

The economic benefits of reaching the target set by the 1.5 Million Challenge are enormous. An additional \$1 billion would be pumped into the Canadian economy each year, creating more than 20,000 new jobs. To achieve this end, the Canadian tourism industry must commit itself towards "making good" on the strategy as outlined in Canada's Action Plan for Japan -- with emphasis on awareness of Japan's changing market dynamics, product adaptation to these changes, and responding proactively to the marketing challenges of these changes in Japan. In particular, the Canadian tourism industry must commit itself to implementing the recommendations to be tabled at the Canada-Japan Tourism Conference taking place this fall in Japan. Companies that do so will position themselves to reap impressive benefits into the new millennium.

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