

Japanese tourists returning to Japan from Canada assists partners to identify opportunities to improve upon existing products and to develop new packages to better meet the needs of the changing market. For example, the survey suggests that younger (18 to 29-year-old) travellers are promising candidates for return visits, and that tour packages could be expanded to move beyond the popular and well-marketed sites, especially to attract repeat visitors and the more adventurous travellers. This survey will be conducted every two years i.e., the next survey will be implemented in Fall 1994.

Rendezvous Canada 1994. Canada's internationally recognized travel trade marketplace will host buyer organizations from Japan in Toronto to meet and conduct business with over 400 seller organizations from across Canada in May 1994. The Tokyo Post will participate in media and Canadian travel trade briefings.

Canada's West Marketplace. Having taken place in Whistler and Edmonton in December 1993, this was the first time that the Marketplace has included Japanese buyers (six).

Japanese Ministry of Transport Tourism Mission to Canada in September 1993. This was a direct response to a recommendation made in the Canada-Japan Forum 2000 report for broadly based, government-led tourism missions. The group consisted of approximately 20 senior government officials and private sector executives. The primary purpose of such missions is developmental, exposing participants to products and regions with which the Japanese trade is unfamiliar.

Canada-Japan Tourism Conference in Montreal in September 1993. The Conference has served to facilitate the development of a sound, long-term strategy to maintain and build upon our traditional market strengths, while developing packages and products to meet the needs of a changing Japanese travel market. One of the agreements to come out of this conference was that it be repeated annually, alternately in Canada and Japan. It will be attended by high-level officials of the Canadian and Japanese government and industry who will address key issues/barriers to increased travel between Japan and Canada, and report on progress at the annual Conference.

Japan Market Working Group. This group will undertake analysis on behalf of the Canadian officials attending the Canada-Japan Tourism Conference, and report findings and recommend strategic direction to these officials.