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**Department of Foreign Affairs and
International Trade**

*Qualitative Research on
Materials for the Consular Awareness Program
Final Report
January 24, 1994*



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International Trade**

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Materials for the Consular Awareness Program
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Dept. of External Affairs
Min. des Affaires extérieures

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Executive Summary

Background and Objectives

To help manage the level of enquiries received by consulates and embassies from Canadians traveling abroad, the Department of Foreign Affairs and International Trade launched the Consular Awareness Program. The program was launched under the title "Bon Voyage, But..." and features a booklet which provides information to direct travelers to sources when preparing for their trip, a series of brochures with information on specific topics related to travel preparation, an information kit, and a video series.

During November 1993, the Department engaged the Phase 5 Consulting Group to conduct a series of focus groups with travelers and travel agents to test the effectiveness of the various materials and to identify any necessary adjustments. This report presents the findings of that research.

Traveler Characteristics and Motivations

The research revealed that travelers have different characteristics and needs related to travel preparation depending on their travel motivations.

- Travelers going on a **sun vacation** are seeking to relax and have a good time and, as such, preparation is focused on ensuring this enjoyment.
- Many young people going on their first foreign trip are seeking an **adventure**. They typically take very few steps to prepare for the trip because they enjoy the element of surprise. As a result, they are more inclined to run into problems due to a lack of knowledge of cultural norms in other countries.
- Experienced travelers in the middle age groups are motivated by the desire to learn and to gain knowledge. Rather than seeking an adventure (with surprises), they want to ensure they take full advantage of the **experience** of the trip. To ensure they take full advantage of the learning experience, they conduct more extensive research on the local culture and laws prior to traveling.
- Retirees and people nearing retirement seek **personal comfort** and well-being when traveling, and focus on preparations related to health. They are also more inclined to experience a health-related incident while traveling.

Sources Used and Positioning

Travelers use a variety of sources to obtain information when preparing for their trip, including: Canada Post outlets, the Passport Office, travel agents, tour operators, airlines, foreign embassies, health clinics and doctors, financial institutions, libraries, guide books, retail stores (e.g. bookstores, outdoors stores), and other travelers.

Ideally, travelers prefer a source which offers objective travel information. They also prefer ease of access to all the information they need to prepare for their trip. At the present time, there are no sources which fully meet these two requirements. While travel agents provide access to the broad range of travel information, not all are viewed as objective in their intentions (e.g. some travelers feel that agents are more interested in selling trips than providing objective information). Government offices (including the Passport Office) are viewed as objective, but are not always easily accessible. Other travelers are seen as the most objective source of information (because verbal descriptions of travel can provide sensitive information which might not be available in print), but it may be difficult for people to find others who have traveled to their target destination. The "Bon Voyage But..." booklet is ideally suited as a single source of travel preparation information. However, it is not reaching the majority of travelers under the current distribution system.

Perceived Role of Consular Services

Most travelers viewed Canadian embassies and consulates as places to go "in an emergency"; however, there were some misconceptions about the role of consular staff in providing legal and translation services.

Evaluation of Communications Materials

Participants displayed a very positive, spontaneous reaction to the "Bon Voyage, But..." booklet, saying that it offered all the information they need in a single source. They found the contents to be useful and relevant, and said that the size and format makes the booklet convenient to take on a trip.

The majority of people felt that the brochures and information kit repeat the information in the booklet, yet do not offer the convenience of a single source or the practicality of a small booklet format (for taking on trips).

The video series, which was shown as 20-minute television spots on regional stations (e.g. TV Ontario), received a positive reaction from participants in the

English language groups, although most felt that the videos would be more useful if they contained country-specific information. Participants in the French language groups did not react as positively to the videos. Travel agents felt that they would be useful for loaning to clients or for training new staff.

Role of Intermediaries

Travel agents were willing to include the booklet in packages sent to their clients. However, as the first point of contact for travel information, they said they did not have access to a single, objective source of information which could help them answer questions from clients who had read the booklet. Most are linked to on-line reservation systems. They felt that government information could be tied into this system to provide up-to-date information on political stability in regions, as well as information on visa requirements.

The airlines would be willing to sell video spots on board international flights, and indicated that some consideration might be given to joint initiatives which reduce the number of enquiries fielded by their staff.

Pricing

Most participants said that they would be willing to pay between \$1.00 and \$1.99 for the booklet, and felt that pricing the publication may actually enhance usage (i.e. they would read it more carefully if they paid for it).

Conclusions and Recommendations

The "Bon Voyage, But..." booklet is well positioned to fill the need of travelers for a single source of information to help them prepare for foreign trips. However, it is apparent from the research that the booklet and other materials are not reaching target audiences, with resulting implications for program effectiveness.

To address the need for targeted and accessible information, the following strategies should be adopted:

- Young people (adventure travelers) and older people (comfort travelers) should be specific targets of program communications.
- Future editions of the booklet should contain messaging which is tailored to these target audiences.

- The Department should consider pricing the booklet in the \$1.50 to \$1.99 range (retail), with discount pricing for travel agents and the Passport Office.¹
- The Department should consider the development and distribution of country-specific briefs with background information on local customs and laws.
- The Department should consider distributing travel risk and visa information on electronic networks used by travel agents.
- The booklet should be actively distributed through travel wholesale distributors (to agents), through the Passport Office, and through point-of-purchase displays at select retail outlets (e.g. Canada Post outlets, financial institutions, etc.).
- General awareness advertising should focus on target audiences and should incorporate a 1-800 information/order line.
- Seminars which include testimonials from travelers should be used to reach youth (e.g. at post-secondary institutions), and senior citizens (e.g. at seniors' centres).

¹ While focus group participants were not sensitive to pricing the document within this range, it should be noted that the results are not necessarily representative of the population of interest.

1.0 Background and Research Objectives

Every year, Canadians make more than 80 million trips abroad. While the vast majority of these trips occur without incident, consular staff at Canadian missions are facing a growing number of requests for services, some of which go beyond the scope of consular services normally provided.

To help manage the number of requests received by consular staff, the Department of Foreign Affairs and International Trade launched a public awareness initiative designed to increase preparedness and self-reliance among Canadian travelers and to communicate the scope of activity of Canada's foreign missions. The following are key objectives of the campaign:

- to generate awareness among the traveling public of potential problems when traveling abroad;
- to educate travelers on the consular services available through foreign missions; and
- to influence behaviour to help manage the number of enquiries and to ensure resources are used in an effective manner to meet legitimate requests from Canadian travelers.

To develop information products and services which support the objectives of the Consular Awareness Program in a cost-effective manner, the Department commissioned a qualitative research study with Canadian travelers and travel agents. The main objectives of the research were to assess the effectiveness of existing information products against client needs and to develop strategies to better achieve program objectives. Specifically, the research was used to:

- identify the ideal messaging, and channels of communication required to generate awareness;
- describe the attitudes and behaviour that may affect usage of consular services and supporting information products; and
- test existing and new product concepts as a means of generating awareness and changing behaviour related to self-preparedness and use of consular services.

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.

2.0 Approach

2.1 Overall Approach

Our overall approach involved the following research components:

- six focus groups with travelers;
- two focus groups with travel agents; and
- an in-depth interview with a representative of one of Canada's national airlines;² and
- brief discussions during two traveller focus groups conducted for Revenue Canada.

The research was conducted during the last week of November, 1993, in the following locations:

- Montreal (two groups with travelers, one with travel agents);
- Toronto (two groups with travelers, one with travel agents); and
- Vancouver (two groups with travelers).

The focus groups in Montreal were conducted in French. All groups were held in professional focus group facilities which permitted client viewing. The discussion guides are included as Appendix A.

² Attempts were made to contact both airlines; however, one representative was not available during the study time frame.

2.2 Participant Selection and Recruitment

Participants for the traveler focus groups were selected using screener questionnaires (Appendix B). The screening interviews ensured that we captured a range of views on the basis of:

- age and life cycle;
- travel experience; and
- destination (i.e. North America versus outside North America).

A total of 80 people attended the sessions (excluding the interviews with airline representatives), for an average group size of 10.

Table 1 shows the composition of the focus groups.

Table 1
Focus Group Composition

Location	12:00 p.m.	6:00 p.m.	8:00 p.m.
Montreal	- travel agents	- age 30 to 55 - 50/50 male/female - families with children - traveled to the United States within the past 12 months	- age 30 to 55 - 50/50 male/female - families with children - traveled outside North America within the past 12 months
Toronto	- owners/managers of travel agencies	- age 18 to 29 - 50/50 male/female - single - traveled outside North America within the past 12 months	- age 56 plus - 50/50 male/female - travel as a couple or with a group - six retirees - traveled to the United States within the past 12 months
Vancouver	- no group	- age 18 to 29 - 50/50 male/female - travel as a couple - traveled outside North America within the past 12 months	- age 56 plus - 50/50 male/female - travel as a couple or with a group - six retirees - traveled to the United States within the past 12 months

2.3 Limitations of the Methodology

The reader should be aware that, while qualitative research techniques provide a useful means of understanding traveler behaviour and evaluating detailed communications tools, the results do not necessarily reflect the views of the population of interest.

To assist program managers in developing effective marketing and communications strategies, we have used the research findings to describe potential traveler segments. Where possible, this information should be corroborated with available quantitative data.

Exhibit 1

Segmentation by Destination and Trip Purpose

Traveler Segment	Characteristics	Trip Purpose / Motivation	Preparation / Behaviour	Information Needs	Sources of Information Used
<i>Sun vacationer</i>	<ul style="list-style-type: none"> ■ All ages ■ Travelers to southern destination resorts ■ Cruise travelers 	<ul style="list-style-type: none"> ■ For enjoyment, relaxation 	<ul style="list-style-type: none"> ■ Minimal preparation (i.e. routine requirements for trip such as passport, visa, health insurance, currency, accommodation) 	<ul style="list-style-type: none"> ■ Information related to personal security and comfort ■ Weather ■ Clothing required ■ Recreational facilities ■ Food 	<ul style="list-style-type: none"> ■ Travel agent ■ Other vacation travelers ■ Travel section of newspaper/ journals (i.e. reviews of destinations)
<i>Foreign trip traveler</i>	<ul style="list-style-type: none"> ■ All ages ■ Travelers to destinations outside North America or exotic destinations within North America 	<ul style="list-style-type: none"> ■ For experience or adventure 	<ul style="list-style-type: none"> ■ More extensive advance preparation (i.e. background research on destinations in addition to normal travel preparations) 	<ul style="list-style-type: none"> ■ Language ■ Culture ■ History ■ Geography 	<ul style="list-style-type: none"> ■ Travel agent ■ Library ■ Guide books ■ Foreign embassies in Canada and abroad ■ CAA ■ Other travelers

3.0 Characteristics and Needs of Travelers

In order to design effective marketing and communications tools, it is essential to first understand the characteristics and needs of those targeted by the program. Therefore, the research focused on first understanding why clients prepare or do not prepare for foreign trips, as well as the steps they might take to prepare. An understanding of trip motivations can be used to increase the effectiveness of messaging. Similarly, describing the behaviour of travelers in preparing for trips leads to better use of channels for disseminating information. This chapter provides an understanding of traveler needs and behaviour with the objective of offering recommendations with respect to the marketing and communications program.

3.1 Traveler Segments

The research showed that the characteristics and behaviour of clients vary on the basis of:

- the destination and trip purpose (i.e. whether the trip is taken for a vacation, or for a learning experience); and
- the travel motivations and experience of the person.

3.11 Segmentation on the Basis of Travel Purpose and Destination

There are two basic segments of travelers based on the purpose of their trip:

- *sun vacation travelers*; and
- *foreign trip travelers*.

Exhibit 1 summarizes the characteristics of each of these traveler segments. The paragraphs below describe the motivations, preparation behaviour, and information sought by each traveler segment.

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

"Clients who go to Europe ask for more historical information, whereas people who go down south want to know if it will be sunny..."

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.

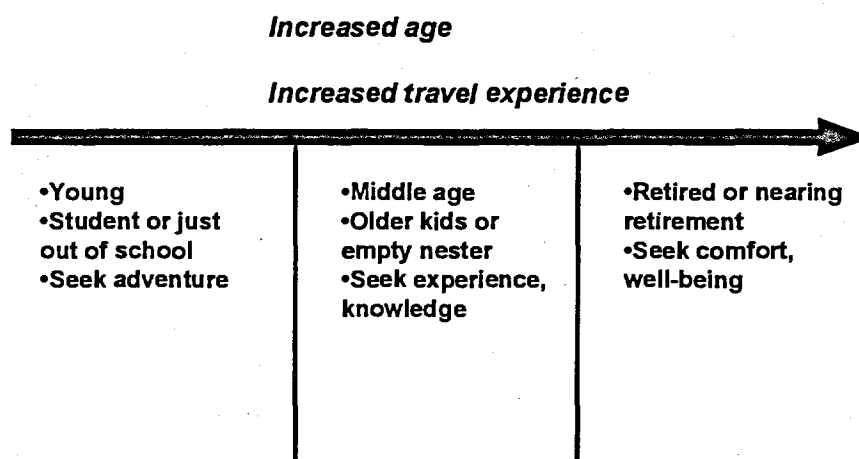
Sun vacationers may participate in an all-inclusive package deal, with all of their daily needs covered. However, foreign trip travelers are more inclined to arrange their own travel and accommodation (through a travel agent), leaving flexibility to

explore destinations as they see fit. Information related to their day-to-day personal needs, as well as the potential for difficulties, becomes more important as a result. During the focus groups, they showed more interest in information on the location of Canadian consulates and embassies, as well as any health care facilities. In general, they spent more time preparing for a potential emergency than vacation travelers.

3.12 Segmentation By Traveler Motivations and Experience

Exhibit 2 shows that the motivations of travelers may change as they progress through the different stages of life.

Exhibit 2
Impact of Age on Travel Motivations



The focus groups indicated that travelers can be segmented into the following categories on the basis of their motivations:

- *Adventure travelers* (who go for the adventure);
- *Experience travelers* (who go for the learning experience); and
- *Comfort travelers* (who go for personal comfort).

Exhibit 3 summarizes the characteristics, behaviour and information needs of each of these traveler segments.

