

CANAMEX Smart Tourist Corridor Project

Next Steps

The CANAMEX Corridor Coalition and its partner agencies, Transportation and Tourism, have opportunities to advance development of the Smart Tourist Corridor. These include:

- Advocate and obtain a federal multi-year earmark for funding
- Define a tourism brand for the Corridor
- Create a prototype for Gateway Website
- Engage both Alberta and Mexico in the development of the Smart Tourist Corridor
- Map wireless coverage throughout the Corridor
- Identify standards and architecture for data gathering and information sharing networks, including linkage among the five states' 511 systems
- Develop incident management plans within each state and formalize multi-state agreements to coordinate operations at state borders



Future CANAMEX Initiatives: Smart Freight Corridor

The original CANAMEX Corridor plan proposed four bold initiatives, the Smart Freight Corridor, Smart Tourist Corridor, Rural Telecommunications Access and Smart Process Partnerships. The Smart Freight and Smart Tourist Corridor are very similar in their focus on the safety, security and efficiency of commerce and the motoring public. They both require close coordination by the five state departments of transportation and their partners in Alberta and Mexico. They both require strategic investments to keep pace with growth demands and technology advances in transportation and telecommunications infrastructure. The additional elements to be integrated by

the Smart Freight Corridor Initiative include information that can speed up incident response to hazardous material spills, and using advanced technology to provide motor carriers with up-to-date information on road conditions, rest stops, and agriculture inspection requirements.

Many of the infrastructure and information upgrades that will be made to deploy the Smart Tourist Corridor will also facilitate the eventual development of the Freight Corridor. As implementation of the Smart Tourist Corridor gets underway, focus will be given to those efforts that enhance the efficiency and provide benefit to the freight industry as well.

For More Information

Contact the CANAMEX Corridor Project Office located at 1801 W. Jefferson, MD 509M, Phoenix, AZ 85007 tel: 602-712-4113 or 602-712-7433. E-mail: csanger@dot.state.az.us

Please note that the full text of the 2001 CANAMEX Corridor Plan and the 2004 Smart Tourist Corridor Plan, as well as information on the five-state Coalition, its international partners and activities in each of the other states are available on the CANAMEX website: www.CANAMEX.org

