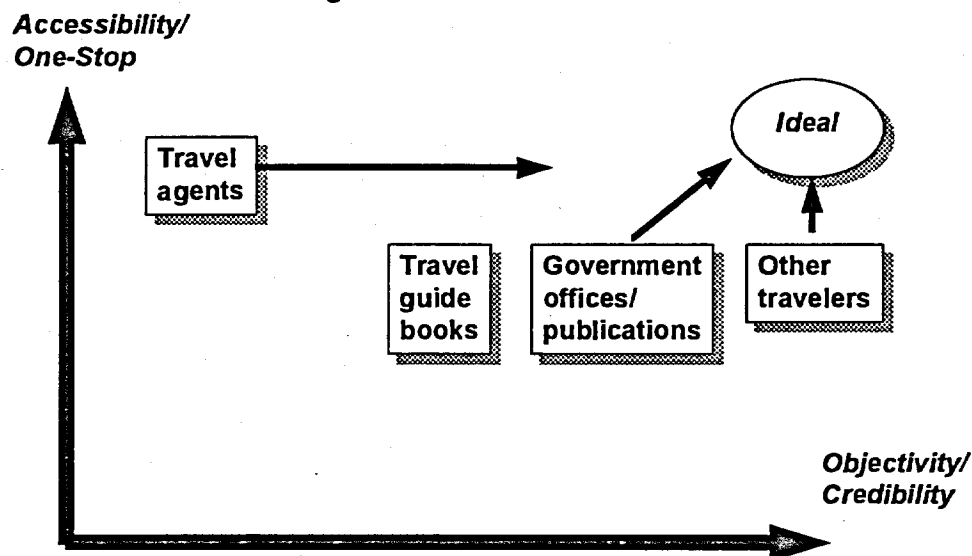


necessarily viewed as a source of objective information. Government offices and publications, on the other hand, are viewed as objective sources, but may not be accessed by all travelers frequently. Other travelers were seen as the most objective source of information but, again, were not always accessible to travelers. Information distribution strategies must, therefore, focus on positioning travel agents as a credible source of information and on making government and personal sources more accessible to travelers.

Exhibit 5
Positioning of Travel Information Sources



4.3 Information Gaps

Participants in the traveler and travel agent groups identified a number of information gaps which could be addressed through new information services or through improved access to existing services.