Exhibit 3

Segmentation by Traveler Motivations and Experience

Traveler Segment	Characteristics	Trip Purpose / Motivation	Preparation / Behaviour	Information Needs	Sources of Information Used
<i>Adventure traveler</i>	<ul style="list-style-type: none"> ■ Young ■ Students ■ First-time travelers 	<ul style="list-style-type: none"> ■ Seek adventure ■ Want to be surprised 	<ul style="list-style-type: none"> ■ Minimal advance preparation ■ "Just go" ■ More inclined to encounter a problem caused by lack of understanding of other cultures 	<ul style="list-style-type: none"> ■ information required to travel from country to country (e.g. visa requirements) ■ Currency information ■ Immunization requirements 	<ul style="list-style-type: none"> ■ Student travel agents ■ Peers/other travelers ■ Foreign embassies in Canada ■ Banks ■ Sports and recreational retail outlets
<i>Experience traveler</i>	<ul style="list-style-type: none"> ■ Middle age ■ Have older kids or ■ Empty nesters ■ Have traveled in the past 	<ul style="list-style-type: none"> ■ Seek knowledge/experience ■ Want to learn 	<ul style="list-style-type: none"> ■ More extensive advance preparation ■ More inclined to have a trip without incident 	<ul style="list-style-type: none"> ■ Culture ■ History ■ Geography ■ Language ■ Basic travel requirements (passport, visas, health insurance, currency, etc.) 	<ul style="list-style-type: none"> ■ Travel agent ■ Library ■ Guide books ■ Travel shows ■ Other travelers ■ CAA
<i>Comfort traveler</i>	<ul style="list-style-type: none"> ■ Nearing retirement or retired ■ Usually migration travelers (i.e. annual trip down south) ■ Experienced travelers 	<ul style="list-style-type: none"> ■ Seek comfort/personal well-being 	<ul style="list-style-type: none"> ■ Routine advance preparation ■ More inclined to encounter health-related incident 	<ul style="list-style-type: none"> ■ Immunization requirements ■ Health insurance requirements ■ Location of health facilities ■ Requirements for transporting prescription drugs ■ Food precautions ■ Weather 	<ul style="list-style-type: none"> ■ Travel (health) clinics ■ Family doctor ■ Provincial government (health insurance coverage) ■ Seniors' groups ■ Other travelers

Adventure travelers. During the focus groups with young people (i.e. aged 18 to 29), many participants related the experience of their first trip (without parents) to a destination outside North America. When asked to describe their behaviour and information needs in preparing for the trip, they framed their responses in relation to their attitudes and trip motivations. Most young people said that, at the time, they were traveling for the adventure and, as such, did not conduct extensive research on the culture and history of their destination. One person

"Half the fun is finding out stuff while you're there."

explained that, *"You learn a lot by talking to people over there. That's part of the adventure."* Another said, *"Half the fun is finding out stuff while you're there."*

While some young people take the time to research the histories and cultures of the countries they will visit, others explained that the purpose of their trip is to explore new areas of the world and that they would prefer to learn by experience. As such, they do very little advance preparation and *"just go"*.

Many young people were more interested in basic information to help them travel from one country to another. They might contact foreign embassies in Canada to determine any visa requirements for different countries. If traveling by bicycle or camping, they might also seek information on camp sites, required clothing. Very few took the time to research the culture or local laws in advance. As a result, there were more cultural-related incidents reported in these groups than in the groups with older travelers. The following are examples of some of the incidents encountered by young people while traveling:

- One participant reported an incident where she was stoned by residents in Israel while walking through a religious area wearing inappropriate clothing.
- Several female participants recounted incidents where they were harassed by men in Muslim countries due to the manner in which they were dressed.
- One male traveler unknowingly insulted a local resident and was threatened with physical violence.

Relatively few participants said that they investigated the personal risk of traveling to certain destinations in advance of their trip. Some participants went so far as to say that prior knowledge of personal risk would not have deterred them from traveling to a certain region. *"If I'd checked (for personal risk) before going and they warned me, I would have gone anyway."*

Experience travelers. Most participants in the middle age category were motivated to travel as a learning experience. In many cases, their desire to learn while traveling

led them to do advance research on the local laws, language, customs and history of their destination. While people obtained some information through their travel agent, they tended to do more extensive research at the local library. Some people in this group took a year-round interest in travel by reading the travel section of the newspaper or subscribing to travel-related publications (e.g. *National Geographic* magazine, travel information circulars).

Due to their experience as travelers (i.e. their advance knowledge of potential problems) and their advance preparation for local laws and customs, relatively few of these travelers had encountered an incident which required the assistance of a Canadian embassy or local authority.

Comfort travelers. When asked to describe the steps they took to prepare for a trip as well as their information needs, people who were retired or nearing retirement focused on measures to ensure their personal comfort and well-being while outside Canada.

These travelers were most concerned about information on suitable health care facilities, the effectiveness of prescribed drugs against ailments in foreign countries (e.g. the effectiveness of an anti-biotic against bacteria in a certain country), health care coverage and insurance, immunization, food and water precautions, and weather and related clothing requirements. *"I want to know what to do in a medical emergency...where to go, whether you need a doctor's letter to support your insurance claim..."*

Many of these travelers mentioned that they obtained health-related information from a local travel clinic, or from their family doctor.

While people in this group tended to be experienced travelers (with some exceptions), they were more likely to encounter health-related incidents when traveling. The following are examples of the types of incidents which these travelers encountered:

- One participant caught an ailment on the weekend, and had trouble finding a doctor who could speak English.

- Another participant was traveling with a friend who became ill and required hospitalization. They then discovered that her health insurance was inadequate and wanted to transfer her back to Canada.

Exhibit 4

Evaluation of Information Sources Used by Travelers

Source	Travelers Who Access Source	Information Sought	Positioning & Evaluation of Source
Passport office	<ul style="list-style-type: none"> ▪ Travelers within proximity to major centre 	<ul style="list-style-type: none"> ▪ Passport application, requirements ▪ Other government information (related to travel) 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Lack of consistency in distribution of "Bon Voyage, But..." booklet in store-front offices. <input checked="" type="checkbox"/> Clients had no recollection of receiving booklet in the mail with their passport <input checked="" type="checkbox"/> Good opportunity to distribute information while clients wait to pick up passport
Foreign embassies	<ul style="list-style-type: none"> ▪ All travelers going to destinations requiring a visa 	<ul style="list-style-type: none"> ▪ Information on obtaining a visa ▪ Other travel requirements for the country ▪ Information on interesting sites, destinations 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Not accessible to travelers outside central Canada <input checked="" type="checkbox"/> Good opportunity to reach adventure travelers
Travel agents	<ul style="list-style-type: none"> ▪ All travelers 	<ul style="list-style-type: none"> ▪ All information required to prepare for their trip 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Most accessible to travelers <input checked="" type="checkbox"/> Not viewed as objective by all travelers <input checked="" type="checkbox"/> Some do not provide access to all required information
Health clinics and doctors	<ul style="list-style-type: none"> ▪ Comfort travelers 	<ul style="list-style-type: none"> ▪ Immunization information ▪ Health care facilities ▪ Health insurance 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Clinics have up-to-date health information <input checked="" type="checkbox"/> Good access to seniors

4.0 Information Sources Used & Positioning

Following a discussion of the steps they take to prepare for their trip and the information which they require, participants were asked to name the information sources they use, and to comment on the usefulness of these sources. In addition, they were asked to identify any information gaps which are not being filled by existing sources.

4.1 Evaluation of Sources

As described in the previous chapter, the sources used by travelers vary on the basis of their motivations and resulting behaviour. This section lists the sources used by travelers for different information and assesses the suitability of each source on the basis of accessibility and objectivity/credibility. Exhibit 4 summarizes the different sources used.

Canada Post outlets. Many participants mentioned that they obtained their passport application from "the Post Office" and suggested that this would be an ideal source for other government travel information. In general, government offices were seen as a credible and objective source of information for travelers.

Passport Office. All citizens traveling to a foreign country (outside Canada and the U.S.) require a Canadian passport. While many travelers send their application through the mail (particularly those people in rural areas who do not live within close proximity of a store-front Passport Office), some people submit their application directly at one of the store-front locations in large urban centres.

For those who apply for and receive their passport at the store-front operation, there is an excellent opportunity to make "point-of-sale" travel information available. Several participants mentioned that they were typically required to wait at the Passport Office, and felt that this waiting time could be used to display the "Bon Voyage, But..." video series. One participant described the environment in the Passport Office as "sterile" and suggested that the videos would help provide a warmer environment. They also felt that the booklet could be made available when their passport is returned.

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

People who apply for a passport by mail do not visit the Passport Office in person. Again, however, there is an opportunity to make information available when the passport is returned. While the research did not provide a quantitative assessment of the number of people who receive the "Bon Voyage, But..." booklet, no focus group participants recalled getting a copy of the booklet when their passport was returned by mail. In the case of the store-front operations, only the participants in Montreal received the booklet with their passport.

Several participants also pointed out that, while all travelers must obtain a passport, it is valid for a five year period, during which time they could travel without being in further contact with the Passport Office. The participants felt that it would be important to remind repeat travelers (who may have obtained a passport three or four years ago) of the steps they should take to prepare for their trip. Therefore, the Passport Office would not be an effective channel through which to reach repeat travelers who are between passport renewal years.

No focus group participants recalled receiving a copy of the booklet when their passport was returned by mail.

Travel Agents. The majority of travelers, whether they are going on vacation or on a foreign trip, make their travel arrangements through an agent. Very few focus group participants (i.e. one or two) booked their travel directly through an airline.

While travel agents were seen as the first point of contact for many travelers, travelers did not view them as an objective source of information. For example, some people explained that travel agents would be inclined to sell packages (and push certain destinations), making them reluctant to give travelers objective advice on precautions they should take. *"The travel agents are biased. It depends on how much you're paying."* *"The travel agents are biased. It depends on how much you're paying."*

Some people also felt that travel agents are not equipped to provide the complete range of information typically required by travelers. *"I find that the information I receive from the travel agency is very limited. They don't tell you exactly how to prepare."*

During the focus group sessions with travel agents, some participants felt that information distributed to travelers "should have the right tone" and should not "scare them away" with undue descriptions of potential pitfalls they may encounter. At the same time, however, travel agents in Toronto stated that they were fully obligated (by Ontario law) to provide objective information to travelers on the steps they should take to prepare for a trip, as well as any necessary precautions while traveling. Some viewed their role as being one of "travel consultant" rather than "travel agent" (which was viewed as a misnomer). However, they acknowledged that many agents, particularly discount agents, do not provide the full range of required information to travelers due to time constraints and pressure to maintain high volume sales.

Tour companies and organizers. People who travel on package tours (mostly sun vacation travelers) mentioned that they rely almost wholly on the tour company representatives for trip preparation information. In some cases, this might include a group organizer who deals with the tour company (e.g. a person in a senior citizens' community organization who has arranged a tour on behalf of a group of people).

Foreign embassies. Travelers to countries requiring visas are required to apply through the appropriate foreign embassies in Canada. While the level of service provided by these embassies varied by country, most were viewed as an excellent source of information on local sites and destinations.

Due to the fact that many embassies are located in Ottawa, some participants felt that the embassies were not readily accessible.

Health clinics and family doctors. Travelers went to health travel clinics to obtain the most up-to-date information on immunization requirements. Health clinics were used more frequently by people in the older groups (i.e. comfort travelers).

While many travelers went to their family doctor for immunization, participants seemed to agree that family doctors might not have access to the most up-to-date information on the shots required for travel to certain destinations. As one participant explained, "*they might not know about a new strain of influenza in South America.*"

Provincial health ministries. Participants in Toronto mentioned that they had received a notification from the Ontario Ministry of Health regarding OHIP coverage and requirements for health insurance while traveling.

Pharmacies. Comfort travelers might visit a pharmacy to have a prescription filled before going away on a trip (either a foreign trip or their annual migration trip). Some viewed the waiting time at the pharmacy as an opportunity to review brochures or other quick information tools. They mentioned that there is usually a display containing government publications in the waiting area by the prescription counter, and felt that this might present an opportunity to distribute travel publications.

Canadian Automobile Association (CAA). A number of travelers, particularly those in the older groups, were members of the CAA. The CAA was viewed as an objective source for information such as maps and guide books.

Financial institutions. All travelers go to financial institutions (i.e. banks, trust companies) to obtain currency information and applications for health insurance.

Sports retail stores. Adventure travelers (young people) are more inclined to visit retail sports and outdoors stores when preparing for their trip.

Book stores. Experience travelers (and to a lesser extent adventure travelers) may visit book stores to obtain travel guides, maps and specific background publications.

Libraries. Experience travelers may go to the library to obtain background information on the culture, laws and history of destinations. In addition to accessing print publications, some people mentioned that they borrow video tapes from the library. They indicated that, if available through the library, they would likely borrow and view the "Bon Voyage, But..." video series.

Travel shows. Some experience travelers said that they had been to consumer travel shows (usually held at a local convention center) where they obtained a broad range of travel information.

Travel guide books. Travel guide books are used to obtain information by those going on foreign trips. They were viewed as an objective source of information. However, several people mentioned that the information is not always up-to-date.

Newspapers. Experience travelers may read articles in the travel section of the newspaper when they are contemplating or preparing for a trip.

Airports. Several people mentioned that they access different sources of information in airports while waiting for a flight, including: book stores and magazine stands, pay television sets, and electronic kiosks (e.g. the Statistics Canada kiosk at Pearson airport). They viewed this waiting period as an opportunity to convey information that does not require advance preparation (i.e. because it is too late to take action). For example, electronic kiosks could provide country-specific information on local laws and customs.

On board airplanes. Several people mentioned that they had seen videos on board airplanes which informed them of the target destination prior to landing. They suggested that this would be an ideal opportunity to reach a captive audience with video presentations.

Other travelers. Participants felt that other travelers represent the most credible source of information. As one participant said, *"It's always good to talk to someone who has been there."* First-hand accounts often allow travelers to obtain information which cannot be provided in printed format (due to political or cultural sensitivities). Personal sources usually include friends, relatives and acquaintances and, as such, can have the greatest impact on preparation behaviour.

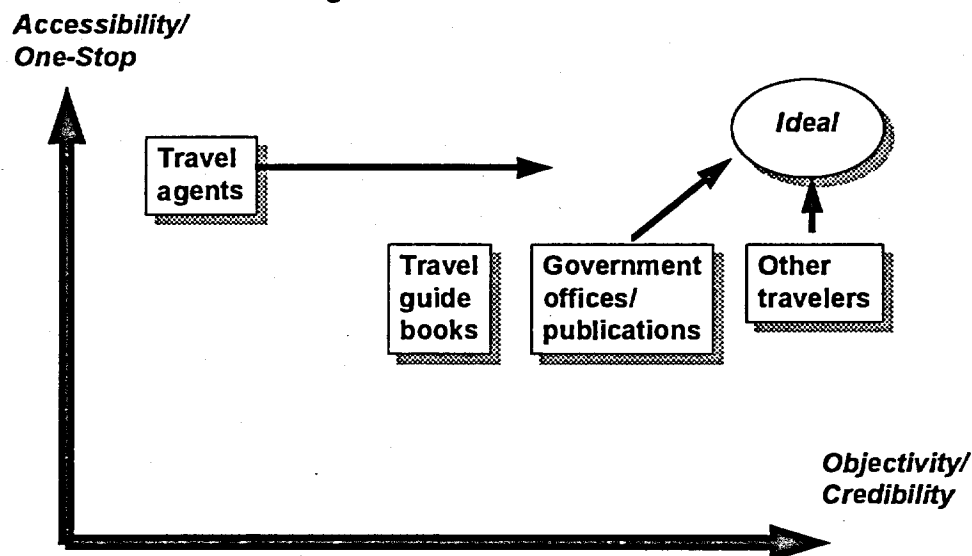
"It's always good to talk to someone who has been there."

