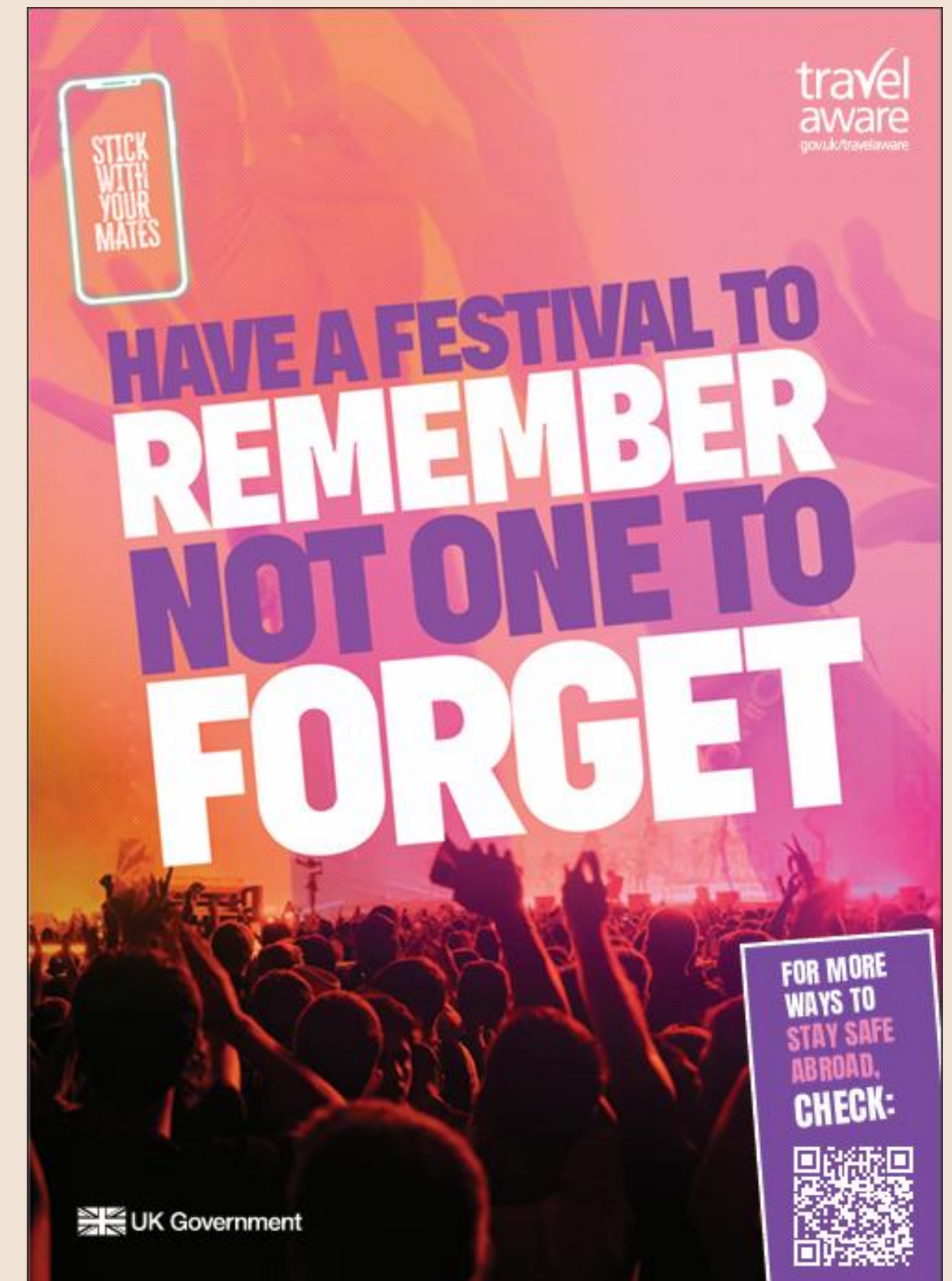
