

Source	Travelers Who Access Source	Information Sought	Positioning & Evaluation of Source
Financial insitutions	<ul style="list-style-type: none"> <li>▪ All travelers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Health insurance</li> <li>▪ Currency exchange</li> </ul>	<input checked="" type="checkbox"/> Good access to all travelers
Pharmacies	<ul style="list-style-type: none"> <li>▪ Comfort travelers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Health insurance</li> <li>▪ Immunization/effectiveness of prescription drugs</li> </ul>	<input checked="" type="checkbox"/> Access to some comfort travelers
Provincial health ministries	<ul style="list-style-type: none"> <li>▪ Comfort travelers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Health insurance</li> </ul>	<input checked="" type="checkbox"/> Opportunities for joint promotions to seniors
CAA	<ul style="list-style-type: none"> <li>▪ Some vacation travelers (snowbirds)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Maps</li> <li>▪ Destination information</li> </ul>	<input checked="" type="checkbox"/> Opportunity to reach snowbirds
Sports/outdoors stores	<ul style="list-style-type: none"> <li>▪ Adventure travelers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Maps</li> <li>▪ Destination information</li> </ul>	<input checked="" type="checkbox"/> Good oppportunity to reach adventure travelers who hike/bike
Book stores	<ul style="list-style-type: none"> <li>▪ Experience travelers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Travel guides</li> </ul>	<input checked="" type="checkbox"/> Likely to be used by experience travelers more often
Libraries	<ul style="list-style-type: none"> <li>▪ Experience travelers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Background information</li> </ul>	<input checked="" type="checkbox"/> Likely to be used by experience travelers more often
Newspapers/travel magazines	<ul style="list-style-type: none"> <li>▪ Experience travelers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Destination information</li> </ul>	<input checked="" type="checkbox"/> Likely to be used by experience travelers more often
Airlines	<ul style="list-style-type: none"> <li>▪ All travelers</li> </ul>	<ul style="list-style-type: none"> <li>▪ All travel information</li> </ul>	<input checked="" type="checkbox"/> Captive audience for onboard video presentations
Other travelers	<ul style="list-style-type: none"> <li>▪ All travelers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Information on experiences while abroad</li> </ul>	<input checked="" type="checkbox"/> Most objective source <input checked="" type="checkbox"/> People not always aware of other travelers who have visited a country/region