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

Co-chairs:  
- Dave Cowen, CEO, The Butchart Gardens

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