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**VIDEOTEX: NEW
TOOL FOR THE
TRAVEL INDUSTRY**



In Miami, Florida — today — a person sitting in his or her living room in front of the TV set can press a few buttons and make airline or hotel reservations world-wide. Or rent a car. Or book a luxury cruise. Or receive a wealth of information about resorts, holiday packages, sightseeing tours and travel arrangements. Instantly. Directly. The information appears on a TV screen, in full colour graphics, with up-to-the-minute data such as prices and availability. It's available 24 hours a day, seven days a week.

In Ontario, Canada, strategically placed terminals throughout the province provide all kinds of information and tips for the travelling public in a system called Teleguide. The user, following clear directions on a TV screen, chooses only the information he or she wants. The information appears instantly on the screen, accompanied by colourful graphics. It is used two million times each week.

Similar systems are starting up in Phoenix and San Francisco.

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