

Japanese Advertising Campaigns. CTC and partners hardsell advertising and relationship marketing campaigns targeted at winter/spring and summer/fall travellers.

Multi-year co-operative marketing plans to develop products to new destinations and seasons with major Japanese tour wholesalers and JCB International, Japan's largest credit card company. JCB signed an agreement in August 1995 that involves marketing Canadian travel products to JCB card holders through advertising and promotional events.

The Industry Lead Group

Asia-Pacific Marketing Executive Committee

The Asia-Pacific Marketing Executive Committee, chaired by Terry Francis (President, T. & T.G. (S.A.) Consulting), includes:

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Geoff Dickson, Director, Marketing,
Canadian Airlines International

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Tourism P.E.I.

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Barry Bigger, V.P. Sales & Marketing,
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Christiane Chapleau, Manager, Co-Op
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