

TOURISM WORKING GROUP 2017

Action Items



*Pacific NorthWest
Economic Region*

The Tourism Working Group helps address best practices and solutions to challenges in growing regional tourism. The group is working to develop tools that show tourism's economic impact on the region, encourage two-nation vacations and improve transportation between destinations in the region.

	Action Items	Status
1	Determine the one delegate from each PNWER jurisdiction who will commit to serving 2 years on the Tourism Committee.	In progress.
2	Evaluate two or three initiatives already in the planning stages that will expand tourist access to multiple PNWER jurisdictions, for example: WA-OR-BC, or MT-ID-Alberta, or BC-Alaska-NW Territories. Recommend whether PNWER should share these packages as “destination experiences” with tour operators and partners who have already identified a demand to visit the Pacific NW.	Harbor to Harbour seaplane service initiative highlighted at Winter Meeting, Tourism working group continues to coordinate with seaplane services to promote initiative
3	Develop a web page on the PNWER website to post tourism economic impact studies, tourist “ratings” on travel experiences in the Pacific Northwest (from tourism operators), photos of PNWER “destination highlights” and examples of tours that get people into PNWER places by air, land, and sea. This web page should also include links to Tourism Offices and other resources in the PNWER region.	In progress.
4	In collaboration with the Border and Trade Working Group, with the intended audience of the tour operator community and independent travelers, undertake initial steps to develop a simple to understand and trusted source of border information for travel to both countries from all source markets. Focus should be on ETA/ESTA, visas and trusted/known traveler programs, while also promoting NEXUS and EDL benefits. (If you are an XXX citizen, how to cross the border 101).	Tourism working group is engaged in the development of whitepaper examining the use of technology in improving border security with the goal of developing pilot programs in the PNW.
5	Discuss and activate advocacy opportunities for the development of synchronized application processes, particularly for ESTA/ETA and visas from key source markets	In progress.

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<p>Develop advocacy plans for the following opportunities:</p> <ul style="list-style-type: none"> i) Development of trusted traveler programs and in particular North American trilateral trusted traveler initiatives ii) Restoration of visitor visa processing to the Canadian Consulate in Seattle iii) Addition of RFID technology to Canadian travel documents (RFID passport companion card) iv) Under the tried and true cargo principle of check once, clear twice, design and propose visa and ESTA/ETA synchronization projects v) From a regulatory, tax and investment perspective, recognition by government that Tourism is an export sector worthy of equal treatment in comparison to other export sectors. vi) Resourcing and planning for the processing of large numbers of low risk passengers in short preclearance windows 6 vii) Address impediments to border entry such as misdemeanor convictions viii) Continue regional collaboration on data collection and research to support the Tourism Dashboard ix) Development of tariff flexibility for provincial and state ferry operators so that package pricing can be applied by ferry operators to manage yield, increase revenue and build Two Nation Vacation interline packages x) Accelerate marketing collaboration. Governments are asked to encourage and support their destination marketers in their ongoing efforts to leverage key resources and where appropriate strategically collaborate among PNWER states and provinces. NB this is not about developing a PNWER brand, but rather about stimulating visitation to and within the PNWER region and wherever possible developing dispersion strategies. xi) Discuss content and design of the PNWER Tourism Strategy 	<p>Tourism and update of Tourism Dashboard discussed at 2017 Winter Meeting. PNWER hosts monthly stakeholder calls to advance preclearance and to visit Ottawa to speak on issues including advancement of preclearance initiative. Engaged in providing input for development of whitepaper examining use of technology to improve border security and facilitate travelers.</p>