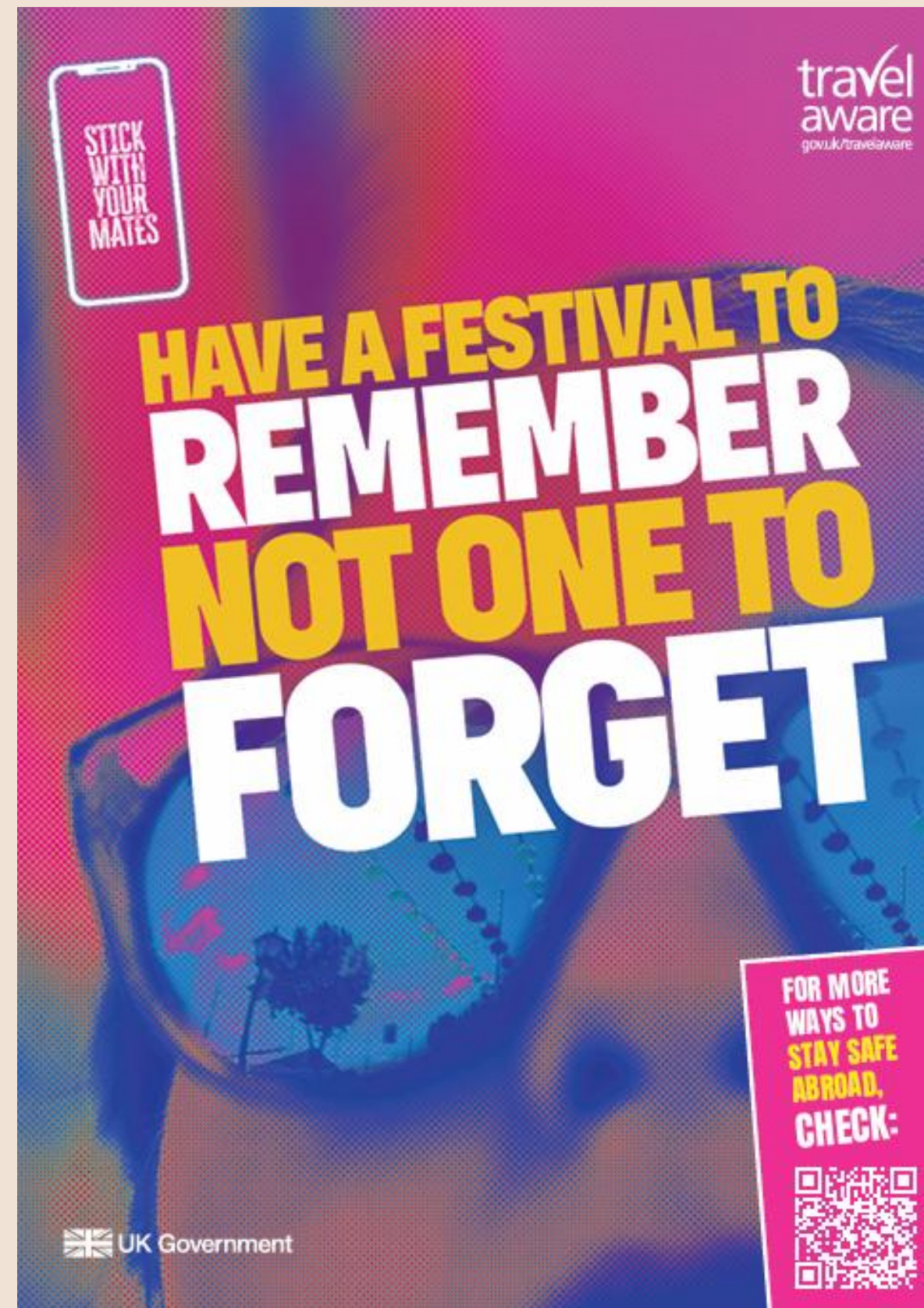
Overseas Festivals



