

packaging, customs and immigration policies and procedures, and the availability of sufficient Japanese-speaking guides.

Partially in response to the Joint Report of the Canada-Japan Forum 2000, the Asia-Pacific Partnership Committee (APPC), a consortium of Canadian tourism representatives with demonstrated interest in Japan - chaired by Tourism Canada - has formulated a preliminary tourism plan, in concert with others. The various tourism agencies of the federal and provincial governments will support the private sector in the implementation of this comprehensive, integrated plan to improve supply capability in Canada, and performance in Japan.

**Action Plan Strategy:**

To optimize Canadian participation in this growth market, develop awareness of the changes that are taking place within the Japanese marketplace by providing Canadian industry with various forms of critical market intelligence.

Assist industry adapt its products and services to Japanese tastes and interests by encouraging participation in select marketplaces, conferences, forums and working groups.

Promote tourism products effectively in this intensely competitive market by proactive involvement in focused marketplaces, seminars and travel shows, and new Japanese tourism publications.

**FUNDED ACTIVITIES**

<u>ACTIVITY/EVENT</u>	<u>DATE</u>	<u>BUDGET</u>	<u>PRIORITY</u>
Incentive Travel Project: Business/ Company Incentive	Spring 94	\$ 20,000/PAC 2000	1
Incentive Travel Project: School Excursion Touring	Fall 94	\$100,000/NTS	2
Tourism Strategic Operational Planning Workshops	Spring 94	\$ 31,000/PAC 2000	3
Tourism Mailhouse Services	All Year	\$ 24,000/PAC 2000	4

**TOTAL FUNDED \$175,000**

NOTE: A variety of additional activities/events are proposed for funding by Tourism Canada in the amount of approximately \$810,000