

8.0 Pricing

Reactions were obtained from travelers and travel agents to the idea of pricing the booklet and the video series.

Most participants (with some exceptions) said that they would be willing to pay between \$1 and \$2 for the booklet. Some even suggested that the booklet might be more avidly read by those who purchase it (as opposed to those who obtain it free of charge).

People were willing to pay for embassy services which involved hard costs (such as replacing a passport, or calling home for money). However, assistance in other emergency situations was viewed as an obligation of the government to its citizens.

While most travel agents said that they would pay \$10 to \$20 for a video (as a training tool for new staff or as a service to clients), very few travelers were interested in renting the video series. Rather, they would borrow them free of charge from information intermediaries such as libraries or travel agents.

Travel agents also said that they would pay a subscription fee for an on-line service containing government information on the stability of regions, visa and other travel requirements (essentially, all the information needed to answer questions raised by the booklet).