

ADVICE TO MINISTER

CONFIDENTIAL ISSUES NOTE

China Tourism Guide

Ministry of Jobs, Tourism and Innovation

Date: November 7, 2011

Updated: Nov. 8, 2011

Minister Responsible: Hon. Pat Bell

ADVICE AND RECOMMENDED RESPONSE:

- It has come to my attention that the information I was provided regarding the restrictions around marketing in China published in the guidebook was incorrect.
- The restrictions on marketing gay tourism and gambling to China, are not explicit in the MOU between China and Canada.
- I apologize to those that may have been offended and I have asked that staff remove this statement from the guide.
- I have asked my deputy to look into this, to ensure such an error does not happen again. As such, ministry staff are in the process of reviewing all materials to correct any misinformation and ensure government publications are factually accurate.
- Every effort is being made to ensure government websites do not contain any reference to these restrictions
- We have been advised that a stakeholder website contained a PowerPoint presentation with the same inaccurate information. That material has now been removed.
- Staff will work with our partners and stakeholders to ensure any other references to this information are also removed.

KEY FACTS:

Minister Bell spoke to media about concerns in using incorrect information and now needs to correct the record.

The "How to Market your Business to China" guide was posted to the JTI website on Thursday, November 3rd. Media became interested, questioning the section that identifies a restriction on advertising gay tourism and gambling. Initial messaging provided by staff indicated that the guide was developed in accordance with regulations in China from the China National Tourism Administration (CNTA) that prohibit the marketing of casinos, gambling and gay tourism.

The Minister spoke to media and reported that the Province was simply adhering to restrictions in the Approved Destination Status agreement.

It has now been reported by staff that there is no such language in the official agreement and this recommendation was developed anecdotally as a result of business observations.

DFAIT negotiated the agreement with the National Tourism Administration of China. (CNTA)
MOU was signed by Stephen Harper and Chinese President Hu Jintao, June 24, 2010.

Communications Contact:				
Program Area Contact:				
File Created:				
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Program Area	Comm. Director	ADM	DM	Sent to MO

Begley, Rhianna GCPE:EX

From: McAndrews, Caroline GCPE:EX
Sent: Thursday, November 17, 2011 4:03 PM
To: Begley, Rhianna GCPE:EX
Cc: Heiman, Carolyn GCPE:EX; Mason, Clare GCPE:EX
Subject: FOI

FOI

Don't think this applies.

Caroline McAndrews

Communications Manager
Ministry of Jobs, Tourism and Innovation
T: (250) 356-0613 | C: (250) 208-3254
caroline.mcandrews@gov.bc.ca

From: McAndrews, Caroline GCPE:EX
Sent: Wednesday, November 9, 2011 5:32 PM
To: Heiman, Carolyn GCPE:EX
Subject: FW: jeff davies cbc

From: Adair, Marisa GCPE:EX
Sent: Wednesday, November 9, 2011 5:32 PM
To: McAndrews, Caroline GCPE:EX
Subject: RE: jeff davies cbc

Yup, sounds good. Cheers, M

From: McAndrews, Caroline GCPE:EX
Sent: Wed, November 9, 2011 5:14 PM
To: Adair, Marisa GCPE:EX
Subject: FW: jeff davies cbc

Yes, we listened on the call. Carolyn will just call him and follow up that there was no pressure from the federal government. Will just apologize it took so long to get back, had to talk to staff. No pressure from feds at all.

From: Adair, Marisa GCPE:EX
Sent: Wednesday, November 9, 2011 5:10 PM
To: McAndrews, Caroline GCPE:EX
Subject: RE: jeff davies cbc

Hi, the issues of gay tourism china never came up on the call this morning. Can u send me what you would send to him, will have a quick look just to ensure it's ok

Thanks,M

From: McAndrews, Caroline GCPE:EX
Sent: Wed, November 9, 2011 5:08 PM
To: Adair, Marisa GCPE:EX
Subject: jeff davies cbc

Hi Marisa: ok to send email to Jeff on the pressure from feds Q as he was not on the call-in as per your earlier email?

Begley, Rhianna GCPE:EX

From: McAndrews, Caroline GCPE:EX
Sent: Thursday, November 17, 2011 4:01 PM
To: Begley, Rhianna GCPE:EX
Cc: Heiman, Carolyn GCPE:EX; Mason, Clare GCPE:EX
Subject: FW: some key messages

For FOI request

Caroline McAndrews

Communications Manager
Ministry of Jobs, Tourism and Innovation
T: (250) 356-0613 | C: (250) 208-3254
caroline.mcandrews@gov.bc.ca

From: McAndrews, Caroline GCPE:EX

Sent: Monday, November 7, 2011 3:09 PM

To: Mason, Clare GCPE:EX

Subject: some key messages

- These guides are intended to identify culturally specific behaviours/preferences.
- The China National Tourism Administration (CNTA) prohibits the promotion of casinos, gambling and gay tourism.
- Tourism BC requires that any partner operator is in compliance with national rules for individual destinations.

