

Smerechinskiy, Kathryn L JTI:EX

From: LeBlond, Ray JTI:EX
Sent: Wednesday, July 13, 2011 9:16 AM
To: Smerechinskiy, Kathryn L JTI:EX
Subject: FW: Rioting angle/tourism

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation 12th Floor 510 Burrard Street Vancouver, BC V6C 3A8

P: 604.660.3233
 E: ray.leblond@gov.bc.ca

-----Original Message-----

From: LeBlond, Ray JTI:EX
Sent: Thursday, June 16, 2011 7:54 AM
To: Adair, Marisa GCPE:EX
Subject: Re: Rioting angle/tourism

Yes - I will call you in 10 mins

----- Original Message -----

From: Adair, Marisa GCPE:EX
Sent: Thursday, June 16, 2011 07:42 AM
To: LeBlond, Ray JTI:EX
Cc: Mason, Clare GCPE:EX; Heiman, Carolyn GCPE:EX
Subject: Rioting angle/tourism

Hi ray, this could be sidebar story re rioting - possible negative impact on tourism... Can we discuss first thing this morning?

Thx m

----- Original Message -----

From: Adair, Marisa GCPE:EX
Sent: Thursday, June 16, 2011 07:38 AM
To: Paine, Alison GCPE:EX; Gleeson, Kelly T GCPE:EX; MacInnis, Matthew JTI:EX; Parhar, TJ S JTI:EX
Cc: Heiman, Carolyn GCPE:EX; Pauliszyn, Robert GCPE:EX; Adair, Marisa GCPE:EX
Subject: Rioting angle/tourism

Hi there, see message below - expect media angle around what this means for tourism prospects.... We'll pull together for Minister msg working with Tourism Vancouver, etc.

From: S.22
Sent: Thursday, June 16, 2011 06:12 AM
To: Heiman, Carolyn GCPE:EX
Subject:

Just a reminder to your province- until 9 pm last night Vancouver was on my summer holiday plans- thanks to your disgusting, horrible hockey fans, I am spending my vacation dollars elsewhere. Just thought you might like to remind residents what time of year it is...
Thank you and sign me,
Sad and horrified in Edmonton

Smerechinskiy, Kathryn L JTI:EX

From: LeBlond, Ray JTI:EX
Sent: Wednesday, July 13, 2011 9:17 AM
To: Smerechinskiy, Kathryn L JTI:EX
Subject: FW: Response re: riots for any comments on our FB or Twitter

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation 12th Floor 510 Burrard Street Vancouver, BC V6C 3A8

 P: 604.660.3233
 E: ray.leblond@gov.bc.ca

-----Original Message-----

From: LeBlond, Ray JTI:EX
Sent: Thursday, June 16, 2011 8:10 AM
To: Taylor, Mikala JTI:EX; Poulton, Leah JTI:EX
Cc: Benson, Karen JTI:EX
Subject: RE: Response re: riots for any comments on our FB or Twitter

I need to talk with Government Communications, but will have an answer for you as soon as I can.

Ray

-----Original Message-----

From: Taylor, Mikala JTI:EX
Sent: Wednesday, June 15, 2011 10:11 PM
To: LeBlond, Ray JTI:EX; Poulton, Leah JTI:EX
Cc: Benson, Karen JTI:EX
Subject: Response re: riots for any comments on our FB or Twitter
Importance: High

Hi Ray,

In the event that we receive some negative comments or messages on our FB or Twitter channels, we typically wouldn't remove the messages (unless it really contravenes our rules) but instead reply calmly and succinctly.

Do you have a short line or two and perhaps a link to more information that we should/can post in the event we receive comments? I'd like to ensure our messaging is consistent.

We will NOT reply to any messages on our social media channels until we have received some wording back from you.

Please let both Leah and I know -
will be working from home in this event.

