

4.31 Information for Travelers

Travelers specified a need for the following information products and services:

- **An objective source which tells "what to expect" when visiting a specific country or region.** Some participants suggested that country-specific briefs could be made available which explain the "dos and don'ts" when traveling, as well as what to expect in terms of culture, language, food and accommodation. There was some willingness to pay for such a publication among experience travelers.
- **An objective source of information which tells travelers about all the steps they need to take to prepare for their trip.** While the "Bon Voyage, But..." booklet contains this information, it does not appear to be reaching the majority of travelers.
- **Easy access to information on visa requirements.** Travelers do not have easy access to information that tells them what the specific visa requirements are for each country. The further people live from foreign embassies (which are located either in Ottawa or Toronto), the more difficult it is to obtain information on visa requirements.

4.32 Information for Travel Agents

Travel agents access on-line information sources which provide tourism information on destinations. However, they mentioned that no source is available which enables them to answer specific queries from clients about steps they must take to prepare for their trip. For example, they said that no source gives them up-to-date information on visa requirements for certain countries. If the government is providing information tools to travelers which are designed to raise questions (e.g. the booklet), then agents felt they should be equipped with the information to answer these questions (because they are usually the first point of contact).

- *"The government should provide us with current and accurate information that is required by our clients. This would include objective information on the political climate, as well as up-to-date information on natural disasters and visa requirements."*