4.2 Positioning of Sources

Travelers expressed a need for objective information. At the same time, they want the information source to be easily accessible and to provide the range of information they require to prepare for their trip. As Exhibit 5 shows, the different sources of information can be positioned on the basis of their accessibility and credibility to travelers. While travel agents are regularly accessed by most travelers, they are not

necessarily viewed as a source of objective information. Government offices and publications, on the other hand, are viewed as objective sources, but may not be accessed by all travelers frequently. Other travelers were seen as the most objective source of information but, again, were not always accessible to travelers. Information distribution strategies must, therefore, focus on positioning travel agents as a credible source of information and on making government and personal sources more accessible to travelers.

Exhibit 5
Positioning of Travel Information Sources



4.3 Information Gaps

Participants in the traveler and travel agent groups identified a number of information gaps which could be addressed through new information services or through improved access to existing services.

4.31 Information for Travelers

Travelers specified a need for the following information products and services:

- **An objective source which tells "what to expect" when visiting a specific country or region.** Some participants suggested that country-specific briefs could be made available which explain the "dos and don'ts" when traveling, as well as what to expect in terms of culture, language, food and accommodation. There was some willingness to pay for such a publication among experience travelers.
- **An objective source of information which tells travelers about all the steps they need to take to prepare for their trip.** While the "Bon Voyage, But..." booklet contains this information, it does not appear to be reaching the majority of travelers.
- **Easy access to information on visa requirements.** Travelers do not have easy access to information that tells them what the specific visa requirements are for each country. The further people live from foreign embassies (which are located either in Ottawa or Toronto), the more difficult it is to obtain information on visa requirements.

4.32 Information for Travel Agents

Travel agents access on-line information sources which provide tourism information on destinations. However, they mentioned that no source is available which enables them to answer specific queries from clients about steps they must take to prepare for their trip. For example, they said that no source gives them up-to-date information on visa requirements for certain countries. If the government is providing information tools to travelers which are designed to raise questions (e.g. the booklet), then agents felt they should be equipped with the information to answer these questions (because they are usually the first point of contact).

- *"The government should provide us with current and accurate information that is required by our clients. This would include objective information on the political climate, as well as up-to-date information on natural disasters and visa requirements."*

Given their apparent legal responsibility to provide clients with information, they also expressed a need for a source which can be referred to as the ultimate authority (preferably a government source). Several agents mentioned that such a source would provide them with a necessary level of comfort in dealing with clients because they could defer to the source in the event of a legal challenge.

5.0 Awareness and Role of Consular Services

Travelers were asked whether they had used any consular services during past trips, and were questioned on their awareness of the role of Canadian consulates and embassies.

About one-third of the participants had contacted a Canadian embassy or consulate while traveling in the past. The following are some of the more common reasons they cited for contacting a Canadian consular mission:

- lost passports;
- local uprisings;
- medical emergencies; and
- to obtain news from home (e.g. election results).

In the majority of situations, people were very satisfied with the level of service provided by the embassy or consulate. A couple of people, however, complained about the difficulty in reaching someone at the embassy after regular business hours or on weekends and holidays. They mentioned (partly in jest) that these were the times when the emergencies were more likely to occur.

Most people viewed Canadian embassies and consulates as "a place to go in an emergency." The following comments reflect this:

- *"When you get into trouble or have an emergency...you lose your passport, need to get in touch with someone, a war breaks out, you're put in jail for some unknown reason..."*
- *"They are there for legitimate emergencies, or for business reasons."*

- *"They are there for legitimate emergencies, or for business reasons."*
- *"I think of the embassy as a place to get assistance in an emergency."*
- *"I've always thought of them as a 'last resort' place."*

When asked whether they were aware of the various consular services that are available, most were familiar with the basic services provided to people traveling abroad. However, very few participants (both travelers and travel agents) were aware of the 1-800 service to obtain current news and risk assessments for dangerous and remote areas (prior to leaving Canada).

In two key areas, there was some misunderstanding among travelers about the nature of the services available through Canadian embassies and consulates:

- **Legal advice and assistance.** Several people were under the impression that Canadian consular staff would be available to provide legal advice (as opposed to being available to direct people to local sources, or ensure due process was followed).
- **Translation services.** A number of travelers felt that consular staff should be available to act as translators between them and local authorities if they get into trouble.
- **Emergency funds.** In the event of an emergency, a couple of people felt that the embassy should provide emergency funds to tide people over until they receive a transfer of funds from home. *"If I don't have any money to eat and it takes time to get funds then I would want them to provide me with some."*

6.0 Evaluation of Communications Materials

6.1 Evaluation of the Booklet

6.11 Awareness

Very few participants recalled receiving or reviewing the current version of the booklet, although some mentioned that they had seen a previous version (with a beige cover).

While some travel agents mentioned that they had "several boxes" (of booklets) sitting in their office, the focus groups indicated that distribution covered only a small proportion of the agencies. Those who did have the books said that they included them in packages to clients, and those (in the same discussion group) who were not aware of the publication said that they would circulate it to clients if it were made available.

6.12 Overall Impressions

In the focus groups with both travelers and travel agents, all participants reacted very positively when they first reviewed the booklet. The following comments demonstrate this reaction:

- *"It should become the Bible of the traveler abroad!"*
- *"People should read this before they leave...they would have a lot less trouble once they are over there!"* (travel agent)
- *"My first reaction was, 'for once, the government has done something right.'"* (a traveler who had a cynical attitude towards government)

Several people felt that the booklet was a useful tool because *"it's got all the information you need in a single source."* They went on to explain that the information is *"very well synthesized."*

"It's great! It's got all the information you need in a single source."

Once they had seen the booklet, most participants were very interested in obtaining copies, but did not know how to get them.

Once they had seen the booklet, most participants were very interested in obtaining copies, but did not know how to get them.

- *"These are good, but where do you get them?"*
- *"I want one! Where would I get it?"*

6.13 Contents

Travelers and agents felt that the booklet was clearly written (in both English and French) and contained relevant information in a well-organized manner. *"It's well laid out and it's not written in bureaucratese."*

They said that the tone of the booklet was appropriate because it *"told people about the potential pitfalls, but not in a way that would scare them off."*

When asked to review the specific contents, participants felt that the following sections of the booklet were strengths:

- **The list of embassies and consulates (page 27).** *"This list of embassies is great. From now on, I will bring it with me on every foreign trip."*
- **The list of radio frequencies (page 48).** This information was of particular interest to young travelers (adventure travelers).
- **Part Three: If There's Trouble (page 22).** People felt that this section (in addition to the list of embassies) would be useful in the event of an emergency.
- **Part One: Before You Leave (page 3).** Travel agents felt that this section was important as a means of preparing their clients for trips abroad.

- Travelers found the checklist on page 14 to be particularly useful.

- Some people mentioned that the section on dual nationality (page 6) was useful, recounting stories of people they knew who had been held back in foreign countries because of their dual nationality.

- People in the older groups were interested in the sections on medical advice and insurance.

- One person found the section on AIDS (page 7) to be "modern and relevant."

- **Part Two: While You Are There.** One person mentioned that the section on illegal drugs (page 19) was important, and was surprised at the information related to guilt by association.

While participants said that all of the information in the booklet is useful, they expressed less interest in Part 4: Returning to Canada. This was linked to the fact that they are more interested in information to help them prepare for and enjoy their trip than they are in information about returning to Canada.

When asked if they would make any changes to the contents of the booklet, participants made only one suggestion:

- Add a one-page checklist of "dos and don'ts" for foreign travel (much like the brochure).

Almost all participants felt that the current booklet contains all of the relevant information they need to prepare for their trip.

While some participants raised the possibility of country-specific information, they felt that such information could not be consolidated in a single publication.

A couple of people also felt that the booklet would not provide the information required to prevent unexpected incidents. However, the group agreed that this information would be impossible to consolidate in a single publication and felt that some onus has to be on the traveler to obtain specific information. *"It's enough to jog your memory."*

6.14 Layout

Several people commented that there is good use of bolding to highlight key information.

One person suggested the use of yellow highlighting to mark key points.

6.15 Format

Travelers reacted positively to the booklet format because of the small size and the convenience for traveling.

- *"It fits in a traveler's pouch."*

- *"I like the size. It fits in your purse, vest pocket or money belt."*
- *"When you're packing your bike, every ounce counts."*

The majority of participants felt that the booklet should be produced in separate French and English versions to reduce the size and weight even further. Travel agents were particularly interested in this option because of the potential savings in mailing costs.

Several people also suggested that a card stock cover could be used so that the booklet endures the rigors of foreign travel.

6.2 Evaluation of the Brochures and Information Kit

Most participants felt that the brochures and information sheets contained the same basic information (with some elaboration) as the booklet and, as such, were not necessary.

Travelers were interested in a single source which contains all the required information and viewed the booklet as "more complete" than the brochures.

- *"I would rather have one, single source of information (like the booklet) than a bunch of flyers that will get all mixed up."*
- *"There are too many brochures, too many colours...we might miss something."*

They also felt that the brochures were not a convenient format for traveling.

- *"The booklet content and format fits more with the activity of traveling than the brochures. The brochures will eventually end up in the garbage. Their mere number makes them annoying after a while."*

A couple of people recognized that the brochures serve a different communications objective than the booklet, and said that they may be suitable as quick reading materials in waiting areas (e.g. pharmacies, airports).

Of the different brochures, participants felt that the one entitled "International Travel: Dos and Don'ts" offered the most useful information. People in the older groups were also more likely to express a specific interest in the "Health: An Ounce of Prevention" and "Insurance: Am I Really Covered?" brochures.

6.3 Evaluation of the Video Series

Travelers in both the English and French groups were shown a consolidated version of the video series (approximately five minutes in length). They were then probed for their reaction to the video as a tool to convey information relevant to the program objectives.

A couple of participants in Toronto recalled seeing the series on TV Ontario. None of the participants in other locations could recall viewing the series.

There were very different reactions to the video in the French and English groups.

Travelers in the English groups felt that the video was interesting and "professionally done." They particularly liked the use of other travelers as a means of communicating the messages. *"It is interesting the way they have travelers speak themselves. The people who watch the videos will give more credibility to the contents."*

People in the French groups were not as enthusiastic about the video, and several noted that "no people from Quebec" were shown.

A number of participants felt that the videos would be more relevant and useful if they were country-specific.

Travelers and travel agents felt that the video series could be shown to:

- young people who are first-time travelers;
- people traveling as part of a group tour; and
- new travel agents as a training tool.

Some travelers also expressed an interest in borrowing the video series either from the local library or from their travel agent.

6.4 Telephone Enquiry Service

None of the travelers who participated in the groups were aware of the 1-800 enquiry service for information on travel in dangerous or remote areas. While some travel agents had used the service, there was also a relatively low awareness level among this group. Those who had used the service found the people to be courteous and helpful.

In addition to evaluating the existing 1-800 service, we also tested the idea of providing a 1-900 service (i.e. a pay service) through which travelers could obtain information which would help them prepare for their trip. Most travelers preferred to receive information in written format, rather than by a 1-900 line. Whether 1-800 or 1-900, they reacted more positively to a service which allows them to pose questions and receive responses from a departmental representative, as opposed to a voice mail system.

7.0 Role of Intermediaries

To identify issues related to distributing the materials, the research included focus groups with travel agents as well as interviews with representatives of Canada's two major airlines.

7.1 Travel Agents

Travel agents expressed a willingness to distribute the information to travelers by taking the following measures:

- including the booklet in ticket packages mailed to clients;
- placing the booklet "in a display on the counter";
- displaying the videos on monitors in their offices; and/or
- lending the videos to clients.

Some agents were concerned about the additional cost of mailing the booklets to clients and felt that they should be kept to a minimum size and weight for this reason.

Travel agents went on to say that the Department must first improve access to the booklet if they are to make it available to their clients. Some suggested using travel wholesale distributors to market the materials to agents.

The agents also pointed out that the booklet is designed to generate questions by travelers (i.e. to get them to seek information). As the first point of contact, agents must be equipped with the information to answer questions and influence traveler behaviour. Most agencies subscribe to on-line travel information services (e.g. TIM), and felt that these services would be a good vehicle through which government information could be made available. They were particularly interested in receiving up-to-date information on the political stability of regions and countries, natural disasters and country-specific visa requirements. They went on to say that, because the information is time sensitive, it would lend itself to either an electronic distribution system or a 1-800 number. *"We need someone to call...someone who will always be available."*³ The value of such a system would be that the information required by travel agents "to meet legal obligations" would be accessible through a single, objective source. *"Right now, we have to go to three or four sources to get the*

³ Relatively few agents were aware of the existing 1-800 service.

information. I would love to have a single source. It would save us a lot of time and money."

Ideally, the agents stated, the electronic network would contain the answers to questions which might be raised as a result of reading the booklet. With access to this information, they could produce customized reports (by destination) for each client.

Agents also stressed that the information must be accessible 24 hours a day in the event of emergency enquiries from clients (some said they receive emergency calls at home during non-business hours).

7.2 Airlines

Airlines usually sell time to vendors who display video presentations on board airplanes. This represents a unique opportunity to reach a captive audience of travelers.

During the study, we talked to one airline representative. While his first reaction was to offer video time in exchange for fees, he was more receptive to joint promotions (e.g. on-board videos, distribution of booklets) when the potential benefits to the airline (e.g. from reduced enquiries, increased customer satisfaction) were explained.

8.0 Pricing

Reactions were obtained from travelers and travel agents to the idea of pricing the booklet and the video series.

Most participants (with some exceptions) said that they would be willing to pay between \$1 and \$2 for the booklet. Some even suggested that the booklet might be more avidly read by those who purchase it (as opposed to those who obtain it free of charge).

People were willing to pay for embassy services which involved hard costs (such as replacing a passport, or calling home for money). However, assistance in other emergency situations was viewed as an obligation of the government to its citizens.

While most travel agents said that they would pay \$10 to \$20 for a video (as a training tool for new staff or as a service to clients), very few travelers were interested in renting the video series. Rather, they would borrow them free of charge from information intermediaries such as libraries or travel agents.

Travel agents also said that they would pay a subscription fee for an on-line service containing government information on the stability of regions, visa and other travel requirements (essentially, all the information needed to answer questions raised by the booklet).

9.0 Conclusions and Recommendations

9.1 Key Conclusions

The research shows that the traveling public can be segmented into groups of people who have different attitudes and characteristics. To achieve maximum impact, program materials and distribution strategies must address the separate information and delivery needs of these target audiences.

While travelers have access to a variety of sources of travel information, there is an apparent gap in meeting their need for a single source to help them prepare for a trip. The current "Bon Voyage, But..." booklet is well-positioned to fill this gap, notwithstanding slight adjustments in messaging content which might be required to target specific traveler segments. The groups showed that, if properly marketed, the booklet (and to a lesser extent the video series) could have an impact on traveler preparation behaviour. However, it is apparent from the research that the booklet and other materials are not reaching travelers, with resulting implications for program effectiveness. The main findings of the research centre on the inadequacy of distribution, rather than the design of communications tools.

