

- **contact line.** A 1-800 line should be included in the advertisements to enable travelers to order the booklet, or ask questions about where to get information.
- **Promotional videos.** The existing "Bon Voyage...But" video series should be distributed through travel agents and libraries (at cost). In addition, the Department should hold discussions with airlines concerning in-flight display of videos during international flights (i.e. joint promotions).
- **Seminars featuring talks by other travelers** (with the videos as supporting material) should be used to reach target audiences. For example, country/region-specific seminars sponsored by student travel agencies at post-secondary institutions could be promoted. These seminars should feature other students talking about their travel experiences, rather than travel agents or government representatives.