



Tourism Committee

Wednesday, June 26, 2019

1:00-4:00 PM

JW Marriott Desert Ridge Resort & Spa in Phoenix

- 1:15-1:20 pm** **Welcome & Introductions**
- Felipe Garcia, Executive Vice-President, Visit Tucson
- 1:20-1:30 p.m.** **Meeting Purpose and Objective by Hosting Chair**
- Debbie Johnson, Executive Director, Arizona Office of Tourism
- 1:30-1:45 p.m.** **Discussion of Committee Action Plans (allow 5 min for Q&A)**
- Debbie Johnson, Executive Director, Arizona Office of Tourism
 - Armando Ceceña Salido, Director, Sonora Office of Tourism
 - Felipe Garcia, Executive Vice-President, Visit Tucson
- 1:45-2:00 p.m.** **Update on New Economic Impact Study of Mexican Visitors to Arizona**
- Debbie Johnson, Executive Director, Arizona Office of Tourism
 - Colleen Floyd, Director of Research, Arizona Office of Tourism
- 2:00-2:20 p.m.** **Rocky Point Cruise: How Arizona and Sonora Businesses Can Benefit**
- John Dennis, rocky Point Cruise
- 2:20-2:40 p.m.** **Tourism Promotion Functions of the Mexican Consulates in Arizona**
- Presenter: TBD
- 2:40-3:20 p.m.** **Panel: Challenge of the Tourism Industry in Rural and Border Communities**
- Mayor of Nogales, Arizona and Sonora
 - Mayor of Douglas and Agua Prieta
 - Mayor of Yuma and San Luis Rio Colorado
- 3:20-4:00 p.m.** **Roundtable Discussions: Various Topics**
- **Table 1:** Global Entry / Senti Crossing Lines Program
 - **Table 2:** Tourism in Rural / Border Communities
 - **Table 3:** Bi-national Film Marketing Program
 - **Table 4:** B2B Tour Operator Collaboration program
- 4:00 p.m.** **Closing Remarks by Debbie Johnson & Adjourn**
Conclusion of Committee Session