9.2 Recommended Strategies

9.21 Target Market Selection

Adventure travelers (younger people) and comfort travelers (older people) were more likely to report incidents while traveling. These groups should be targeted in order to maximize the use of program resources.⁴ This does not preclude the broad distribution of materials to travelers (e.g. with passports). However, it means that target groups should receive priority consideration for special activities such as seminars and messaging content in advertising and communications.

9.22 Marketing Objectives

There should be three key marketing objectives for the program:

1. Generate awareness of potential pitfalls when traveling.

⁴ If possible, target market selection should be supported by quantitative data (e.g. characteristics, such as age and travel motivations, which help identify the types of people making enquiries at foreign embassies and consulates).

2. Educate the traveling public on the steps required to prepare for a trip as well as the role of consular services (i.e. inform, answer questions).
3. Affect behaviour related to travel preparation and use of consular services.

Different marketing and communications strategies are required to address these objectives. For example, advertising might be used to generate awareness of the issues and to get travelers to ask questions. Improved access to materials such as the booklet will ensure that travelers are given the materials to educate themselves on necessary preparation steps. The use of intermediaries and peer groups can complete the loop by affecting behaviour. These strategies are discussed in further detail in the following sections.

9.23 Strategies for Materials/Services

Actively market the booklet. The existing booklet should be more actively marketed as an objective handbook for travelers.

Make changes in future editions of the booklet to better reflect marketing objectives. Very few changes need to be made to the existing booklet in order to meet the needs of target audiences. In the short term, the booklet is well designed and positioned to address the information requirements of travelers.

In future editions, the Department could consider making the following specific changes to the booklet:

- Include a one-page summary of "travel dos and don'ts" similar to the list provided in the brochure of that title.
- Consider the development of different versions of the booklet with targeted messaging (but the same content). This could be done simply by altering the cover design to appeal to different target audiences, or emphasizing different contents on the cover. The cover for comfort travelers, for example, might include a picture of older people traveling and could highlight contents related to health precautions (e.g. "Inside: Medical Advice and Health Insurance Information for Travelers").
- If the booklet is offered as a priced publication, add a card stock cover to make it more durable when traveling and to increase its longevity.
- Print separate French and English versions to reduce the size and weight of the booklet.

Discontinue the brochures. While the brochures serve the objective of providing travelers with quick information tools, the Department could consider eliminating them if trade-offs must be made because of budget considerations.

Develop country briefs. The Department should consider the development of country-specific briefs with information on culture, laws, history, and travel requirements. A cost-effective option would be to develop such materials on a commercial basis in partnership with existing private-sector information services. They could be provided in paper or electronic format (i.e. for inclusion on networks for travel agents).

Development an electronic information service for travel agents. The Department should consider developing an electronic information service which provides up-to-date information on political stability of regions, natural disasters, visa requirements and contact numbers, and cultural dos and don'ts. This service could be downloaded onto existing networks accessed by agents. It might be developed on a commercial basis as a joint venture with electronic network producers and providers.

9.24 Pricing Strategies

Based on the qualitative findings of the research, the Department could price the booklet between \$1.50 and \$1.99 (at the retail level).

Different pricing strategies should be considered to encourage strategic partnerships with travel agencies and the Passport Office. For example, travel agencies would be more willing to distribute the booklet to clients as part of their regular package if it were included in the regular subscription fee for an on-line information service. Similarly, the booklet could be available (priced more favourably than at the retail level) as an option when travelers order their passports. This could be done by including the booklet as an option on the passport application form, as well as a brochure or flyer promoting the booklet.

The video series could be sold for \$10 to \$15 per tape to intermediaries such as travel agents, libraries, and travel clubs.

9.25 Distribution Strategies

Distribution strategies should be designed to ensure groups of different travelers have easy access to the booklet and other materials. This requires both direct distribution

and the use of intermediaries. The following are recommended distribution strategies:

- Use wholesale travel distributors to promote the booklet among travel agents, automobile and travel associations, and tour operators. Favourable pricing strategies can be used to encourage agents to distribute the booklets directly to clients.
- Distribute the booklet (as a user option) with all passports (both mail and pick-up).
- Distribute the booklet through point-of-purchase displays in financial institutions, Canada Post outlets (with passport applications), book stores (in the travel section), travel health clinics, pharmacies, and outdoors stores.
- Distribute the videos to intermediaries such as travel agents and libraries.

9.26 Promotional Strategies

Messaging

Messaging in communications materials should reflect the motivations of the various target audiences. For example, the motivations of adventure travelers normally preclude them from doing much advance preparation. Messaging must demonstrate how the information in the booklet can contribute to their adventure (e.g. "the more you learn in advance, the more you'll discover when you're there"). Similarly, messaging for comfort travelers must reflect their desire for good health and personal well-being.

Communications Initiatives

Communications initiatives should be designed to support the social marketing objectives of the program (i.e. to generate awareness, provide information, and change behaviour). This requires the following progressive steps:

- **General awareness advertising.** General awareness advertising can be used to inform travelers and potential travelers of the potential pitfalls they may encounter while traveling. Advertising could include both television and magazine spots, and should be chosen to reach the younger and older age groups (e.g. advertising during youth TV shows, in magazines read by youth, etc.).

- **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.

Appendix A
Discussion Guides

**Focus Group Discussion Guide
Bon Voyage...But
Traveler Group #1**

Introduction

As you are aware from our communication with you, the Phase 5 Consulting Group is conducting group discussions on behalf of the Department of Foreign Affairs and International Trade (formerly External Affairs and International Trade) to assess your need for information when you are traveling abroad, including information on consular services (i.e. services available through Canadian embassies in foreign countries).

Before we start, I wanted to emphasize a number of points:

- **I am not a government employee** and may not be aware of all the services which are available through foreign embassies. I've been hired as an objective moderator to hear your views and understand your needs. If you have any specific requests for information on consular services, I'd be happy to put you in touch with someone from the Department following the session.
- **The session is being audio taped** to assist with reporting.
- **People are viewing the session (state only if viewers are present)**. This is standard practice in public opinion research. While our clients are interested in what you have to say, we keep them in another room so that we hear your views and not theirs.
- **Results will only be reported in aggregate and no comments will be attributed to individuals.**
- **If your neighbour makes a comment and you want to build on it, please feel free to do so.** I want this to be an open discussion.

Round table introductions

Travel Behaviour and Information Needs

I want to start by hearing about any recent trips that you went on, and the steps that you took to prepare for those trips.

When was your most recent trip?

Where did you go to?

Was the trip for business or pleasure (i.e. vacation)?

What was the destination? Probe: Did anyone travel to a destination which posed potential risks?

Who did you travel with, if anyone? Probe: Was it with a tour? Which tour company?

What steps do you typically take to prepare for a trip like the one you just went on? Is there any information you require when preparing for a trip? Explain. Probe: Do you seek information about the country you are visiting (e.g. local customs)? Do you like to read about the country or prepare in advance? Why do you need this information?

Thinking about the information that you looked for when preparing for your trip, did anyone look for information on...

- the potential risks of traveling to certain countries or regions?
- visa and passport requirements?
- vaccinations and medical requirements?
- health insurance?
- motor vehicle operation and licensing?
- foreign currencies and exchange rates?

- customs requirements upon your return?
- the location and telephone number of Canadian embassies in the countries you were visiting?
- tips on ensuring personal security?
- information on foreign customs and laws?

The moderator will distribute form #1 to categorize information needs.

I'd like you to take a minute to complete this form, which asks you to categorize the information we just talked about as being either "absolutely necessary", or just "nice to know".

Which information is essential and why?

Willingness to pay for information

Would you be willing to pay for such information? Probe: What conditions or features would have to be present?

Preferred format

What format would you like the information in?

Do you prefer to have a booklet with all the relevant information in it?

Do you prefer personal contacts (e.g. travel agents)? Why?

Sources Used

Where did you go to get this information? Probe: Through travel agents, magazines, travel guides, other sources?

Which information did you receive in advance of the trip? Which information did you receive at the airport or on the plane? Which did you not receive until you were in the foreign country?

Did the sources turn out to be reliable? If not, explain.

Did you find the information that you needed? Probe: What was missing?

Which sources did you find to be particularly helpful? Which ones were not accurate or helpful? Why?

Did you learn anything while you were in the foreign country which you would have liked to have known in advance of your trip? What was it?

Awareness of Potential Problems When Traveling Abroad

In your experience, what types of problems or situations might you encounter while abroad that could be avoided (or mitigated) if you were prepared in advance?

Did anyone encounter any problems? If so, what were they?

Awareness and Use of Consular Services

Did anyone visit or contact a Canadian embassy while they were traveling? If not, why not (in the case of problems, probe for those who weren't aware of consular services)? If so, what for?

Did you register with the Canadian embassy or consulate? If no, why not? Probe for awareness.

What was your experience? Was it favourable? Were the staff courteous? helpful? easy to access?

Based on your knowledge, what is the role of the Canadian embassy or consulate in foreign countries (as it relates to Canadian citizens traveling abroad)? What kind of help should they give if you get into trouble or encounter an emergency?

What do you know about the kinds of services that they provide to Canadian travelers?

Probe:

Were you aware that they can...

Would you expect them to or go to them to...

- provide passports in the event that yours is lost or stolen?
- contact relatives or friends and ask them to send emergency funds?
- notify next of kin regarding accidents or deaths and inform them of any assistance that can be provided?
- help you during emergencies such as natural disasters or civil uprisings?
- direct you to sources of information about local laws, regulations and visas?
- try to ensure equitable treatment under local laws?
- assist with medical emergencies?
- provide a 1-800 number for up-to-date information on the risks of traveling in certain regions? (available through Canada)

Where did you learn about these services?

Would you expect (or be willing) to pay for any of these services? Which ones? (e.g. emergency Passports)

Were you aware that they cannot...

- set aside local laws if you are charged with an offence?
- post bail or pay for legal services?
- make travel arrangements or cash cheques?
- hold parcels or personal items for safekeeping?
- provide translation services?

➤ search for lost items?

Awareness and Evaluation of Booklets

I'm going to pass out a few brochures that are made available by the Department to travelers. Please take a five minutes to glance through these publications and then I'd like to get your reaction to them.

Bon Voyage...But Booklet:

Does anyone recall receiving or reading this booklet prior to their trip?

If so, where did you get it from?

Does this booklet contain the type of information that you would be looking for? If not, what's missing?

Is it too much information...not enough?

Would you find this booklet to be useful? Would you like to receive it before you go away? If not, why not?

If time permits, the moderator will review each section of the booklet.

Which sections did you find particularly interesting/useful? Why?

Which sections did you find the least interesting/useful? Why?

Were you aware of the information in the booklet?

Are there any improvements you would make to the content?

From what you read, is it clearly written?

Do you like the format of the booklet? Is it a convenient size?

Would you improve the design or layout in any way? Probe: Is the type size large enough?

Brochures:

Were you aware or do you recall receiving any of these brochures? Which ones?

If so, where did you get them from?

Do they contain the type of information that you would be looking for? If not, what's missing?

Is it too much information...not enough?

Would you find these brochures to be useful? Would you like to receive them before you go away? If not, why not?

Which brochures did you find particularly interesting/useful? Why?

Which brochures did you find the least interesting/useful? Why?

Are there any improvements you would make to the content?

From what you read, are they clearly written?

Do you like the format of the brochures? Do you prefer this format to the booklet or visa versa? Why?

Would you improve the design or layout in any way?

Evaluation of Video

If time permits, the moderator will display the video at this point.

What did you think of the video? Did you find it to be useful?

The Department has a series of videos which profile other Canadians who have traveled abroad and talk about their experiences? Would you be interested in these videos? Where should they be made available? Probe: Would you consider renting them through video outlets? Should they be shown on the airplane?

Roleplaying/Strategy Development

The process of fielding enquiries at Canada's embassies and consulates places a substantial resource burden on the staff in these embassies. Many of the enquiries which are received from Canadian travelers might be avoided if these travelers were made aware in advance of their trip of potential problems they could encounter when traveling, as well as the services Canada's consulates can and can't provide. You can appreciate that, by making its operations more efficient, the government can also free up resources to field enquiries from people in genuine emergencies.

For the last fifteen minutes, I'd like you to assume that you've left your present jobs, and you're now employed by the government. You're the team responsible for educating Canadian travelers on the steps they should take to prepare for their trip, as well as the things they should keep in mind when traveling abroad. You also want to inform them of the role of Canada's embassies and consulates. To do all of this, you have limited financial resources. So you should develop solutions which are cost-effective.

- What types of information services or packages should be made available? Are the brochures and video that we reviewed sufficient? Do you have any other ideas?
- Keeping in mind that you have limited resources to do the job, would you charge for any of these information services? How much?
- How would you ensure that the information is received and reviewed by travelers? Probe: Direct mail? Videos on airplanes? Kiosks at airports? Travel agents? Travel shows? Other?
- How would you communicate the availability of the information?
- Are there any types of travelers or people whom you would target? e.g. students

Thank you

**Focus Group Discussion Guide
Bon Voyage...But
Traveler Group #2**

Introduction

As you are aware from our communication with you, the Phase 5 Consulting Group is conducting group discussions on behalf of the Department of Foreign Affairs and International Trade (formerly External Affairs and International Trade) to assess your need for information when you are traveling abroad, including information on consular services (i.e. services available through Canadian embassies in foreign countries).

Before we start, I wanted to emphasize a number of points:

- **I am not a government employee** and may not be aware of all the services which are available through foreign embassies. I've been hired as an objective moderator to hear your views and understand your needs. If you have any specific requests for information on consular services, I'd be happy to put you in touch with someone from the Department following the session.
- **The session is being audio taped** to assist with reporting.
- **People are viewing the session (state only if viewers are present).** This is standard practice in public opinion research. While our clients are interested in what you have to say, we keep them in another room so that we hear your views and not theirs.
- **Results will only be reported in aggregate and no comments will be attributed to individuals.**
- **If your neighbour makes a comment and you want to build on it, please feel free to do so.** I want this to be an open discussion.

Round table introductions

Travel Behaviour and Information Needs

I want to start by hearing about any recent trips that you went on, and the steps that you took to prepare for those trips.

When was your most recent trip?

Where did you go to?

Was the trip for business or pleasure (i.e. vacation)?

What was the destination? Probe: Did anyone travel to a destination which posed potential risks?

Who did you travel with, if anyone? Probe: Was it with a tour? Which tour company?

What steps do you typically take to prepare for a trip like the one you just went on? Is there any information you require when preparing for a trip? Explain. Probe: Do you seek information about the country you are visiting (e.g. local customs)? Do you like to read about the country or prepare in advance? Why do you need this information?

Thinking about the information that you looked for when preparing for your trip, did anyone look for information on...

