

Sun Vacationers. People who travel south for a "vacation in the sun" have different motivations for traveling, with resulting implications for the steps they take to prepare for these trips as well as the nature of the information they seek out.

Typically, these people travel down south, either to a fixed resort destination or on a cruise, for the enjoyment and relaxation. As a result, they spend less time preparing for their trip, and are most interested in gathering information to ensure their enjoyment. In addition to essential information such as passport and visa requirements, health insurance requirements and foreign currency requirements, they typically look for information

related to their personal security (i.e. whether it is a safe vacation spot), and their comfort (e.g. what the weather is like). Most people who take a sun vacation do not go "to see the sights" and, as such, spend less time (if any) gathering cultural

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information about their destination. As one travel agent described it, *"Clients who go to Europe ask for more historical information, whereas people who go down south want to know if it will be sunny, where the beaches are, what types of wine are available."*

For the most part, they rely on travel agents, tour operators and guides, and other travelers for information about the destination. Those who are traveling down south by car might also obtain maps and other information from the Canadian Automobile Association (CAA).

Foreign trip travelers. Some focus group participants had also visited foreign countries outside North America and the Caribbean. In Toronto and Montreal, these trips typically involved destinations in Europe or the Middle East, whereas people in the Vancouver groups were inclined to visit the Far East.

These people exhibited different motivations for going on their trip and, as such, looked for different information. Whereas sun vacationers travel for relaxation (i.e. a vacation), foreign trip travelers go to explore and to learn about different countries and cultures. As such, they are more likely to go to the library or obtain a guide book to conduct background historical and cultural research on the countries or regions they will be visiting.

Sun vacationers may participate in an all-inclusive package deal, with all of their daily needs covered. However, foreign trip travelers are more inclined to arrange their own travel and accommodation (through a travel agent), leaving flexibility to