S.22

but I

Thanks for your advice,
Mikala

Smerechinskiy, Kathryn L JTI:EX

From: LeBlond, Ray JTI:EX
Sent: Wednesday, July 13, 2011 9:17 AM
To: Smerechinskiy, Kathryn L JTI:EX
Subject: FW: Europe / South Pacific Feedback on riots in Vancouver

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation 12th Floor 510 Burrard Street Vancouver, BC V6C 3A8

P: 604.660.3233
 E: ray.leblond@gov.bc.ca

-----Original Message-----

From: LeBlond, Ray JTI:EX
Sent: Thursday, June 16, 2011 9:29 AM
To: Adair, Marisa GCPE:EX
Cc: Heiman, Carolyn GCPE:EX; Mason, Clare GCPE:EX
Subject: FW: Europe / South Pacific Feedback on riots in Vancouver

A few international examples/comments from overseas staff.

Ray

-----Original Message-----

From: Frost, Fiona JTI:EX
Sent: Thursday, June 16, 2011 9:24 AM
To: LeBlond, Ray JTI:EX
Cc: Greene, Maria JTI:EX
Subject: Europe / South Pacific Feedback on riots in Vancouver

Hi Ray

I have cut and pasted all the comments received so far from UK, Germany and Australia and added them below.

From: Joanne Motta S.22
 Sent: Thursday, June 16, 2011 4:09 AM
 To: Greene, Maria JTI:EX; S.22
 Subject: Lead story tonight on Sydney Morning Herald online...

<http://www.smh.com.au/>

<http://www.smh.com.au/sport/violence-in-vancouver-after-canucks-lose-stanley-cup-final-20110616-1g5fd.html>

From: Jane Fraser [mailto:jfraser@tourismbc.co.uk]
 Sent: Thursday, June 16, 2011 5:36 AM
 To: Louise Petter; XT:Clarke, Eileen JTI:IN
 Cc: Greene, Maria JTI:EX
 Subject: HOCKEY RIOTS

<http://uk.news.yahoo.com/ice-hockey-fans-city-rampage-cup-loss-091858495.html>
 Has now made the Yahoo news, and thankfully does not note Vancouver in the title

From: Eileen Clarke [mailto:Eclarke@tourismbc.co.uk]
 Sent: Thursday, June 16, 2011 2:13 AM
 To: Greene, Maria JTI:EX
 Cc: Louise Petter (Bourchier)
 Subject: RE: Riots in Van tonight

It's on all the main newspaper websites - I'll check the Eve Std this evening as well

<http://www.dailymail.co.uk/news/article-2004127/Vancouver-Canucks-Boston-Bruins-ice-hockey-turns-rioting.html>

<http://www.telegraph.co.uk/sport/othersports/icehockey/8578845/Riots-in-Vancouver-as-violence-erupts-after-Canucks-lose-Stanley-Cup-final-to-Boston-Bruins.html>

<http://www.bbc.co.uk/news/world-us-canada-13788491>

such a shame and yes, if I get any enquiries I'll direct to you Maria - let me know if this changes.

Thanks

Eileen

From: Eva Brucklacher [mailto:msi-germany@T-Online.de]
 Sent: Thursday, June 16, 2011 12:41 AM
 To: Greene, Maria JTI:EX
 Cc: 'LPetter@TourismBC.co.uk'; XT:Walter, Martin (Germanv) JTI:IN: 'S.22';
 XT:Clarke, Eileen JTI:IN; XT:Fraser, Jane JTI:IN; S.22; 'msi.verena@t-online.de'
 Subject: Re: Riots in Van tonight

that's awful!

it is not yet in the main German media, yet, just one or two sentences at the end of games reports here and there. It's different with Austrian and Swiss np online.

