

IMTC Presentation



Cross-Border Tourism

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Overview



1. Cross-border tourism: Who? What?
2. BC Tourism trends and cross border tourism
 - a. Impact of the 2010 Olympic Games and B.C. tourism trends for 2010/2011
 - b. Cross-border tourism numbers: Are they growing or decreasing?
3. Moving Forward: Cross-Border Tourism Challenges and Opportunities

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Who? What?



- Major Players & Partners
- Initiatives & Linkages



A Great Success Story



GREENING THE BORDER
Click to find out more about the Climate Action initiative at the Peace Arch Border Crossing.

- WashDOT
Washington Department of Transportation
- Experience Washington
Official Website of Washington State Tourism
- Whatcom County Tourism
Bellingham Mt. Baker Region Visitor Information
- Border Traffic Conditions for crossing Southbound into Washington State
- Border Traffic Conditions for crossing Northbound into British Columbia
- Drive BC
Traveler Information System for British Columbia
- Hello BC
Official Website of Tourism British Columbia
- Tourism Surrey
Tourist Information for Surrey, British Columbia

NEXUS Card Grants access to a specialized lane in both directions at Peace Arch and Pacific Highway border crossings, and can skip the lengthy queues.



BRITISH
COLUMBIA



Harnessing the Afterglow



The After Glow: 2010 Olympics



17 Days of Olympic Competition generated...

- Over 250,000 visitors
- Over 100,000 people visited Visitor Centres
- Over 1.5 million people visited Robson Square
- Over 8,000 rode the Zipline (700 daily).
- 3.5 billion people watched on TV, internet or mobile device.
- 300 TV stations and 100 online services.
- 50,000+ hours of Olympic coverage – 47% + than Torino.
- 190 million US viewers watched on NBC.
- Yahoo's Olympics-devoted site - 32 million unique visitors. (Web tracker ComScore).

2010 Winter Games Time Visitors to BC

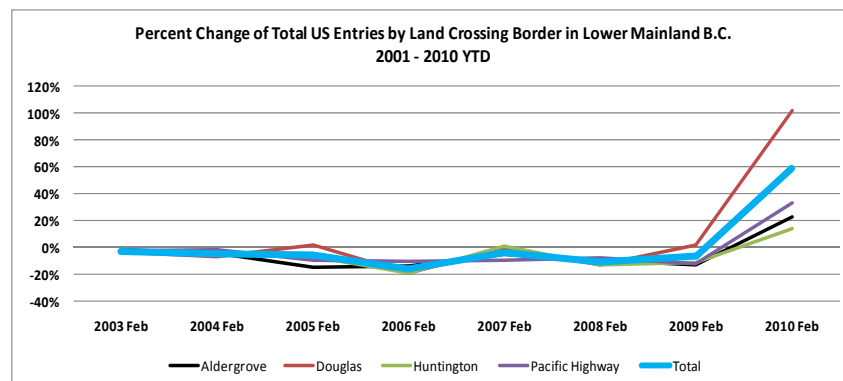


February for US/Overseas, Quarter 1 for BC and Rest of Canada

Market of Origin	2009	2010	2010 over 2009
BC	1,227,000*	1,503,000*	+ 276,000
Rest of Canada	427,000*	553,000*	+ 126,000
US – Overnight	136,000	185,000	+ 49,000
US – Same Day	85,000	139,000	+ 54,000
Overseas	71,000	82,000	+ 11,000

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Border Crossing – Games Time



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Post Game Potential



US In Market Consumer Research - Key Measures			
	Oct-09	Jan-10	Mar-10
Heard of BC?	79%	77%	84%
Ever Visited BC?	15%	15%	14%
Seen Media Coverage of Games?	35%	54%	82%
Plan to/Did Follow Games	49%	49%	52%
How?			
TV	46%	46%	50%
On-Line	9%	12%	12%
Newspapers/Magazines	10%	8%	10%
Thinking about trip to BC	10%	10%	13%
In next year or two?	6%	7%	6%
Seen BC Travel Promotion	14%	17%	41%
Recall Ads Featuring Celebrities			27%

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2010 Preliminary Estimate – Visitor Volume



