

## Exhibit 4

### Evaluation of Information Sources Used by Travelers

Source	Travelers Who Access Source	Information Sought	Positioning & Evaluation of Source
Passport office	<ul style="list-style-type: none"> <li>▪ Travelers within proximity to major centre</li> </ul>	<ul style="list-style-type: none"> <li>▪ Passport application, requirements</li> <li>▪ Other government information (related to travel)</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Lack of consistency in distribution of "Bon Voyage, But..." booklet in store-front offices.</li> <li><input checked="" type="checkbox"/> Clients had no recollection of receiving booklet in the mail with their passport</li> <li><input checked="" type="checkbox"/> Good opportunity to distribute information while clients wait to pick up passport</li> </ul>
Foreign embassies	<ul style="list-style-type: none"> <li>▪ All travelers going to destinations requiring a visa</li> </ul>	<ul style="list-style-type: none"> <li>▪ Information on obtaining a visa</li> <li>▪ Other travel requirements for the country</li> <li>▪ Information on interesting sites, destinations</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Not accessible to travelers outside central Canada</li> <li><input checked="" type="checkbox"/> Good opportunity to reach adventure travelers</li> </ul>
Travel agents	<ul style="list-style-type: none"> <li>▪ All travelers</li> </ul>	<ul style="list-style-type: none"> <li>▪ All information required to prepare for their trip</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Most accessible to travelers</li> <li><input checked="" type="checkbox"/> Not viewed as objective by all travelers</li> <li><input checked="" type="checkbox"/> Some do not provide access to all required information</li> </ul>
Health clinics and doctors	<ul style="list-style-type: none"> <li>▪ Comfort travelers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Immunization information</li> <li>▪ Health care facilities</li> <li>▪ Health insurance</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Clinics have up-to-date health information</li> <li><input checked="" type="checkbox"/> Good access to seniors</li> </ul>