
The **1995-2000 Business Plan for the Japanese Travel Market**. Work is underway to design this plan that will be used to develop a medium term strategy.

Tourism Workshops across Canada, including:

A Tourism Canada Seminar Blitz, begun in March 1993 in Charlottetown, Halifax and Moncton. With Tourism Canada's companion guide **Meeting Japanese Service Expectations, A Handbook for Canadian Tourism Operations**, this seminar series was for Canadian tourism representatives interested in marketing to and servicing the Japanese market, and outlined the definitions of Japanese-style quality in service and accommodation; and

In March 1994, a series of **Tourism Canada Workshops**. They will take place in select provinces across Canada, e.g. Newfoundland, PEI, Alberta, and BC, highlighting the key points of the above-noted guide, as well as those of the Japan Exit Survey.

Japan Market Information. Prepared by Tourism Canada's Asia-Pacific Directorate, key information e.g., market statistics, trends, will be distributed annually to members of the APPC and other key travel industry representatives.

2. *Adapting the Product for the Marketplace*

A **Japan Tourism Market Guide**. This has been developed by the Canadian Embassy in Tokyo to help the Canadian tourism industry evaluate emerging opportunities in Japan and plan marketing strategies.

A **Japan Tourism Strategy Workshop**, held by the Canadian Embassy in Tokyo in March 1993. Representatives of the Japanese travel trade discussed short-and long-term marketing strategies for Canada in the Japanese market during this two-day "think tank." A follow-up session is being planned for Spring 1994 regarding follow-up to the MOT Mission (see below) and the regional pilots (also below), and results will be incorporated into future tourism marketing strategies for Japan.

Development of **Regional Clusters** across Canada. As a result of the 1993 Japan Tourism Strategy Workshop, three regions of Canada i.e., Atlantic Canada, Ontario and Quebec, and Alberta and British Columbia, are piloting a regional cluster approach in marketing to Japan.

A **Japan Exit Survey**, conducted in Fall 1992 and released in May 1993. Using Canadian Airlines aircraft, the analysis of this in-flight survey of over 3000