

Travel guide books. Travel guide books are used to obtain information by those going on foreign trips. They were viewed as an objective source of information. However, several people mentioned that the information is not always up-to-date.

Newspapers. Experience travelers may read articles in the travel section of the newspaper when they are contemplating or preparing for a trip.

Airports. Several people mentioned that they access different sources of information in airports while waiting for a flight, including: book stores and magazine stands, pay television sets, and electronic kiosks (e.g. the Statistics Canada kiosk at Pearson airport). They viewed this waiting period as an opportunity to convey information that does not require advance preparation (i.e. because it is too late to take action). For example, electronic kiosks could provide country-specific information on local laws and customs.

On board airplanes. Several people mentioned that they had seen videos on board airplanes which informed them of the target destination prior to landing. They suggested that this would be an ideal opportunity to reach a captive audience with video presentations.

Other travelers. Participants felt that other travelers represent the most credible source of information. As one participant said, *"It's always good to talk to someone who has been there."* First-hand accounts often allow travelers to obtain information which cannot be provided in printed format (due to political or cultural sensitivities). Personal sources usually include friends, relatives and acquaintances and, as such, can have the greatest impact on preparation behaviour.

"It's always good to talk to someone who has been there."

4.2 Positioning of Sources

Travelers expressed a need for objective information. At the same time, they want the information source to be easily accessible and to provide the range of information they require to prepare for their trip. As Exhibit 5 shows, the different sources of information can be positioned on the basis of their accessibility and credibility to travelers. While travel agents are regularly accessed by most travelers, they are not