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allowed to join the local tourism association as of five years ago after over 20 years operating in the area.

OBVIOUSLY YOUR JAPANESE IS VERY SHARP, THIS MUST HAVE HELPED A LOT? After studying at uni and high school and living in the mountains of Japan for nearly 20 years, my Japanese is pretty solid. I'm comfortable in almost any situation and can read and write proficiently enough, and I'm often asked to speak in Japanese at tourism conferences.

WHAT DOES CANYONS OFFER? These days Canyons is a four-season outdoor adventure company. Our main activities in summer are rafting and canyoning with half day trips which cost about 8000 yen (NZ\$132) and full days starting at 12000 yen (NZ\$198). In the winter we offer private ski and snowboard lessons, snowshoe tours and backcountry tours. Year round we run an Alpine Lodge - basic lodge style accommodation from about eighty NZ dollars a night, an Alpine Cafe and we have numerous music events, bringing quite a few Kiwi bands over including Rhombus, Shapeshifter, Kora, Pitch Black, and Ladi6.

SOUNDS GOOD. WHAT'S THE MOST POPULAR OUT OF ALL THOSE ACTIVITIES? Canyoning is by far our most popular activity. On any given day through the summer up to 200 people may be on trips with us. I think it is popular because it is a great mix of adventure and nature. The chance to have some great thrills in some amazingly beautiful pristine locations. The sport itself offers customized thrills for all levels - jumps,

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