

M • E • N • U	
1 AUSTRIAN	10 ITALIAN
2 CAFÉ (EATERY)	11 JAPANESE
3 CHINESE	12 MEXICAN
4 CONTINENTAL	13 MIDDLE EAST,
5 FRENCH	NORTH AFRICAN
6 GERMAN	14 SCANDINAVIAN
7 GREEK, SPANISH,	15 SEAFOOD
PORTUGUESE	16 SOUTH AMERICAN
8 HUNGARIAN,	17 STEAK
UKRAINIAN	18 SWISS
9 INDIAN	19 VEGETARIAN

### VIDEOTEX AND THE TRAVEL INDUSTRY

An increasing number of companies, tourism associations and government departments involved with travel, tourism and leisure have been agreeing with J. F. Courtney, Director of Courtney-Sears Marketing Ltd. in England. "It is absolutely necessary for the travel industry to provide, at all levels of marketing, the dreams, and if you like, the 'sizzle' that is associated with travel and holidays."

Today's travelling public is more sophisticated and more demanding than ever before. Travelers are expressing a growing need for practical information, pinpointed to their particular requirements. They want information about transportation, accommodation, restaurants, sightseeing, local events and entertainment, and they want the information quickly, clearly and efficiently delivered.

At the same time, the travel industry has become more complex than ever before, with a multiplicity of changing schedules, fares, comprehensive tour packages, holiday specials and so on. More than ever, the industry needs a medium of information delivery with the selectivity and the speed that only computer-based technology can deliver.

Videotex offers the solution to both of these needs. It can satisfy the consumer demand in a way that no other system can even approach — providing complete user-selective information and transactional services at one place; available around the clock. And it meets the industry's needs by doing this job quickly, efficiently and economically. In addition, it can dramatically broaden the customer base.

