

“Lose your passport, lose your holiday” The Foreign Office campaign in Italy kicks off in Naples

- The British Consulate to Italy, Naples International Airport, and the Maritime Station Naples Terminal launch the Foreign Office outreach campaign targeting British nationals arriving in Naples
- The British Consulate issues up to 300 Emergency Travel Documents (ETDs) during the summer to replace lost passports

Naples, 24 July 2013 – The outreach campaign “**Lose Your Passport, Lose Your Holiday**”, targeting British tourists arriving in Naples by land and sea, kicks off today at the arrivals terminal of Naples International Airport and at the cruise line terminal of Naples Maritime Station.

Lose Your Passport, Lose Your Holiday is a campaign launched by the Foreign Office across Europe to improve the awareness of UK travellers and reduce the number of passport losses (currently up to 300 during the summer in Italy only).

British Consul to Italy, David Broomfield, Director General of Terminal Napoli [the company that runs the Naples Maritime Station] Bruno Russo, and Emilia de Sanctis Terminal Manager at Gesac SpA, Naples International Airport, kicked off the installation of the campaign information totems, which will be placed at the passport control desks at the airport and at the gates and exits at the Maritime Station.

The campaign highlights the importance of keeping travel documents safe and the consequences of losing a passport. The steps that need to be taken for the release of an emergency document to travel back home can turn a holiday into a disaster.

David Broomfield, British Consul to Italy, said: “*The availability and cooperation by Gesac and the airport management as well as the Naples port authorities have made it possible to launch this campaign from Naples, one of the favourite destinations for UK tourism in Italy. This is only the first of a number of destinations that we intend to target over the next few months. We are confident that this campaign will contribute to reducing the number of lost passports and the resulting inconvenience for British tourists, as well as preventing extra work for the Italian police authorities and our consular services.*”

This pilot project will soon be extended to other Italian cities. Meanwhile... **Welcome to Naples!**

For further information

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