

tourism product, including considerations such as the need for increased air capacity and access, the requirement for new product and packaging, customs and immigration policies and procedures, and the availability of sufficient Japanese-speaking guides.

One of the immediate initiatives flowing from the Tourism Mission is the formation of the "Canada Committee", chaired by Tourism Canada. This Committee brings together experts in various fields of the Canadian tourism industry to provide an in-depth review of the issues linked to the 1.5 Million Challenge. A half-dozen sub-committees of that committee have been established which are diligently considering ways and means of addressing the challenges of not only promoting increased travel, but the important sectoral issues influenced by the projected growth (transportation, both air & ground; accommodation; product & packaging; cross-cultural & servicing; regulatory & policy).

Already stemming from the "Canada Committee" meeting is the clear need for the adaptation and development of new tourism product. As a result, Japan will be represented at Rendezvous Canada 1994, Canada's internationally recognized travel trade marketplace, with its largest delegation ever. With over 60 select delegates in May 1994, Japan will field the largest number of representatives.

As a corollary to Rendezvous Canada, the Canadian Embassy in Tokyo will host Kanata '94. This latter Marketplace is designed to assist the Canadian travel trade to sell new Canadian product, to develop business networks and to improve market knowledge. It will be staged in Fall 1994 in the Kansai region of Japan, in preparation for the growing potential demand as a result of the September 1994 opening of the Kansai International Airport, the entry of Air Canada into Japan serving Osaka, and Canadian Airlines International's continued services between Canada and Japan at Nagoya (as well as Tokyo).

The sub-committees of the "Canada Committee" will formulate specific action items over the next few months, leading up to the 1994 Canada-Japan Tourism Conference. It is anticipated that the Honourable John Manley, Minister of Industry (responsible for tourism), will table the final report of the "Canada Committee" at that Conference, proposed to take place immediately following the World Forum of Tourism Ministers in Osaka in November 1994. Prepared by the Canadian tourism industry, his report will serve as an Action Plan. It will identify potential medium to long term market segments; product/service gaps to be filled in the short, medium or long term; the testing of a regional approach to strategy development; and, flowing from the success of the Japan mission, increased emphasis on Eastern and Atlantic Canada.