

2017 PNWER Annual Summit
Portland, OR
July 23-27

TOURISM WORKING GROUP

Monday, July 24th, 2017 | 2:30pm – 5:30pm

PNWER Annual Summit | Portland, Oregon | July 23-27, 2017

Co-chairs: Rep. Gael Tarleton, Washington State Legislature
Dave Cowen, CEO, The Butchart Gardens

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

- Rep. Gael Tarleton, Washington State Legislature
- 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**

TOURISM