

2.2 Participant Selection and Recruitment

Participants for the traveler focus groups were selected using screener questionnaires (Appendix B). The screening interviews ensured that we captured a range of views on the basis of:

- age and life cycle;
- travel experience; and
- destination (i.e. North America versus outside North America).

A total of 80 people attended the sessions (excluding the interviews with airline representatives), for an average group size of 10.