

BUSINESS EXPENSE APPROVAL for Business Meetings/Protocol Events

BUSINESS EXPENSE APPROVAL NO.

N0104-A58

Attach original invoices/receipts that have been coded and approved by an expense authority. Please see page 2 for further instructions.

SECTION 1 – ORIGINATOR INFORMATION

| | | |
|-------------------------------|--------------------------|---------------------|
| NAME OF ORIGINATOR OF EXPENSE | TELEPHONE NO. | DATE SUBMITTED |
| Katherine Bergen | (604) 775-1600 | 2012/05/22 |
| MINISTRY/DIVISION/BRANCH | LOCATION (CITY) OF EVENT | START DATE OF EVENT |
| PVO | Vancouver | 2012/05/24 |
| | | END DATE OF EVENT |
| | | 2012/05/24 |

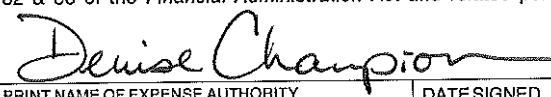
SECTION 2 – NAME / NATURE OF EVENT

In general terms, describe the event, the number of people attending and their affiliation. For example: Annual Regional Meeting – 20 government employees, 2 service contractors.

Announcement of new service route - Virgin Atlantic Airways to British Columbia:
Premier to welcome Sir Richard Branson and Virgin Atlantic Airways to British Columbia.

SECTION 3 – INDIVIDUALS INCLUDED IN MEAL CLAIMS

Complete this section only if the Business Expense Approval includes a meal. Identify the individual's name and either the ministry or company they are affiliated with. Attach a separate list if necessary.

| SECTION 4 – BUSINESS EXPENSE REQUESTED | | | SECTION 5 – EXPENSE AUTHORITY PRE-APPROVAL | | |
|--|------|------------------|---|--------------|--|
| CATEGORY | STOB | AMOUNT | RESP. CENTRE | SERVICE LINE | PROJECT NO. (IF APPLICABLE) OR ADDITIONAL CODING |
| 1. Meeting Room Rental | 6531 | | 32348 | 34420 | 32N0104 |
| 2. Equipment/Furniture Rental | 6531 | | EXPENSE AUTHORITY SIGNATURE – Certified correct pursuant to sections 32 & 33 of the <i>Financial Administration Act</i> and related policies.  | | |
| 3. Photocopying, Faxing, Telephone, etc. | 6531 | | | | |
| 4. Food/Beverages for Meetings | 6531 | | PRINT NAME OF EXPENSE AUTHORITY Denise Champion | | |
| <input type="checkbox"/> BREAKFAST <input type="checkbox"/> LUNCH <input type="checkbox"/> DINNER <input type="checkbox"/> SNACKS <input type="checkbox"/> COFFEE/TEA/JUICE, ETC. | | | DATE SIGNED YYYY / MM / DD 2012/05/22 | | |
| 5. Business Meals in Restaurant | 6531 | | SECTION 6 – EMPLOYEE REIMBURSEMENT INFORMATION Complete this section only if reimbursing an employee for expenses they have paid personally. Enter payee name, cheque mailing address, and reimbursement total. | | |
| <input type="checkbox"/> BREAKFAST <input type="checkbox"/> LUNCH <input type="checkbox"/> DINNER | | | QUALIFIED RECEIVER SIGNATURE – Certified goods/services received pursuant to CPPM 4.3.2. X | | |
| 6. Event Planners, Speakers, etc. | | | | | |
| 7. Travel Costs for Non-BC Government Participants | | | | | |
| 8. Other: <u>photography</u> | 6531 | 550.00 | | | |
| ESTIMATED TOTAL | | \$ 550.00 | REIMBURSEMENT TOTAL | | |

Event Proposal – For PREM Consideration

Event Title: Inaugural flight to Vancouver by Virgin Atlantic Airline

| | |
|--|---|
| Date: May 24, 2012 | Media Market: Local and International |
| Location: Vancouver International Airport Richmond | English Media Spokesperson: Premier |
| | Multicultural Media Spokesperson: |

THE EVENT

PROACTIVE EVENT OR INVITATION

- Invitation (from Virgin Atlantic)

EVENT

- Virgin Atlantic Airlines will be holding a welcoming event and press conference at the Vancouver International Airport on Thursday May 24 to celebrate the inaugural flight of their new London-Heathrow to Vancouver service. Sir Richard Branson, Chairman of the Virgin Group, will attend and host the event.

GOVERNMENT OF BRITISH COLUMBIA FUNDING / PARTNER FUNDING (IF APPLICABLE):

- Government of BC funding, Partner funding, Federal funding

WHO'S ORGANIZING?

