



Tourism Industry in Japan & Canada

Prepared by Bill Bessho

Maple Fun Tours Ltd.

Canadian Inbound Tourism Association (Asia Pacific)

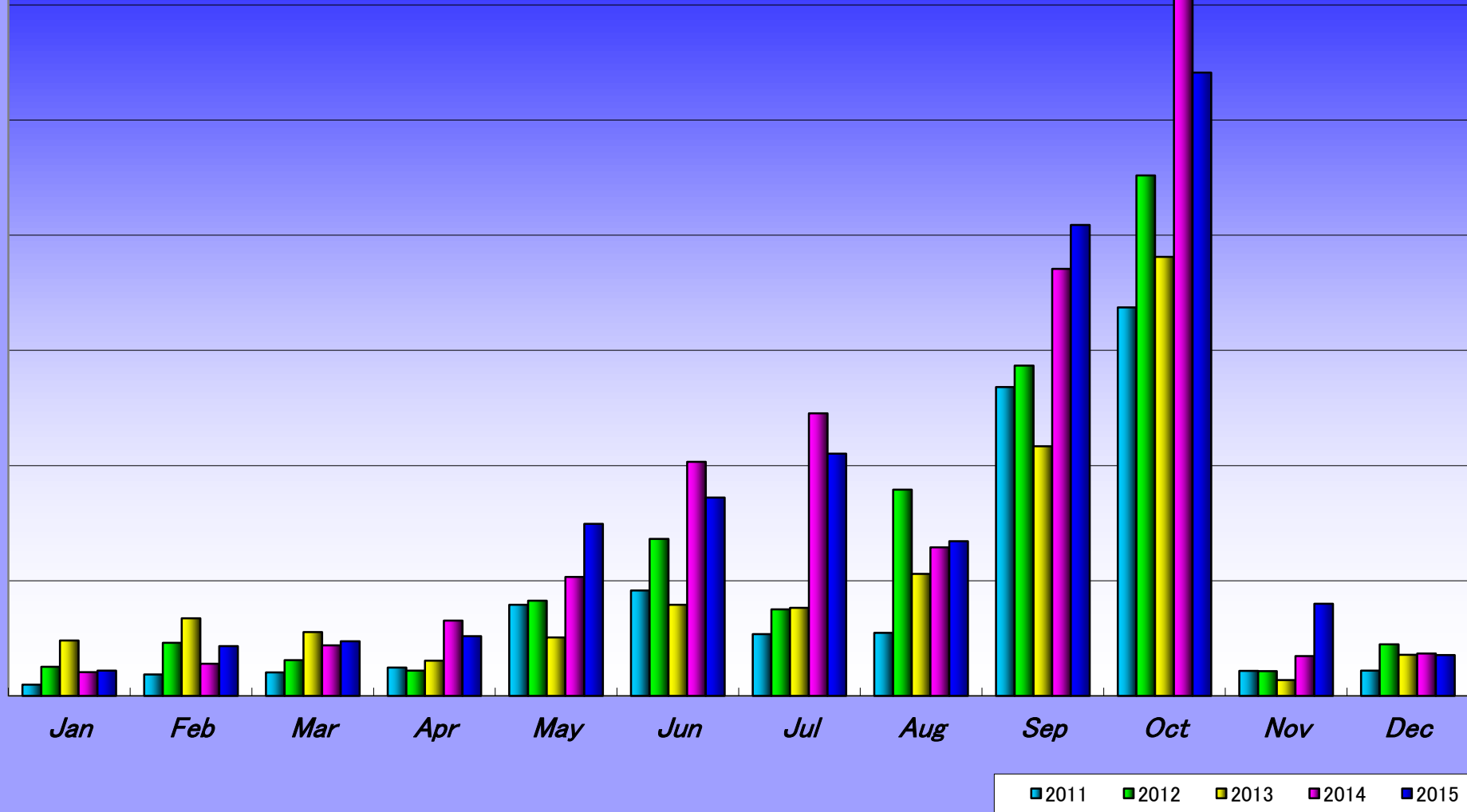




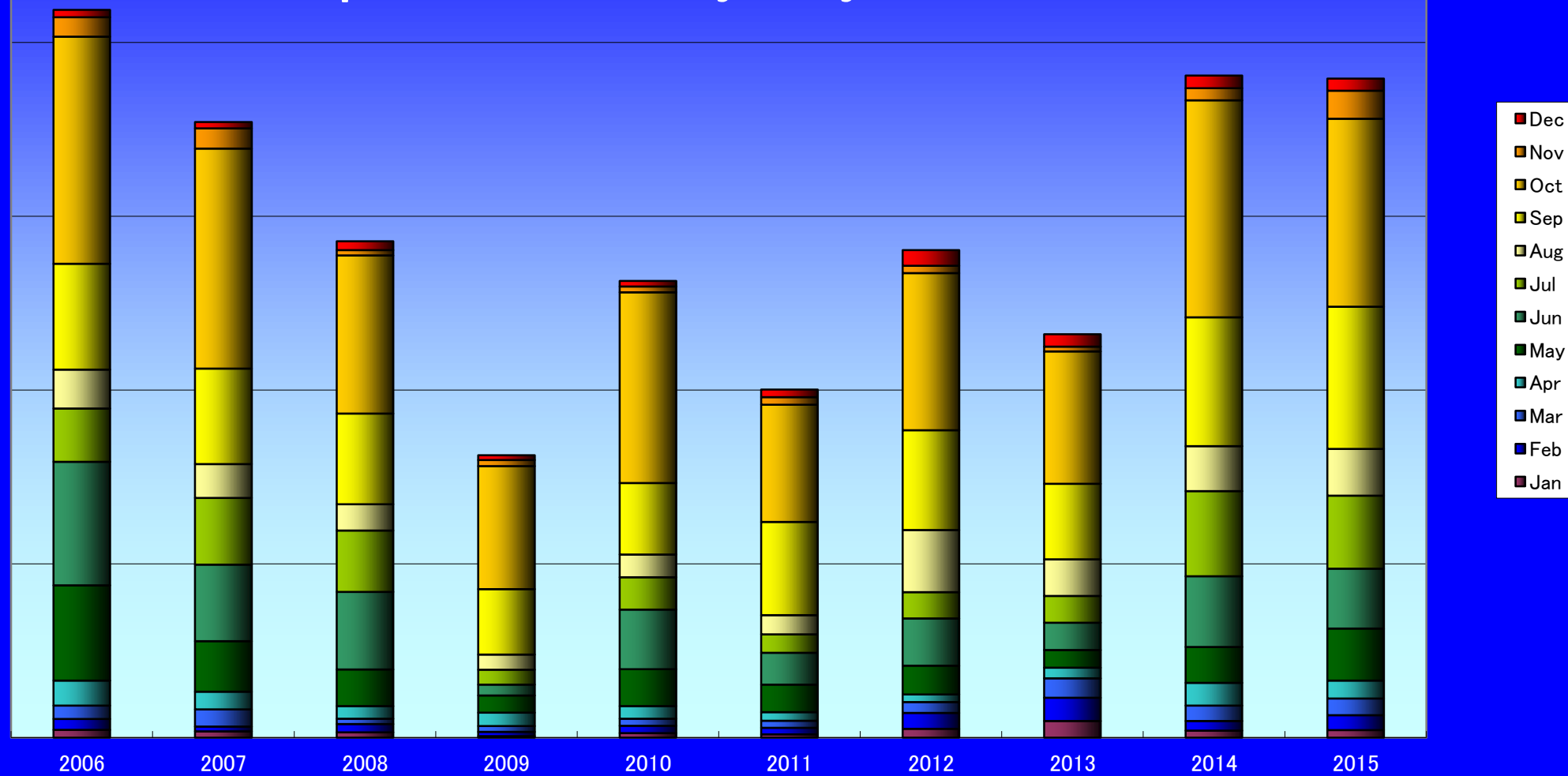
Maple Fun Tours Ltd.

- Incorporated 1981, our primary market is Japan, 4 sales offices in Japan & 3 operational offices in Canada with seasonal office at Montreal during September & October.
- We handle all type of tourists, escorted tour series, MICE markets, in 2015 we handle 69% Group business & 31 % FIT (Foreign Independent Tours)
- We see very strong with two nations packages (USA & Canada) & coach tours from Vancouver to Canadian Rockies Circle tour series.
- Our main focus provinces is PEI, Ontario, Quebec, Alberta & BC with Yukon & Northwest Territory, mainly Aurora Tour.

