

2015 ANNUAL SUMMIT
TOURISM WORKING GROUP SESSION AGENDA
Wednesday, July 15, 2015

Private Sector Co-Chair: Dave Cowen, General Manager, The Butchart Gardens

Public Sector Co-Chair: Meg O'Leary, Director, Montana Department of Commerce

WELCOME AND INTRODUCTIONS

- Dave Cowen, General Manager, The Butchart Gardens
- Meg O'Leary, Director, Montana Department of Commerce

KEYNOTE: INCORPORATE WINTER TOURISM, REGION-WIDE BOATING

- Taylor Middleton, General Manager, Big Sky Resort

PAST PROGRESS – NORPASS, FIRST NATIONS TOURISM, SICHUAN VISA

- Dave Cowen, General Manager, The Butchart Gardens

DASHBOARD – TOURISMS IMPACT IN THE PNWER REGION

- Paul Nursey, President & CEO, Tourism Victoria

DISCUSSION - TOURISM & MARKETING

- Paul Nursey, President & CEO, Tourism Victoria
- Glennis Indreland, Member, Montana Tourism Advisory Council
- Trina Mousseau, Chief Marketing Officer, Tourism Victoria

MARKETING DISCUSSION & ACTION ITEMS

RAIL PANEL – RAIL TOURISM IN THE PNWER REGION

- Alroy Chan, Director – Corporate Development, Rocky Mountaineer
- Rob Eaton, Senior Manager – Government Affairs, Amtrak
- Chris Dorrington, Bureau Chief – Multimodal Planning Bureau, Montana Department of Transportation

RAIL DISCUSSION & ACTION ITEMS

MARINE TOURISM ON FERRIES, YACHTS, CRUISES

- Greg Wirtz, President, Cruise Lines International Association, Northwest
- Peter Schrapen, Director of Governmental Affairs, Northwest Marine Trade Association
- Ryan Malane, Vice President of Marketing, Black Ball Ferry Line

MARINE DISCUSSION & ACTION ITEMS

PRECLEARANCE UPDATE

The Pacific Northwest Economic Region

- Bruce Agnew, Director, Cascadia Center
- Dave Cowen, General Manager, The Butchart Gardens

SUMMARIZE, DISCUSS, AND CONCLUDE - LIST ACTION ITEMS CAPTURED THROUGH DISCUSSION AND BEFORE-HAND

- Dave Cowen, General Manager, The Butchart Gardens
- Meg O'Leary, Director, Montana Department of Commerce

ADJOURN
