

4.0 Information Sources Used & Positioning

Following a discussion of the steps they take to prepare for their trip and the information which they require, participants were asked to name the information sources they use, and to comment on the usefulness of these sources. In addition, they were asked to identify any information gaps which are not being filled by existing sources.

4.1 Evaluation of Sources

As described in the previous chapter, the sources used by travelers vary on the basis of their motivations and resulting behaviour. This section lists the sources used by travelers for different information and assesses the suitability of each source on the basis of accessibility and objectivity/credibility. Exhibit 4 summarizes the different sources used.

Canada Post outlets. Many participants mentioned that they obtained their passport application from "the Post Office" and suggested that this would be an ideal source for other government travel information. In general, government offices were seen as a credible and objective source of information for travelers.

Passport Office. All citizens traveling to a foreign country (outside Canada and the U.S.) require a Canadian passport. While many travelers send their application through the mail (particularly those people in rural areas who do not live within close proximity of a store-front Passport Office), some people submit their application directly at one of the store-front locations in large urban centres.

For those who apply for and receive their passport at the store-front operation, there is an excellent opportunity to make "point-of-sale" travel information available. Several participants mentioned that they were typically required to wait at the Passport Office, and felt that this waiting time could be used to display the "Bon Voyage, But..." video series. One participant described the environment in the Passport Office as "sterile" and suggested that the videos would help provide a warmer environment. They also felt that the booklet could be made available when their passport is returned.