Japan Business by season with MFT



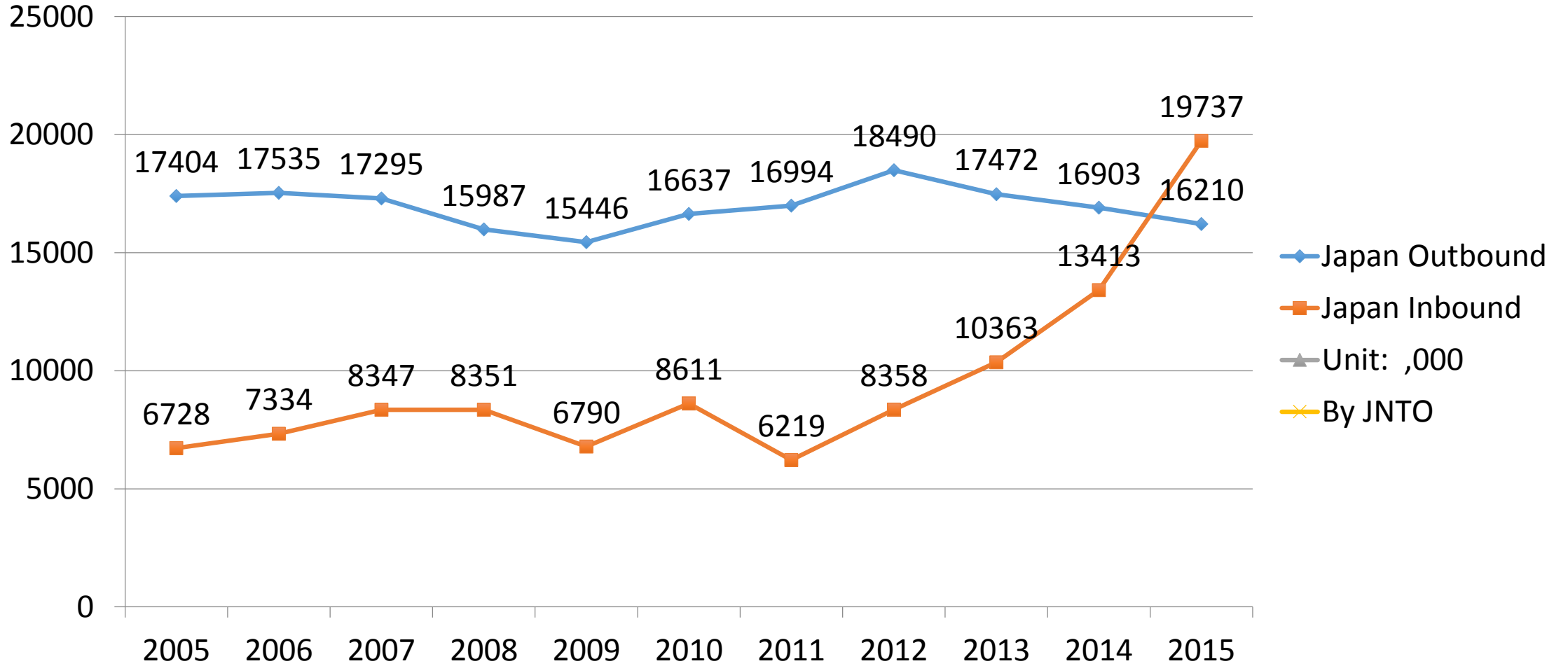
Japan Business by 10 years with MFT



Canadian Inbound Tourism Association (Asia Pacific) www.citap.ca

- Our mission statement is “Get connected, stay connected to increase your business from Asia Pacific.
- CITAP is a federally incorporated volunteer-based not-for-profit organization proudly connecting Canadian Inbound business to Asia Pacific since 1997.
- CITAP is a united force with a members over 300 from various market segments of the hospitality tourism industry.
- CITAP has Membership/Nomination, Tactical, Advocacy, Communications, Market Development, Product development, Standard, Regional Committee.(Eastern Chapter).