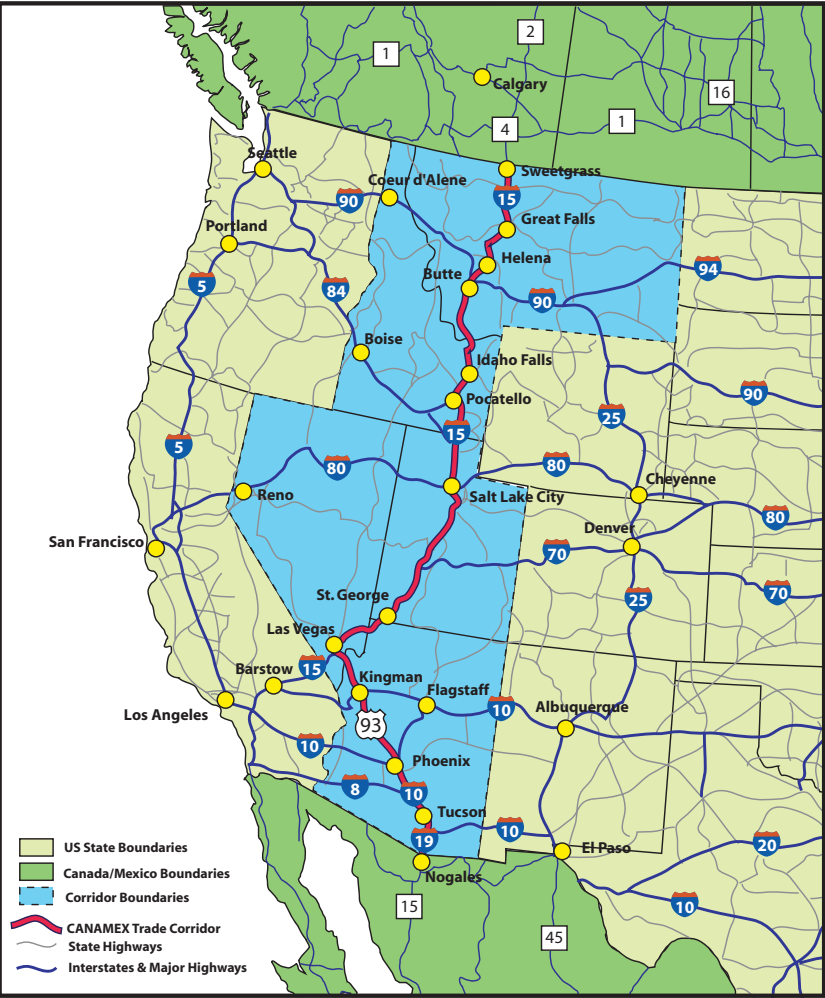
CANAMEX
Smart Tourist Corridor Project

What is CANAMEX?

The CANAMEX Corridor is the gateway to the United States for millions of Canadian and Mexican visitors. It transports these international tourists - plus millions more domestic ones - directly to some of the most popular destinations in the western United States: the Grand Canyon, Yellowstone National Park, Phoenix, and Las Vegas. Passing from border to border through five states, the Corridor allows commercial freight to move quickly and easily through the region.

The CANAMEX Coalition is a collaborative planning effort of the five states of Arizona, Nevada, Utah, Idaho, and Montana. The advent of the North American Free Trade Act (NAFTA), which created a set of preferential economic relationships among Canada, the United States, and Mexico, underscored the importance of strengthening north-south economic, transportation, and telecommunications linkages. Because of this importance, the U.S. Congress defined CANAMEX as a priority Corridor in the National Highway System, and specified the route.

Recognizing the shared opportunities presented by developing and promoting travel along the region's principal north-south transportation Corridor, the Governors of the five states formed an alliance to pursue common goals for the future. The Governors signed a Memorandum of Understanding to establish a working committee and to prepare a CANAMEX Corridor Plan.



The Smart Tourist Corridor Initiative: Promoting Safe and Easy Travel for Everyone

In 2001, the CANAMEX Corridor Coalition (CCC) completed the CANAMEX Corridor Plan, which is designed to guide strategic transportation, telecommunications, and other infrastructure investment for the entire region. One of the action items in the Plan calls for the creation of a "Smart Tourist Corridor." The Western Transportation Institute at Montana State University - Bozeman conducted the research and developed the framework for the Smart Tourist Corridor Initiative.

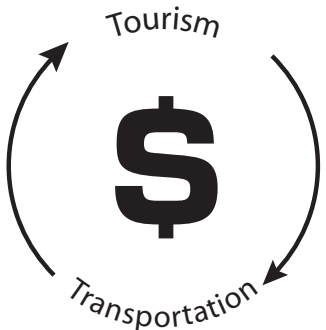
The two primary goals of the Smart Tourist Corridor Initiative are:

- **To increase tourism spending and length of stays by enhancing the tourist experience**
The Corridor can support tourism development through public/private partnerships. By extending visits "one more day" in cities and towns along the route, the Smart Tourist Corridor can significantly enhance local economies, particularly in rural areas
- **To establish CANAMEX as the safest, most secure and most efficient Corridor for travelers within and through the region.**
The personal safety of travelers is the highest priority of the CANAMEX states, and is supported by the Federal Highway Administration. Security has increased in importance for all stakeholders in the post 9/11 environment. Efficiency of the transportation system is essential for the region's continued economic competitiveness.
To meet these goals, the Smart Tourist Corridor Initiative uses technology to disseminate detailed and real-time tourism, recreation, road, and safety information to travelers throughout the region.

