



use of machine-readable travel documents would further facilitate processing at Canadian inspection locations.

### **Objectives**

- ▶ To determine, on behalf of the Passport Office, CIC and Revenue Canada, public acceptance, general needs, demographic factors and the level of demand for the WSPC.

### **Anticipated Benefits**

The Passport Office has chosen to consider the introduction of a WSPC because it would:

- ▶ enhance the quality of service provided to the Canadian public;
- ▶ facilitate the movement of Canadians between Canada and the U.S.;
- ▶ enable airlines and customs and immigration authorities on both sides of the Canada-U.S. border to serve Canadian travellers more rapidly; and
- ▶ enable Canadian and U.S. border authorities to advance the introduction of technology and service initiatives designed both to facilitate entry and to enhance border security controls.

### **1995-96 Activities**

The Passport Office will investigate several elements essential to introducing the passport card into the marketplace and to ensuring that other travel sector cards required by CIC and Revenue Canada Customs can be accommodated. These include total market size, segmentation, expected penetration of the various segments, and potential strategies to capture market share. In addition, we will research the importance of product features to ensure that the passport card is designed to satisfy specific market needs. The research is expected to develop a position for the passport card in the marketplace.