

and the use of intermediaries. The following are recommended distribution strategies:

- Use wholesale travel distributors to promote the booklet among travel agents, automobile and travel associations, and tour operators. Favourable pricing strategies can be used to encourage agents to distribute the booklets directly to clients.
- Distribute the booklet (as a user option) with all passports (both mail and pick-up).
- Distribute the booklet through point-of-purchase displays in financial institutions, Canada Post outlets (with passport applications), book stores (in the travel section), travel health clinics, pharmacies, and outdoors stores.
- Distribute the videos to intermediaries such as travel agents and libraries.

9.26 Promotional Strategies

Messaging

Messaging in communications materials should reflect the motivations of the various target audiences. For example, the motivations of adventure travelers normally preclude them from doing much advance preparation. Messaging must demonstrate how the information in the booklet can contribute to their adventure (e.g. "the more you learn in advance, the more you'll discover when you're there"). Similarly, messaging for comfort travelers must reflect their desire for good health and personal well-being.

Communications Initiatives

Communications initiatives should be designed to support the social marketing objectives of the program (i.e. to generate awareness, provide information, and change behaviour). This requires the following progressive steps:

- **General awareness advertising.** General awareness advertising can be used to inform travelers and potential travelers of the potential pitfalls they may encounter while traveling. Advertising could include both television and magazine spots, and should be chosen to reach the younger and older age groups (e.g. advertising during youth TV shows, in magazines read by youth, etc.).