Japanese Number of Inbound and Outbound Travelers



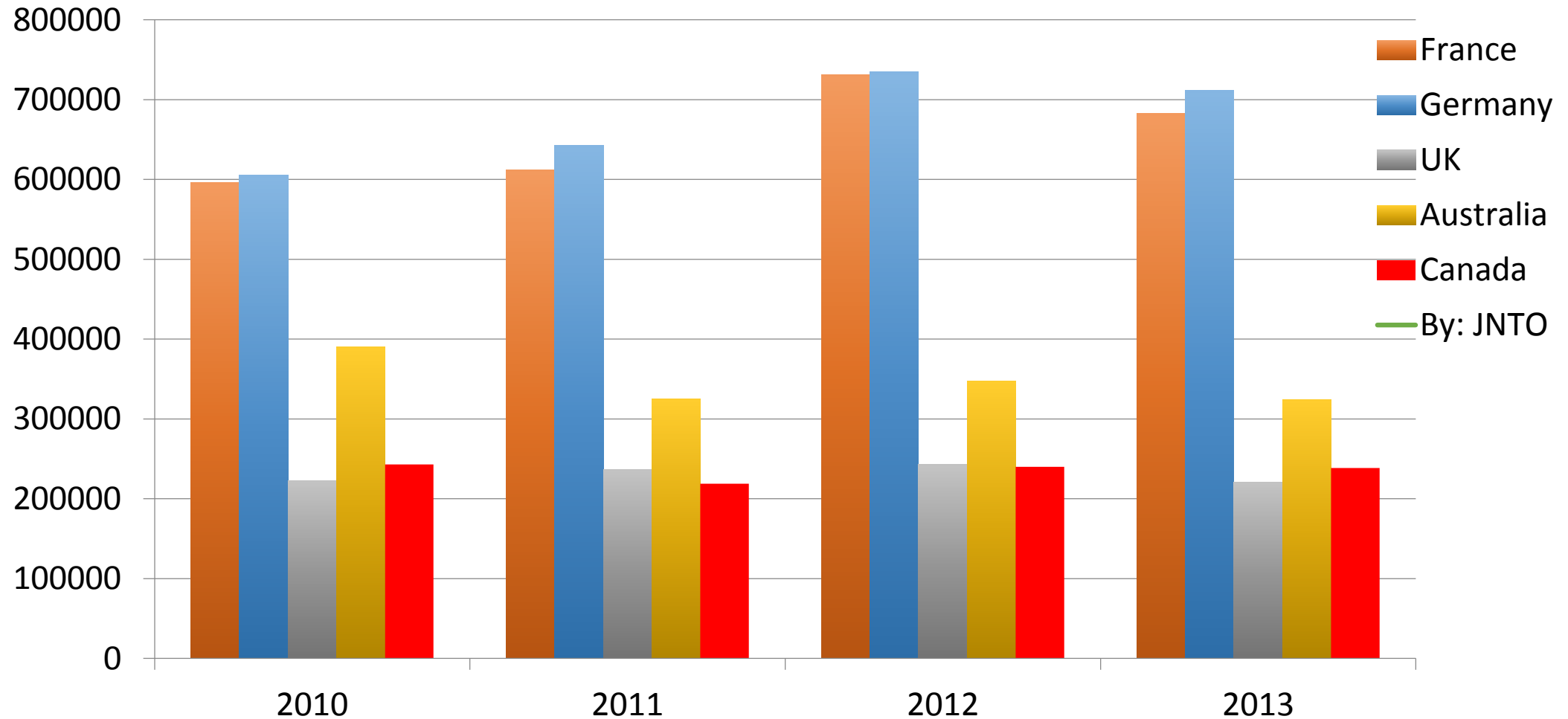
Tourism Snapshot in 2015

Tourism Review Inbound highlights: (Jan. – Nov. 2015)

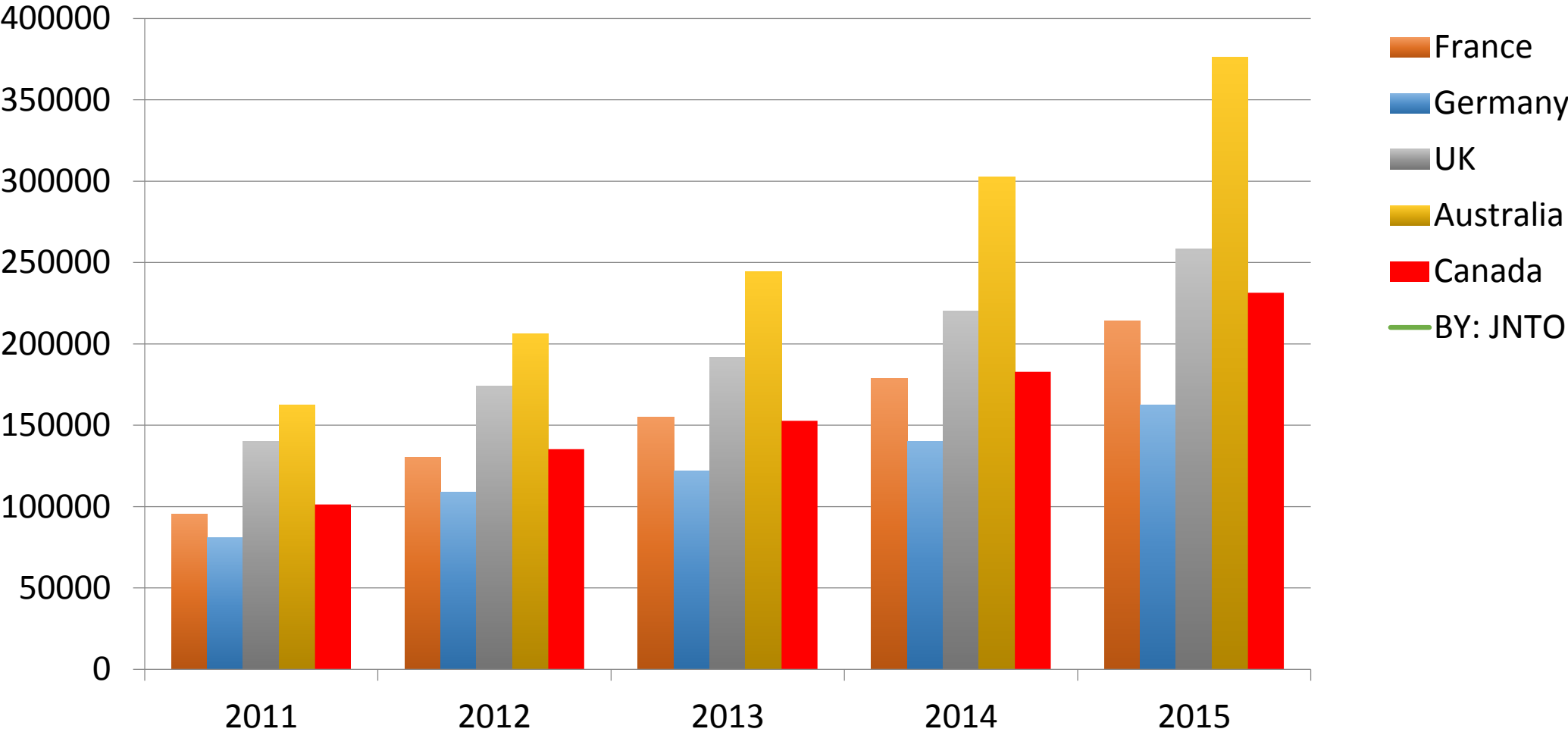
1. UK	668,834	+5.9% (Year-to-date % Change)
2. France	469,703	+4.2%
3. China	463,367	+8.8%
4. Germany	315,016	+0.4%
5. Australia	259,414	+2.3%
6. Japan	257,821	+6.0%
7. India	179,355	+10.1%
8. South Korea	176,361	+15.7%