- Virgin Atlantic Airlines in partnership with YVR

STRATEGIC CONSIDERATIONS

- This is an extension of the commitment in the BC Jobs Plan to "aggressively seek out partnerships with aviation companies to use Vancouver International Airport (YVR) and other B.C. airports...as destinations for their passengers and cargo...to develop new partnerships, both passenger and dedicated air cargo, with other global aviation companies to help B.C. fulfill its potential as North America's premier aviation gateway."
- Fits within the framework of the new Provincial Tourism Strategy to "remove barriers to industry growth by improving air access to and within B.C." and to continue to market B.C. to our key markets (U.K.)

VENUE DESCRIPTION

- Welcoming event will take place on the tarmac once the plane has arrived and passengers have disembarked. Press conference will take place inside the airport, in front of the Haida Gwaii statue.

KEY VALIDATORS / STAKEHOLDERS / PARTICIPANTS

- List all event speakers/dignitaries:
 - Sir Richard Branson, Chairman Virgin Group
 - Steve Ridgeway, CEO of Virgin Atlantic (TBC)
 - Larry Berg, President and CEO, Vancouver International Airport (Emcee)
 - Virgin Atlantic are bringing other VIP guests (names TBC)

TARGET AUDIENCE

- Members of the tourism industry, international travel media

VISUAL MESSAGE(S)

DESIRED PICTURE (STILL)

- Photo of the Premier greeting Sir Richard Branson as he steps off the plane.
- Photo of the Premier participating in the news conference with Sir Richard Branson

DESIRED PICTURE (VIDEO)

- Premier will participate in a welcoming event on the tarmac next to the plane. There will be a gift exchange between the Premier and Sir Richard Branson and then a "hockey salute" (YVR staff banging hockey sticks on the tarmac)
- Premier speaking with reporters and interacting with Sir Richard Branson during the Virgin Atlantic press conference.

ACTUAL SPEAKING BACKDROP

- The welcoming event will take place on the tarmac at YVR with the Virgin Atlantic plane in the immediate background, with the mountains positioned behind the plane.
- The press conference will take place in front of the Bill Reid Haida Gwaii statue, near the food court at YVR.

WRITTEN MESSAGE(S)

DESIRED SOUNDBITE / KEY NEWS RELEASE SOUNDBITE

- We are proud to welcome Virgin Atlantic back to Canada and especially for having chosen Vancouver for their new service.
- The launch of the new Virgin Atlantic route offers us an opportunity to promote the province as a summer destination for UK travelers and welcome more visitors to B.C.
- Up to 40,000 passengers are expected to utilize the service, which will create an estimated 35 direct jobs at YVR and add \$3.1 million to British Columbia's GDP.

KEY MESSAGES

- May 24 marks the inaugural flight of Virgin Atlantic Airways from London-Heathrow to Vancouver. The new service adds an additional 960 seats, from the U.K., per week from May through October.
- Since the new service was announced in November 2011, Tourism staff have been instrumental in strengthening ties with Virgin Atlantic and Virgin Holidays in order to promote B.C. as a world-class tourism destination for UK travellers.
- According to the Vancouver International Airport (YVR), up to 40,000 passengers are expected to utilize the service, which will create an estimated 35 direct jobs at YVR and add \$3.1 million to British Columbia's GDP.

COMMUNICATIONS PRODUCTS

- ☐ Media Advisory
- X Speech
- X New Release
- X Backgrounder(s)
- ☐ Fact Sheet
- ☐ Biographies

- ☐ Talking Points
- ☐ Q&A
- ☐ Props (describe)
- ☐ Web Content
- ☐ Photo Release
- ☐ Other (describe)

BRIEFING NOTE
Virgin Atlantic Inaugural Flight:
Welcome Event and Press Conference

BACKGROUND

- Virgin Atlantic Airlines is holding an event at the Vancouver International Airport on Thursday May 24 to celebrate the inaugural flight of their new Heathrow to Vancouver service. Sir Richard Branson, Chairman of the Virgin Group, will host the event.
- The launch of the new Virgin Atlantic route offers an opportunity to capitalize on increased visitors to B.C. and promote the province as a summer destination for UK travelers.
- The new service adds an additional 960 seats, from the U.K., per week from May to October. The Virgin brand also allows B.C. to target a new demographic of UK visitors who fly with Virgin.
- The launch of this flight is very important to B.C and Canada; Virgin began flying to Toronto in 2001 but cancelled the route after 9/11.
- Brand recognition of Virgin in the UK, as well as recognition here in Canada for outbound travel, is high. Inbound and outbound business is an important factor for the success of new routes.
- Over and above the marketing activities MJTI is undertaking with Virgin as part of the inaugural plans, B.C. will also benefit from the extensive marketing activities Virgin undertakes on a regular basis.
- Flights will commence on May 24, four times per week (Tues, Thurs, Sat, Sun) until October.
- Up to 40,000 passengers are expected to utilize the service, which will create an estimated 35 direct jobs at YVR and add \$3.1 million to British Columbia's GDP.
- Spending by visitors brought to B.C. as part of the new service is expected to generate \$21.4 million in tourism expenditure and create an additional 172 jobs in hotels, restaurants, shops and tourist attractions.
- The new route supports a commitment in the B.C. Jobs Plan to "aggressively seek out partnerships with aviation companies to use Vancouver International Airport (YVR) and other B.C. airports...as destinations for their passengers and cargo...to develop new partnerships, both passenger and dedicated air cargo, with other global aviation companies to help B.C. fulfill its potential as North America's premier aviation gateway."
- The service also fits within the framework of the new Provincial Tourism Strategy to "remove barriers to industry growth by improving air access to and within B.C."

