

CANADA/JAPAN TOURISM

Japanese Travel Market

Since the liberalization of overseas travel, Japanese outbound traffic has grown at a phenomenal rate from 128,000 in 1964 to 6.8 million in 1987. This trend, stimulated by the substantial appreciation of the yen against the dollar, shows no sign of abating and the total for 1988 is expected to be about 7.53 million with projections of 10 million by 1992.

Japanese Travel to Canada

Japan now ranks as the second largest source of overseas visitors to Canada. Total Japanese travel to Canada in 1987 was 311,687 visitors, a 33% increase over 1986, and represents 4.6% of the Japanese outbound market. The Japanese tourists spent \$299 million in Canada in 1987, an increase of 36% over 1986. Canada does face severe competition from other countries, notably the United States, Australia, Hong Kong, China, and Western Europe.

Canada's west coast is the most popular region for Japanese visitors to Canada. About 40% of Japanese visitors go to British Columbia, 20% to Alberta and 30% to Ontario. However, greater numbers of Japanese visitors are touring the Maritimes, especially given the popularity of "Anne of Green Gables" in Japan. Trade and scenery in B.C., skiing and scenery in Alberta, and the Niagara Falls in Ontario are other major attractions. Canada is the leading overseas destination for Japanese skiers and with a ski population of over 11 million in Japan, there is opportunity to expand the market.

A Priority Market

Japan is a top priority market in Tourism Canada's overseas market strategy commanding major attention in the overall marketing campaign. The advertising and trade development program aims to increase Canadian awareness, enhance its image and obtain a growing share of the Japanese travel market. The 1988 Canadian message highlights the beauty of Canada, skiing, the Winter Olympics, urban attractions such as restaurant and night life, and Niagara Falls.

Strong growth patterns in Japanese overseas leisure travel hold the promise of Japan becoming Canada's second largest source of international travel receipts after the USA.

Travel from Canada to Japan

Over the last few years Japan has become an increasingly important destination for Canadians. The number of Canadian visits there grew from 28,000 in 1979 to 48,000 in 1987, and their spending in Japan rose from \$15.6 million to \$49.7 million. Business and pleasure are major reasons. Japan is also an entry point to China.