But I would think that by noon there may be footage as well. as awful the riots are, we are very familiar with riots post soccer games, and I think, Luise it is the same in the UK, so it is not that big of an issue here. having said that, still not the image we want to see transferred internationally.

warm rgds, eva

No official statement yet but suggest any inquiries you receive are directed to me and I'm sure I'll be told to direct to public affairs in the morning. Mg

----- Original Message -----

From: lpetter@TourismBC.co.uk [mailto:lpetter@TourismBC.co.uk]
 Sent: Wednesday, June 15, 2011 11:55 PM
 To: Greene, Maria JTI:EX; XT:Walter, Martin (Germany) JTI:IN
 Cc: Joanne Motta S.22 Louise Petter <LPetter@TourismBC.co.uk >;
 XT:Clarke, Eileen JTI:IN; XT:Fraser, Jane JTI:IN; XT:Brucklacher, Eva (Germany) JTI:IN;
 S.22 msi.verena@t-online.de

<msi.verena@t-online.de>

Subject: Re: Riots in Van tonight

Oh Far worse than I saw on the web

Any official BC statment if media call or just a holding msg ?

Louise Petter (nee Bouchier) Tourism British Columbia Manager - UK, Ireland and Scandinavia
 Sent via BlackBerry

----- Original Message -----

From: Martin Walter [mailto:msi.martin@t-online.de]
 Sent: Wednesday, June 15, 2011 11:04 PM
 To: Greene, Maria JTI:EX
 Cc: Joanne Motta S.22 Louise Petter (Bouchier) <LPetter@TourismBC.co.uk
 >; XT:Clarke, Eileen JTI:IN; XT:Fraser, Jane JTI:IN; XT:Brucklacher, Eva (Germany) JTI:IN;
 S.22 Verena Pingel <msi.verena@t-online.de>

Subject: Re: Riots in Van tonight

yes too bad - not on the news here yet too but will come for certain since both teams had a German player....

very sad for the team and the city.....

kind regards,
 martin

Am 16.06.2011 um 08:11 schrieb Louise Petter (Bouchier):

Well not making breakfast news here in London In fact checked email to even find out who won

Very sad for cannucks and fans Hope the after effects not too serious

Sent from my iPad

On 16 Jun 2011, at 06:28, "Joanne Motta" S.22 wrote:

> Yes, have been watching it. Not going to be good for "Most
 > Liveable City > 2011" is it? But it should be sure to make the news here tonight.

>

>

>

> Joanne Motta

> Account Manager - Australia & New Zealand Tourism British Columbia

>

Smerechinskiy, Kathryn L JTI:EX

From: LeBlond, Ray JTI:EX
Sent: Wednesday, July 13, 2011 9:17 AM
To: Smerechinskiy, Kathryn L JTI:EX
Subject: FW: Riot Key Messaging request

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation
 12th Floor
 510 Burrard Street
 Vancouver, BC
 V6C 3A8

P: 604.660.3233
 E: ray.leblond@gov.bc.ca

From: LeBlond, Ray JTI:EX
Sent: Thursday, June 16, 2011 9:33 AM
To: Ollgaard, Ninette JTI:EX; Rybar, Susan JTI:EX
Subject: RE: Riot Key Messaging request

Coming soon

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation
 12th Floor
 510 Burrard Street
 Vancouver, BC
 V6C 3A8

P: 604.660.3233
 E: ray.leblond@gov.bc.ca

From: Ollgaard, Ninette JTI:EX
Sent: Thursday, June 16, 2011 9:29 AM
To: Rybar, Susan JTI:EX; LeBlond, Ray JTI:EX
Subject: Riot Key Messaging request
Importance: High

Hi Susan and Ray,

The Call Centre is experiencing fall-out from the riots...any key messaging pulled together yet that I can pass along?

Thanks, Ninette

Ninette Ollgaard
 Director, Visitor Services
 Tourism British Columbia
 Ministry of Jobs, Tourism and Innovation
 P: 250-356-0453
 F: 250-356-8246
ninette.ollgaard@gov.bc.ca

From: Cathy James [<mailto:cathy@tourismsurrey.com>]
Sent: Thursday, June 16, 2011 9:23 AM
To: Ollgaard, Ninette JTI:EX
Subject: key messaging

Any key messaging based on the rioting last night? Taking calls this morning from people either cancelling their vacation or making comments about the news coverage.

Kind regards,

Cathy James



Executive Director
 730 176th Street, Surrey BC, V3S 9S6
 t 604.531.6646 | f 604.531.6647

tourismsurrey.com



Think before you print!

