

# PACIFIC NORTHWEST ECONOMIC REGION

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WEDNESDAY, JUNE 4, 2025

**Matt Morrison**, Executive Director, PNWER



*Pacific NorthWest  
Economic Region*

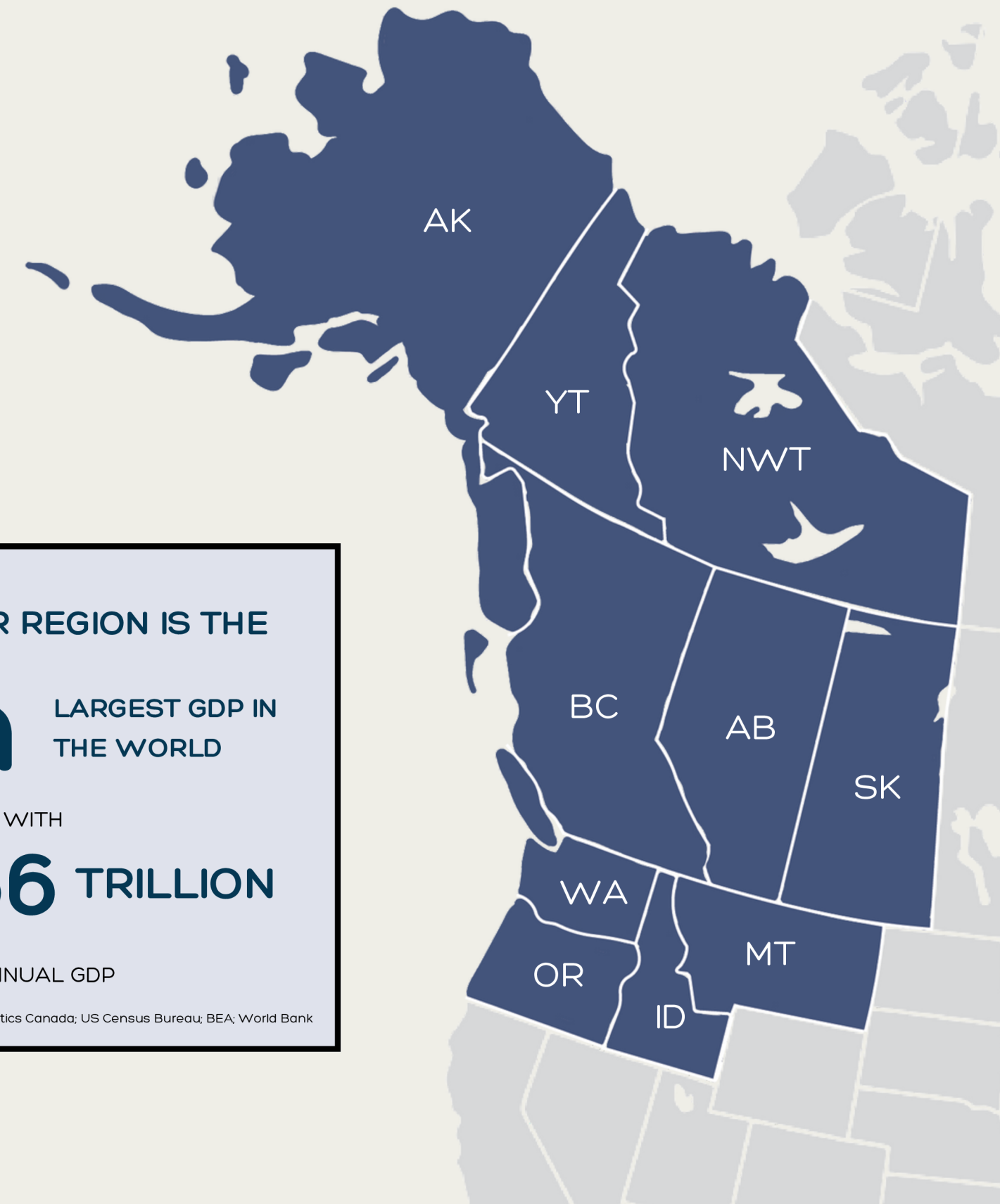
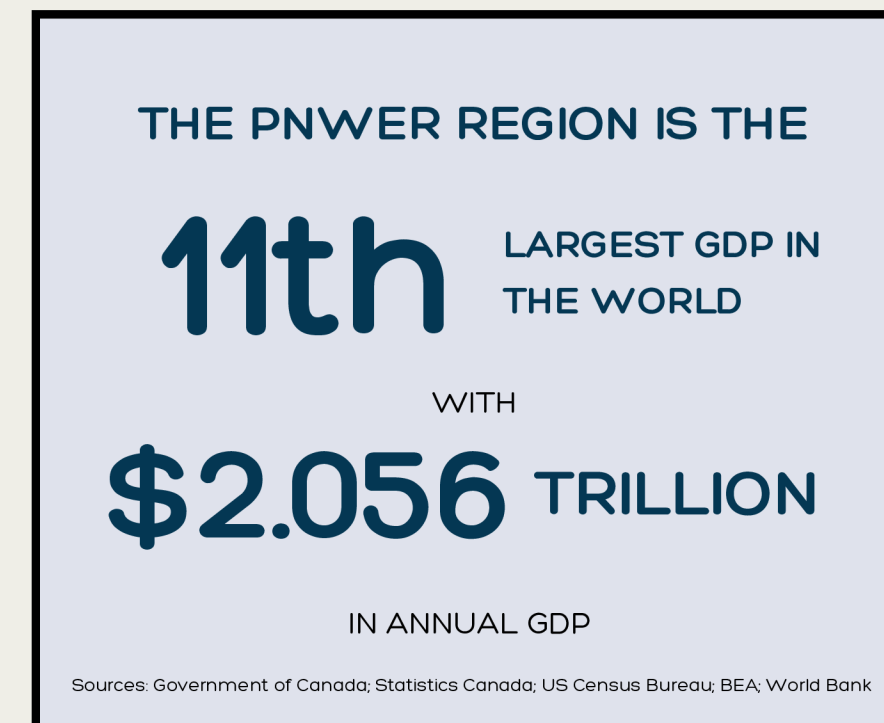
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# ABOUT PNWER

