

- *"I like the size. It fits in your purse, vest pocket or money belt."*
- *"When you're packing your bike, every ounce counts."*

The majority of participants felt that the booklet should be produced in separate French and English versions to reduce the size and weight even further. Travel agents were particularly interested in this option because of the potential savings in mailing costs.

Several people also suggested that a card stock cover could be used so that the booklet endures the rigors of foreign travel.

6.2 Evaluation of the Brochures and Information Kit

Most participants felt that the brochures and information sheets contained the same basic information (with some elaboration) as the booklet and, as such, were not necessary.

Travelers were interested in a single source which contains all the required information and viewed the booklet as "more complete" than the brochures.

- *"I would rather have one, single source of information (like the booklet) than a bunch of flyers that will get all mixed up."*
- *"There are too many brochures, too many colours...we might miss something."*

They also felt that the brochures were not a convenient format for traveling.

- *"The booklet content and format fits more with the activity of traveling than the brochures. The brochures will eventually end up in the garbage. Their mere number makes them annoying after a while."*

A couple of people recognized that the brochures serve a different communications objective than the booklet, and said that they may be suitable as quick reading materials in waiting areas (e.g. pharmacies, airports).

Of the different brochures, participants felt that the one entitled "International Travel: Dos and Don'ts" offered the most useful information. People in the older groups were also more likely to express a specific interest in the "Health: An Ounce of Prevention" and "Insurance: Am I Really Covered?" brochures.