Smerechinskiy, Kathryn L JTI:EX

From: LeBlond, Ray JTI:EX
Sent: Wednesday, July 13, 2011 9:18 AM
To: Smerechinskiy, Kathryn L JTI:EX
Subject: FW: For approval: Minister's message for tourism BC international offices - to tweet/FB/share

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation
 12th Floor
 510 Burrard Street
 Vancouver, BC
 V6C 3A8

P: 604.660.3233
 E: ray.leblond@gov.bc.ca

From: LeBlond, Ray JTI:EX
Sent: Thursday, June 16, 2011 11:20 AM
To: Mackay, Grant JTI:EX; Mason, Clare GCPE:EX
Cc: Nelson, Carol JTI:EX
Subject: RE: For approval: Minister's message for tourism BC international offices - to tweet/FB/share

We will distribute via Maria and Cindy as we usually do with instructions.

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation
 12th Floor
 510 Burrard Street
 Vancouver, BC
 V6C 3A8

P: 604.660.3233
 E: ray.leblond@gov.bc.ca

From: Mackay, Grant JTI:EX
Sent: Thursday, June 16, 2011 11:12 AM
To: Mason, Clare GCPE:EX
Cc: Nelson, Carol JTI:EX; LeBlond, Ray JTI:EX
Subject: RE: For approval: Minister's message for tourism BC international offices - to tweet/FB/share

Thanks, looks good to me. Who will forward to our international offices and other staff? Grant

Grant Mackay
 Assistant Deputy Minister, Tourism Marketing

Smerechinskiy, Kathryn L JTI:EX

From: LeBlond, Ray JTI:EX
Sent: Wednesday, July 13, 2011 9:17 AM
To: Smerechinskiy, Kathryn L JTI:EX
Subject: FW: Massaged messaging on riots

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation
 12th Floor
 510 Burrard Street
 Vancouver, BC
 V6C 3A8

P: 604.660.3233
 E: ray.leblond@gov.bc.ca

From: LeBlond, Ray JTI:EX
Sent: Thursday, June 16, 2011 9:48 AM
To: Adair, Marisa GCPE:EX; Helman, Carolyn GCPE:EX; Pearce, Deborah A GCPE:EX
Cc: Mason, Clare GCPE:EX
Subject: RE: Massaged messaging on riots

I think a small revision in bullet 1:

- This was an ugly but isolated incident instigated by a small group of people. However, I believe our long-term reputation as a safe and welcoming city – built up over many years - will continue to resonate in the international community. This is a temporary setback.

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation
 12th Floor
 510 Burrard Street
 Vancouver, BC
 V6C 3A8

P: 604.660.3233
 E: ray.leblond@gov.bc.ca

From: Adair, Marisa GCPE:EX
Sent: Thursday, June 16, 2011 9:45 AM
To: Helman, Carolyn GCPE:EX; Pearce, Deborah A GCPE:EX; LeBlond, Ray JTI:EX

Cc: Mason, Clare GCPE:EX; Adair, Marisa GCPE:EX

Subject: RE: Massaged messaging on riots

Some tweaks from my end – Ray, your thoughts?

- This was an ugly but isolated incident. However, I believe our long-term reputation as a safe and welcoming city – built up over many years - will continue to resonate in the international community. This is a temporary setback.
- The world watched us during the Olympic celebrations, and frankly, the celebrations around the Stanley Cup were very peaceful until last night.
- We're going to work with the tourism sector to overcome this incident.
- A reminder that – people book conventions, holidays, cruises well in advance... We have a record number of delegates coming to the Vancouver Centre this year – and I'm confident these bookings are not going to change because of this one incident.