	2009 Overnight Visitors ('000) (ITS /TSRC)	2010 Overnight Visitor Volume (Estimate 01/22)	Original 2010 Tourism Outlook
British Columbia	7,687	5.0%	3.0%
Rest of Canada	2,976	-5.5%	4.3%
Alberta	2,130	-10.0%	4.0%
Ontario	462	15.0%	5.0%
United States	2,899	1.5%	1.0%
Mexico	64	-20.0%	5.0%
Asia / Pacific	611	10.5%	6.7%
Japan	84	10.0%	7.5%
Australia	129	10.0%	3.0%
South Korea	73	20.0%	7.5%
China	92	20.0%	10.0%
Europe	557	5.4%	0.3%
United Kingdom	235	3.0%	-3.0%
Germany	111	3.0%	0.0%
France	25	15.0%	2.0%
Netherlands	43	4.0%	5.0%
Total	14,838	2.4%	2.9%

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Drivers of Industry Performance



- Longer term factors
 - Destination perceptions/image/awareness/interest
 - Attitudes with respect to environmental and social responsibility
 - Supply of tourism products/infrastructure, Public infrastructure
- Short term factors
 - Economic conditions, Consumer confidence, Price competitiveness
 - Access (transportation, barriers, border waits, etc)
 - Communications
- BC specific factors
 - 2010 after glow, cruise, convention centre, Grey Cup, etc

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Draft 2011 Tourism Outlook



	Forecast Change Overnight Visitors 2011 vs. 2010 (%)	Estimated Overnight Visitors 2011	Estimated Overnight Visitors 2010 vs. 2009 (%)
British Columbia	2.0%	8,232	5.0%
Rest of Canada	2.7%	2,888	-5.5%
Alberta	3.0%	1,975	-10.0%
Ontario	2.0%	542	15.0%
United States	1.0%	2,972	1.5%
Mexico	7.5%	55	-20.0%
Asia / Pacific	8.6%	733	10.5%
Japan	5.0%	97	10.0%
Australia	4.0%	147	10.0%
South Korea	10.0%	97	20.0%
Taiwan	20.0%	41	-6.0%
Hong Kong	5.0%	64	1.0%
China	15.0%	127	20.0%
Europe	2.4%	601	5.4%
United Kingdom	1.0%	245	3.0%
Germany	2.0%	117	3.0%
France	2.0%	30	15.0%
Netherlands	2.0%	45	4.0%
Other Overseas	5.0%	49	5.0%
Total	2.3%	15,531	2.4%

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2011 Outlook – North America Summary



	2011 GDP	Exch rate	Air Cap	CTC Leading Indicator	2011 Forecast
BC	+2.8%	*	-	N/A	+2%
AB	+3.6%	*	Flat	N/A	+3%
ON	+2.4%	*	Flat	N/A	+2%
US	+3.0%	flat/dwn	flat/up	flat	+1%
Mexico	+3.0%	flat	Up	--	+7.5%