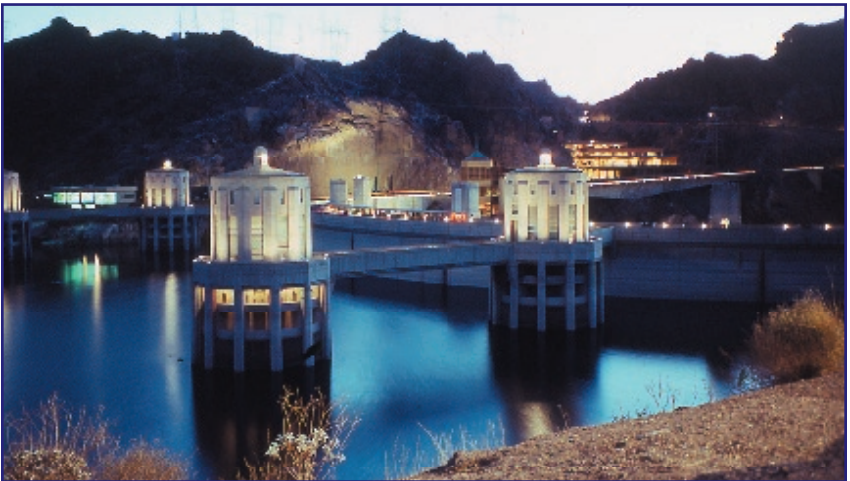
CANAMEX Partners:

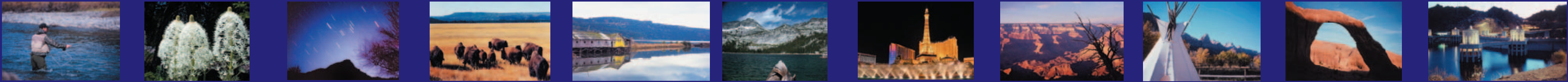
Tourism and Transportation Agencies Working Together to Help the Region

Tourism and transportation are inextricably linked. For tourism to thrive, travelers must be able to move safely and easily. Public agencies depend on tax revenues generated by a healthy economy (fueled in part by tourism) to build and maintain roads, provide law enforcement and emergency services, and manage recreational facilities on public lands.



CANAMEX is bringing tourism entities and transportation agencies together in new ways to promote economic development. Some of the diverse entities who have participated in Coalition activities include: state transportation departments, local chambers of commerce, convention and visitor bureaus, and Native American tribes in all five CANAMEX states.





Tourism in the Five-State Region:
Current Trends and Future Outlook



In terms of population, the CANAMEX Corridor passes through the fastest growing region in the country, and includes four of the five fastest growing states. Travel in the Corridor has increased 130 percent since 1970. The Corridor includes some of the most visited venues in America, including Las Vegas, the Grand Canyon, Yellowstone National Park, and Hoover Dam. While large portions of the Corridor are in rural areas, it also passes directly through the urban areas of Salt Lake City, Las Vegas, and Phoenix.

Tourism is a major economic driver in each of the CANAMEX states. The number

of visitors to the region, and the money they spend (see map on right), impacts local and state economies along the length of the Corridor.

