

- 1 43 2 - if I saw that I wouldn't turn the page - it's just another preachy slogan
- 1 44 2 - I like it but only on the plane - not in advance at the travel agency
- 1 58 8 - the "but" in the slogan is huge compared with the rest of it and I don't want to be confronted with that when I'm preparing to go on an adventure
- 1 64 5 - I like the colours very much - pleasing to the eye - I think the "Bon voyage but" works in a way
- 1 160 2 - for me, "Bon Voyage, But" is an 8 1/2 or a 9 - 1 161 1 - I'd give it a 6 - 1 162 7 - I agree - 1 163 4 - a 5
- 1 173 4 - something I would like is "Bon Voyage, but travel smart" (SOME AGREEMENT)
- 2 11 11 - I'd say that sounds negative - 2 12 12 - I agree - I'm already worried - 2 13 10 - It's very common - a common expression - it says "don't do this and don't do that - in a country you must obey their laws, etc, etc".
- 2 14 7 - It ties in well with the booklet that you get - I Declare - it reminds you about bringing in drugs and that kind of thing.
- 2 15 7 - I think it's a very good opener in a spot commercial on television, or a poster - it's very eye catching and it says "have a good time, but there are things that you have to remember that are your own responsibility"
- 2 16 8 - I hear it in a mother's tone of voice - but, but, but - 2 17 7 - Personally, I don't see anything negative.
- 2 17 x - (Moderator: How many of you see something negative in this?) - SEVEN HANDS WENT UP.
- 2 18 6 - I like it - people tend to say "Whoppee, let's go" and the same things is going to happen to you when you're away as when you're here - that's not the way things work - in a strange country, there are customs, and if you don't make yourself aware of them, you can be in deep trouble from doing something that would be very innocent here - it's not a bad idea to tell people to have a good time, but there are some rules.
- 2 19 9 - For me it's negative, but for a mother when she sees her son going.
- 2 20 4 - It's negative, but it attracts your attention - if that's the objective - to get someone's attention to pass the message, then you use that whether it's negative or positive.
- 2 21 6 - It's aimed at the first-time traveller - if you travel more than once, it becomes less and less negative - if I were a first-time traveller, that's what I would want to find out.
- 2 22 1 - I think it's proper - it basically reminds people of their responsibilities - it's the responsibility of the government to remind people and this is a good reminder - "we want you to have a good time, but".
- 2 23 3 - Some people might see that as stern, but it's necessary.