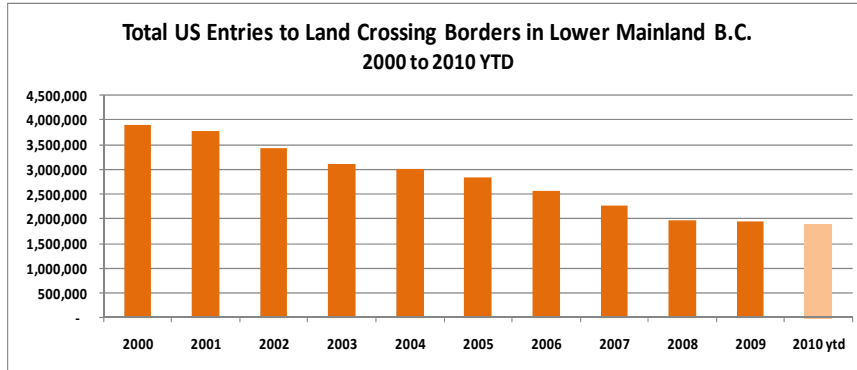


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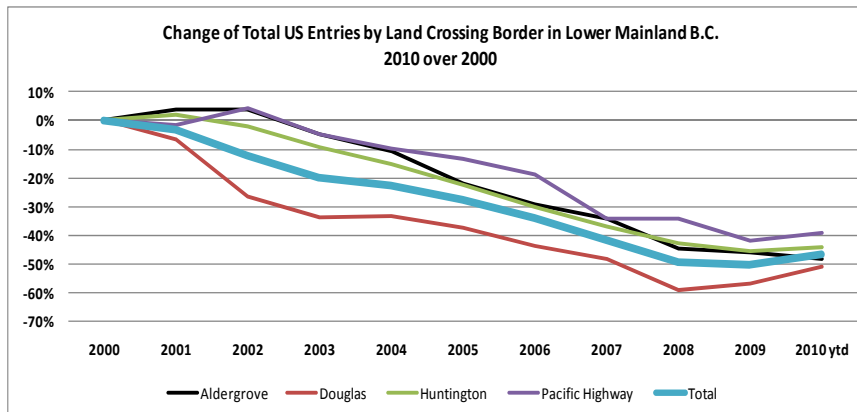
Cross-border Tourism

Cross Border Traffic - Trends



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Cross Border Traffic - Trends



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Cross Border Traffic - Trends



	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 ytd
US Entries ('000)											
Total	3,898	3,779	3,425	3,118	3,018	2,824	2,571	2,273	1,980	1,933	1,907
Overnight	2,572	2,494	2,261	2,058	1,992	1,864	1,697	1,500	1,307	1,276	1,258
Same day	1,325	1,285	1,165	1,060	1,026	960	874	773	673	657	648
Travel Parties ('000)											
Overnight	1,225	1,188	1,077	980	948	888	808	714	622	607	599
Same day	552	535	485	442	428	400	364	322	281	274	270
Revenue (million)											
Overnight	1,449	1,405	1,274	1,159	1,122	1,050	956	845	736	719	709
Same day	46	44	40	37	35	33	30	27	23	23	22
Lost revenue		46	181	299	338	412	509	623	735	754	764

Total revenue loss = 4.7 billion!

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Two Nation Vacation - Trends



- Indirect tools to measure two nation vacation
 - International Travel Survey (ITS)
 - Travel Survey of Residents of Canada (TSRC)
- Two nation vacation (BC focused)
 - Canadian travelers who have visited overnight both in BC and US
 - Overseas visitors to BC who also visit overnight in the US prior to their trip in BC
 - Long Haul US visitors who entered to BC through land entry points

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Two Nation Vacation - Trends



	2006	2007	2008	2009
Canadian Travelers				
Volume ('000)	210	161	167	170
Expenditures (million)	266	206	348	302
Overseas Visitors				
Volume ('000)	302	362	383	400
Expenditures (million)	369	454	543	510
US Visitors				
Volume ('000)	618	543	361	362
Expenditures (million)	331	293	220	203
Total Visitors ('000)	1,130	1,066	911	932
Total Expenditures (million)	967	953	1,112	1,015

Size = close to a million visitors!

Value = over 1 billion!

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Moving Forward



Cross-Border Tourism Challenges and Opportunities

- Global economic downturn
- Airline and border security concerns
- Harmonized Sales Tax
- Cost competitiveness



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CASCADIA TWO-NATION VACATION

IMTC Briefing

February 17, 2011

CASCADIA AND THE TWO-NATION VACATION



- Bi-national tourism part of the initial Cascadia Project charter in 1994 – Vancouver, B.C.
- Promotion of high-speed rail and enhanced multi-modal transportation connections.

FIRST CASCADIA TWO-NATION VACATION CONFERENCE

- Bell Harbor Conference Center Seattle, 1996
- 260 attendees with special sessions on Amtrak Cascades (new service to Vancouver, B.C. in 1995), cruising, wineries, attractions (i.e. Royal BC Museum), gardens and bi-national tours (Victoria Clipper)
- Port of Seattle led efforts to forge a continuing partnership – Seattle Port Commissioner Paul Schell speech to Vancouver Board of Trade urging joint gateway development with Seattle/Tacoma (Cooperative Regionally to Compete Globally)
- Cascadia logo trademarked

Cascadia Center for Regional Development

“CASCADIA” OLYMPICS?

