

## **End-to-End Passenger Experience Working Group Inception Meeting Report**

**November 14, 2022**

### **EXECUTIVE SUMMARY AND NEXT STEPS**

Thanks to all who attended our initial working group meeting. Below are detailed terms of reference and participant comments. In order to get most important items up front, here are the main focus areas FBC will be working for 2023. Note that digital technology issues will be managed within Digital Technology working group, feeding back to this one as appropriate. Please review the following themes and actions and identify areas where you could contribute.

#### **THEME 1: INTERMODAL COORDINATION**

**Scope:**

- Air, land, rail, cruise, border crossing, hotel, destination, including baggage

**Actions:**

- Create process map to identify points of friction and duplication that FBC can act upon
- Explore pilot opportunities and lessons from previous attempts
- Create infographics from process maps for public education. Include typical cases with high-interest/visibility cases: US-Canada passenger journey; Asia to North America journey; management of trilateral (Canada-US-Mexico) international travel for FIFA 2026
- Provide recommendations to government policy and program managers
- Identify mechanisms for improved public information sharing

#### **THEME 2: BUILDING RESILIENCE AGAINST DISRUPTION - LESSONS LEARNED FROM COVID**

**Scope:**

- Avoiding mistakes of past for future public health challenges
- Protect core interests
- Lessons of rapid mobilization - inter-governmental and inter-departmental cooperation.
- Lessons learned that will help improve passenger journey/business effectiveness even in non-pandemic

**Actions:**

- Collect stories and data from across FBC travel/tourism community
- Create short report to share with government and public
- Feed specific recommendations to advocacy action channels

#### **THEME 3: TRUSTED TRAVELER AND PRE-CLEARANCE DEEP DIVE**

**Scope:**

- Status of current and future bilateral preclearance efforts
- Status of current and future trusted traveler programs
- Lessons learned from other global initiatives

**Actions:**

- Collect stories and data from across FBC travel/tourism community
- Create short report to share with government and public
- Feed specific recommendations to advocacy action channels

**TRANSFERRED TO DIGITAL TECHNOLOGY WORKING GROUP:** digital ID, biometrics, advance declarations, information sharing, joint apps, e-gates, AI, visas and ETAs

## **I. Working Group Terms of Reference**

**Why are we here?** FBC members and stakeholders report that getting travelers across the border is not sufficient to restore and rebuild the North American tourism sector. We must take an end-to-end-approach in order to create a seamless and appealing North American travel experience for travelers from the US and Canada as well as third countries.

This working group will identify 3-4 priority areas and action items for 2023 through regular meetings and outreach to other specialists as needed. These meetings are a confidential space for frank discussions with industry and government in the U.S. and Canada. The Chatham House rule applies.

Meetings will be organized and chaired by FBC with volunteer participation on an as-available, as-needed basis.

### **Working Group Composition**

- Participants from Canada and U.S., government, private sector, and industry/academic organization.
- Membership may change from time to time. All conversations are Chatham House unless specifically exempted (e.g. webinar participation).
- Members should reflect the broadest spectrum of activities captured by the theme from carriers, to border officials, to service providers.

### **FBC Action Channels/Potential Outputs**

1. Conducting research and focus groups, examining and evaluating issue options
2. Building consensus on recommendations among industry partners and between/within governments
3. Convening information sharing and coordination meetings
4. Providing recommendations to governments (formally or informally)
5. Building public awareness on certain issues
6. Convening information sharing and coordination meetings

## **II. Potential Action Items**

- Inter-modal coordination (air-rail-coach-cruise) for passengers and baggage / end-to-end coordination that also includes accommodation and tourism service providers.
- Re-thinking land borders for motor coach and rail travel
- Trusted Traveler (Nexus, Global Entry, and limited term/journey-specific trusted traveler)
- Traveler information and accessibility – Canada-US website(s); bridging the digital divide; language and ability options; user-experience
- COVID Lessons Learned
- Regional marketing and pilot programs for two-nation vacations (e.g. Pacific Northwest; Atlantic-Eastern US)
- Preclearance expansion (northbound, global networks)
- Passenger digital technologies and public trust (also part of digital working group)
- Elimination of re-screening for connecting passengers.
- Which items would you include as high priorities, or alternatively, low priorities or not suitable for FBC.

### III.. November 14, 2022 Rapporteur's Notes

Total of 23 people in attendance.

Meeting started with Laura's welcome and introduction of participants

#### Feedback from attendees:

- Digital visas and digitizing the journey for the passengers. What information helps the government to move faster on this issue.
- Big picture vision: Where do we want to move this? What do we want the passenger journey to look like in the future?
- Connecting passengers with bags with hotels and cruise lines is important
- Suggested priorities to catalyze domestic and international cross-border tourism: Protect business travel during periods of disruption and make it as easy as possible during good times. Enhance communication about cross-border travel requirements, both in good times and especially during disruptions. Build on Nexus towards a broader, more robust trusted traveler program (maybe add Mexico?). As the border digitizes, synchronize visa applications and processing. I'd be interested to know if others feel that executing these points would increase tourism resiliency, global competitiveness and market share for both countries.
- Important to focus on lessons learned from COVID. Covid hurt business travel. Better ways to ensure people are safe and healthy without shutting down travel.
- TIAC has a lessons learned report that focuses on effectiveness of COVID mitigation measures within the context of travel, tourism, and border crossing. [https://time-to-travel.ca/wp-content/uploads/2022/09/Lessons\\_Learned\\_Final\\_English.pdf](https://time-to-travel.ca/wp-content/uploads/2022/09/Lessons_Learned_Final_English.pdf)
- Pilots to consider/research work in progress.
  - How to secure bags coming out of the airport.
  - Trusted traveler pilots in Canada led by Transport Canada. Both domestic and cross border.
- Alignment between trusted traveler in the U.S. and Canada. Security screening is big for the airports. Northbound preclearance needs to have CBSA buy in considering the large cost to it.
- Focus should be on lessons learned from COVID, accessibility, and passenger and baggage experience
- Similar focus than others: trusted traveler, and bridging the digital divide
- Policy issues over technology issues. U.S. Airports are deploying new xrays and other new technology. Bigger problem is data sharing. Example of it being a policy issue: In order to adapt some new technology, there's a big need to move to open architecture standards, but due to policy, most are still using closed architecture/closed systems.
- Entrust is focusing on remote identity verification and expansion of trusted traveler.

- Advance declaration coming both in the U.S. and Canada. Would be useful to have one website that would direct the passenger to both U.S. and Canada mobile apps. Policy alignment is not there. There are still too many gaps. Why is someone traveling to the U.S. trusted, but not in Canada?
- How to identify these gaps? Needs to be a long-term effort to set the usage from 10-15% to 50% without making it mandatory.
- Based on the today's call, there are about three main themes. We may also have some subgroups within the working group, and trusted traveler may become its own subgroup jointly with the digital working group. Henna and Laura will put together some notes based on these themes and reach out regarding next steps. Hope is that we can have some experts also prepare in advance of the meetings and give us a short presentation as to where they are, so we won't just focus on blue sky planning.