

# QUESTIONS TO GUIDE TOURISM RECOVERY DISCUSSION

## TRACK A: PROOF OF VACCINE AND COVID TESTING REQUIREMENTS- CHALLENGE OR OPPORTUNITY?

1. For 2022 certainty, what are the scientific indicators that industry and consumers can monitor that will indicate when expensive COVID testing requirements will sunset?
  - If none of today's participants can answer this, isn't the point that we should all know this answer off by heart? How else can industry innovate and help government accelerate COVID recovery?
2. Until such time as testing requirements stop, to encourage cross-border leisure travel, what will it take for the U.S. and Canada to co-develop and adopt an affordable harmonized vaccination and testing policy?
  - Can this joint program be developed so requirements are affordable and consistent across all transportation modes?
3. For future health crises, considering the terrible socio-economic impact that PNWER's huge tourism sector has suffered, what are the lessons learned to prepare for the next pandemic?

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## TRACK B: CATALYZING 2022 RECOVERY

1. With respect to cross-border leisure travel, what will government, industry, and provincial/state marketing agencies have to do in order to: 1) Build traveler confidence? 2) Stimulate leisure travel between the U.S. and Canada? 3) Improve resident sentiment towards Tourism?
2. To foster 2022 Tourism recovery, how can we optimize and coordinate the roles of our respective governments, industry partners, and provincial/state marketing agencies, and who will do this work?
3. As we barrel towards the 2022 travel season, from a consumer and industry perspective, what does the opportunity for government look like in providing a clear regulatory framework that will help stimulate cross-border leisure travel? The marketers in the room can speak for the consumer.
  - Are there different regulatory opportunities that will help stimulate longer-haul international visitation?
4. If bilateral collaboration and unified communication are key to the recovery of cross-border leisure travel, how important will it be to coordinate early 2022 messaging to reassure and inspire travelers?
  - What role do destination marketing organizations play in helping overcome consumer travel resistance and negative resident sentiment towards Tourism?

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## TRACK C: BIGGER IDEAS TO BUILD TOURISM RESILIENCE

1. To help our industry weather future global challenges, should we devise an integrated North American travel model that builds on existing trusted traveler programs?
  - Not a Schengen clone, but rather our own 'Made in North America' equivalent?
2. To address current workforce challenges, what opportunity is there to develop innovative labour mobility solutions between the U.S. and Canada?
3. What is the long-term view on the balance between border bio-security and tourism resiliency?
  - How can we collaborate to achieve this balance-ensuring the border is physically secure, is safe from a bio-security perspective, and under normal operating conditions that security measures are not a dis-incentive to travel?
  - When a health crisis hits, how can we keep leisure travel flowing to the greatest safe extent possible?
4. How can government incentivize technical innovations to enhance traveler safety and border efficiency?
5. Would it be helpful to have a legislated tourism council governed by PNWER that recommends bilateral leisure travel policy during good times and maintains a connection between industry and government during crisis?
  - For example, in normal times, the PNWER Tourism Council would provide tourism perspective and advise on opportunities like developing a synchronized visa application processes for international travelers, or on opportunities to catalyze two-nation vacations for domestic and international travelers, etc.
  - In crisis, would this mechanism help keep Tourism and leisure travel as operational as possible?