

Provincial health ministries. Participants in Toronto mentioned that they had received a notification from the Ontario Ministry of Health regarding OHIP coverage and requirements for health insurance while traveling.

Pharmacies. Comfort travelers might visit a pharmacy to have a prescription filled before going away on a trip (either a foreign trip or their annual migration trip). Some viewed the waiting time at the pharmacy as an opportunity to review brochures or other quick information tools. They mentioned that there is usually a display containing government publications in the waiting area by the prescription counter, and felt that this might present an opportunity to distribute travel publications.

Canadian Automobile Association (CAA). A number of travelers, particularly those in the older groups, were members of the CAA. The CAA was viewed as an objective source for information such as maps and guide books.

Financial institutions. All travelers go to financial institutions (i.e. banks, trust companies) to obtain currency information and applications for health insurance.

Sports retail stores. Adventure travelers (young people) are more inclined to visit retail sports and outdoors stores when preparing for their trip.

Book stores. Experience travelers (and to a lesser extent adventure travelers) may visit book stores to obtain travel guides, maps and specific background publications.

Libraries. Experience travelers may go to the library to obtain background information on the culture, laws and history of destinations. In addition to accessing print publications, some people mentioned that they borrow video tapes from the library. They indicated that, if available through the library, they would likely borrow and view the "Bon Voyage, But..." video series.

Travel shows. Some experience travelers said that they had been to consumer travel shows (usually held at a local convention center) where they obtained a broad range of travel information.