

CANAMEX

Tourism Summit

Las Vegas, Nevada

January 2004

When Do Regional Efforts Make Sense?

- ◆ The pie gets bigger
- ◆ The ability to compete with other regions increases
- ◆ Targets are compatible
- ◆ Investments are leveraged
- ◆ The efforts serve as a catalyst for other strategic goals

Cooperation

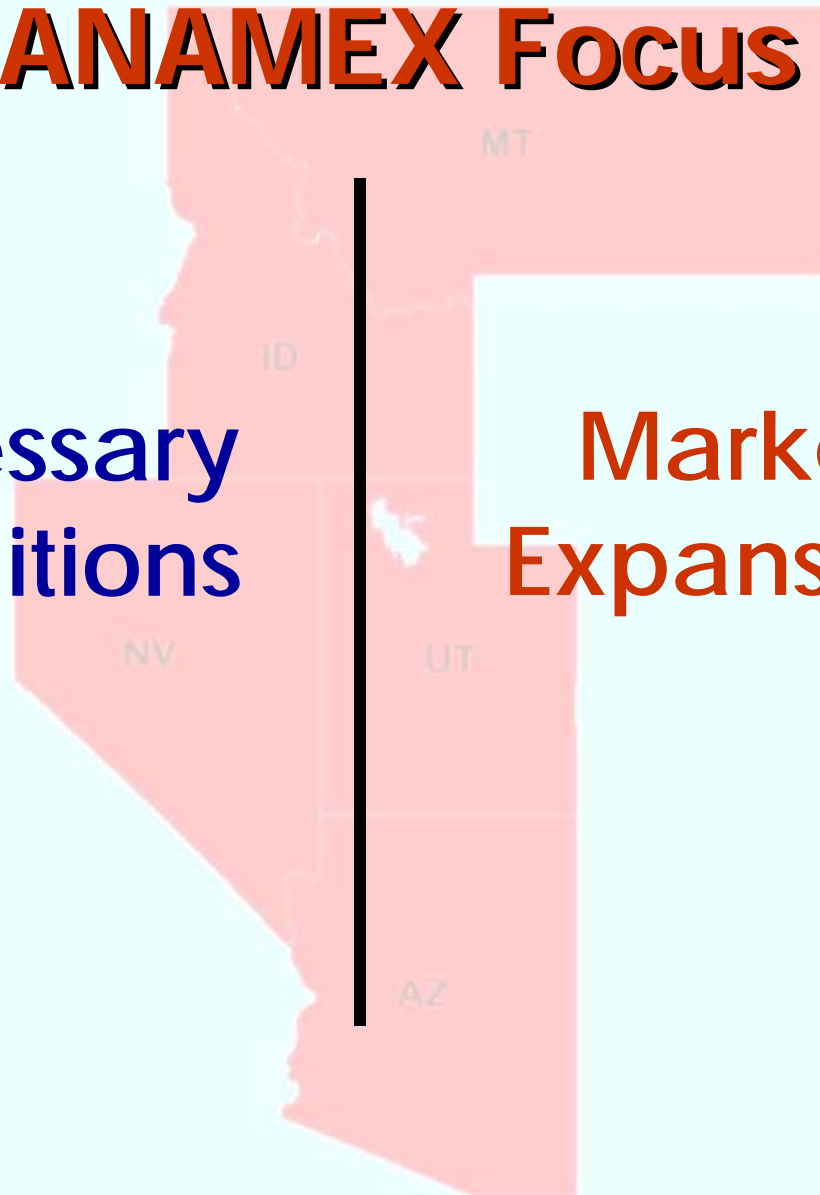
"No employer today is independent of those about him. He cannot succeed alone, no matter how great his ability or capital. Business today is more than ever a question of cooperation."

Author: Orison Sweet Marden

CANAMEX Focus

Necessary
Conditions

Market
Expansion



Prioritizing CANAMEX

Good Idea

No

Yes

Yes

X

One That
Can And
Should Be
Successfully
Implemented

No

Prioritizing CANAMEX

Number Of Good Ideas

0

Infinity

Number Of Good Ideas We *Could* Do Well

0

Infinity

Number Of Good Ideas We *Can* And Should Do Well
- Given Our Resources

0

Infinity



Conclusion

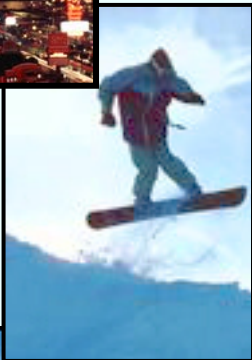
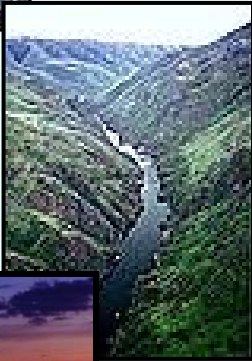
The state tourism office directors in attendance pledged to:

1. Continue to work together to define and refine the list of the greatest opportunities that should guide future cooperative tourism development and promotion efforts in the CANAMEX states
2. Continue to work together to develop a plan of action to address key factors limiting cooperative development and promotion potential
3. Invite Sonora, Alberta, key public land agencies, border crossing management organizations and the private sector to participate in future cooperative CANAMEX tourism planning, development and promotion efforts.

Next Steps



- ◆ The group will reconvene in late March in Arizona to determine a more definitive plan of action, along with prioritizing cooperative opportunities and actions.
 - ◆ They will sign their own agreement
 - ◆ They hope to brand the corridor by June (WGA meets then in Santa Fe)



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