- The 16 assets are available in 1:1 (Square), 4:5 (IG), and 9:16 (Vertical).
- We aim to accommodate requests for alternative dimensions, where possible.
- Assets can be used on social media channels, with accompanying copy (examples ahead), in-situ on digital screens, or as images in blogs etc.
- Assets are available from Kindred.

Overseas Festivals - Posters

- There are two posters available from Kindred.
- The posters can be printed in A3 or A4.
- Posters can be displayed *in-situ* as physical posters or on digital screens.
- The posters include a QR code which directs to [gov.uk safety guidance on festivals abroad](https://www.gov.uk/safety-guidance-on-festivals-abroad).



 Foreign, Commonwealth & Development Office

 Going clubbing abroad?

Busy clubs, new places, strong drinks - it's easy to get distracted.

Keep your drink in sight and never leave it behind.

If it smells or tastes wrong, ditch it. Stay alert on nights out abroad.

Learn more about staying safe on nights out abroad [→](#)
[travelaware.campaign.gov.uk/stick-with-your-mates-travel-aware/]



 Going on a night out abroad?

Big nights out are better when everyone gets home.

Use your group chat to check in, share your location and keep tabs on your mates.

For more tips on staying safe on nights out abroad, check [→](#)
[travelaware.campaign.gov.uk/stick-with-your-mates-travel-aware/]



Nightlife safety



Nightlife safety



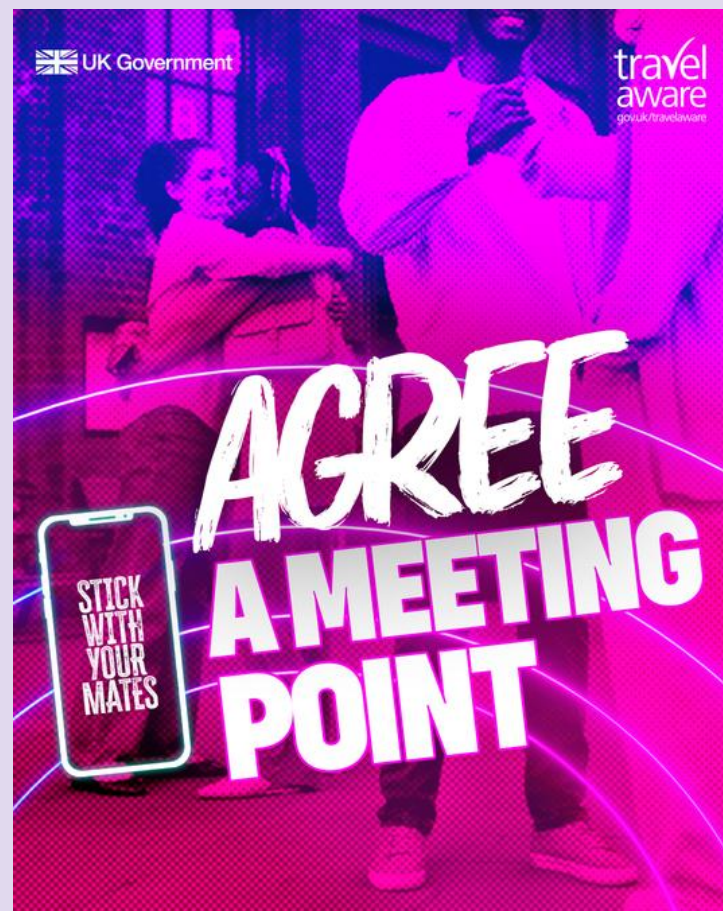
- The 6 assets are available in 1:1 (Square), 4:5 (IG), and 9:16 (Vertical).
- We aim to accommodate requests for alternative dimensions, where possible.
- Assets can be used on social media channels, with accompanying copy (examples ahead), in-situ on digital screens, or as images in blogs etc.
- Assets are available from Kindred.
- Information on nightlife safety and drink spiking is available on the Travel Aware page here: [Stick With Your Mates - Travel Aware](#) and here: [Spiking and methanol poisoning - Travel Aware](#)

🍹 Going on a night out abroad?