- the potential risks of traveling to certain countries or regions?
- visa and passport requirements?
- vaccinations and medical requirements?
- health insurance?
- motor vehicle operation and licensing?
- foreign currencies and exchange rates?

- customs requirements upon your return?
- the location and telephone number of Canadian embassies in the countries you were visiting?
- tips on ensuring personal security?
- information on foreign customs and laws?

The moderator will distribute form #1 to categorize information needs.

I'd like you to take a minute to complete this form, which asks you to categorize the information we just talked about as being either "absolutely necessary", or just "nice to know".

Which information is essential and why?

Willingness to pay for information

Would you be willing to pay for such information? Probe: What conditions or features would have to be present?

Preferred format

What format would you like the information in?

Do you prefer to have a booklet with all the relevant information in it?

Do you prefer personal contacts (e.g. travel agents)? Why?

Sources Used

Where did you go to get this information? Probe: Through travel agents, magazines, travel guides, other sources?

Which information did you receive in advance of the trip? Which information did you receive at the airport or on the plane? Which did you not receive until you were in the foreign country?

Did the sources turn out to be reliable? If not, explain.

Did you find the information that you needed? Probe: What was missing?

Which sources did you find to be particularly helpful? Which ones were not accurate or helpful? Why?

Did you learn anything while you were in the foreign country which you would have liked to have known in advance of your trip? What was it?

Awareness of Potential Problems When Traveling Abroad

In your experience, what types of problems or situations might you encounter while abroad that could be avoided (or mitigated) if you were prepared in advance?

Did anyone encounter any problems? If so, what were they?

Awareness and Use of Consular Services

Did anyone visit or contact a Canadian embassy while they were traveling? If not, why not (in the case of problems, probe for those who weren't aware of consular services)? If so, what for?

Did you register with the Canadian embassy or consulate? If no, why not? Probe for awareness.

What was your experience? Was it favourable? Were the staff courteous? helpful? easy to access?

Based on your knowledge, what is the role of the Canadian embassy or consulate in foreign countries (as it relates to Canadian citizens traveling abroad)? What kind of help should they give if you get into trouble or encounter an emergency?

What do you know about the kinds of services that they provide to Canadian travelers?

Probe:

Were you aware that they can...

Would you expect them to or go to them to...

- provide passports in the event that yours is lost or stolen?
- contact relatives or friends and ask them to send emergency funds?
- notify next of kin regarding accidents or deaths and inform them of any assistance that can be provided?
- help you during emergencies such as natural disasters or civil uprisings?
- direct you to sources of information about local laws, regulations and visas?
- try to ensure equitable treatment under local laws?
- assist with medical emergencies?
- provide a 1-800 number for up-to-date information on the risks of traveling in certain regions? (available through Canada)

Where did you learn about these services?

Would you expect (or be willing) to pay for any of these services? Which ones? (e.g. emergency passports)

Were you aware that they cannot...

- set aside local laws if you are charged with an offence?
- post bail or pay for legal services?
- make travel arrangements or cash cheques?
- hold parcels or personal items for safekeeping?
- provide translation services?

➤ search for lost items?

Awareness and Evaluation of Booklets

Prior to this meeting, we sent a booklet entitled "Bon Voyage...But" to you, as well as a series of brochures. Did everyone bring these with them? *The moderator will distribute copies to those who do not have them.*

I'd like to spend some time going through each publication and asking for your comments.

Bon Voyage...But Booklet:

Prior to this study, does anyone recall receiving or reading this booklet?

If so, where did you get it from?

Does this booklet contain the type of information that you would be looking for? If not, what's missing?

Is it too much information...not enough?

Would you find this booklet to be useful? Would you like to receive it before you go away? If not, why not?

The moderator will review each section of the booklet.

Which sections did you find particularly interesting/useful? Why?

Which sections did you find the least interesting/useful? Why?

Were you aware of the information in the booklet?

Are there any improvements you would make to the content?

From what you read, is it clearly written?

Do you like the format of the booklet? Is it a convenient size?

Would you improve the design or layout in any way? Probe: Is the type size large enough?

Brochures:

Were you aware or do you recall receiving any of these brochures (prior to the study)? Which ones?

If so, where did you get them from?

Do they contain the type of information that you would be looking for? If not, what's missing?

Is it too much information...not enough?

Would you find these brochures to be useful? Would you like to receive them before you go away? If not, why not?

Which brochures did you find particularly interesting/useful? Why?

Which brochures did you find the least interesting/useful? Why?

Are there any improvements you would make to the content?

From what you read, are they clearly written?

Do you like the format of the brochures? Do you prefer this format to the booklet or visa versa? Why?

Would you improve the design or layout in any way?

Evaluation of Video

The moderator will display the video at this point.

What did you think of the video? Did you find it to be useful?

What impression did it leave you with?

Do you think it would cause you to act any differently when preparing for a trip?
How so?

The Department has a series of videos which profile other Canadians who have traveled abroad and talk about their experiences? Would you be interested in these videos? Where should they be made available? Probe: Would you consider renting them through video outlets? Should they be shown on the airplane?

Concept Testing

The moderator will list the product/distribution ideas generated in the previous group (on a flip chart) and ask participants to evaluate them.

There are a number of options which are available for disseminating the information to travelers. On the boards, we have listed some ideas for packaging the information as well as disseminating it to travelers. Please take a look at them and think about which option would be most suitable to your needs.

Which do you think is the best way to communicate information to travelers on the steps they should take when preparing for a trip and the services available through Canada's embassies? Why?

Do you have any other ideas or suggestions for providing travelers with the information they need when preparing for a trip, including information on consular services?

The moderator will distribute form #2 and ask participants to choose the best means of disseminating the information.

Thank you

Form #2
Traveler Discussion Group
Department of Foreign Affairs

Of the options available for packaging the information, which one is most suitable to your needs?

Of the options available for disseminating the information (i.e. the means of ensuring that the information package gets to travelers), which one do you think would be most effective in reaching travelers?

**Focus Group Discussion Guide
Bon Voyage...But
Travel Agent Group**

Introduction

As you are aware from our communication with you, the Phase 5 Consulting Group is conducting group discussions on behalf of the Department of Foreign Affairs and International Trade (formerly External Affairs and International Trade) to determine ways that you might work with the Department of Foreign Affairs in informing travelers of potential pitfalls when traveling abroad, as well as the consular services which are available.(i.e. services available through Canadian embassies in foreign countries).

Before we start, I wanted to emphasize a number of points:

- **I am not a government employee and may not be aware of all the services which are available through foreign embassies. I've been hired as an objective moderator to hear your views and understand your needs. If you have any specific requests for information on consular services, I'd be happy to put you in touch with someone from the Department following the session.**
- **The session is being audio taped to assist with reporting.**
- **People are viewing the session (state only if viewers are present). This is standard practice in public opinion research. While our clients are interested in what you have to say, we keep them in another room so that we hear your views and not theirs.**
- **Results will only be reported in aggregate and no comments will be attributed to individuals.**
- **If your neighbour makes a comment and you want to build on it, please feel free to do so. I want this to be an open discussion.**

Round table introductions

Information Needs and Role in Advising Travelers

Once you have booked a trip for a client, what kinds of questions do they typically ask you to help prepare for this trip?

Probe: Do they look for information on...

- the potential risks of traveling to certain countries or regions?
- visa and passport requirements?
- vaccinations and medical requirements?
- health insurance?
- motor vehicle operation and licensing?
- foreign currencies and exchange rates?
- customs requirements upon your return?
- the location and telephone number of Canadian embassies in the countries you were visiting?
- tips on ensuring personal security?
- information on foreign customs and laws?

The moderator will distribute form #1 to categorize information needs.

I'd like you to take a minute to complete this form, which asks you to categorize the information we just talked about as being either "absolutely necessary", or just "nice to know".

Which information is essential and why?

Willingness to pay for information

Would you be willing to pay for such information? Probe: What conditions or features would have to be present?

Sources Used

How do you respond to these requests?

Do you refer them to certain sources? If so, which ones?

Do you send out an information kit or package? If so, what does it contain?

Thinking of information that would help clients prepare for trips, do you have all the information that you need? Probe: If not, what's missing?

Which sources did you find to be particularly helpful? Which ones were not accurate or helpful? Why?

Awareness of Potential Problems

In your experience, are clients aware of the potential problems they might encounter when traveling abroad?

Do you receive feedback from clients after they have traveled on situations they have run into?

How might these be avoided?

Do you take any steps as a travel agent to inform clients of potential problems? What are these steps?

Awareness and Use of Consular Services

Do you advise people to register with the Canadian consulate? If not, why not?

Have you had the occasion to deal with Canadian embassies? What for?

What was your experience? Was it favourable? Were the staff courteous? helpful? easy to access?

Based on your knowledge, what is the role of the Canadian embassy or consulate in foreign countries (as it relates to Canadian citizens traveling abroad)? What kind of help should they give travelers if they get into trouble or encounter an emergency?

Probe:

Were you aware that they can...

Would you expect them to or go to them to...

- provide passports in the event that yours is lost or stolen?
- contact relatives or friends and ask them to send emergency funds?
- notify next of kin regarding accidents or deaths and inform them of any assistance that can be provided?
- help during emergencies such as natural disasters or civil uprisings?
- direct people to sources of information about local laws, regulations and visas?
- try to ensure equitable treatment under local laws?
- assist with medical emergencies?
- provide a 1-800 number for up-to-date information on the risks of traveling in certain regions? (available through Canada)

Where did you learn about these services?

Were you aware that they cannot...

- set aside local laws if you are charged with an offence?
- post bail or pay for legal services?
- make travel arrangements or cash cheques?

- hold parcels or personal items for safekeeping?
- provide translation services?
- search for lost items?

Awareness and Evaluation of Booklets

Prior to this meeting, we sent a booklet entitled "Bon Voyage...But" to you, as well as a series of brochures. Did everyone bring these with them? *The moderator will distribute copies to those who do not have them.*

I'd like to spend some time going through each publication and asking for your comments.

Bon Voyage...But Booklet:

Prior to this study, does anyone recall receiving or reading this booklet?

If so, where did you get it from?

Do you advise your clients that this booklet is available? If not, why not?

Does this booklet contain the type of information that would be useful to you and your clients? If not, what's missing?

Is it too much information...not enough?

The moderator will review each section of the booklet.

Which sections did you find particularly interesting/useful? Why?

Which sections did you find the least interesting/useful? Why?

Were you aware of the information in the booklet?

Are there any improvements you would make to the content?

From what you read, is it clearly written?

Do you like the format of the booklet? Is it a convenient size?

Would you improve the design or layout in any way? Probe: Is the type size large enough?

Brochures:

Were you aware or do you recall receiving any of these brochures (prior to the study)? Which ones?

If so, where did you get them from?

Do they contain the type of information that you would be looking for? If not, what's missing?

Is it too much information...not enough?

Would you find these brochures to be useful? Would you like to receive them before you go away? If not, why not?

Which brochures did you find particularly interesting/useful? Why?

Which brochures did you find the least interesting/useful? Why?

Are there any improvements you would make to the content?

From what you read, are they clearly written?

Do you like the format of the brochures? Do you prefer this format to the booklet or visa versa? Why?

Would you improve the design or layout in any way?

Evaluation of Video

The moderator will display the video at this point.

What did you think of the video? Did you find it to be useful?

Is this something that would be of interest to travelers?

The Department has a series of videos which profile other Canadians who have traveled abroad and talk about their experiences? Would you be interested in these videos?

Would you use them for training staff?

Would you consider purchasing these videos for the going rate? (e.g. \$20 to \$30)

Distribution Strategies

The process of fielding enquiries at Canada's embassies and consulates places a substantial resource burden on the staff in these embassies. Many of the enquiries which are received from Canadian travelers might be avoided if these travelers were made aware in advance of their trip of potential problems they could encounter when traveling, as well as the services Canada's consulates can and can't provide. You can appreciate that, by making its operations more efficient, the government can also free up resources to field enquiries from people in genuine emergencies. As a result, the government has launched a consular awareness program to inform Canadians of the potential pitfalls when traveling, the steps they should take to prepare, and the services available through consulates. The program includes the materials we've reviewed today.

How might travel agencies assist with the task of informing Canadians about the potential pitfalls when traveling, as well as consular services which are available?

Are there any joint promotional opportunities? What are these?

What kinds of tools should the government provide you with to help with this task?
Are the tools we've evaluated today sufficient?

Is there anything more the government should be doing to inform travel agents about the program?

Do you have any other ideas or suggestions?

Evaluation of Revenue Canada Materials

Very quickly, I'd like to turn to another topic for a few minutes.

Revenue Canada Customs is launching an initiative which allows travelers who pay duty at the border to do so using self-completion cards. The cards are completed by travelers, they take them to a cashier at the customs office (border crossing), and they pay the duty. It reduces the amount of time spent at border crossings.

How might the department make travelers aware of the new process?

Is there anything you would be willing to do to help make people aware? What?

Again, are there any partnership opportunities?

The department has produced a video on the process? Would this be useful as a training tool for travel agents or tour operators?

Thank you

Guide de discussion Bon Voyage...Mais

Groupe des voyageurs no. 1

Introduction

Comme vous le savez, la firme Phase 5 Consulting réalise présentement des groupes de discussion pour le ministère des Affaires extérieures du Gouvernement Canadien pour connaître vos besoins en information quand vous voyagez à l'étranger, incluant des informations sur les services consulaires dans les pays étrangers (i.e. services disponibles aux ambassades canadiennes dans les pays étrangers).

Avant de commencer, j'aimerais souligner quelques points...

- ▶ Je ne suis pas un employé du gouvernement et je n'ai pas toute l'information sur les services disponibles dans les ambassades du Canada. J'ai été embauché à titre d'animateur objectif pour obtenir vos opinions honnêtes et sincères concernant vos besoins. Si vous avez des questions spécifiques qui concernent les activités consulaires du gouvernement canadien, je vous mettrai en contact avec des fonctionnaires du gouvernement à la fin de la discussion.
- ▶ La discussion est enregistrée pour m'aider à rédiger mon rapport par la suite;
- ▶ Il y a des gens qui vont observer la discussion derrière ce miroir unidirectionnel;
- ▶ Les résultats ne seront présentés au client que sous forme de commentaires regroupés, et aucune réponse ou commentaire ne sera attribué à un participant en particulier;
- ▶ Si votre voisin fait un commentaire et que vous voulez y ajouter quelque chose, n'hésitez pas à le faire; Je veux que ce soit une discussion ouverte;

L'animateur fait un tour de table et demande aux participants de se présenter.

Comportement des voyageurs et besoins en information

J'aimerais commencer par vous entendre décrire votre dernier voyage et les étapes que vous avez suivi pour préparer ce voyage.

Quel a été votre dernier voyage ?

Où êtes-vous allés ?

Étais-ce un voyage d'affaires ou de vacances ?

Quelle était la destination ? Sonder: Y a-t-il quelqu'un qui a voyagé dans un pays qui présentait des risques potentiels ?

