

6.0 Evaluation of Communications Materials

6.1 Evaluation of the Booklet

6.11 Awareness

Very few participants recalled receiving or reviewing the current version of the booklet, although some mentioned that they had seen a previous version (with a beige cover).

While some travel agents mentioned that they had "several boxes" (of booklets) sitting in their office, the focus groups indicated that distribution covered only a small proportion of the agencies. Those who did have the books said that they included them in packages to clients, and those (in the same discussion group) who were not aware of the publication said that they would circulate it to clients if it were made available.

6.12 Overall Impressions

In the focus groups with both travelers and travel agents, all participants reacted very positively when they first reviewed the booklet. The following comments demonstrate this reaction:

- *"It should become the Bible of the traveler abroad!"*
- *"People should read this before they leave...they would have a lot less trouble once they are over there!"* (travel agent)
- *"My first reaction was, 'for once, the government has done something right.'"* (a traveler who had a cynical attitude towards government)

Several people felt that the booklet was a useful tool because *"it's got all the information you need in a single source."* They went on to explain that the information is *"very well synthesized."*

"It's great! It's got all the information you need in a single source."

Once they had seen the booklet, most participants were very interested in obtaining copies, but did not know how to get them.