
St. Andrew's by the Sea, New Brunswick "Task Force" to ensure the town can deliver Japanese service and product expectations.

Tailored packaging and marketing of the **Beaver Kaido**, or the "beaver route" from Vancouver to Jasper.

A curriculum of key travel experiences for Japanese students who come to Manitoba for the English Language Program. Developed in conjunction with Dakota Collegiate, Industry Canada - Manitoba Region intends that these visitors will become Canada's "travel ambassadors" upon their return to Japan.

Ministerial participation in the **World Tourism Forum** in Osaka in November 1994.

3. *Promoting the Product in the Marketplace*

The APPC integrated **Operational Plan for Japan 1994/95**. The plan will document a number of cooperative marketing activities in Japan, including advertising, public relations, promotions and travel trade development. In response to the changing market needs (including the FIT trend, Family Travel, and Business Travel), the recommendation to develop regional product clusters was adopted.

KANATA '94 Marketplace. The KANATA '94 Marketplace is designed to assist the Canadian travel trade to sell 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.

Preparation of a **Canadian Incentive Travel Promotion Guide and Seminar Series** in Spring 1994 in Japan.

Preparation and distribution of new **Canadian tourism brochures and publications in Japanese** e.g. the Canada's West Travel Trade Manual, and the international version of the Manitoba group tour manual for the travel trade.

Participation in the **Kansai Retail Travel Trade Show** in Fall 1994 in Osaka.