Voyagiez-vous avec quelqu'un ? Étais-ce un voyage organisé ? Avec quelle compagnie ? »

Quelles sont les étapes de préparation pour un tel voyage ? Y a-t-il des informations particulières dont vous avez besoin lors de vos préparatifs ? Expliquez. Sonder: Cherchez-vous de l'information sur le pays que vous allez visiter (coutumes locales) ? Aimez-vous lire à l'avance sur le pays que vous allez visiter ? Où obtenez-vous cette information ?

En pensant à cette information que vous recherchez lors de vos préparatifs de voyage, y a-t-il quelqu'un qui a cherché de l'information sur...

- les risques reliés aux voyages dans certaines régions ?
- le besoin d'un Visa ou d'un passeport ?
- la vaccination ou d'autres besoins médicaux ?
- l'assurance santé ?
- les permis de conduire ou les licences de véhicules ?
- les taux de change et la valeur de la monnaie de pays étrangers ?
- les règlements aux douanes lors de votre retour au pays ?
- la localisation et le numéro de téléphone des ambassades canadiennes dans le pays visité ?

- votre sécurité personnelle lors de leur séjour ?
- les moeurs et les lois des pays à visiter ?

(L'animateur distribue le formulaire no. 1 pour catégoriser les besoins en information)

J'aimerais que vous preniez une minute pour compléter ce formulaire. Il vous demande de catégoriser les informations dont nous venons de parler en deux catégories: « absolument nécessaires » et « intéressantes à avoir ».

Quelle information est essentielle, et pourquoi ?

Payer pour l'information

Seriez-vous prêts à payer pour ce genre d'information ? Sonder: A quelles conditions seriez-vous prêts à payer ?

Format désiré

Dans quel format préféreriez-vous l'information ?

Préférez-vous un livret incluant toute l'information ?

Préférez-vous un contact personnel (i.e. agent de voyage) ? Pourquoi ?

Sources utilisées

Où obtenez-vous cette information ? Sonder: Agents de voyage, revues, guides de voyage, autres sources ?

Quelle information avez-vous reçu avant de partir en voyage ? Quelle information avez-vous reçu à l'aéroport ou sur l'avion ? Quelle information n'avez-vous pas reçue avant d'arriver à destination, dans le pays étranger ?

Les sources d'informations étaient-elle fiables ? Si non, expliquez...

Avez-vous trouvé l'information nécessaire ? Sonder: Qu'est-ce qu'il manquait ?

Quelles sources d'information étaient particulièrement utiles ? Lesquelles n'étaient pas adéquates ? Pourquoi ?

Avez-vous appris quelque chose lors de votre séjour à l'étranger que vous auriez dû savoir avant de partir ? Quoi au juste ?

Connaissance des problèmes potentiels lors de séjours à l'étranger

Selon votre expérience, quels types de problèmes rencontre-t-on en pays étranger et qui auraient pu être évités (ou mitigés) si vous aviez été préparés à l'avance ?

Y a-t-il quelqu'un qui a eu des difficultés ? Si oui, quelles difficultés étai-ce ?

Connaissance et utilisation des services consulaires

Quelqu'un a-t-il contacté une ambassade canadienne lors de son voyage ? Si non, pourquoi pas (dans les cas de problèmes, sonder ceux qui ne connaissent pas les services consulaires) ? Si oui, à quel sujet ?

Vous êtes-vous inscrit à l'ambassade canadienne ou au consulat ? Si non, pourquoi pas ? Sonder pour la connaissance de l'existence de l'ambassade ou du consulat.

Quelle a été votre expérience ? Cela a-t-il bien été ? Le personnel était-il aimable ? Facile d'accès ?

En vous basant sur votre connaissance, quel est le rôle de l'ambassade canadienne ou du consulat dans les pays étrangers (en ce qui a trait aux voyageurs canadiens à l'étranger) ? Quelle sorte d'aide ces ambassades ou consulats devraient-ils donner à des voyageurs qui sont en difficulté ou qui vivent une situation urgente ?

Que savez-vous des services qu'ils peuvent rendre aux voyageurs canadiens ?
Sonder:

Saviez-vous qu'ils peuvent...

Vous attendriez-vous à ce qu'ils...

- fournir un nouveau passeport après un vol de passeport ?
- contacter des proches pour qu'ils envoient des fonds d'urgence à un voyageur ?
- informer les proches parents lors de situation urgentes telles des accidents ou décès, et les informer du soutien qu'ils peuvent fournir ?

- aider durant des urgences reliées à des désastres naturels ou à l'instabilité civile ?
- diriger les voyageurs vers les sources d'information appropriées sur les lois locales, la réglementation et les visas ?
- aider à assurer un traitement équitable dans le contexte d'une loi locale ?
- assister lors d'urgences médicales ?
- fournir un numéro 1-800 pour des informations à date sur les risques reliés au voyages dans certaines régions (Disponible à travers le Canada) ?

Où avez-vous pris connaissance de ces services ?

Vous attendez-vous à payer (ou êtes-vous prêts à payer) pour ces services ? Lesquels ? (i.e. un passeport d'urgence)

Saviez-vous qu'ils ne peuvent pas...

- faire fi des lois locales si le voyageur a les a transgressé ?
- payer pour des frais légaux ou un cautionnement ?
- faire des arrangements de voyage ou encaisser des chèques ?
- garder des colis ou des objets personnels pour les garder en sécurité ?
- fournir des services de traduction ?
- chercher des objets perdus ?

Connaissance et évaluation des livrets

Je vais passer quelques documents fournis par le ministère aux voyageurs. Prenez cinq minutes pour les regarder et ensuite je vais vous demander vos impressions.

Le livret « Bon Voyage...Mais »

Avant la présente étude, y a-t-il quelqu'un qui a déjà reçu ou qui a déjà lu ce livret ?

Si oui, ou l'avez-vous pris ?

Ce livret contient-il le genre d'information qui vous serait utile ? Si non, Qu'est-ce qui manque ?

Y a-t-il trop d'information ? Pas assez d'information ?

(S'il a le temps, l'animateur révisera chacune des sections du livret)

Quelles sections trouvez-vous particulièrement intéressantes ou utiles ? Pourquoi ?

Quelles sections trouvez-vous les moins intéressantes ou utiles ? Pourquoi ?

Connaissiez-vous déjà l'information incluse dans ce livret ?

Y a-t-il des améliorations à apporter au contenu de ce livret ?

D'après-vous, le livret est-il bien écrit ?

Aimez-vous le format de ce livret ? Sa taille est-elle convenable ?

Amélioreriez-vous le design du livret ou la disposition du texte ?

Le lettrage est-il de la bonne grosseur ?

Les dépliants

Saviez-vous que ces dépliants existaient avant cette étude ?

Si oui, ou les avez-vous vus ou pris ?

Ces dépliants contiennent-ils le genre d'information que vous recherchez ? Si non, Qu'est-ce qui manque ?

Y a-t-il trop d'information ? Pas assez d'information ?

Ces dépliants sont-ils utiles ? Aimerez-vous les recevoir avant de partir en voyage ? Pourquoi ? Pourquoi pas ?

Quels dépliants trouvez-vous les plus intéressants, utiles ? Pourquoi ?

Quels dépliants trouvez-vous les moins intéressants, utiles ? Pourquoi ?

Y a-t-il des améliorations à apporter au contenu de ces dépliants ?

D'après-vous, ces dépliants sont-ils bien écrit ?

Aimez-vous le format de ces dépliants ? Leur taille est-elle convenable ?

Le lettrage est-il de la bonne grosseur ?

Amélioreriez-vous le design de ces dépliants ou la disposition du texte ?

Évaluation du vidéo (Si le temps le permet, le groupe visionne le vidéo)

Qu'avez-vous aimé du vidéo ? L'avez-vous trouvé utile ?

Est-ce que ce vidéo intéresserait les voyageurs ?

Le ministère a une série de vidéos qui présentent les expériences d'autres canadiens qui ont voyagé à l'étranger. Seriez-vous intéressés dans ces vidéos ? Où devraient-ils être disponibles ? Sonder: Est-ce que vous loueriez ces vidéos dans un magasin de vidéo avant de partir en voyage ? Devrait-on les montrer dans l'avion ?

Jeux de rôles et stratégie de développement

Les ambassades canadiennes sont confrontées à un grand nombre de demandes provenant de voyageurs canadiens à l'étranger. Plusieurs de ces demandes pourraient être évitées si les voyageurs savaient d'avance quels Problèmes ils peuvent rencontrer à l'étranger, et quels services les ambassades offrent et n'offrent pas aux voyageurs.

Par ailleurs en rendant leurs opérations plus efficaces, les consulats canadiens pourraient consacrer plus d'énergie à régler les cas de personnes dont la situation est véritablement urgente.

Pour les quinze dernières minutes j'aimerais que vous imaginiez que vous avez changé d'occupation et que vous êtes maintenant employés du gouvernement. Vous êtes l'équipe responsable d'informer les voyageurs canadiens des étapes à suivre pour préparer leur voyage ainsi que des choses dont ils doivent se rappeler lors de leurs voyages à l'étranger. Vous voulez aussi les informer du rôle des ambassades et consulats canadiens. Pour faire tout cela vous avez des ressources financières limitées. Vous devriez donc trouver des solutions efficaces et économes.

- Quels types de services d'information ou de troussees devraient être disponibles ? Les brochures et le vidéo que nous avons vus sont-ils suffisants ? Avez-vous d'autres idées ?
- En vous rappelant que les ressources financières sont limitées, est-ce que vous chargeriez certains de ces services aux voyageurs ? Combien ?
- Comment vous assureriez-vous que l'information est bel et bien reçue et digérée par les voyageurs ? Sonder: Publipostage ? Vidéos sur les avions ? Kiosques dans les aéroports ? Agents de voyage ? Foires sur les voyages ? Autres ?
- Comment feriez-vous pour communiquer la disponibilité de l'information ?
- Y a-t-il des types de voyageurs ou de personnes que vous cibleriez en particulier ? i.e. des étudiants, etc...

Remerciements.

**Guide de discussion
Bon Voyage...Mais**

Groupe des voyageurs no. 2

Introduction

Comme vous le savez, la firme Phase 5 Consulting réalise présentement des groupes de discussion pour le ministère des Affaires extérieures du Gouvernement Canadien pour connaître vos besoins en information quand vous voyagez à l'étranger, incluant des informations sur les services consulaires dans les pays étrangers (i.e. services disponibles aux ambassades canadiennes dans les pays étrangers).

Avant de commencer, j'aimerais souligner quelques points...

- ▶ Je ne suis pas un employé du gouvernement et je n'ai pas toute l'information sur les services disponibles dans les ambassades du Canada. J'ai été embauché à titre d'animateur objectif pour obtenir vos opinions honnêtes et sincères concernant vos besoins. Si vous avez des questions spécifiques qui concernent les activités consulaires du gouvernement canadien, je vous mettrai en contact avec des fonctionnaires du gouvernement à la fin de la discussion.
- ▶ La discussion est enregistrée pour m'aider à rédiger mon rapport par la suite;
- ▶ Il y a des gens qui vont observer la discussion derrière ce miroir unidirectionnel;
- ▶ Les résultats ne seront présentés au client que sous forme de commentaires regroupés, et aucune réponse ou commentaire ne sera attribué à un participant en particulier;
- ▶ Si votre voisin fait un commentaire et que vous voulez y ajouter quelque chose, n'hésitez pas à le faire; Je veux que ce soit une discussion ouverte;

L'animateur fait un tour de table et demande aux participants de se présenter.

Comportement des voyageurs et besoins en information

J'aimerais commencer par vous entendre décrire votre dernier voyage et les étapes que vous avez suivi pour préparer ce voyage.

Quel a été votre dernier voyage ?

Où êtes-vous allés ?

Étais-ce un voyage d'affaires ou de vacances ?

Quelle était la destination ? Sonder: Y a-t-il quelqu'un qui a voyagé dans un pays qui présentait risques potentiels ?

Voyagiez-vous avec quelqu'un ? Étais-ce un voyage organisé ? Avec quelle compagnie ? »

Quelles sont les étapes de préparation pour un tel voyage ? Y a-t-il des informations particulières dont vous avez besoin lors de vos préparatifs ? Expliquez. Sonder: Cherchez-vous de l'information sur le pays que vous allez visiter (coutumes locales) ? Aimez-vous lire à l'avance sur le pays que vous allez visiter ? Où obtenez-vous cette information ?

En pensant à cette information que vous recherchez lors de vos préparatifs de voyage, y a-t-il quelqu'un qui a cherché de l'information sur...

- les risques reliés aux voyages dans certaines régions ?
- le besoin d'un Visa ou d'un passeport ?
- la vaccination ou d'autres besoins médicaux ?
- l'assurance santé ?
- les permis de conduire ou les licences de véhicules ?
- les taux de change et la valeur de la monnaie de pays étrangers ?
- les règlements aux douanes lors de votre retour au pays ?
- la localisation et le numéro de téléphone des ambassades canadiennes dans le pays visité ?

- votre sécurité personnelle lors de leur séjour ?
- les moeurs et les lois des pays à visiter ?

(L'animateur distribue le formulaire no. 1 pour catégoriser les besoins en information)

J'aimerais que vous preniez une minute pour compléter ce formulaire. Il vous demande de catégoriser les informations dont nous venons de parler en deux catégories: « absolument nécessaires » et « intéressantes à avoir ».

Quelle information est essentielle, et pourquoi ?

Payer pour l'information

Seriez-vous prêts à payer pour ce genre d'information ? Sonder: A quelles conditions seriez-vous prêts à payer ?

Format désiré

Dans quel format préféreriez-vous l'information ?

Préférez-vous un livret incluant toute l'information ?

Préférez-vous un contact personnel (i.e. agent de voyage) ? Pourquoi ?

Sources utilisées

Où obtenez-vous cette information ? Sonder: Agents de voyage, revues, guides de voyage, autres sources ?

Quelle information avez-vous reçu avant de partir en voyage ? Quelle information avez-vous reçu à l'aéroport ou sur l'avion ? Quelle information n'avez-vous pas reçue avant d'arriver à destination, dans le pays étranger ?

Les sources d'informations étaient-elle fiables ? Si non, expliquez...

Avez-vous trouvé l'information nécessaire ? Sonder: Qu'est-ce qu'il manquait ?

Quelles sources d'information étaient particulièrement utiles ? Lesquelles n'étaient pas adéquates ? Pourquoi ?

Avez-vous appris quelque chose lors de votre séjour à l'étranger que vous auriez dû savoir avant de partir ? Quoi au juste ?

Connaissance des problèmes potentiels lors de séjours à l'étranger

Selon votre expérience, quels types de problèmes rencontre-t-on en pays étranger et qui auraient pu être évités (ou mitigés) si vous aviez été préparés à l'avance ?

Y a-t-il quelqu'un qui a eu des difficultés ? Si oui, quelles difficultés étai-ce ?