- Seattle took lead in bringing 2012 Summer Games to region with venues from Vancouver, B.C. to Portland
 - Cascadia Center conducted feasibility study for Washington CTED
 - Bid rejected by new City Council
- Vancouver, B.C., awarded Winter 2010 Games

Cascadia Center for Regional Development

CASCADIAN TRAVELER

- Published in 1997 with many partners in BC, WA, and OR
- Widely distributed at tourism shows in Asia
- Ultimately resistance from state and provincial tourism departments
- B.C. had more resources and Washington did not want to confuse with existing marketing efforts to promote the state
- Oregon remained interested

Cascadia Center for Regional Development

LATER INITIATIVES

- Cascadia: Two-Nation Vacation planner published in 1998 (private sector)
- Cascadia “Tale of Two Cities” by Mort Beebe
- PNWER tourism group pursued inter ferry ticketing between Washington, B.C., and Alaska
- Tourism Vancouver and Sea King County CVB meet twice a year for joint initiatives (note: number of US visitors to BC dropped 35% from 2001 to 2008)
- They are considering joint hosting of World Cup, 2028 Summer Games (fatigue from 2010?) and joint trade and tourism missions

Cascadia Center for Regional Development

BI-NATIONAL COOPERATION

- Enhanced Drivers License and expanded NEXUS
- WA/BC Accord with Premier Campbell and Governor Gregoire
- Gov. Gregoire singles out “two-nation vacation” support in Olympics remarks
- First Nations and tribal governments express interest (Three Nation Vacation)
- Salish Sea Initiative

Cascadia Center for Regional Development

BI-NATIONAL COOPERATION

- Success of Amtrak *Cascades* spurs more tourism marketing discussions
- US High Speed Rail (\$751M) offers incentives
- Campaign to save second train and reduce CBSA costs through new clearance procedures
- Need for stronger Canadian partnership for rail ridership and infrastructure development, integrate with TransLink and Asia Pacific Gateway for rail imports and exports from Washington
- PLU rail documentary – student-led HSR research project (UW/PSU – BC?)

Cascadia Center for Regional Development

YOUR WEEKLY SOURCE OF REGIONAL BUSINESS INTELLIGENCE SINCE 1989 Issue 1077 • June 15-21, 2010

BUSINESS VANCOUVER

Cascadian mayors flirt with romance of high-speed rail

>Being part of a highly efficient passenger rail corridor linking B.C. with Washington state, Oregon and California would make abundant business sense for the province



BCBUSINESS

www.bcbusinessonline.ca

“Post-Olympics, [B.C. leaders] are looking at making Vancouver a gateway to North America, not just Canada,” Agnew says.... The next step is to institutionalize these partnerships...to get leaders to meet regularly and to create more organizations to deal with specific cross-border issues: ‘So much more could be done.’”

--Feb. 3, 2010

Cascadia Center for Regional Development

THE FUTURE: HEART OF CASCADIA?

- Geography: Lower Vancouver Island and Mainland
 - Whistler
 - Gulf Island and San Juan Islands
 - Olympic Peninsula - Whidbey Island
 - Seattle/Tacoma
- Transportation
 - More frequent passenger rail service (Seattle to Vancouver BC)
 - Washington/BC Ferries and private provider integration (PNWER)
 - Enhanced motorcoach/rail interface
 - Expanded sea plane connections (Sea-Vanc)
 - Consumer information (Whatcom COG NW Transportation connections)
- Connect with Cultural Cascades (on Amtrak) and Cascadia Marine Byways and trail development
- Joint International marketing and trade shows
- Heart of Cascadia initiative - funded by pooled local hotel motel taxes? (Similar to Scenic Highways and Cascade Loop)
- Heart of Cascadia IMAX Film?