About Virgin Atlantic

- Back in the early 1980s, Richard Branson was probably best known for Virgin Records - the legendary record label that signed major names like the Rolling Stones, Janet Jackson and The Human League. In 1984, Branson announced to the world that a high quality, value for money airline would begin operating within three months. Three months, some licenses, staff and an aircraft packed with celebrities later, Virgin Atlantic Airways was born. By the end of the decade the airline had flown over 1 million passengers and started shaking up services onboard by being the first airline to offer individual TVs to their business class passengers.

DRAFT STRATEGIC AND CONFIDENTIAL ADVICE TO CABINET

- In 1992 Richard sold Virgin Music to Thorn EMI and invested the proceeds into Virgin Atlantic, improving on an already great service. In the same year the airline launched the first super economy service. The company spent most of the Nineties buying new planes, expanding their route network and generally breaking new ground in passenger service, both on the ground and in the air. In 1999 Branson sold a 49% stake in the company to Singapore Airlines, valuing the company at a minimum of £1.225 billion or approx \$1.9 billion CA. In the same year, for services to entrepreneurship, Branson received a knighthood.
- In 2003 came the launch of Virgin Atlantic's revolutionary Upper Class Suite, the longest and most comfortable flat bed and seat in business class. The new Virgin Clubhouse at Heathrow opened in March 2006. Amongst the many unique features of the flagship lounge are a cocktail bar, a hair salon, a Cowshed spa, a brasserie and a games room. In 2007 came the launch of Virgin Atlantic's brand new check-in facilities at Heathrow Terminal Three.
- In 2008 the airline operated a pioneering biofuel demonstration with Boeing and engine manufacturer GE Aviation on a 747 between London and Amsterdam. This was the world's first flight using biofuel by a commercial airline. Virgin Atlantic has also ordered 15 of the 787-9 Dreamliners which burn around 27% less fuel per passenger than the A340-300, the aircraft it will replace in the Virgin Atlantic fleet.
- In June 2009, Virgin Atlantic celebrated it's 25th anniversary with a series of special fares, campaigns and events in the run-up to its birthday.
- Virgin now flies to 35 destinations worldwide (Africa, Middle East, Asia, Australia, Caribbean, Mexico, USA, Canada)

MJTI involvement with Virgin Atlantic

- MJTI's UK Tourism Manager has accompanied YVR to meetings with Virgin Atlantic in London several times over the last 10 years to discuss B.C.'s support if service to Vancouver was realized.
- Financial support was offered to promote our tourism products and itineraries through B.C.-focused marketing activities with Virgin Holidays. This investment was positioned as an added benefit and support to Virgin Atlantic as they worked through their decision process.
- MJTI has been advised that their support was instrumental in the final decision to launch the flight to Vancouver.
- Since the new service was announced on November 7, 2011, MJTI UK staff have been instrumental in strengthening relationships with Virgin Atlantic and Virgin Holidays by providing the following support:
 - Support with travel-trade press releases and inaugural flight planning; initiating marketing campaigns; sponsorship, training and presentations to travel-trade team; and a joint familiarization tour for VIP tour operator accounts.
 - MJTI negotiated a \$400,000 marketing campaign with partners, as follows:
 - \$100K Virgin Holidays, \$120K Tourism Division/MJTI, \$125K Canadian Tourism Commission, \$30K Tourism Vancouver and \$25K Tourism Whistler)
 - new Virgin Holidays "Canada" brochure with B.C. on the cover;
 - new and expanded B.C. product in the Virgin Holidays brochure;
 - training program for over 100 Virgin Holidays stores in the UK;
 - launch celebrations;
 - travel-trade press releases

DRAFT STRATEGIC AND CONFIDENTIAL ADVICE TO CABINET

- MJTI also provided \$60,000 for the inaugural events including a three-day media familiarization trip.

