LOURISM

TOURISM WORKING GROUP

Monday, July 24th, 2017 | 2:30pm – 5:30pm PNWER Annual Summit | Portland, Oregon | July 23-27, 2017

Co-chairs: Rep. Gael Tarleton, Washington State Legislature Dave Cowen, CEO, The Butchart Gardens

2:30-2:35 Introduction and Opening Remarks from Co-Chairs

- Rep. Gael Tarleton, Washington State Legislature
- Dave Cowen, CEO, The Butchart Gardens

2:35-2:45 **Presentation of Tourism Dashboard**

Paul Nursey, President and CEO, Tourism Victoria

2:45-3:30 **Panel: Economic Impacts of Tourism Marketing –** Tourism marketing and promotion remains a priority topic for policy makers and industry leaders alike. This panel will provide relevant information and discussion on hard ROI and regional collaboration and linkage opportunities.

Moderator: Paul Nursey, President and CEO, Tourism Victoria

- Todd Davidson, CEO, Travel Oregon
- Walt Judas, CEO, Tourism Industry Association of BC

3:30-4:30pm **Two-Nation Vacation Roundtable and Working Session** – Roundtable discussion on developing two-nation vacation initiatives and barriers and opportunities. Open working session on furthering the tourism agenda of the PNWER region.

- Tilo Krause-Duenow, President and CEO, CANUSA TOURISTIK (via conference call line)
- David Penilton, Co-Owner, Americas Hub World Tours

4:30-4:45 **Preclearance Update**

- Update on preclearance and status of Canadian preclearance legislation
- Results of research project examining the impact of preclearance to Victoria
 - Alex Norfolk, Assistant Researcher, University of Victoria

4:45-5:00 **NAFTA Update and Discussion** - What are the potential effects of NAFTA renegotiation on the movement of people and impacts to the regional tourism industry?

 Bruce Agnew, Director, Cascadia Center, and Tourism Subcommittee Chair of PNWER NAFTA Modernization Taskforce

5:00-5:30 Wrap-up and Discussion of Action Items