

very intense. For instance, Australia has allocated a budget of approximately \$27 million to promote tourism from Japan. This competition will certainly increase with completion of the Narita Airport facility expansion, and with the opening of the Kansai International Airport in September 1994. The completion of this latter airport is expected to create another wave of strong growth in traffic. To maintain and build our share through to the turn of the millennium, Canada must achieve a strong market presence now, and position itself with tourism partners to meet the competition head-on in 1994.

In September 1993, a high-level Japanese Ministry of Transport (MOT) Tourism Mission visited Canada. As part of the Mission's program, a Canada-Japan Tourism Conference was held in Montreal. As the main action item, the head of the Japanese delegation, the Japanese MOT Parliamentary Vice-Minister, challenged the Canadian and Japanese industries to triple the number of Japanese visiting Canada annually from approximately 500,000 to 1.5 million. This will impose significant implications on the Canadian tourism product, including considerations such as the need for increased air capacity and access, customs and immigration, and the availability of sufficient Japanese-speaking guides.

II. The Action Plan

To optimize Canadian participation in this growth market, supply capabilities must be developed to meet the needs of the market. To do this, the Canadian tourism industry must be *aware* of the changes that are taking place within the market, *adapt* their products and services to Japanese tastes and interests, and *promote* their product effectively in this intensely competitive marketplace.

The various tourism agencies of the federal and provincial governments will support the private sector in the implementation of a comprehensive, integrated plan to improve supply capability in Canada and performance in Japan. Leading the Canadian industry is the Asia-Pacific Partnership Committee (APPC), a consortium of Canadian tourism representatives with demonstrated interest in Japan. A preliminary plan, outlined below, has been formulated by the APPC, in concert with others.

1. Building Awareness and Market Knowledge

The 1992-95 Business Plan for the Japanese Travel Market. Prepared by Tourism Canada, it describes the status of the Japanese travel market, identifies opportunities and constraints, and describes the marketing approach to be adopted until 1995.