Japan – 17,206 (+12.8%) 2015 Total 275,027 (+6.4%), 2015 Outbound -4.1%

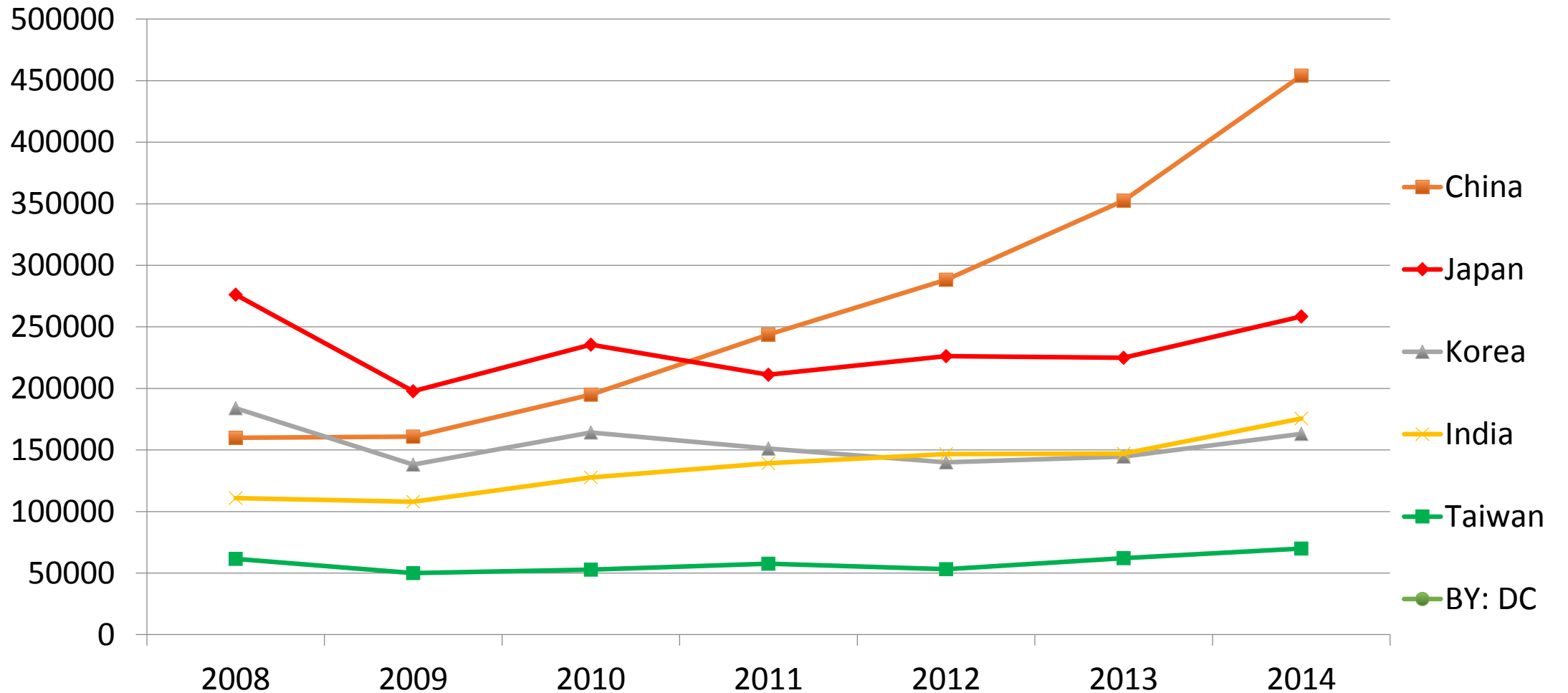
Japanese Overseas Travelers by Destinations