🏙️ New city, late night, a few drinks - suddenly the walk home isn't as simple as you thought.

📱 Screenshot your hotel details or grab an address card from reception. Keep your hotel address on you.

For more tips: staying safe abroad, check [➔](https://travelaware.campaign.gov.uk/stick-with-your-mates-travel-aware/)
[https://travelaware.campaign.gov.uk/stick-with-your-mates-travel-aware/]



🍹 🍷 🌞 Sun, alcohol and unfamiliar streets make it surprisingly easy to lose your bearings.

Agree a meeting point before you head out so everyone knows where to go if you get split up.

For more tips: staying safe on nights out abroad, check [➔](https://travelaware.campaign.gov.uk/stick-with-your-mates-travel-aware/)
[https://travelaware.campaign.gov.uk/stick-with-your-mates-travel-aware/]



Methanol poisoning



Methanol poisoning



Assets

- The 6 assets are available in 1:1 (Square), 4:5 (IG), and 9:16 (Vertical).
- We aim to accommodate requests for alternative dimensions, where possible.
- Assets can be used on social media channels, with accompanying copy (examples ahead), in-situ on digital screens, or as images in blogs etc.
- Assets are available from Kindred.

Poster

- The posters, available in A3 and A4, are printed and are available upon request - contact travelawarepartnerships@kindredagency.com to arrange delivery.
- Posters can be displayed *in-situ* as physical posters or on digital screens.
- The posters include a QR code which directs to [gov.uk safety guidance on methanol poisoning and drink spiking](https://www.gov.uk/safety-guidance-on-methanol-poisoning-and-drink-spiking).



As little as 30ml, or a shot, of methanol can kill, while 10ml can cause blindness.

There have been deaths and cases of serious illness caused by alcoholic drinks containing methanol abroad.

If you or someone you are travelling with shows signs of methanol poisoning, seek urgent medical help.

For guidance on how to spot methanol poisoning, visit:

