

the year 2005:

- The Canadian tourism industry, led by the public and private-sector members of the Asia-Pacific Partnership Committee (APPC), will increase its investment in the development and promotion of regional brand products, building and expanding upon regional anchor products identified by research as having potential for the Japanese market. Since the success of new tourism products is linked to demand, the industry will also work to mitigate the extremes in seasonality for Japanese travel to Canada by promoting a "Four Season Canada".
- Canada's national air carriers, Canadian Airlines International and Air Canada, will aggressively promote tourism to Canada during the eight off-peak months (October to May). This promotion is required to fully utilize airport and aircraft seat capacity.
- Building upon the various intermodal and inter-company passes that currently exist in the marketplace, Canadian surface transportation carriers will develop a series of regional intermodal passes specifically for use by Japanese visitors.
- To improve customer service and sensitivity to visitors from Asia, the Hotel Association of Canada (HAC), the Asia-Pacific Foundation of Canada (APFC) and the Retail Council of Canada have developed a comprehensive cross-cultural skills and awareness training program for delivery in various sectors of the Canadian tourism industry.

- The APFC, in co-operation with public- and private-sector partners, has also committed to establishing a resource centre to make available consolidated information on cross-culture awareness and existing career training programs will be made available to the industry at large.
- Recognizing the rapidly growing incidence of independent travel among Japanese travellers, the CTC and industry partners have engaged in research to more fully understand this trip type. In the short term, Canada's tourism industry has developed an action plan to take steps to meet the special needs of the independent Japanese traveller.

THE ACTION PLAN

The economic benefits of reaching the target set by the Canada-Japan Two Million Visitor Two-Way Tourism Challenge are enormous. An additional

\$1 billion would be pumped into the Canadian economy each year, creating more than 20 000 new jobs. To achieve this end, the Canadian tourism industry must commit itself to carrying out the strategy as outlined in Canada's Action Plan for Japan — with emphasis on awareness of Japan's changing market dynamics, product adaptation to these changes, and response to the marketing challenges. In particular, the Canadian tourism industry must commit itself to implementing the recommendations tabled at the Second Canada-Japan Tourism Conference. Companies that do so will position themselves to reap impressive benefits into the new millennium.

All activities in the Action Plan flow from strategic directions outlined in the CTC's Asia-Pacific Marketing Program Medium-