

9.0 Conclusions and Recommendations

9.1 Key Conclusions

The research shows that the traveling public can be segmented into groups of people who have different attitudes and characteristics. To achieve maximum impact, program materials and distribution strategies must address the separate information and delivery needs of these target audiences.

While travelers have access to a variety of sources of travel information, there is an apparent gap in meeting their need for a single source to help them prepare for a trip. The current "Bon Voyage, But..." booklet is well-positioned to fill this gap, notwithstanding slight adjustments in messaging content which might be required to target specific traveler segments. The groups showed that, if properly marketed, the booklet (and to a lesser extent the video series) could have an impact on traveler preparation behaviour. However, it is apparent from the research that the booklet and other materials are not reaching travelers, with resulting implications for program effectiveness. The main findings of the research centre on the inadequacy of distribution, rather than the design of communications tools.

9.2 Recommended Strategies

9.21 Target Market Selection

Adventure travelers (younger people) and comfort travelers (older people) were more likely to report incidents while traveling. These groups should be targeted in order to maximize the use of program resources.⁴ This does not preclude the broad distribution of materials to travelers (e.g. with passports). However, it means that target groups should receive priority consideration for special activities such as seminars and messaging content in advertising and communications.

9.22 Marketing Objectives

There should be three key marketing objectives for the program:

1. Generate awareness of potential pitfalls when traveling.

⁴ If possible, target market selection should be supported by quantitative data (e.g. characteristics, such as age and travel motivations, which help identify the types of people making enquiries at foreign embassies and consulates).