Caroline McAndrews

Communications Manager
Ministry of Jobs, Tourism and Innovation
T: (250) 356-0613 | C: (250) 208-3254
caroline.mcandrews@gov.bc.ca

Begley, Rhianna GCPE:EX

From: Mason, Clare GCPE:EX
Sent: Friday, November 18, 2011 9:59 AM
To: Begley, Rhianna GCPE:EX
Cc: McAndrews, Caroline GCPE:EX; Heiman, Carolyn GCPE:EX
Subject: FW: Media request

For the info request

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: Krake, Reg JTI:EX
Sent: Monday, November 7, 2011 3:35 PM
To: Mason, Clare GCPE:EX; Mackay, Grant JTI:EX
Cc: LeBlond, Ray JTI:EX; Gobin, Cindy JTI:EX; Plant, Laura JTI:EX
Subject: RE: Media request

You're welcome. Clare, please note that I do not have details of the ADS itself, so I am not privy to what exactly was stipulated or what was negotiated (or even negotiable), so may have to tread carefully there. We need to confirm that this is *verbatim* language from the ADS agreement (I'm assuming it is; just want to be able to reference it). I'll try and see what I can dig up on that particular documentation.

N.B. This will also (or may already have) hit the CTC – have you been in contact with them? I am going to contact Charlie McKie (VP of Int'l, based in Vancouver, but travelling in UK right now), and at Ray's suggestion, Gloria Loree as well.

Let me know if you need anything else.

Reg
W. 604.660.3769

From: Mason, Clare GCPE:EX
Sent: Monday, November 7, 2011 3:24 PM
To: Krake, Reg JTI:EX; Mackay, Grant JTI:EX
Cc: LeBlond, Ray JTI:EX; Gobin, Cindy JTI:EX; Plant, Laura JTI:EX
Subject: RE: Media request

This is great, thanks Reg

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: Krake, Reg JTI:EX
Sent: Monday, November 7, 2011 3:21 PM
To: Mason, Clare GCPE:EX; Mackay, Grant JTI:EX
Cc: LeBlond, Ray JTI:EX; Gobin, Cindy JTI:EX; Plant, Laura JTI:EX
Subject: RE: Media request

Hi Clare,

Thanks for your note and phone call. Here are some quick bullets (note that s 22 so likely unavailable for this issue):

- MJTI Tourism Division is acting in accordance with regulations in China from the CNTA (China National Tourism Administration) that prohibit the marketing of casinos, gambling and gay tourism.
- MJTI (through our association with the CTC, as required by the ADS) is acting in a manner consistent with all other nations currently conducting tourism marketing in China, as per the rules of ADS (Approved Destination Status).
- While BC welcomes all tourism visitors to the province, the provisions of the CNTA in the ADS agreement stipulates our ability only to *market* certain products or to certain audiences in China, and as such we have to respect the expectations under that agreement. However, as long as a tourist carries proper identification (e.g. passports and visas) as required by Canada for entry, BC places no restrictions on what products or communities the visitor chooses to visit or experience while in BC.

May not be able to include this, officially, but to note, also under the auspices of the CTC are Ontario and Alberta, and thereby also complying with the rules required by the CNTA. (To note, Quebec is *not* under the CTC umbrella but is working with a CSA (General Sales Agent) in China – it is unclear whether they are acting 'officially' there as a result or not).

Let me know if this helps, or if you need anything else,

Reg
W. 604.660.3769

From: Mason, Clare GCPE:EX
Sent: Monday, November 7, 2011 3:07 PM
To: Mackay, Grant JTI:EX
Cc: LeBlond, Ray JTI:EX; Krake, Reg JTI:EX; Gobin, Cindy JTI:EX; Plant, Laura JTI:EX
Subject: Media request
Importance: High

Hi Grant

Just a heads-up that MPB was asked a question about the China Business Essentials Guide today during his media call from China. Les Leyne with the Times Colonist asked why we are marketing to China if they don't accept "gay tourism" and why the following bullets are included in the guide (pg 28):

In alignment with the CTC, Tourism BC will also require that any partner operator agrees to provide:

- A mutually approved marketing plan
- Compliance with the CTC and TIAC's quality assurance program
- Approved itineraries, travel agencies and Canadian receptive operators
- Prohibit the promotion of casinos, gambling and gay tourism, per the China National Tourism Administration (CNTA).

A number of provincial/national reporters are now requesting a copy of the guide after hearing Leyne's question. The MO has asked for some messaging and I have chatted with Reg about this.

Thanks

Clare

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