Ministry of Jobs, Tourism and Innovation
 12th Floor, 510 Burrard Street
 Vancouver BC V6C 3A8
 T 604.660.6319
 F 604.660.3383
grant.mackay@gov.bc.ca



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From: Mason, Clare GCPE:EX
Sent: Thursday, June 16, 2011 11:01 AM
To: Mackay, Grant JTI:EX
Cc: Nelson, Carol JTI:EX; LeBlond, Ray JTI:EX
Subject: FW: For approval: Minister's message for tourism BC international offices - to tweet/FB/share
Importance: High

Hi Grant

Seeking a quick sign-off for a short message from the Minister, regarding last night, that can be used for our int'l offices, social media etc

Let me know if you have anything you'd like to add, we'll need this back ASAP

Thanks

Clare

The riot that occurred in Vancouver on the evening of June 15 was an ugly but isolated incident, instigated by a small group of people. Vancouver is known as a safe and welcoming city—a well deserved reputation which will continue to resonate with the international community.

Our tourism track record is clear and we're going to work closely with the tourism sector to overcome this unfortunate incident. The world saw our true spirit during the Olympic festivities in 2010, and we will continue to showcase Vancouver and B.C. as one of the world's top tourist destinations.

Clare Mason
 Public Affairs Officer
 Ministry of Jobs, Tourism and Innovation
 5-800 Johnson St
 Victoria, BC V8W 9T9

Office: 250 356-7959
 Mobile: 250 213-7430
 Fax: 250 356-9829

From: LeBlond, Ray JTI:EX
Sent: Thursday, June 16, 2011 10:59 AM
To: Mason, Clare GCPE:EX
Subject: Re: For approval: Minister's message for tourism BC international offices - to tweet/FB/share

I like it.

Since it is for intl offices, I think grant should sign off.

Ray

From: Mason, Clare GCPE:EX
Sent: Thursday, June 16, 2011 10:57 AM
To: LeBlond, Ray JTI:EX
Subject: FW: For approval: Minister's message for tourism BC international offices - to tweet/FB/share

Hi Ray

Here's a brief message for use with social media, VC's and int'l offices, do you think we should add anything? If this is ok, let me know if I should send to Grant or Raymond for approval

Thanks

Clare

The riot that occurred in Vancouver on the evening of June 15 was an ugly but isolated incident, instigated by a small group of people. Vancouver is known as a safe and welcoming city—a well deserved reputation which will continue to resonate with the international community.

Our tourism track record is clear and we're going to work closely with the tourism sector to overcome this unfortunate incident. The world saw our true spirit during the Olympic festivities in 2010, and we will continue to showcase Vancouver and B.C. as one of the world's top tourist destinations.

Clare Mason
 Public Affairs Officer
 Ministry of Jobs, Tourism and Innovation
 5-800 Johnson St
 Victoria, BC V8W 9T9

Office: 250 356-7959
 Mobile: 250 213-7430
 Fax: 250 356-9829

From: Adair, Marisa GCPE:EX
Sent: Thursday, June 16, 2011 10:54 AM
To: Mason, Clare GCPE:EX
Cc: Pearce, Deborah A GCPE:EX; Heiman, Carolyn GCPE:EX; Adair, Marisa GCPE:EX
Subject: For approval: Minister's message for tourism BC international offices - to tweet/FB/share

Smerechinskiy, Kathryn L JTI:EX

From: LeBlond, Ray JTI:EX
Sent: Wednesday, July 13, 2011 9:18 AM
To: Smerechinskiy, Kathryn L JTI:EX
Subject: FW: Key messaging

Ray LeBlond
Director, Industry Relations
Tourism BC
Ministry of Jobs, Tourism and Innovation
12th Floor
510 Burrard Street
Vancouver, BC
V6C 3A8

P: 604.660.3233
E: ray.leblond@gov.bc.ca

From: LeBlond, Ray JTI:EX
Sent: Thursday, June 16, 2011 12:18 PM
To: Ollgaard, Ninette JTI:EX
Subject: RE: Key messaging

Also this should not be posted on websites – it should only be used as reactive messaging to enquiries.