Cascadia Center for Regional Development

Amtrak Cascades

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Chief of Staff

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Secretary of Transportation

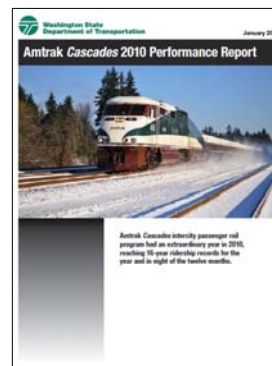
Dave Dye
Deputy Secretary of
Transportation



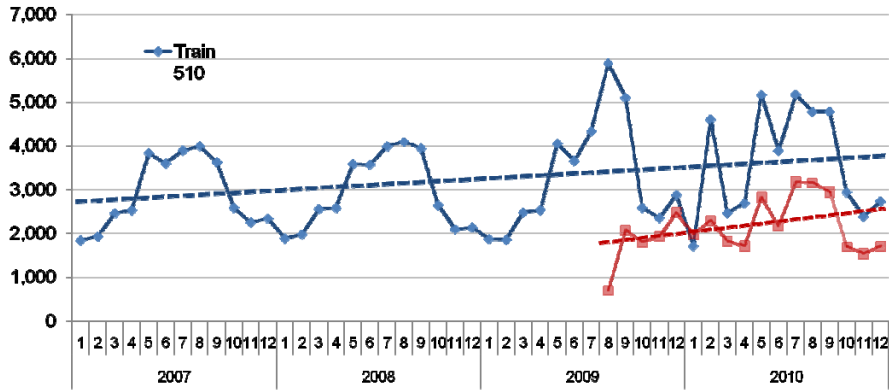
IMTC
February 17, 2011

2010 Amtrak Cascades Performance Report

- Ridership on Amtrak *Cascades* finished 2010 with a 16-year high of 838,251 passengers.
- Total annual ridership exceeded 2009 by 76,641 for a 10 percent increase.
- Record highs 8 of the 12 months.
- All four quarters of 2010 set all-time ridership records.
- First quarter had highest increase with nearly 34,000 more riders than 2009.

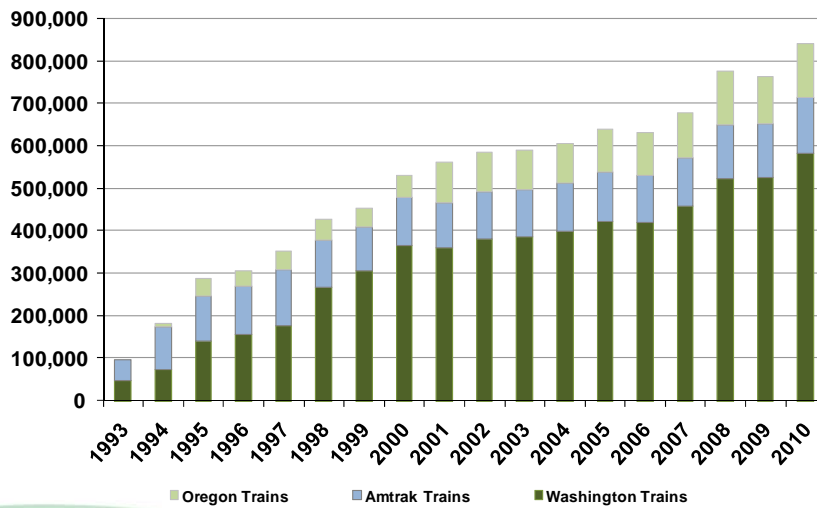


Amtrak Cascades Riders Arrived in Vancouver, BC: 2007 - 2010



Source: WSDOT Rail and Marine Office

Amtrak Cascades Annual Ridership (1993-2010) Number of Passengers



2010 RIDERSHIP - VANCOUVER, B.C. TRAINS

Year	Month	Train 510 Monthly Sum	Train 516 Monthly Sum	Train 510 Daily Average	Train 516 Daily Average
2009	8	2,417	701	186	54
2009	9	5,104	2,078	170	69
2009	10	2,595	1,809	84	58
2009	11	2,360	1,941	79	65
2009	12	2,881	2,483	93	80
2010	1	1,721	1,981	56	64
2010	2	4,607	2,298	165	82
2010	3	2,474	1,827	80	59
2010	4	2,694	1,714	90	57
2010	5	5,166	2,828	167	91
2010	6	3,894	2,166	130	72
2010	7	5,173	3,182	167	103
2010	8	4,783	3,158	154	102
2010	9	4,787	2,945	160	98
2010	10	2,948	1,698	95	55
2010	11	2,390	1,546	80	52
2010	12	2,745	1,711	89	55

