

Discontinue the brochures. While the brochures serve the objective of providing travelers with quick information tools, the Department could consider eliminating them if trade-offs must be made because of budget considerations.

Develop country briefs. The Department should consider the development of country-specific briefs with information on culture, laws, history, and travel requirements. A cost-effective option would be to develop such materials on a commercial basis in partnership with existing private-sector information services. They could be provided in paper or electronic format (i.e. for inclusion on networks for travel agents).

Development an electronic information service for travel agents. The Department should consider developing an electronic information service which provides up-to-date information on political stability of regions, natural disasters, visa requirements and contact numbers, and cultural dos and don'ts. This service could be downloaded onto existing networks accessed by agents. It might be developed on a commercial basis as a joint venture with electronic network producers and providers.

9.24 Pricing Strategies

Based on the qualitative findings of the research, the Department could price the booklet between \$1.50 and \$1.99 (at the retail level).

Different pricing strategies should be considered to encourage strategic partnerships with travel agencies and the Passport Office. For example, travel agencies would be more willing to distribute the booklet to clients as part of their regular package if it were included in the regular subscription fee for an on-line information service. Similarly, the booklet could be available (priced more favourably than at the retail level) as an option when travelers order their passports. This could be done by including the booklet as an option on the passport application form, as well as a brochure or flyer promoting the booklet.

The video series could be sold for \$10 to \$15 per tape to intermediaries such as travel agents, libraries, and travel clubs.

9.25 Distribution Strategies

Distribution strategies should be designed to ensure groups of different travelers have easy access to the booklet and other materials. This requires both direct distribution