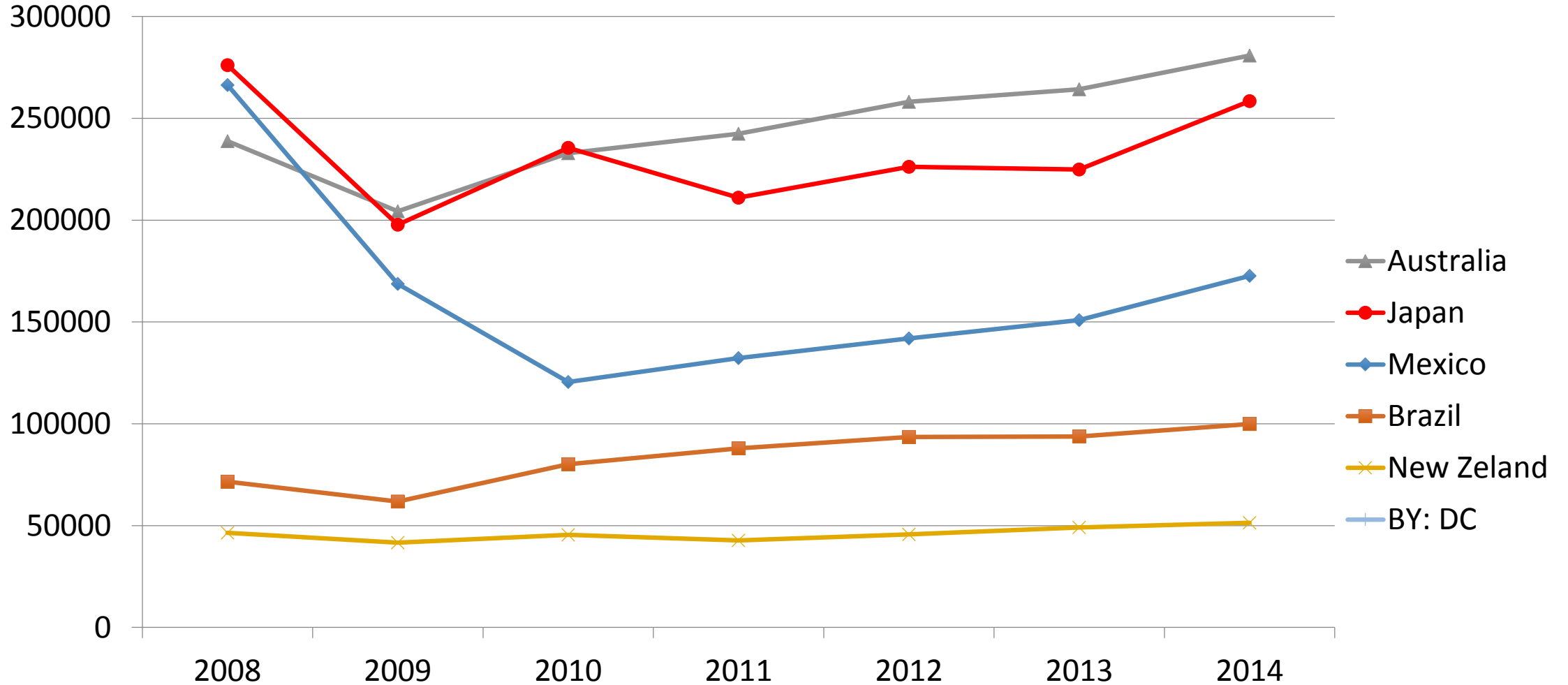
Tourists Arrival to Japan from Other Countries