Inaugural Flight Media Familiarization Trip:

- When the inaugural flight arrives in Vancouver, passengers will include approximately 40 key members of the British travel media representing The Mail on Sunday, The Daily Express, The Daily and Sunday Mirror, The Guardian, The Sunday Times Travel Magazine and The Independent, among others.
- Members of the UK and local media will be present for the flight arrival photo-op on the tarmac and the press conference inside YVR.
- The UK media will also take part in a three-day familiarization (FAM) trip of Vancouver and Whistler. Activities will include ziptrekking, bear and eagle tours, the Whistler Mountain Bike Park, golf, Capilano Cliffwalk, Grouse Mountain, a tour of Granville Island, cycling tour of Stanley Park, walking tours of Chinatown and Gastown, and kayaking in False Creek.
- The trip will culminate in a dinner hosted by MJTI's Tourism Division, highlighting the diversity of B.C. wine, spirits and cuisine.

UK Stats:

- The UK represents B.C.'s largest overseas market, delivering 231,000 overnight visitors in 2010, representing \$263 million revenue to British Columbia.
- Although we have seen declines in annual overnight UK visitors over the past few years due to the worldwide economic downturn, recent International Visitor Arrivals stats indicate a return to growth for 2012 (to date).
- B.C.'s tourism products are well-matched to travellers from the UK. B.C. has a reputation for offering first class experiences which include the key products outlined in the new Provincial tourism strategy: touring itineraries, city experiences, skiing/snowboarding vacations, and outdoor adventure and eco-tourism.
- The distribution of European travellers around the province is very high; they are the most interested and willing to explore B.C.'s regions in both summer and winter. This provides an opportunity to continue to generate revenue throughout B.C.

QUESTIONS AND ANSWERS

Why is this event important to B.C.'s economy and tourism sector?

Up to 40,000 passengers are expected to utilize the new Virgin Atlantic service, which will create an estimated 35 direct jobs at YVR and add \$3.1 million to British Columbia's GDP.

Spending by visitors brought to B.C. as part of the new service is expected to generate \$21.4 million in tourism expenditure and create an additional 172 jobs in hotels, restaurants, shops and tourist attractions.

How has the Province been involved in getting Virgin Atlantic to fly to Vancouver and bring tourists to B.C.?

Staff from the Tourism Division accompanied YVR representatives to meetings with Virgin Atlantic in London several times over the last 10 years to discuss the possibility of a new service to Vancouver and the subsequent promotion of that flight.

DRAFT STRATEGIC AND CONFIDENTIAL ADVICE TO CABINET

We have been advised that Provincial support was instrumental in the final decision by Virgin to launch the flight to Vancouver.

Since the new service was announced in November, 2011, government staff have been instrumental in strengthening relationships with Virgin Atlantic and Virgin Holidays in order to promote B.C. as a world-class tourism destination for UK travellers.

Staff have negotiated a \$400,000 marketing campaign with Virgin Holidays, the Canadian Tourism Commission, Tourism Vancouver and Tourism Whistler. This partnership has resulted in a new Virgin Holidays "Canada" travel brochure with more B.C. product and a photo of B.C. on the cover; and an "all things B.C." training program for staff in over 100 Virgin Holidays stores in the U.K. Staff are also coordinating the launch celebrations, which include a three-day familiarization trip for about 40 members of the UK travel media.

How much has the Province invested in this new route?

The Province has provided \$120,000 towards a \$400,000 marketing campaign, in partnership with Virgin Holidays, the Canadian Tourism Commission, Tourism Vancouver and Tourism Whistler. The Province has also contributed \$60,000 towards the inaugural events which include a three-day familiarization trip for about 40 members of the UK media.

How important are UK travellers to tourism in B.C.?

The UK represents B.C.'s largest overseas market, delivering 231,000 overnight visitors in 2010, representing \$263 million revenue to British Columbia.

Although we have seen declines in annual overnight UK visitors over the past few years due to the worldwide economic downturn, recent International Visitor Arrivals stats indicate a return to growth for 2012. In February 2012 there was 17.6 percent growth in visitors from the U.K to British Columbia. This marked the fourth month of growth in a row for the U.K.

How does the arrival of Virgin Atlantic fit with the BC Jobs Plan and the Province's new tourism strategy?

The new route supports a commitment in the B.C. Jobs Plan, to aggressively seek out partnerships with aviation companies to use Vancouver International Airport (YVR) and other B.C. airports as destinations for their passengers and cargo.

We will continue to develop new partnerships, both passenger and dedicated air cargo, with other global aviation companies to help B.C. fulfill its potential as North America's premier aviation gateway.

The service also fits within the framework of the new Provincial Tourism Strategy to "remove barriers to industry growth by improving air access to and within B.C." The UK is one of our key target markets as identified in the Strategy

Contact:

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