Train	2010	2009	Increase	% Increase
510	43,382	39,654	3,728	9.40%
517	36,264	32,358	3,906	12.10%
516	27,054	9,012	18,042	200.20%
513	31,877	10,152	21,725	214.00%
TOTAL	138,577	91,176	47,401	207.50%

TOTAL 2ND TRAIN	58,931	19,164	39,767	207.50%
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Amtrak Cascades Marketing & Promotions

- New ad campaign launched in October.
- Innovative approach to food service on board trains.
- Strategic partnerships formed with the Seattle Sounders, Seattle Seahawks, and Washington Lottery.
- Free Wi-Fi launched Jan. 31.



Amtrak Cascades/ Washington Lottery

- Scratch ticket to be sold in over 4,000 retail outlets throughout Washington beginning in March 8 2011. Potential to be a 4-6 month program. *One million tickets will be printed.*
- \$5 ticket with a second chance drawing.
- (3) second chance drawings for Whistler ski/spa getaway trip for two to Vancouver, B.C. aboard Amtrak Cascades with hotel accommodations and attractions.



Amtrak Cascades/Seattle Sounders

- Second year sponsoring the Seattle Sounders.
- Great opportunity to promote the tri-city rivalry along the route – Portland and Vancouver, B.C. join the league this year.
- Great promotions aimed at driving fans to ride the train:
 - Ultimate FANtasy sweepstakes
 - Road Trip promotion



Amtrak Cascades Marketing

Bistro Bucks

- Free food voucher when traveling on Amtrak Cascades to and from Vancouver, B.C.
- February 14 through March 18, 2011
- \$6 Edmonds – Vancouver, B.C.
\$10 Seattle – Eugene, OR.
- Designed to help stimulate ridership during same time as 2010 Winter Olympics.



Amtrak Cascades Social Media

Facebook

- Launched in December
- Over 775 “likes”
- Great communication tool
- Getting the word out on promotions, deals, track work, train status, etc.
- Strategy planned to incorporate more “call to action” promotions.



Amtrak Cascades Social Media

Proposal video

- Caught on tape, edited, and posted to YouTube and Facebook.
- Received media coverage from Seattle Times, KOMO, KIRO, Bellingham Herald, and Sky Valley Chronicle.
- Over 2,100 views on YouTube and over 1,500 on Facebook.

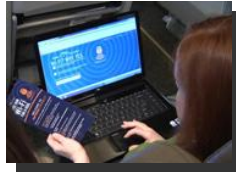


Amtrak Cascades Stakeholder Marketing Meetings

- Held twice a year since 2009.
- Opportunity to communicate marketing and operations progress and provide a forum for idea sharing.
- Previous meetings have provided good ideas that have been initiated; i.e.: Lottery Scratch ticket.
- Next meeting scheduled for April 8.

Amtrak *Cascades* Trainsets Overhaul

- Completed work so far has included outfitting each set of trains with new leather seating, updated interior color schemes and paneling, and new flooring.
- Wi-Fi installation completed and launched Jan. 31.
- On board monitors are being replaced with flat screen panels; all trains scheduled to be complete by April.
- New Safety & Security video starring Grant Goodeve of Northwest Backroads has been completed.
- Refurbishment of the Bistro and Lounge cars is scheduled for later this year.



Safety: A balanced approach

*In 2009, Washington had five trespassing fatalities and one injury involving Amtrak trains.**

- **Education**
 - Public education campaigns targeting schools community events and town meetings
 - Reinforce and support Operation Lifesaver outreach efforts
- **Engineering**
 - Active warning devices at all road/rail grade crossings
 - Upgraded traffic signals, wider lanes, and increased turning radii
 - Pavement markings and roadway medians
 - Wayside horns
- **Enforcement**
 - Enforcement emphasis patrols at key problem areas



* Source: Federal Railroad Administration Office of Safety Analysis

Thank you

For more information:

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