

ACTION ITEMS

Tourism Working Group 2015



*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.

Co-Chairs: Dave Cowen, General Manager of Butchart Gardens, Meg O'Leary, Director, Montana Department of Commerce

Action Items	Project Lead	Status
<p>1 Seek Funding to Deliver a Preclearance Pilot We ask for financial support and participation in a series of coordinated and expedited pilot projects that include all transportation modes.</p>		
<p>2 Continue to encourage a Visa Synchronization Pilot:</p>		
<p>3 Call on Canadian Federal Government to Restore Capacity to Canadian Consulate in Seattle to Issue Visitor Visas.</p>		
<p>4 Allow Tariff Flexibility for Provincial and State Ferry Operators; We ask regulators to structure tariffs such that flexible package pricing can be applied by ferry operators to manage yield and increase revenue.</p>		
<p>5 Accelerate Marketing Collaboration Governments are asked to encourage and support their destination marketers in their ongoing efforts to leverage key resources and strategically collaborate among PNWER</p>		
<p>6 Support Regional Product Awareness</p>		
<p>7 Support Regional Tourism Research</p>		

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<p>8 Support Development of Interline and Multi-modal Tourism Transportation</p> <p>We ask government to support the transportation industry in their efforts to build multi-modal bi-national travel packages that are easy to purchase.</p>		
<p>9 Support Development of the NORPASS Integrated Ferry Pass</p> <p>We ask governments to support talks between BC Ferries, Washington State Ferries and private ferry operators to develop an interline ferry pass for foot and car passengers.</p>		
<p>10 Support the PNWER Tourism Committee</p> <p>All governments that participate in PNWER are asked to commit and ensure their state or province is represented by annually supplying the tourism committee with a committee member</p>		