

Table of Contents

Executive Summary	i
1.0 Background and Research Objectives	1
2.0 Approach	3
3.0 Characteristics and Needs of Travelers	7
4.0 Sources Used and Positioning	13
5.0 Awareness and Role of Consular Services	21
6.0 Evaluation of Communications Materials	23
7.0 Role of Intermediaries	29
8.0 Pricing	31
9.0 Conclusions and Recommended Strategies	32

Appendix A - Discussion Guides

Appendix B - Screener Questionnaires