PNWER is a public-private partnership chartered by the states of Alaska, Idaho, Montana, Oregon, and Washington; the western Canadian provinces of Alberta, British Columbia, and Saskatchewan; and Yukon and Northwest Territories.

PNWER is recognized by the federal governments as the model for regional and bi-national cooperation because of its proven success. It is the leading forum where people in the policy world and business world come together to determine solutions to regional challenges.

*Promoting Greater Regional Collaboration*





# PNWER LEADERSHIP

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**Rep. Cindy Ryu | WA**  
President



**Hon. Sandy Silver | YT**  
Vice President, Canada



**Rep. DeLena Johnson | AK**  
Vice President, U.S.



**Hon. Travis Keisig | SK**  
Vice President, Canada



**Rep. Britt Raybould | ID**  
Vice President, U.S.



**Hon. Rick Glumac | BC**  
Imm. Past President

# REGIONAL TOURISM COUNCIL

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## Establishing the RTC

- Proposed during PNWER Annual Summit in Boise in July 2023
- Approved by PNWER Executive Board in September 2023
- Inaugural Governance Meeting in March 2024
- Regional Tourism Listening Session at PNWER Annual Summit in July 2024

## Goals of the RTC

- Initial focus on regional readiness for the 2026 FIFA World Cup
- Work collaboratively toward the safety, efficiency, and ease of cross-border travel
- Spotlight our region as a leader of responsible, sustainable, and resilient tourism!

## Governance Structure

- Two representatives from each of the ten PNWER jurisdictions
  - One Elected and One Industry Representative
- Supported by a strategic Advisory Committee

# TOURISM COUNCIL MEMBERS

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## Alaska

Senator Jesse Kiehl  
Tanya Carlson, ATIA

## Alberta

Chelsae Petrovic, MLA  
Stefanie Jones, Travel Alberta

## British Columbia

Minister Spencer Chandra Herbert  
**Dave Cowen**, The Butchart Gardens, (RTC Co-Chair)

## Idaho

Senator Kevin Cook

## Indigenous Representative

Brady Smith, Indigenous Tourism Assoc. of Canada

## Montana

Representative Denise Baum  
Jennifer Pelej, MT Dept. of Commerce

## Northwest Territories

Minister Caitlin Cleveland  
Donna Lee Demarcke, NWT Tourism

## Oregon

Representative Emerson Levy  
Kevin Wright, Travel Oregon

## Saskatchewan

Minister Alana Ross  
Amy McInnis, Tourism Saskatchewan

## Washington

**Representative Cindy Ryu** (RTC Co-Chair)  
David Blandford, State of Washington Tourism

## Yukon

Minister John Streicker  
Amanda Deuling, Sport Yukon



# 2026 FIFA WORLD CUP

“The Canada-U.S. hosting of the FIFA World Cup in 2026 is not only a unique opportunity. It’s a once in a generation opportunity that people are not aware of or fully appreciate...

