PNWER Marine Tourism Panel

Greg Wirtz, Ryan Malane, & Peter Schrappen

July 15, 2015 | 9:15 a.m. – 12:15 p.m.
Unlocking the Potential of the Pacific North West Cruise Industry

Greg Wirtz
Cruise Lines International Association
North West and Canada
Exclusive: New kiosks to speed cruise ship boarding in Vancouver

Get ready to whiz through U.S. customs and immigration when getting on a cruise ship at Vancouver's Canada Place.

Vancouver's port authority today will announce it's rolling out automated passport control kiosks at the cruise terminal to help process passengers boarding ships sailing to Alaska.
Unlocking Marine Tourism Potential in the Region

Ryan Malane
Vice President of Marketing
Ferry Travel: Unlocking the Potential of Marine Tourism

- Global Ferry Traffic: 2.1 billion Passengers/250 million Vehicles
  - 2.3 for air travel
- Pacific Northwest: Over 44 Million Passengers
  - Includes 23+ million Washington State Ferries and 19+ million BC Ferries
- WSF is State’s Most Popular Tourist Attraction
- Alaska Marine Highways operates the longest ferry routes in the world
Making Borders Seamless

• History of Ferries as an Integral Part of Regional Travel
• Customs & Immigration: CBSA, CBP and DHS
• Cooperation: 56 year history.
• Future?: sharing booths, physical requirements
• NorPass: One fare, multiple ferry systems
Moving Forward

- Make ferry travel part of the product
- Continue border process improvements, Pre-clearance, Visa harmonization
- Continue cooperative programs and product development such as NorPass
Unleashing the full potential of recreational boating and marine tourism