Tourists Numbers from Asia Pacific Countries to Canada

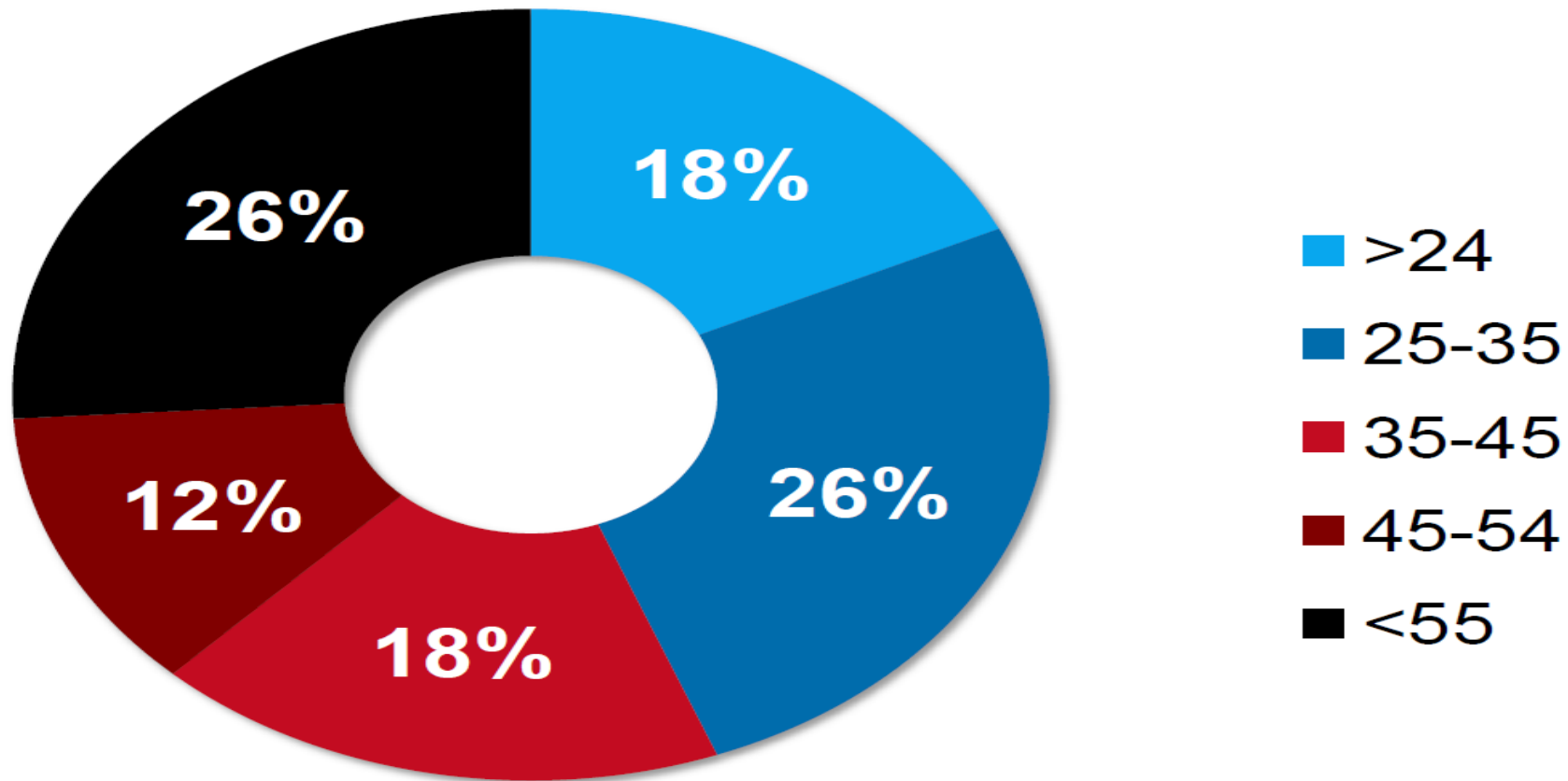


Tourists Numbers from Other Countries to Canada

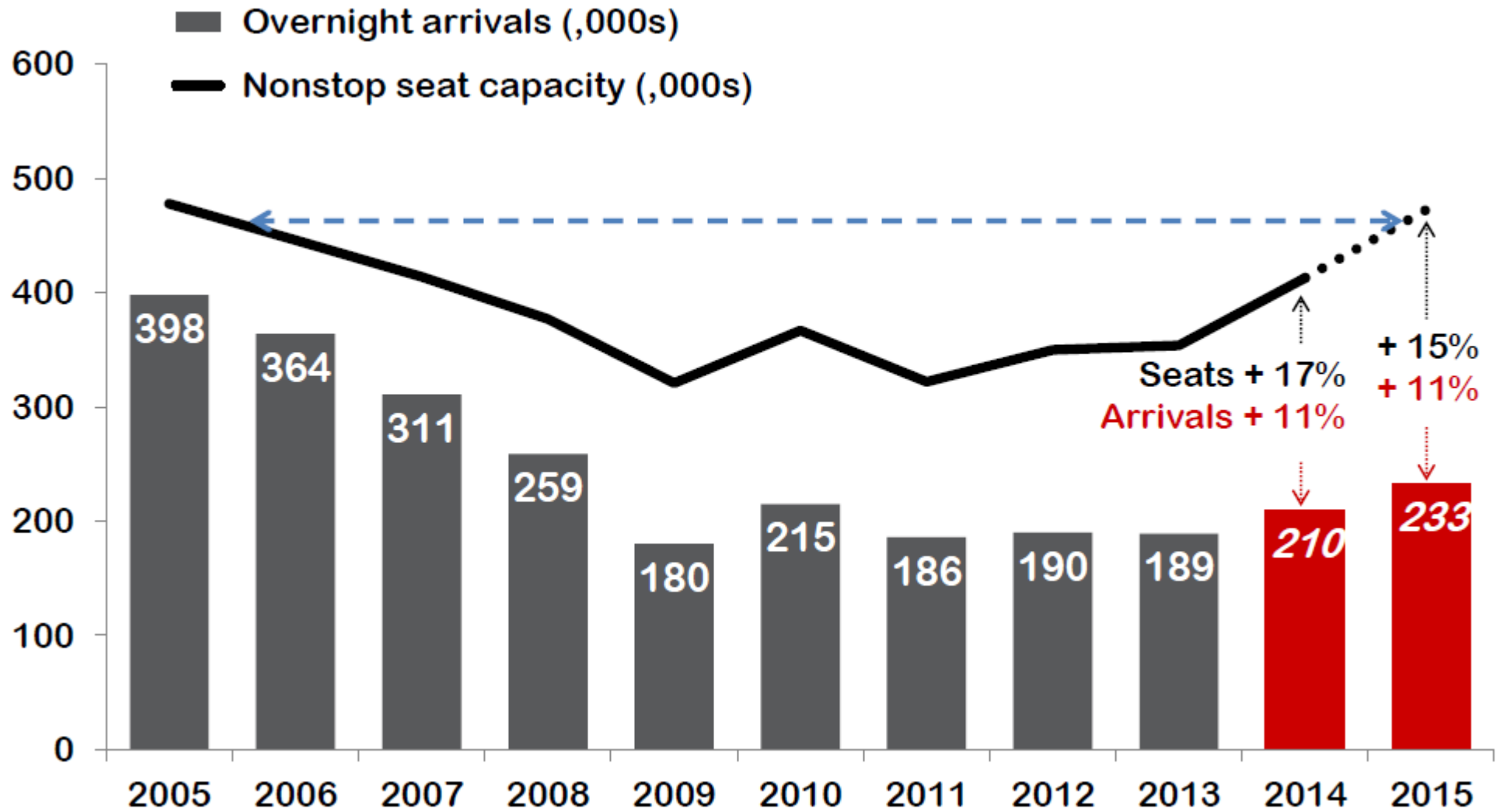


Key Travel Trends

Japan Arrivals - Age Breakdown in 2014



Aviation Seat Supply & Number of Passengers Prediction



By Destination Canada

Canada Theatre

Content Marketing in Japan

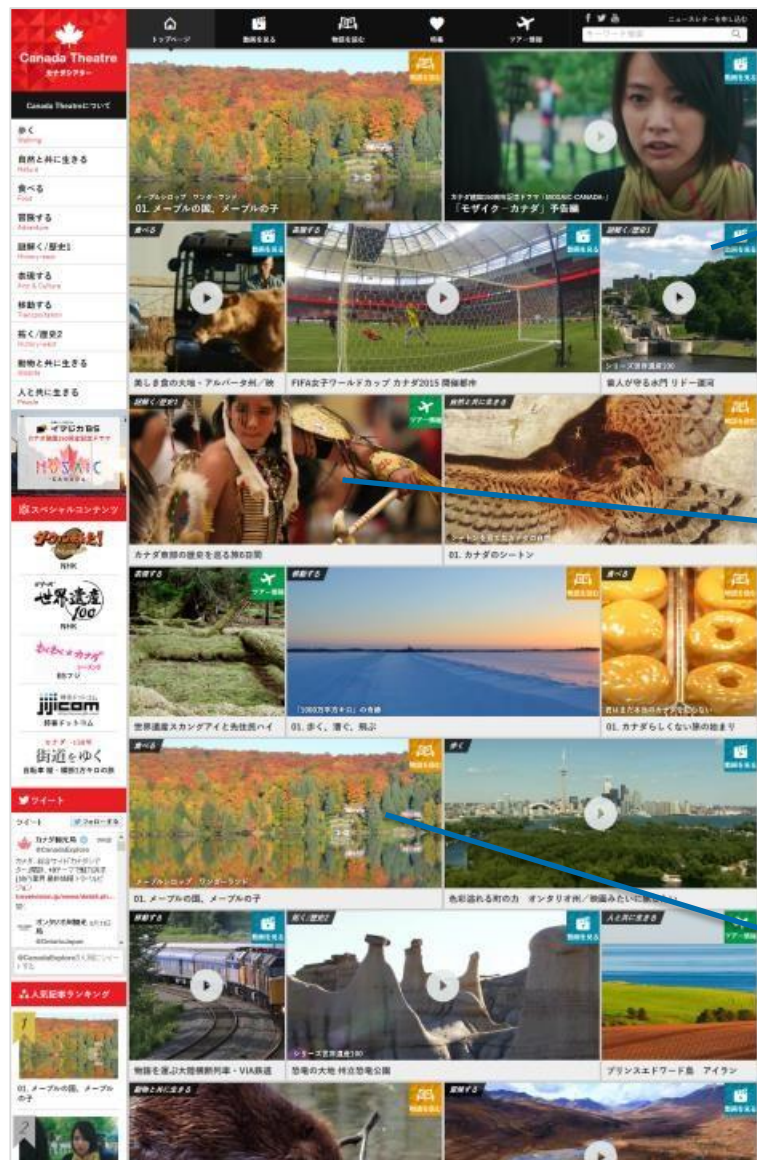


Canada Theatre

- A new Destination Canada website, called the “[Canada](#)
- [Theatre](#)” was launched on May 1, 2015, in Japan.
- The website features:
 - Content created by Japanese broadcasters, print and on-line media and a selection of Japanese bloggers; all showcasing and differentiating Canada as a tourism destination. New content is added on a weekly basis.
 - Over 100 tour operator packages that are fully integrated into the site and are showcased in a way that will further tell the story of Canada and compliment the web content.

Canada Theatre

| Best Seat



Media Content



Tour Product



Online Media / Blogger Content



ARIGATO!!

**Thank you for having me &
thank you for listening.**