

2.0 Approach

2.1 Overall Approach

Our overall approach involved the following research components:

- six focus groups with travelers;
- two focus groups with travel agents; and
- an in-depth interview with a representative of one of Canada's national airlines;² and
- brief discussions during two traveller focus groups conducted for Revenue Canada.

The research was conducted during the last week of November, 1993, in the following locations:

- Montreal (two groups with travelers, one with travel agents);
- Toronto (two groups with travelers, one with travel agents); and
- Vancouver (two groups with travelers).

The focus groups in Montreal were conducted in French. All groups were held in professional focus group facilities which permitted client viewing. The discussion guides are included as Appendix A.

² Attempts were made to contact both airlines; however, one representative was not available during the study time frame.