

English language groups, although most felt that the videos would be more useful if they contained country-specific information. Participants in the French language groups did not react as positively to the videos. Travel agents felt that they would be useful for loaning to clients or for training new staff.

Role of Intermediaries

Travel agents were willing to include the booklet in packages sent to their clients. However, as the first point of contact for travel information, they said they did not have access to a single, objective source of information which could help them answer questions from clients who had read the booklet. Most are linked to on-line reservation systems. They felt that government information could be tied into this system to provide up-to-date information on political stability in regions, as well as information on visa requirements.

The airlines would be willing to sell video spots on board international flights, and indicated that some consideration might be given to joint initiatives which reduce the number of enquiries fielded by their staff.

Pricing

Most participants said that they would be willing to pay between \$1.00 and \$1.99 for the booklet, and felt that pricing the publication may actually enhance usage (i.e. they would read it more carefully if they paid for it).

Conclusions and Recommendations

The "Bon Voyage, But..." booklet is well positioned to fill the need of travelers for a single source of information to help them prepare for foreign trips. However, it is apparent from the research that the booklet and other materials are not reaching target audiences, with resulting implications for program effectiveness.

To address the need for targeted and accessible information, the following strategies should be adopted:

- Young people (adventure travelers) and older people (comfort travelers) should be specific targets of program communications.
- Future editions of the booklet should contain messaging which is tailored to these target audiences.