From: Ollgaard, Ninette JTI:EX
Sent: Thursday, June 16, 2011 12:18 PM
To: LeBlond, Ray JTI:EX
Subject: RE: Key messaging

thx

Ninette Ollgaard
Director, Visitor Services
Tourism British Columbia
Ministry of Jobs, Tourism and Innovation
P: 250-356-0453
F: 250-356-8246
ninette.ollgaard@gov.bc.ca

From: LeBlond, Ray JTI:EX

Sent: Thursday, June 16, 2011 12:17 PM
To: Ollgaard, Ninette JTI:EX
Subject: RE: Key messaging

yes

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation
 12th Floor
 510 Burrard Street
 Vancouver, BC
 V6C 3A8

P: 604.660.3233
 E: ray.leblond@gov.bc.ca

From: Ollgaard, Ninette JTI:EX
Sent: Thursday, June 16, 2011 12:13 PM
To: LeBlond, Ray JTI:EX
Subject: RE: Key messaging

Can I send this out to all the VC Network as well? I have already passed along to CC.

Ninette Ollgaard
 Director, Visitor Services
 Tourism British Columbia
 Ministry of Jobs, Tourism and Innovation
 P: 250-356-0453
 F: 250-356-8246
ninette.ollgaard@gov.bc.ca

From: LeBlond, Ray JTI:EX
Sent: Thursday, June 16, 2011 12:09 PM
To: Ollgaard, Ninette JTI:EX; Rybar, Susan JTI:EX
Subject: RE: Key messaging

S.13

- The riot that occurred in Vancouver on the evening of June 15 was an ugly but isolated incident, instigated by a small group of people.
- Vancouver is known as a safe and welcoming city—a well deserved reputation which will continue to resonate with the international community.

- Our tourism track record is clear and we're going to work closely with the tourism sector to overcome this unfortunate incident.
- The world saw our true spirit during the Olympic festivities in 2010, and we will continue to showcase Vancouver and B.C. as one of the world's top tourist destinations.

From: Ollgaard, Ninette JTI:EX
Sent: Thursday, June 16, 2011 12:03 PM
To: LeBlond, Ray JTI:EX; Rybar, Susan JTI:EX
Subject: Key messaging

Anything yet?

Ninette Ollgaard
 Director, Visitor Services
 Tourism British Columbia
 Ministry of Jobs, Tourism and Innovation
 300 - 1803 Douglas Street
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 T 250.356.0453
 F 250.356.8246
ninette.ollgaard@gov.bc.ca

Consumer: www.HelloBC.com



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Smerechinskiy, Kathryn L JTI:EX

From: LeBlond, Ray JTI:EX
Sent: Wednesday, July 13, 2011 9:18 AM
To: Smerechinskiy, Kathryn L JTI:EX
Subject: FW: FOR SIGN-OFF: MINISTER message for tourism BC international offices - to tweet/FB/share

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation
 12th Floor
 510 Burrard Street
 Vancouver, BC
 V6C 3A8

P: 604.660.3233
 E: ray.leblond@gov.bc.ca

From: LeBlond, Ray JTI:EX
Sent: Thursday, June 16, 2011 12:53 PM
To: Adair, Marisa GCPE:EX
Subject: Re: FOR SIGN-OFF: mINISTER message for tourism BC international offices - to tweet/FB/share

Thanks...will distribute to team.

From: Adair, Marisa GCPE:EX
Sent: Thursday, June 16, 2011 12:51 PM
To: LeBlond, Ray JTI:EX
Cc: Rybar, Susan JTI:EX; Chan, Raymond JTI:EX; Mason, Clare GCPE:EX; Heiman, Carolyn GCPE:EX; Ryan, Mika JTI:EX
Subject: FW: FOR SIGN-OFF: mINISTER message for tourism BC international offices - to tweet/FB/share

Hi Ray, this message is now approved..... M

Message from Jobs, Tourism Innovation Minister Pat Bell:

The riot that occurred in Vancouver on the evening of June 15 was an ugly but isolated incident, instigated by a small group of people. Vancouver is known as a safe and welcoming city—a well deserved reputation which will continue to resonate with the international community.

Our tourism track record is clear and we're going to work closely with the tourism sector to overcome this unfortunate incident. The world saw our true spirit during the Olympic festivities in 2010, and we will continue to showcase Vancouver and B.C. as one of the world's top tourist destinations.