Connaissance et utilisation des services consulaires

Quelqu'un a-t-il contacté une ambassade canadienne lors de son voyage ? Si non, pourquoi pas (dans les cas de problèmes, sonder ceux qui ne connaissaient pas les services consulaires) ? Si oui, à quel sujet ?

Vous êtes-vous inscrit à l'ambassade canadienne ou au consulat ? Si non, pourquoi pas ? Sonder pour la connaissance de l'existence de l'ambassade ou du consulat.

Quelle a été votre expérience ? Cela a-t-il bien été ? Le personnel était-il aimable ? Facile d'accès ?

En vous basant sur votre connaissance, quel est le rôle de l'ambassade canadienne ou du consulat dans les pays étrangers (en ce qui a trait aux voyageurs canadiens à l'étranger) ? Quelle sorte d'aide ces ambassades ou consulats devraient-ils donner à des voyageurs qui sont en difficulté ou qui vivent une situation urgente ?

Que savez-vous des services qu'ils peuvent rendre aux voyageurs canadiens ?
Sonder:

Saviez-vous qu'ils peuvent...

Vous attendriez-vous à ce qu'ils...

- fournir un nouveau passeport après un vol de passeport ?
- contacter des proches pour qu'ils envoient des fonds d'urgence à un voyageur ?
- informer les proches parents lors de situation urgentes telles des accidents ou décès, et les informer du soutien qu'ils peuvent fournir ?

- aider durant des urgences reliées à des désastres naturels ou à l'instabilité civile ?
- diriger les voyageurs vers les sources d'information appropriées sur les lois locales, la réglementation et les visas ?
- aider à assurer un traitement équitable dans le contexte d'une loi locale ?
- assister lors d'urgences médicales ?
- fournir un numéro 1-800 pour des informations à date sur les risques reliés au voyages dans certaines régions (Disponible à travers le Canada) ?

Où avez-vous pris connaissance de ces services ?

Vous attendez-vous à payer (ou êtes-vous prêts à payer) pour ces services ? Lesquels ? (i.e. un passeport d'urgence)

Saviez-vous qu'ils ne peuvent pas...

- faire fi des lois locales si le voyageur a les a transgressé ?
- payer pour des frais légaux ou un cautionnement ?
- faire des arrangements de voyage ou encaisser des chèques ?
- garder des colis ou des objets personnels pour les garder en sécurité ?
- fournir des services de traduction ?
- chercher des objets perdus ?

Connaissance et évaluation des livrets

Je vais passer quelques documents fournis par le ministère aux voyageurs. Prenez cinq minutes pour les regarder et ensuite je vais vous demander vos impressions.

Le livret « Bon Voyage...Mais »

Avant la présente étude, y a-t-il quelqu'un qui a déjà reçu ou qui a déjà lu ce livret ?
Si oui, ou l'avez-vous pris ?

Ce livret contient-il le genre d'information qui vous serait utile ? Si non, Qu'est-ce qui manque ?

Y a-t-il trop d'information ? Pas assez d'information ?

(L'animateur révise chacune des sections du livret)

Quelles sections trouvez-vous particulièrement intéressantes ou utiles ? Pourquoi ?

Quelles sections trouvez-vous les moins intéressantes ou utiles ? Pourquoi ?

Connaissiez-vous déjà l'information incluse dans ce livret ?

Y a-t-il des améliorations à apporter au contenu de ce livret ?

D'après-vous, le livret est-il bien écrit ?

Aimez-vous le format de ce livret ? Sa taille est-elle convenable ?

Amélioreriez-vous le design du livret ou la disposition du texte ?

Le lettrage est-il de la bonne grosseur ?

Les dépliants

Saviez-vous que ces dépliants existaient avant cette étude ?

Si oui, ou les avez-vous vus ou pris ?

Ces dépliants contiennent-ils le genre d'information qui vous recherchez ? Si non, Qu'est-ce qui manque ?

Y a-t-il trop d'information ? Pas assez d'information ?

Ces dépliants sont-ils utiles ? Aimerez-vous les recevoir avant de partir en voyage ? Pourquoi ? Pourquoi pas ?

Quels dépliants trouvez-vous les plus intéressants, utiles ? Pourquoi ?

Quels dépliants trouvez-vous les moins intéressants, utiles ? Pourquoi ?

Y a-t-il des améliorations à apporter au contenu de ces dépliants ?

D'après-vous, ces dépliants sont-ils bien écrit ?

Aimez-vous le format de ces dépliants ? Leur taille est-elle convenable ?

Le lettrage est-il de la bonne grosseur ?

Amélioreriez-vous le design de ces dépliants ou la disposition du texte ?

Évaluation du vidéo (Le groupe visionne le vidéo)

Qu'avez-vous aimé du vidéo ? L'avez-vous trouvé utile ?

Quelle impression vous laisse-t-il ?

Est-ce que ce vidéo intéresserait les voyageurs ?

Avez-vous l'impression que vous agiriez différemment lors de vos préparatifs de voyages si vous aviez visionné ce vidéo ? Comment ?

Le ministère a une série de vidéos qui présentent les expériences d'autres canadiens qui ont voyagé à l'étranger. Seriez-vous intéressés dans ces vidéos ? Où devraient-ils être disponibles ? Sonder: Est-ce que vous loueriez ces vidéos dans un magasin de vidéo avant de partir en voyage ? Devrait-on les montrer dans l'avion ?

Test de concept

(L'animateur liste les idées générées par le dernier groupe sur un tableau et demande aux participants de les évaluer)

Il y a plusieurs façons de distribuer l'information aux voyageurs. Sur les tableaux, nous avons listé quelques idées pour « packager » l'information de même que pour la distribuer aux voyageurs. Veuillez en prendre connaissance, et et pensez à quelles façons satisferaient le mieux vos besoins.

Quelle est la meilleure façon de communiquer l'information aux voyageurs sur les étapes à suivre lors des préparatifs pour un voyage et sur les services disponibles dans les ambassades canadiennes ?

Avez-vous d'autres idées ou suggestions pour distribuer les informations que les voyageurs ont besoin lorsqu'ils préparent un voyage, incluant l'information sur les services consulaires ?

L'animateur distribue le formulaire no.2 et demande aux participants de choisir les meilleurs moyens de distribuer l'information.

Remerciements.

**Groupe de discussion avec les voyageurs
Gouvernement du Canada
Formulaire no. 2**

Selon vous, laquelle des options disponibles pour la **présentation** (ou le conditionnement) de l'information est-elle préférable ?

Parmi les options disponibles pour la **distribution** des informations (c-à-d. les façons de faire en sorte que l'information atteigne les voyageurs), laquelle serait la plus efficace ?

Guide de discussion Bon Voyage...Mais

Groupe des agents de voyage

Introduction

Comme vous le savez, la firme Phase 5 Consulting réalise présentement des groupes de discussion pour le ministère des Affaires extérieures du Gouvernement Canadien pour voir s'il y aurait moyens que les agences de voyage travaillent en collaboration avec le ministère pour informer les voyageurs des problèmes qu'ils pourraient rencontrer à l'extérieur du pays, ainsi que pour informer les voyageurs des services consulaires qui sont disponibles dans les pays étrangers (i.e. services disponibles aux ambassades canadiennes dans les pays étrangers).

Avant de commencer, j'aimerais souligner quelques points...

- ▶ Je ne suis pas un employé du gouvernement et je n'ai pas toute l'information sur les services disponibles dans les ambassades du Canada. J'ai été embauché à titre d'animateur objectif pour obtenir vos opinions honnêtes et sincères concernant vos besoins. Si vous avez des questions spécifiques qui concernent les activités consulaires du gouvernement canadien, je vous mettrai en contact avec des fonctionnaires du gouvernement à la fin de la discussion.
- ▶ La discussion est enregistrée pour m'aider à rédiger mon rapport par la suite;
- ▶ Il y a des gens qui vont observer la discussion derrière ce miroir unidirectionnel;
- ▶ Les résultats ne seront présentés au client que sous forme de commentaires regroupés, et aucune réponse ou commentaire ne sera attribué à un participant en particulier;
- ▶ Si votre voisin fait un commentaire et que vous voulez y ajouter quelque chose, n'hésitez pas à le faire; Je veux que ce soit une discussion ouverte;

L'animateur fait un tour de table et demande aux participants de se présenter.

Besoins en information et conseils aux voyageurs

Une fois que vous avez fait les réservations appropriées pour le voyage d'un client quelles sont les questions qu'il vous pose en ce qui a trait à la préparation de son voyage ?

Sonder: Cherchent-ils de l'information sur...

- les risques reliés aux voyages dans certaines régions ?
- le besoin d'un Visa ou d'un passeport ?
- la vaccination ou d'autres besoins médicaux ?
- l'assurance santé ?
- les permis de conduire ou les licences de véhicules ?
- les taux de change et la valeur de la monnaie de pays étrangers ?
- les règlements aux douanes lors de leur retour au pays ?
- la localisation et le numéro de téléphone des ambassades canadiennes dans le pays visité ?
- leur sécurité personnelle lors de leur séjour ?
- les moeurs et les lois des pays à visiter ?

Sources d'information utilisées

De quelle façon répondez-vous à ces demandes ?

Référez-vous les clients à certaines sources en particulier ? Si oui, les quelles ?

Envoyez-vous des trousseaux à vos clients ? Si oui, que contiennent-elles ? »

En pensant à l'information qui aiderait vos clients à préparer leur voyage, avez-vous toute l'information requise ? Sonder: Si non, qu'est-ce qui manque ?

Quelles sources avez-vous trouvé particulièrement utiles ? Lesquelles ne sont pas adéquates ou utiles ? Pourquoi ?

Problèmes potentiels

Selon votre expérience, vos clients sont-ils au courant des Problèmes potentiels qu'ils pourraient

rencontrer lors de voyages à l'étranger ?

Recevez-vous du feed-back de clients après leur voyage sur des situations qu'ils ont rencontrés ?

Comment ces situations-là pourraient-elles être évitées ?

En tant qu'agent de voyage, informez-vous les clients de Problèmes potentiels selon leur destination ? Qu'est-ce que vous faites au juste ?

Utilisation des services consulaires

Conseillez-vous aux voyageurs de s'inscrire au Consulat canadien ? Si non, pourquoi pas ?

Avez-vous eu l'occasion de traiter avec des ambassades canadiennes ? Dans quelles circonstances ?

Comment cela a-t-il été ? Bien ? Le personnel était-il aimable ? Le personnel vous a-t-il aidé ? Le personnel était-il facile d'accès ?

En vous basant sur votre connaissance, quel est le rôle de l'ambassade canadienne ou du consulat dans les pays étrangers (en ce qui a trait aux voyageurs canadiens à l'étranger) ? Quelle sorte d'aide ces ambassades ou consulats devraient-ils donner à des voyageurs qui sont en difficulté ou qui vivent une situation urgente ?

Sonder:

Saviez-vous qu'ils peuvent...

Vous attendriez-vous à ce qu'ils...

- fournir un nouveau passeport après un vol de passeport ?
- contacter des proches pour qu'ils envoient des fonds d'urgence à un voyageur ?
- informer les proches parents lors de situation urgentes telles des accidents ou décès, et les informer du soutien qu'ils peuvent fournir ?
- aider durant des urgences reliées à des désastres naturels ou à l'instabilité civile ?
- diriger les voyageurs vers les sources d'information appropriées sur les lois locales, la

réglementation et les visas ?

- aider à assurer un traitement équitable dans le contexte d'une loi locale ?
- assister lors d'urgences médicales ?
- fournir un numéro 1-800 pour des informations à date sur les risques reliés au voyages dans certaines régions (Disponible à travers le Canada) ?

Où avez-vous pris connaissance de ces services ?

Saviez-vous qu'ils ne peuvent pas...

- faire fi des lois locales si le voyageur a les a transgressé ?
- payer pour des frais légaux ou un cautionnement ?
- faire des arrangements de voyage ou encaisser des chèques ?
- garder des colis ou des objets personnels pour les garder en sécurité ?
- fournir des services de traduction ?
- chercher des objets perdus ?

Connaissance et évaluation des livrets

Avant cette rencontre, nous vous avons envoyé un livret intitulé « Bon Voyage...mais » avec un certain nombre de dépliants. Est-ce que tout le monde les a ? (L'animateur distribue du matériel à ceux qui n'en ont pas).

J'aimerais passer un peu de temps à regarder chacun des documents pour obtenir vos commentaires.

Le livret « Bon Voyage...Mais »

Avant la présente étude, y a-t-il quelqu'un qui a déjà reçu ou qui a déjà lu ce livret ?

Si oui, ou l'avez-vous pris ?

Informez-vous vos clients de la disponibilité de ce livret ?

Ce livret contient-il le genre d'information qui vous serait utile, à vous et à vos clients ? Si non, Qu'est-ce qui manque ?

Y a-t-il trop d'information ? Pas assez d'information ?

(L'animateur révisera chacune des sections du livret)

Quelles sections trouvez-vous particulièrement intéressantes ou utiles ? Pourquoi ?

Quelles sections trouvez-vous les moins intéressantes ou utiles ? Pourquoi ?

Connaissez-vous déjà l'information incluse dans ce livret ?

Y a-t-il des améliorations à apporter au contenu de ce livret ?

D'après-vous, le livret est-il bien écrit ?

Aimez-vous le format de ce livret ? Sa taille est-elle convenable ?

Amélioreriez-vous le design du livret ou la disposition du texte ?

Le lettrage est-il de la bonne grosseur ?

Les dépliants

Saviez-vous que ces dépliants existaient avant cette étude ?

Si oui, ou l'avez-vous pris ?

Ces dépliants contiennent-ils le genre d'information qui vous recherchez ? Si non, Qu'est-ce qui manque ?

Y a-t-il trop d'information ? Pas assez d'information ?

Ces dépliants sont-ils utiles ? Aimerez-vous les recevoir avant de partir en voyage ? Pourquoi ? Pourquoi pas ?

Quels dépliants trouvez-vous les plus intéressants, utiles ? Pourquoi ?

Quels dépliants trouvez-vous les moins intéressants, utiles ? Pourquoi ?

Y a-t-il des améliorations à apporter au contenu de ces dépliants ?

D'après-vous, ces dépliants sont-ils bien écrit ?

Aimez-vous le format de ces dépliants ? Leur taille est-elle convenable ?

Le lettrage est-il de la bonne grosseur ?

Aimez-vous mieux le format des dépliants ou du livret ? Pourquoi ?

Amélioreriez-vous le design de ces dépliants ou la disposition du texte ?

Évaluation du vidéo

(Le groupe visionne le vidéo)

Qu'avez-vous aimé du vidéo ? L'avez-vous trouvé utile ?

Est-ce que ce vidéo intéresserait les voyageurs ?

Le ministère a une série de vidéos qui présentent les expériences d'autres canadiens qui ont voyagé à l'étranger. Seriez-vous intéressés dans ces vidéos ?

Les utiliseriez-vous pour entraîner du personnel ?

