Binational Tourism Alliance

The WHTI Action Plan
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- BACKGROUND
  - Incorporated Not-for-Profit Tourism Industry Trade Organization
  - Mandate: raise profile of cross-border regions and tourism industry
  - Do this through advocacy, communications, training
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- BASIC WHTI ADVOCACY:
  - began in April 2005 with meeting with Canadian and U.S. legislators to work more closely together regarding binational tourism development
  - meetings with DHS in Buffalo and Niagara Falls in October 2005 and WHTI position submission
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- WHTI RED FLAGS:
  - Response to January “Passcard” announcement by Chertoff/Rice
  - WHTI programming in March 2006 BTA Summit
  - Washington visit March ’06
  - Miscommunication and Confusion: political, industry and public
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- WHTI ACTION
  - May 12 Tourism Industry Meeting
  - Letters of Support/Resolution Campaign
  - Email updates to Industry Stakeholders
  - May 23 Binational DMO Meeting
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- WHTI ACTION (continued)
  - June 8 Cdn Standing Senate Committee on Banking, Trade and Commerce/deliver letters
  - June 19 CBSC confirmed NEXUS outreach partnership
  - June 21 & 22 – Washington trip to meet Legislative staff/deliver letters
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- WHTI ACTION (continued)
  - July 17 roll-out of Phase 3 of Action Plan “No Passports Required....Our Borders Are Safe, Secure & Open”
    1) Bring focus back to present
    2) Ensure consistent messaging
    3) Train industry stakeholders
  - while we continue to work changes
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- WHTI ACTION – NEXT STEPS
  - target date August 1, 2006
  - broad public awareness campaign, utilizing all media, along the 49th parallel, to the general public
  1) correct the current misinformation
  2) improve current border-crossings
  3) work with media to deliver news
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 WHAT WE NEED FROM PARTNERS

1) Funding participation in public awareness campaign.
2) Consistent, correct and ongoing WHTI messaging.
3) Continued support/efforts to change the current legislation.
4) Commitment to cross-border unity.
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- WHTI ACTION – NEXT STEPS
  - Public awareness campaign information will be sent out July 25
  - New WHTI information will continue to be emailed to all partners
  - Complete background information is in BTA delegate packages, including BTA membership details
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Your Participation is Critical.....

Our Cross-Border Communities and North American Economy Depend Upon Our Leadership Today

Thank You!