This is so big that it calls not only for an all-of-government approach, but it requires a PNWER-like approach.

It’s the kind of presence that PNWER convenes, of bringing all those stakeholders together, that has the capacity to really take advantage of that opportunity.”

Ambassador David Cohen  
at PNWER’s 2024 Annual Summit



# FIFA REGIONAL READINESS

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## PNWER's Areas of Focus

- Regional Tourism & Traveler Information Portal - Know Before You Go
  - Border Preclearance Pilots
  - Cross-Border Disaster Resilience & Emergency Management Planning
  - Transportation and Infrastructure Connections
    - Rail improvements - Amtrak Cascades
    - Long-term benefits for BC and WA State
  - Indigenous and Rural Tourism Opportunities and Economic Development
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Ambassador Cohen noted FIFA is an opportunity to showcase the world-class status of Seattle and Vancouver. Many visitors at FIFA are C-suite executives. Of the companies that relocated or were established in Vancouver since 2010, 80% had executives that attended the 2010 Olympic games.



# PACIFICAN TOURISM GROWTH PROGRAM

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**Title:** Accelerating International Tourism and Travel Resiliency in BC

**Project Scope:**

- Develop a destination management strategy with an action plan to advance Canada-U.S. cross-sector visitor travel between the two countries in advance of marquee events such as FIFA 2026
- Support the safety, efficiency, and ease of cross-border travel for visitors to BC through better communication and streamlined processes
- Establish regular bilateral cross-sector forums on key issues

**Timeline:** April 2024 - March 2026

**SUPPORTED BY:**



Pacific Economic  
Development Canada

Développement économique  
Canada pour le Pacifique

# TIMELINE AND DELIVERABLES

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## Relevant Project Deliverables:

- Undertake research and gap analysis through in-person and virtual discussion groups, forums, and meetings
- Develop a strategy and communication materials
  - Know Before You Go
  - Regional Tourism Dashboard

## Activities to Support Deliverables to Date:

- PNWER Annual Summit - Whistler, BC | July 21-25, 2024
- FBC 2026 FIFA Border Pilot Project Workshop - Vancouver, BC | July 25, 2024
- FIFA Emergency Mgmt. Planning Luncheon - Seattle, WA | November 1, 2024
- U.S. Consulate Cross-Border FIFA Workshop - Vancouver, BC | April 24, 2025
- FIFA 2026: Tourism & Borders Workshop - Vancouver, BC | May 22, 2025
- Cross-Border Supply Chain & FIFA Transportation/Emergency Planning Workshop - Bellingham, WA | June 3-4, 2025

# PORT OF SEATTLE TOURISM GRANT

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**Project Description:** Develop a regional tourism marketing & traveler information portal for domestic and international visitors

**Goals:**

- Promote out-of-state and international visitors to travel through the broader region
- Assist with the development of a well-organized approach to communications and information-sharing for visitors, DMOs, tourism operators, and other stakeholders.
- Foster cohesive bilateral tourism development that catalyzes projects to encourage new domestic and international visitors to explore U.S., Canada, and Indigenous tourism opportunities responsibly and sustainably.

# KNOW BEFORE YOU GO

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- Across All Modes - For All Travellers
- Generative AI-powered Web Portal
- Context-aware, real-time, and targeted info based on travellers' preferences
  - Country of origin, preferred language, travel dates, and arrival/departure sites
- Reliable - AI-tool uses only government-supplied data
- Free - No membership or personally identifiable data required



# 2025 PNWER ANNUAL SUMMIT

July 20-24 | Bellevue, WA

## WHY SHOULD YOU ATTEND?

The PNWER Annual Summit provides the opportunity to:

- **Advocate** for regional policies and cross-jurisdictional initiatives
- **Collaborate** and establish partnerships with Canadian & U.S. public & private sector leaders
- **Learn** about key economic issues facing the region
- **Strengthen** regional networks and cooperation

Learn more at [www.pnwer.org/2025-summit](http://www.pnwer.org/2025-summit)



10 Provinces,  
States, &  
Territories



125+ Speakers  
from the U.S. &  
Canada



50+ Sessions &  
Networking  
Breaks



500+ Legislators,  
Business Leaders,  
& Decision Makers