

The research was used to evaluate the following specific communications materials:

- the "Bon Voyage, But..." booklet with tips for Canadians traveling abroad;
- the "Bon Voyage, But..." brochure series;
- the "Bon Voyage, But..." information kit; and
- the "Bon Voyage, But..." video series.

This report represents the findings of the qualitative research conducted by the Phase 5 Consulting Group Inc. The report begins with a description of client needs and behaviour, followed by chapters which evaluate the communications materials, distribution strategies, pricing and promotions in light of the needs of target audiences.