Smerechinskiy, Kathryn L JTI:EX

From: LeBlond, Ray JTI:EX
Sent: Wednesday, July 13, 2011 9:19 AM
To: Smerechinskiy, Kathryn L JTI:EX
Subject: FW: Customer feedbacks regarding the riot

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation
 12th Floor
 510 Burrard Street
 Vancouver, BC
 V6C 3A8

P: 604.660.3233
 E: ray.leblond@gov.bc.ca

From: LeBlond, Ray JTI:EX
Sent: Friday, June 17, 2011 11:26 AM
To: Chau, Eric JTI:EX
Subject: RE: Customer feedbacks regarding the riot

Try this:

We share your concerns about the unfortunate events in Vancouver on the night of June 15th. Here is a message from Jobs, Tourism Innovation Minister Pat Bell:

The riot that occurred in Vancouver on the evening of June 15 was an ugly but isolated incident, instigated by a small group of people. Vancouver is known as a safe and welcoming city—a well deserved reputation which will continue to resonate with the international community.

Our tourism track record is clear and we're going to work closely with the tourism sector to overcome this unfortunate incident. The world saw our true spirit during the Olympic festivities in 2010, and we will continue to showcase Vancouver and B.C. as one of the world's top tourist destinations.

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation
 12th Floor
 510 Burrard Street
 Vancouver, BC
 V6C 3A8

P: 604.660.3233
 E: ray.leblond@gov.bc.ca

From: Chau, Eric JTI:EX
Sent: Friday, June 17, 2011 11:23 AM
To: LeBlond, Ray JTI:EX
Subject: Customer feedbacks regarding the riot

Hi Ray,

There were a few consumer feedback from our EDM deployments that poking fun / expressing concerns regarding the riot after the game 7. Do we have a standard / official response to these emails? Please kindly let me know the best way to handle these emails. Thanks!

Cheers,
Eric Chau
Database Marketing Specialist
Ministry of Jobs, Tourism and Innovation
12th Floor 510 Burrard Street
Vancouver, BC, Canada V6C 3A8
eric.chau@gov.bc.ca Please note my new email address.
T: 604.660.6389
F: 604.660.3383



Please consider the environment before printing this email.

Smerechinskiy, Kathryn L JTI:EX

From: LeBlond, Ray JTI:EX
Sent: Wednesday, July 13, 2011 9:19 AM
To: Smerechinskiy, Kathryn L JTI:EX
Subject: FW: RE:

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation
 12th Floor
 510 Burrard Street
 Vancouver, BC
 V6C 3A8

P: 604.660.3233
 E: ray.leblond@gov.bc.ca

From: LeBlond, Ray JTI:EX
Sent: Friday, June 17, 2011 5:10 PM
To: S.22
Subject: RE:

We share your concerns about the unfortunate events in Vancouver on the night of June 15th. Here is a message from Jobs, Tourism Innovation Minister Pat Bell:

The riot that occurred in Vancouver on the evening of June 15 was an ugly but isolated incident, instigated by a small group of people. Vancouver is known as a safe and welcoming city—a well deserved reputation which will continue to resonate with the international community.

Our tourism track record is clear and we're going to work closely with the tourism sector to overcome this unfortunate incident. The world saw our true spirit during the Olympic festivities in 2010, and we will continue to showcase Vancouver and B.C. as one of the world's top tourist destinations.

Regards,

Ray LeBlond
 Director, Industry Relations
 Tourism BC
 Ministry of Jobs, Tourism and Innovation
 12th Floor
 510 Burrard Street
 Vancouver, BC
 V6C 3A8

E: ray.leblond@gov.bc.ca

Original Message:

From: S.22
Sent: Thursday, June 16, 2011 6:13 AM
Subject:

Just a reminder to your province- until 9 pm last night Vancouver was on my summer holiday plans- thanks to your disgusting, horrible hockey fans, I am spending my vacation dollars elsewhere. Just thought you might like to remind residents what time of year it is...

Thank you and sign me,
Sad and horrified in Edmonton.