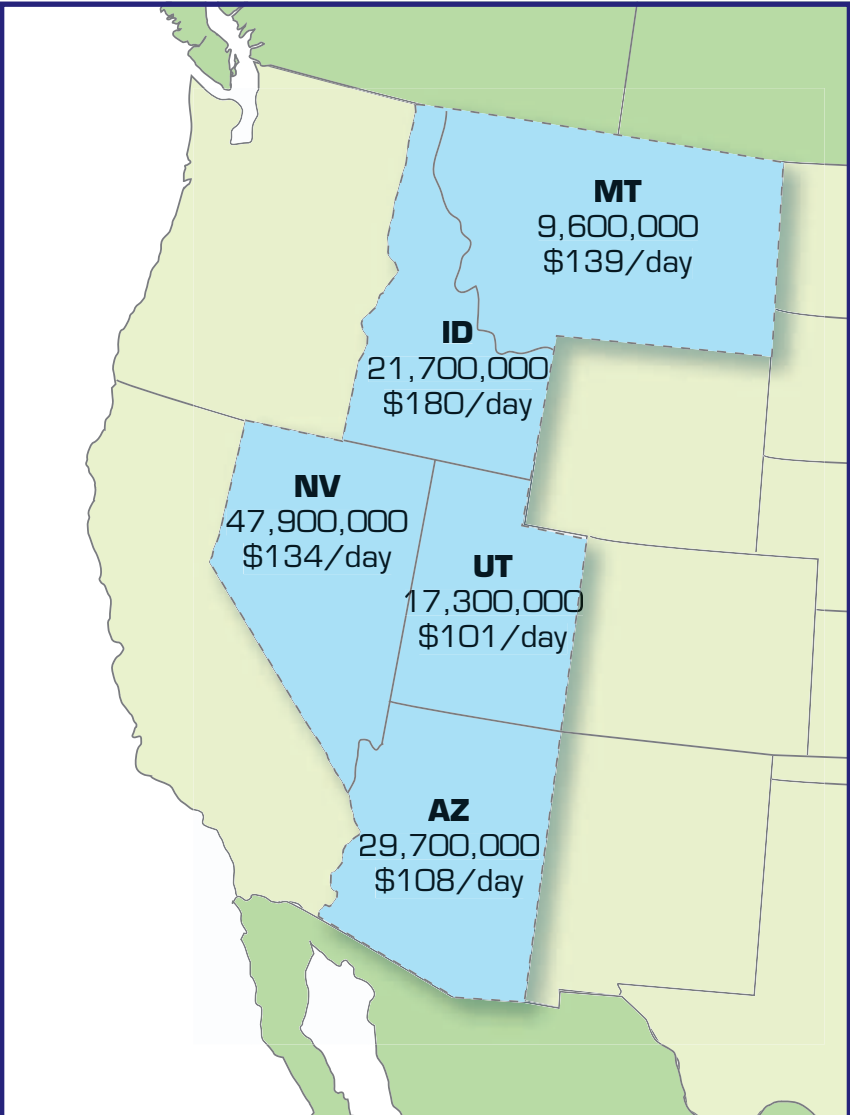
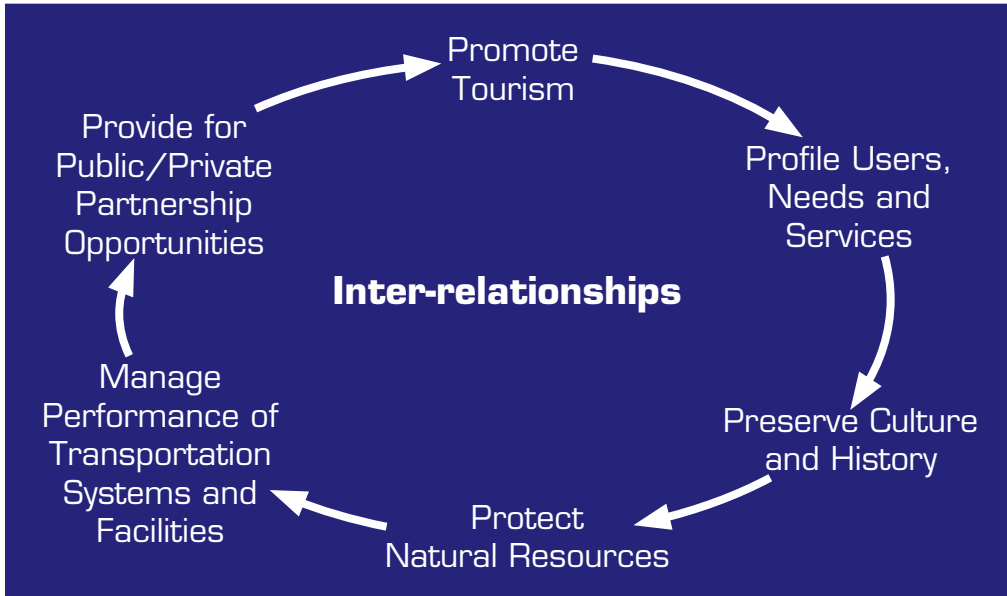
Fundamental industry trends support the likelihood of increasing tourists in the CANAMEX region:

- Rapid growth in leisure travel, spurred by “baby boomers” reaching retirement age
- Increased popularity of driving vacations and domestic travel, in place of vacations overseas
- Growing use of technology to plan and guide travel, including the Internet, in-vehicle navigation systems, cellular phones and personal handheld devices
- Increased interest in all forms of nature-based experiences from extreme wilderness adventures to RV travel and nature viewing.

Outreach to Stakeholders: Identifying Needs

To determine what types of information travelers want and need to enhance their experience and lengthen their stay in the area, outreach to CANAMEX Partners was conducted through interviews, meetings, and surveys.

