

information. I would love to have a single source. It would save us a lot of time and money."

Ideally, the agents stated, the electronic network would contain the answers to questions which might be raised as a result of reading the booklet. With access to this information, they could produce customized reports (by destination) for each client.

Agents also stressed that the information must be accessible 24 hours a day in the event of emergency enquiries from clients (some said they receive emergency calls at home during non-business hours).

7.2 Airlines

Airlines usually sell time to vendors who display video presentations on board airplanes. This represents a unique opportunity to reach a captive audience of travelers.

During the study, we talked to one airline representative. While his first reaction was to offer video time in exchange for fees, he was more receptive to joint promotions (e.g. on-board videos, distribution of booklets) when the potential benefits to the airline (e.g. from reduced enquiries, increased customer satisfaction) were explained.