Achèteriez-vous ces vidéos au prix courant (de 20 \$ à 30 \$) ?

Stratégies de distribution

Les ambassades canadiennes sont confrontées à un grand nombre de demandes provenant de voyageurs canadiens à l'étranger. Plusieurs de ces demandes pourraient être évitées si les voyageurs savaient d'avance quels Problèmes ils peuvent rencontrer à l'étranger, et quels services les ambassades offrent et n'offrent pas aux voyageurs.

Par ailleurs en rendant leurs opérations plus efficaces, les consulats canadiens pourraient consacrer plus d'énergie à régler les cas de personnes dont la situation est véritablement urgente.

Conséquemment, le gouvernement canadien a lancé une campagne de notoriété des services consulaires pour informer les canadiens des problèmes que peuvent rencontrer les canadiens qui voyagent à l'étranger, des étapes de préparation d'un voyage à l'étranger, et des services disponibles aux consulats canadiens. Ce programme inclut les documents que nous avons regardés ensemble aujourd'hui.

Comment les agences de voyage pourraient-elles aider à informer les canadiens des difficultés potentiellement reliées aux voyages à l'étranger, et des services consulaires qui sont disponibles ?

Y a-t-il des opportunités de promotions conjointes ? Lesquelles ?

Quels types d'outils le gouvernement devrait-il vous fournir pour vous aider à réaliser cette tâche ? Les outils que nous avons évalués aujourd'hui sont-ils suffisants ?

Y a-t-il autre chose que le gouvernement devrait faire pour informer les agents de voyage de ce programme ?

Avez-vous d'autres idées ou suggestions ?

Évaluation du matériel de Revenu Canada

Très rapidement, j'aimerais couvrir quelques autres sujets pour un moment...

Revenu Canada - Accises, Douanes et impôt lance présentement une initiative qui permet aux voyageurs qui paient des douanes de remplir eux-mêmes des formulaires auto-administrés. Les cartes sont remplies pas les voyageurs, et ces derniers les présentent à un caissier au bureau des douanes (aux douanes), et ils paient le montant requis. Cela réduit le temps passé aux douanes.

Comment le ministère devrait-il informer les voyageurs de cette nouvelle possibilité ?

Y a-t-il quelque chose que vous, en tant qu'agence de voyage seriez prêtes à faire pour faciliter ce processus d'information ? Quoi au juste ?

Encore une fois, y a-t-il des possibilités de partenariat avec le gouvernement ?

Le gouvernement a produit un vidéo sur le processus. Est-ce que cela serait utile en tant qu'outil de formation pour les agents de voyage ou les opérateurs de tours ?

Remerciements.

Appendix B
Screening Questionnaires

**Department of Foreign Affairs and International Trade
Bon Voyage...But
Screener Questionnaire (Toronto, Vancouver)**

Hello. My name is _____ and I'm calling from the Phase 5 Consulting Group, an independent research firm. We're conducting public opinion research with Canadians on behalf of the Government of Canada. The Department of Foreign Affairs and International Trade would like to receive feedback from travelers on the type of information they might need when planning a trip. People who participate in discussion groups will be paid an honorarium of \$40 for their time. All personal information collected will be treated in a confidential manner. Participants need to meet certain criteria so I'd like to ask you a few questions.

1. Is there someone in your household over the age of 18 who has traveled outside North America or overnight to the U.S. within the past year?

- yes
- no----> **thank and terminate**

2. Could I please speak to this person? (check one box only).

- person available----> **note name and repeat introduction if necessary**

Name _____

- person not available----> **arrange for callback**

Name: _____

Date & Time of callback: _____

- refused----> **thank and terminate**

3. Within the past year, have you traveled
- to a destination outside North America, or
- for more than one night to the U.S.
- neither -----> **Ask for person in household who has or terminate**

Watch quotas

4. Do you or does any member of your household or immediate family work in...(Read list and check all that apply.)

	Yes	No
a marketing research firm	<input type="checkbox"/>	<input type="checkbox"/>
the Department of Foreign Affairs	<input type="checkbox"/>	<input type="checkbox"/>

If 'yes' to any category, thank and terminate.

5. Within the past year, have you participated in a focus group discussion?
- Yes -----> **Thank and terminate.**
- No
6. When you travel outside the country, do you travel...(check one box only)

	Sometimes	Usually	Always
alone;	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
as a couple;	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
with children; or	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
in a group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Watch Quotas

7. Which of the following age categories do you fall under?

18 to 29 ----->Go to question 9

30 to 55-----> Go to question 9

56 plus

Watch Quotas

8. Are you retired?

Yes

No

Watch quotas

9. Sex (observed)

male

female

10. The discussion group will be held from (time) on (date) at (location). Again, you will be paid an honorarium of \$40 for your time. Are you interested in participating?

yes

no-----> thank and terminate

The session will be led by Doug Church, a partner with Phase 5.

For 8:00 p.m. group only.

Prior to the group discussion, we'll be sending you a letter confirming the date, time and location of the session. The letter will also include copies of the brochures used by the Government to inform people on steps to take in preparing for international travel, as well as the services available through Canadian missions abroad. Please take a few minutes to review these materials and note any areas where you think they might be improved. Could you please give me the address where I should send a courier package and where I can reach you by phone during the evening.

Name: _____

Address: _____

_____**For all participants.**

Phone #: Home: _____

Work: _____

Explain directions on how to get to the facility.

Thank you very much for agreeing to participate in our study. If you have any questions before the session, please do not hesitate to contact Josée Dupont collect at (613) 233-3813.

Department of Foreign Affairs and International Trade
Bon Voyage...But
Screeener Questionnaire (Travel Agents)

Hello. My name is _____ and I'm calling from the Phase 5 Consulting Group, an independent research firm. We're conducting public opinion research with travel companies on behalf of the Government of Canada. The Department of Foreign Affairs and International Trade would like to receive feedback from travel agents and managers on the type of information their clients might need when planning a trip, as well as information on Canada's consular services. People who participate in discussion groups will be paid an honorarium of \$100 for their time. All personal information collected will be treated in a confidential manner. Participants need to meet certain criteria so I'd like to ask you a few questions.

1. Could I please speak with the person who...

deals with front-line clients on a daily basis (Montreal)

owns or manages your agency (Toronto)

person available----> **note name and repeat introduction if necessary**

Name _____

person not available----> **arrange for callback**

Name: _____

Date & Time of callback: _____

refused----> **thank and terminate**

3. Does your agency deal with clients in booking or planning vacation travel?

no ----> **Thank and terminate**

yes

4. Do you or does any member of your household or immediate family work in...(Read list and check all that apply.)

	Yes	No
a marketing research firm	<input type="checkbox"/>	<input type="checkbox"/>
the Department of Foreign Affairs	<input type="checkbox"/>	<input type="checkbox"/>

If 'yes' to any category, thank and terminate.

5. Within the past year, have you participated in a focus group discussion?

Yes ----> **Thank and terminate.**

No

6. The discussion group will be held from (time) on (date) at (location). A light lunch will be served, and you will be paid an honorarium of \$100 for your time. Are you interested in participating?

yes

no----> **thank and terminate**

The session will be led by Doug Church, a partner with Phase 5.

Prior to the group discussion, we'll be sending you a letter confirming the date, time and location of the session. The letter will also include copies of the brochures used by the Government to inform people on steps to take in preparing for international travel, as well as the services available through Canadian missions abroad. Please take a few minutes to review these materials and note any areas where you think they might be improved. Could you please give me the address where I should send a courier package and where I can reach you by phone during the evening.

Name: _____

Address: _____

For all participants.

Phone #: Home: _____

Work: _____

Explain directions on how to get to the facility.

Thank you very much for agreeing to participate in our study. If you have any questions before the session, please do not hesitate to contact Josée Dupont collect at (613) 233-3813.

**Ministère des Affaires extérieures
Bon voyage... Mais
Questionnaire de sélection (Montréal)**

Bonjour. _____ à l'appareil. J'appelle du Groupe de consultation Phase 5, une société indépendante d'études de marché. Nous effectuons en ce moment un sondage auprès des Canadiens pour le compte du gouvernement du Canada. Le ministère des Affaires extérieures aimerait recevoir les commentaires des gens sur le genre de renseignement dont ils pourraient avoir besoin au moment de planifier un voyage. Les personnes qui participent au groupe de discussion recevront une rémunération de 40 \$ pour leur temps. Tous les renseignements personnels recueillis seront confidentiels. Étant donné que les participants choisis doivent satisfaire à certains critères, permettez-moi de vous poser quelques questions.

1. Puisse-je parler à la personne qui, au cours des 12 derniers mois, a voyagé à l'extérieur de l'Amérique du Nord ou séjourné au moins une nuit aux États-Unis?

oui

non ----> remerciez et terminez

2. Puis-je parler à cette personne? (cochez une case seulement).

personne disponible ----> prenez note du nom et répétez l'introduction, au besoin

Nom : _____

personne non disponible ----> prenez des dispositions pour rappeler

Nom : _____

Date et heure du rappel : _____

refus ----> remerciez et terminez

3. Au cours des 12 derniers mois, avez-vous...

- séjourné au moins une nuit aux États-Unis ----> group à 18 h 00
- voyagé à l'extérieur de l'Amérique du Nord ----> group à 20 h 00
- n'a pas voyagé --- remerciez et terminez

4. Est-ce que vous-même ou un membre de votre ménage ou de votre famille immédiate travaillez... (Lisez la liste et cochez toutes les réponses qui s'appliquent.)

	Oui	Non
dans une société d'études de marché	<input type="checkbox"/>	<input type="checkbox"/>
au ministère des Affaires extérieures	<input type="checkbox"/>	<input type="checkbox"/>
une agence de voyage	<input type="checkbox"/>	<input type="checkbox"/>
un organisme de tourisme	<input type="checkbox"/>	<input type="checkbox"/>

Si la réponse à l'une ou l'autre des catégories ci-haut est «oui», remerciez et terminez.

5. Au cours de la dernière année, avez-vous participé à un groupe de discussion?

- Oui ----> remerciez et terminez
- Non

6. Si vous planifiez un voyage, amenez-vous habituellement des enfants de votre ménage? (cochez une case seulement)

- Non ----> remerciez et terminez
- Oui

7. Avez-vous entre 30 et 55 ans?

- Non ----> remerciez et terminez
- Oui

8. Sexe (observé)

masculin

féminin

9. Le groupe de discussion se réunira à compter de (heure), le (date) à (endroit). N'oubliez pas que vous recevrez une rémunération de 40 \$ pour votre temps. Êtes-vous intéressé à participer?

oui

non -----> remerciez et terminez

La séance sera dirigée par Bernard Desautels.

Pour le groupe de 20 h seulement

Avant la rencontre du groupe, nous vous enverrons une lettre confirmant la date, l'heure et l'endroit de la séance. À cette lettre seront également joints des exemplaires des brochures qu'utilise le gouvernement pour informer les gens sur les mesures à prendre au moment de préparer un voyage international, et pour indiquer les services offerts par le truchement des missions du Canada à l'étranger. Veuillez prendre quelques minutes pour examiner ces documents et pour signaler tous les points que vous amélioreriez. Je vous serais reconnaissant de m'indiquer l'adresse où je pourrais vous envoyer un colis par messenger et où je pourrais vous joindre par téléphone pendant la soirée.

Nom : _____

Adresse : _____

Pour tous les participants

N° de téléphone : Domicile : _____

Travail : _____

Expliquez comment se rendre à la salle de réunion.

Je vous remercie beaucoup d'avoir accepté de participer à notre étude. Si vous avez des questions à poser avant le début de la séance, n'hésitez pas à communiquer avec Josée Dupont, à frais virés, au (613) 233-3813.

Ministère des Affaires extérieures
Bon voyage... Mais
Questionnaire de sélection (agents de voyage)

Bonjour. _____ à l'appareil. J'appelle du Groupe de consultation Phase 5, une société indépendante d'études de marché. Nous effectuons en ce moment un sondage auprès d'agences de voyage au nom du gouvernement du Canada. Le ministère des Affaires extérieures aimerait recevoir les commentaires des agents et directeurs d'agences de voyage sur le genre de renseignement dont les clients pourraient avoir besoin au moment de planifier un voyage, ainsi que des renseignements sur les services consulaires du Canada. Les personnes qui participent au groupe de discussion recevront une rémunération de 100 \$ pour leur temps. Tous les renseignements personnels recueillis seront confidentiels. Étant donné que les participants choisis doivent satisfaire à certains critères, permettez-moi de vous poser quelques questions.

1. Puise-je parler à la personne qui...
 - reçoit quotidiennement des clients (à Montréal)
 - est le propriétaire ou le directeur de votre agence (à Toronto)
 - personne disponible ----> prenez note du nom et répétez l'introduction, au besoin
 Nom : _____
 - personne non disponible ----> prenez des dispositions pour rappeler
 Nom : _____
 - Date et heure du rappel : _____
 - refus ----> remerciez et terminez

2. Votre agence s'occupe-t-elle de réserver ou de planifier des voyages de vacances pour des clients?
 - non ----> remerciez et terminez
 - oui

3. Est-ce que vous-même ou un membre de votre ménage ou de votre famille immédiate travaillez... (Lisez la liste et cochez toutes les réponses qui s'appliquent.)

	Oui	Non
dans une société d'études de marché	<input type="checkbox"/>	<input type="checkbox"/>
au ministère des Affaires extérieures	<input type="checkbox"/>	<input type="checkbox"/>

Si la réponse à l'une ou l'autre des catégories ci-haut est «oui», remerciez et terminez.

4. Au cours de la dernière année, avez-vous participé à un groupe de discussion?

- Oui ----> remerciez et terminez
- Non

5. Le groupe de discussion se réunira à compter de (heure), le (date) à (endroit). Un léger lunch sera servi et nous vous verserons une rémunération de 100 \$ pour votre temps. Êtes-vous intéressé à participer?

- oui
- non ----> remerciez et terminez

La séance sera dirigée par Doug Church, un associé de Phase 5.

Avant la rencontre du groupe, nous vous enverrons une lettre confirmant la date, l'heure et l'endroit de la séance. À cette lettre seront également joints des exemplaires de brochures qu'utilise le gouvernement pour informer les gens sur les mesures à prendre au moment de préparer un voyage international, et pour indiquer les services offerts par le truchement des missions du Canada à l'étranger. Veuillez prendre quelques minutes pour examiner ces documents et pour signaler tous les points que vous amélioreriez. Je vous serais reconnaissant de m'indiquer l'adresse où je pourrais vous envoyer un colis par messenger et où je pourrais vous joindre par téléphone pendant la soirée.

Nom : _____

Adresse : _____

Pour tous les participants

N° de téléphone : Domicile : _____

Travail : _____

Expliquez comment se rendre à la salle de réunion.

Je vous remercie beaucoup d'avoir accepté de participer à notre étude. Si vous avez des questions à poser avant le début de la séance, n'hésitez pas à communiquer avec Josée Dupont, à frais virés, au (613) 233-3813.

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