

Term Business Plan, and they are summarized in the Asia-Pacific Marketing Program Operational Plan 1996/97. Both form an important component of Canada's Action Plan for Japan, under the aegis of the Asia-Pacific Marketing Committee, one of the CTC's eight program committees. Led by industry chair Terry Francis, this committee comprises public- and private-sector organizations that have indicated an intention to invest funds and/or in-kind services in support of the integrated marketing plan.

Building Awareness and Market Knowledge

The Asia-Pacific Marketing Program Medium-Term Business Plan. This document outlines the CTC's medium-term goals and strategies for its key Asia-Pacific Markets.

Asia-Pacific Marketing Program Operational Plans for 1996/97 and 1997/98. These two documents outline the CTC-partnered activities on a yearly basis.

Packaging for the Japanese Travel Market: A Handbook for Canadian Tourism Suppliers (April 1995). This manual provides practical guidelines on how to define products and services and sell them to tour operators and wholesalers.

Japan Pleasure Travel Market Study. Commissioned by the CTC, this 1995 study assesses Japanese consumer tastes and preferences, travel habits and travel trade market changes affecting the pleasure travel market.

The HAC and the APFC, in partnership, have agreed to provide material, including a **Japanese-language training cassette** and a **Japanese-language glossary** for signage and print material.

Adapting Products for the Marketplace

Japan Tourism Market Guide. This guide was developed by the Canadian Embassy in Tokyo to help the tourism industry evaluate emerging opportunities in Japan and plan marketing strategies; plans are to update sections of this manual in 1996/97.

Development of **Regional Clusters** across Canada. Three regions of Canada (Atlantic Canada, Ontario and Quebec, and Alberta and British Columbia) are piloting a regional cluster approach in marketing to Japan.

Rendez-Vous Canada 1997. Japan fielded the largest number of representatives (more than 50 delegates) to Canada's internationally recognized travel trade marketplace in May 1996. In May 1997, host buyer organizations from Japan will meet in Vancouver to conduct business with more than 400 Canadian seller organizations.

The Canada Committee, chaired by the Canadian Tourism Commission. This committee was set up to provide an in-depth review of the issues linked to the Canada-Japan Two Million Visitor Two-Way Tourism Challenge.

The Fourth Canada-Japan Tourism Conference, held in Japan in October 1996, provided a forum for 80 top executives and public-sector officials from Canada and Japan to discuss issues and business opportunities of interest to both countries.

Promoting Products in the Marketplace

The Asia-Pacific Marketing Program Operational Plans for 1996/97 and 1997/98. These plans describe CTC's partnered activities for each fiscal year.