Among the main constraints are:

1. limited direct access to western Canada;

2. increasingly fierce competition in the French tourism market; and

3. the imminent opening of French skies to foreign carriers.

Among the main opportunities are:

1. Canada's new-found popularity among the French as a travel destination (second only to the United States);

2. security concerns in a number of traditional French destinations;

3. the favourable attitude towards the Canadian winter, which is helping Canadian ski resorts to be seen as an alternative to ski vacations in the Alps;

4. Canada's image as a "nature" destination, which fits nicely with the "back to nature" trend in France.

C. Objectives for the Year 2000

In light of these factors as well as recently conducted internal studies, the Tourism Division has set the following objectives for the year 2000:

Tourists = 750,000

Revenues = $850 million

Jobs created = 23,000

Tax revenues = $195 million

D. Strategic Framework

In 1995, the Tourism Division prepared a strategic framework to guide its work to the year 2000. Following are the key elements of this strategic framework:

1. Refocusing activities and allocating 80% of resources to individual consumers.

2. Massive use of non-traditional partners (outside the tourism industry) as a vehicle for reaching the maximum number of consumers.

3. Marketing Canada through thematic groupings of products and travel experiences that are better suited to the new demands and needs of French tourists; only products and experiences that are of international calibre will be used.

4. Making maximum use of the "nature" image that we have successfully promoted to the French, supplemented with an emphasis on the warm and welcoming character of Canadians and the human scale and personal safety of Canada's cities.

5. Increased efforts to promote winter and the "shoulder" seasons, while maintaining a degree of focus on summer activities.

These strategic elements for the 1995-2000 action plan are constantly being updated.