



3. And do you mainly book corporate or consumer travel for your clients? (ENSURE THAT A MAJORITY OF PARTICIPANTS SPECIALIZE IN CONSUMER TRAVEL)

Corporate travel
Consumer travel

4. As part of your work as a travel agent, do you book international travel?

YES – CONTINUE

NO – THANK AND ASK TO SPEAK TO A COLLEAGUE WHO BOOKS INTERNATIONAL TRAVEL. START FROM THE BEGINNING.

5. Are you familiar with the concept of a focus group?

IF YES, CONTINUE

IF NO, EXPLAIN FOLLOWING *“a focus group consists of eight to ten participants and one moderator. During a two-hour session, participants are asked to discuss a wide range of issues related to the topic being examined.”*

6. Have you previously participated in a focus group or an in-depth interview for which you received a sum of money?

YES NO – GO TO Q.7 AND CONTINUE

IF YES – How long ago was that? _____
(TERMINATE IF LESS THAN 12 MTHS)

How many have you been involved with? _____
(TERMINATE IF MORE THAN 3 FOCUS GROUPS)

Were any of these groups being conducted on behalf of the Government of Canada?
(IF YES, THANK AND TERMINATE)

7. It would also be helpful to know which continents, regions or countries you focus on when you are booking travel for your clients. I’m going to read you a list of regions. Please tell which ones are the top 3 destinations (i.e., the destinations you book most often for your clients). ENSURE CROSS-SECTION OF DESTINATIONS.

- a. U.S.
- b. Europe
- c. Asia
- d. Central America
- e. Caribbean
- f. South America
- g. Middle East
- h. Africa
- i. Oceania

8. What are some of the more unusual, or less common, destinations that you have booked travel for? RECORD. ENSURE GOOD MIX OF TRAVEL AGENTS WITH EXPERIENCE BOOKING TO DESTINATIONS OUTSIDE THE U.S., CARIBBEAN AND EUROPE. AT LEAST 5 OF 8 PARTICIPANTS SHOULD HAVE SOME EXPERIENCE IN BOOKING TO DESTINATIONS OTHER THAN U.S., CARIBBEAN AND EUROPE.