

Monday, July 18, 2016; 9:15 - 12:15 pm
Hyatt Regency; Imperial 3; Calgary, Alberta

Tourism

Co-Chairs:

- **Rep Gael Tarleton**, Washington State Legislature
- **Dave Cowen**, General Manager, The Butchart Gardens

Hosted by: Alaska Airlines

9:20 - 9:35 a.m.

Welcome and Introduction

- Rep. Gael Tarleton, Washington
- Dave Cowen, General Manager, The Butchart Gardens

9:35- 9:50 a.m.

Tourism dashboard

Presentation on the economic impact of tourism in the region

- **Andrew Little**, Director, Intergovernmental Relations, Tourism Policy, British Columbia Government

9:50 - 10:30 a.m.

Tourism Policy panel discussion

Industry leaders discuss effective policy for sustaining regional tourism growth

- **Blake Richards**, Member of Parliament, Banff-Airdrie
- **Royce Chwin**, CEO, Travel Alberta
- **Ian Robertson**, CEO, the Greater Victoria Harbour Authority
- **Paul Nursey**, President and CEO, Tourism Victoria

10:30 - 11:30 a.m.

Strategic review of PNWER Tourism Policy Development

Round table discussion looking forward at the priorities, role and structure of the PNWER Tourism Working Group

Discussion led by:

Dave Cowen, General Manager, The Butchart Gardens
Paul Nursey, President and CEO, Tourism Victoria

11:30 a.m. - 12:15 p.m.

Action item development