The Western Transportation Institute help more than 70 interviews with public and private sector agencies in all five states, including federal, state, and local agencies; Native American tribal organizations; and private tourism and communications enterprises. The information derived from these interviews was used to identify the highest priority needs and develop advanced technology concepts for an integrated travel and tourism information system to address them. Because a high priority is placed on the participation and input of the partner agencies, meetings and workshops were held to allow partners to review, refine and prioritize the preliminary concepts.



Annual number of visitors (domestic & international) and average daily expenditures by non resident visitors (US \$) by state

Numbers indicated are estimates based on the most recent data made available from each state. Daily expenditure amounts do not include gaming expenditures.



Smart Tourist Corridor Initiatives

Data collected from the outreach process confirmed that the number one need of travelers is information: what are the traffic and weather conditions on the road, and what can we do and where can we stay along the way? The Smart Tourist Corridor uses a combination of emerging technologies and interstate/interagency coordination to provide seamless safety and tourism information to Corridor travelers.

These are organized into four integrated initiatives:

- The CANAMEX Gateway: Multi-portal website initiative will create a safety and tourism data gathering/sharing system that will form the heart of the Smart Tourist Corridor concept. This initiative will make it possible for all participating agencies to receive relevant, real-time information and alerts, and will allow for the creation of the CANAMEX Gateway website, which will provide Corridor-wide information to travelers.
- The CANAMEX Communications initiative will consist of technological improvements that facilitate the dissemination of tourism and safety information to travelers, such as completing cellular coverage in the Corridor.
- Smart Devices Development consists of public-private partnerships that expand the ability of tourists and other travelers to use smart devices such as cellular phones, personal digital assistants, and in-vehicle navigation units throughout the Corridor.
- Safety, Security and Operations Improvements are a broad range of activities that will foster better coordination and cooperation among emergency response agencies throughout the Corridor, as well as increased safety and improved emergency response.



Costs and Benefits

Full implementation of the CANAMEX Smart Tourist Corridor requires an estimated \$71 million investment over 10 years for equipment, development of the Gateway data warehouse and website, technological infrastructure upgrades, operations, and maintenance. Most



of the costs (an estimated \$68million) falls within the responsibilities of the state departments of transportation. The CCC is pursuing a variety of existing federal funding opportunities to secure implementation resources to the states.

The Smart Tourist Corridor Initiative will yield significant benefits to each of the CANAMEX states individually as well as the region as a whole, through increased tourism spending, enhanced visitor experience, increased safety and improved mobility for travelers, and ultimately jobs. Estimates indicate cost savings of almost \$66 million from reduced accident and weather delays, and increased tourism revenues of more than \$400 million dollars for the CANAMEX states over the next ten years. The estimated benefit to the tourism industry is based on conservative assumptions that consider average daily expenditures of nonresident visitors in each state. The formula assumes that just 1% of tourists will spend “one more day” in the region as a result of the Smart Tourist Corridor initiatives, an assumption validated in the 2001 Corridor Plan.

Partnerships with Canada and Mexico

The CANAMEX Corridor was conceived of as a three-nation Corridor stretching from Canada through America to Mexico. The United States CANAMEX Corridor Coalition coordinates with representatives in Alberta, Canada and the states of Sonora, Sinaloa, Nayarit, and Jalisco in Mexico to identify opportunities for collaboration. The Province of Alberta has been working on CANAMEX for more than ten years. They share many of the same challenges as the U.S. states, including similar regulatory and funding issues and highway constraints. The Province of Alberta has already set aside \$1.4 billion (Canadian dollars) to expand Highway 4 from two to four lanes by 2007.

In 2000, the U.S. states invited Mexico to form a parallel organization to work with the CCC on shared initiatives. Mexican officials are in the early stages of developing a CANAMEX Coalition. Currently, the Mexican federal government has plans to upgrade Highway 15 from two lanes to four lanes from Tepic to Mazatlan. This represents the final stretch of two-lane highway between the U.S. border and Mexico City. In general, trilateral support among the three countries is crucial to making CANAMEX a success.

The Smart Tourist Corridor represents a unique opportunity to secure tri-national participation in the marketing and promotion

of a unified CANAMEX brand. The U.S. states recognize the importance and value of their international partners. The CCC places a high priority on continuing and expanding the role of Canada and Mexico throughout implementation of the CANAMEX Plan.