<https://travelaware.campaign.gov.uk/spiking-and-methanol-poisoning/>



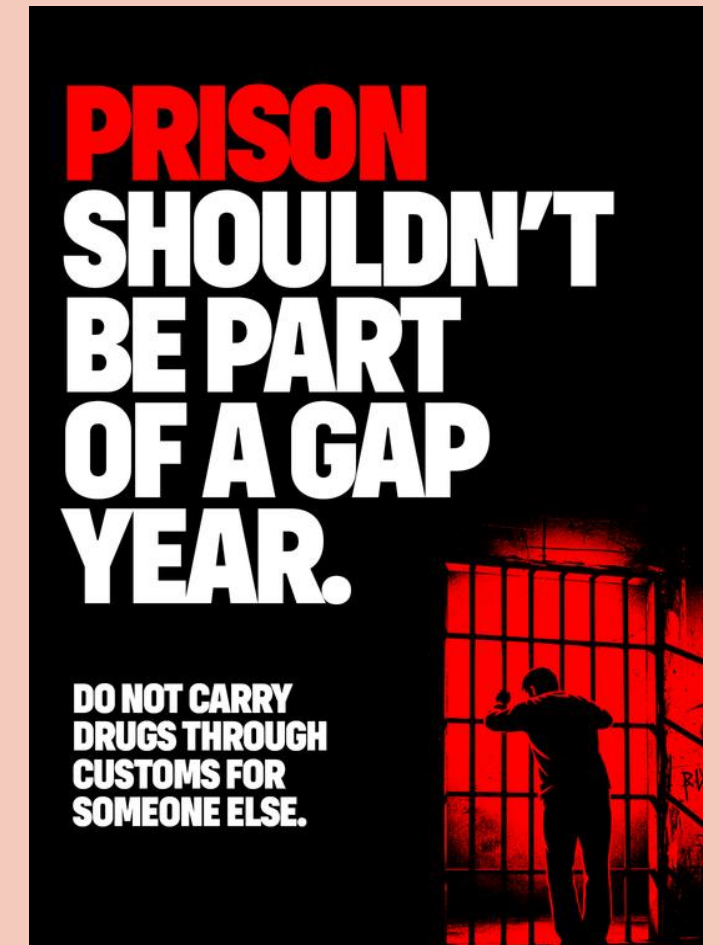
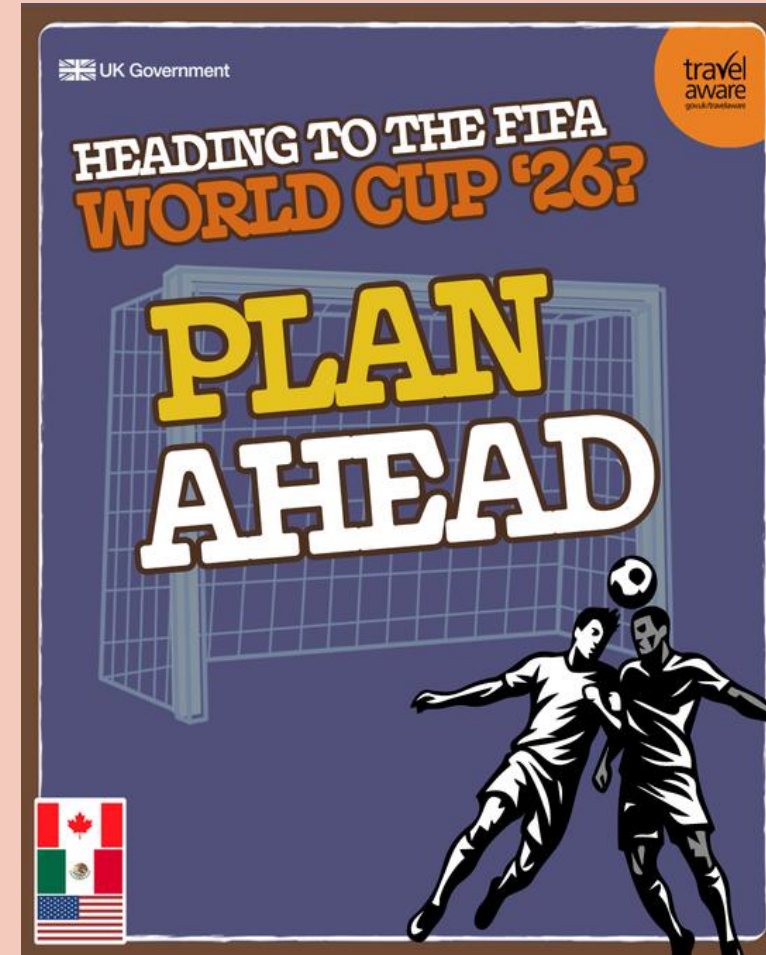
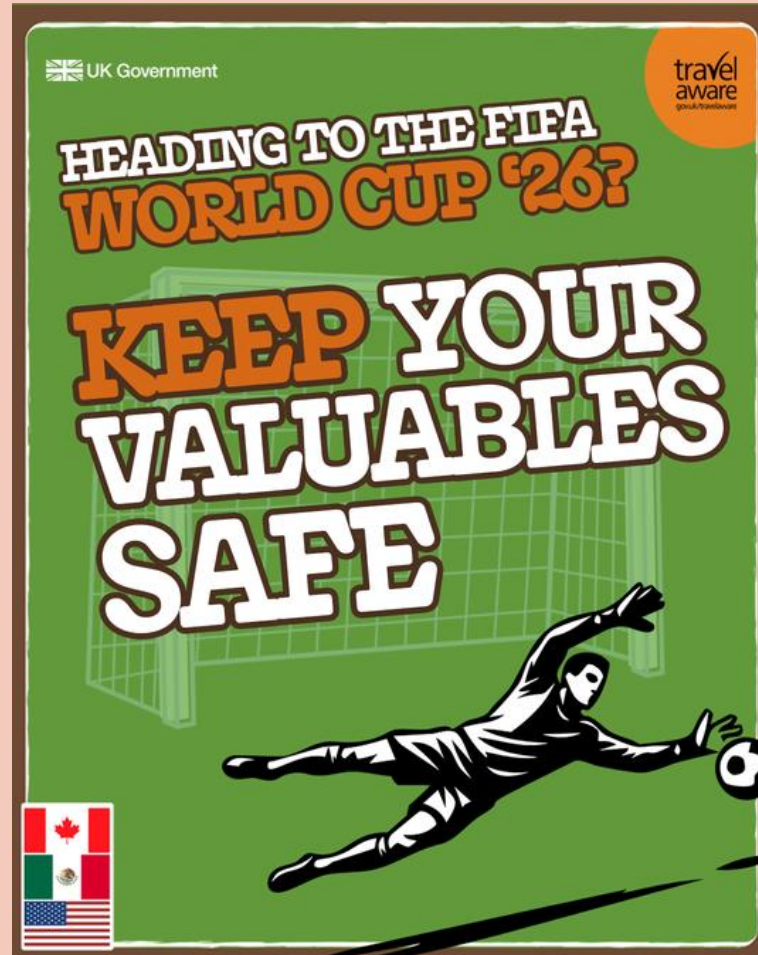
It takes as little as 10ml of methanol to rapidly cause serious illness - and only 30ml, or a shot, can kill.

