

of six million long-haul travellers aged 55 years and over. Sports and outdoor activities will be promoted to a potential eight million long-haul travellers aged 24 to 45 years.

Asia-Pacific Market

The strategy is to position Canada as a high-quality, four-season travel destination in high-yield customer segments. Partnerships between government and the private sector will remain the key to marketing in the Asia-Pacific region. Direct marketing techniques will be used, and marketing will shift to new-growth customer segments. The priority in Japan is to shift visits from the peak season to the shoulder and off-seasons. More Canadian products will be developed and promoted along regional themes in Japan. The new Kansai International Airport will provide greater air capacity to the Kansai region as Air Canada opens new routes, making it possible to further promote the growing fully independent travel market in Japan.

In order of priority, the Japanese marketing program will focus on:

- female office workers aged 20 to 29 years;
- middle-aged workers, which includes full-moon couples (45-54 years) and family travellers (baby boomers and their children);
- niche markets, such as skiers, business incentive travellers and students.

Special attention will be given to the independent traveller in all of these customer segments. In the secondary markets of the Asia-Pacific region, high-yield customers will be targeted.

The Business Travel Market

In order of priority, the Business Travel Market Program will:

- target marketing activities to create a favourable perception of Canada as a destination of choice for meetings;
- focus resources at the customer level through relationship marketing;

- address the specific needs and expectations of individual organizations;
- identify new business opportunities.

This will help increase the U.S. meetings market contribution to Canada's tourism receipts by \$75 million.

Note:

On October 25, 1994, the Prime Minister, the Right Honourable Jean Chrétien, announced the creation of a Canadian Tourism Commission. This new body will be directed by a Board composed of federal, provincial/territorial and private-sector representatives.

The Commission's main responsibility will be marketing Canada as a tourist destination to international and domestic tourists.

The federal government will provide base funding of \$50 million annually.

The creation of the Canadian Tourism Commission will have a major impact on Canada's 1995-96 Tourism International Trade Business Plan. It was not possible at the time of publication to outline the nature and direction of the change.

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