



5.2 Effectiveness

When rating the effectiveness of advertisements 1 (*Room with a View*), 2 (*See the Sights and Come Home Free*) and 3 (*Two Ways Folks Back Home Can Read about Your Trip*) in transmitting information about the risks and consequences of becoming involved in illegal drugs in outside Canada, four out of five Canadian travellers (83%) rated advertisement 1 (*Room with a View*) as effective; two out of three (68%) respondents rated advertisement 2 (*See the Sights and Come Home Free*) as effective; and 81% rated advertisement 3 (*Two Ways Folks Back Home Can Read about Your Trip*) as effective.

Respondents who recalled at least one advertisement were asked how this information affected their travel plans. The overwhelming majority stated that it did not affect their travel plans.

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