Visual impairments – including blindness – can develop after ingestion.

If you suspect methanol poisoning, seek urgent medical help.

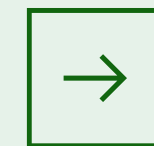
For guidance on how to spot methanol poisoning, visit:

<https://travelaware.campaign.gov.uk/spiking-and-methanol-poisoning/>



Continuing live campaigns

In addition to the Summer Campaign outlined in this toolkit, the FIFA Men's World Cup '26 and Anti-drug smuggling campaigns will remain part of our current paid-for campaign, running in silo. Both continue to be a consular priority, and we encourage industry to use these materials where appropriate. Separate toolkits are available, and if you haven't received them but would like to, please reach out to the Kindred team.



**SIGN UP
TO EMAIL
ALERTS**

How you can support us

- Retweet/share our social media posts. A Travel Advice/Aware BAU forward-looking content calendar is shared with Kindred regularly.
- Amplify our key messages in your own content across a range of channels over peak travel periods this summer. Please do tag us/our handles, so that we see your posts and can amplify in return!
- Direct your audience to [FCDO Travel Advice](#) or [FCDO Travel Aware](#) wherever possible - UTM's available upon request.
- Share our new assets or create bespoke graphics incorporating our key messages
- If you're planning any press releases, long-form articles, relevant influencer partnerships, blogs, posts or carousels, please get in touch. We can provide quotes, guidance or comments.
- If you plan to display the assets physically on digi screens, for example, please flag footfall, duration and location of display and any photos to travelawarepartnerships@kindredagency.com.



**CHECK
TRAVEL
ADVICE**

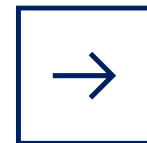
Connect with us



X - [@FCDOTravelGOVUK](https://twitter.com/FCDOTravelGOVUK)



Facebook - [FCDO Travel Advice](https://www.facebook.com/FCDOTravelAdvice)



Instagram - [Travel Aware](https://www.instagram.com/TravelAware)



GOV UK - [Foreign travel advice - GOV.UK](https://www.gov.uk/foreign-travel-advice)



Thank you

- **Thank you for supporting the campaign. Partners play an essential role in helping British Nationals access the information they need to stay safe abroad and encouraging their network to amplify consular messaging to their audiences.**
- If you require our assets in a different size or dimension, please let us know and we will try to accommodate.
- You can contact Kindred at travelawarepartnerships@kindredagency.com