

NORPASS UPDATE

PNWER 24th Annual Summit

Whistler, British Columbia

July 22nd, 2014

Background

- Concept introduced in 2002 as a Norpass Rail & Sail program
- Walk-on only, bi-national travel pass between Washington, BC & Alaska (“Eurail”) that could include state ferry systems in Washington & Alaska, BC Ferries and possibly Alaska Railroad and the Victoria Clipper.
- Purpose was to provide convenient and flexible travel for tourists planning adventure travel through the Pacific NW.

Benefits

- All transportation systems have indicated an excess capacity for foot traffic and are eager to create new revenue sources.
- Encompasses the 2-nation vacation strategy by connecting the PNW through BC to Alaska.
- Supports multi-modal transportation model – Ferry, Rail, Bus, Floatplane, etc.
- Complements the cruise industry
- Provides unique tourism product offerings for our DMO's

Next Steps

- Let's keep the NorPass concept alive
- It needs 'ownership' and leadership
- Joint reservations, tariffs and ticketing using an interline airline model
- Marketing and sales support
- Launch a trial phase
- Who?