ADVICE TO MINISTER

CONFIDENTIAL ISSUES NOTE

Ministry of Jobs, Tourism and Innovation Date: November 7, 2011

Updated: Nov. 8, 2011

Minister Responsible: Hon. Pat Bell

China Tourism Guide

ADVICE AND RECOMMENDED RESPONSE:

- around marketing in China published in the guidebook was incorrect It has come to my attention that the information I was provided regarding the restrictions
- . between China and Canada The restrictions on marketing gay tourism and gambling to China, are not explicit in the MOU
- statement from the guide I apologize to those that may have been offended and I have asked that staff remove this
- such, ministry staff are in the process of reviewing all materials to correct any misinformation I have asked my deputy to look into this, to ensure such an error does not happen again. As and ensure government publications are factually accurate
- . these restrictions Every effort is being made to ensure government websites do not contain any reference to
- . 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:

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

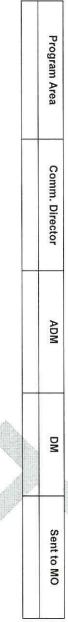
Administration (CNTA) that prohibit the marketing of casinos, gambling and gay tourism guide was developed in accordance with regulations in China from the China National Tourism advertising gay tourism and gambling. Initial messaging provided by staff indicated that the November 3rd. Media became interested,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

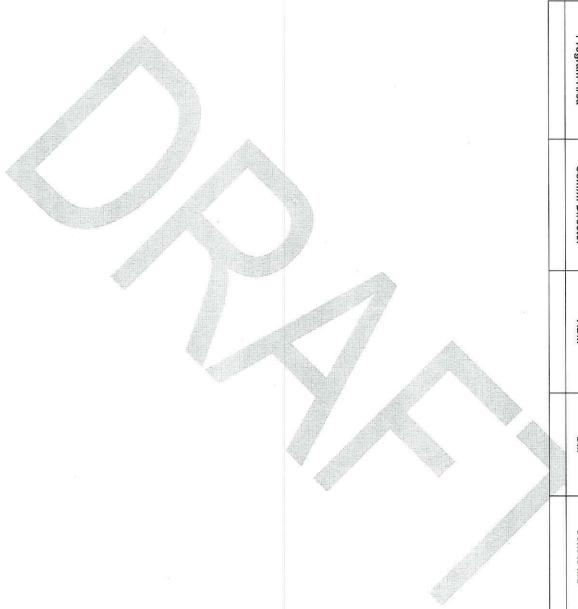
in the Approved Destination Status agreement The Minister spoke to media and reported that the Province was simply adhering to restrictions

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

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.

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Begley, Rhianna GCPE:EX

Sent: From:

T0:

CC McAndrews, Caroline GCPE:EX
Thursday, November 17, 2011 4:03 PM
Begley, Rhianna GCPE:EX
Heiman, Carolyn GCPE:EX; Mason, Clare GCPE:EX
FOI

Subject:

F01

Don't think this applies.

Caroline McAndrews

T: (250) 356-0613 | C: (250) 208-3254 Ministry of Jobs, Tourism and Innovation Communications Manager

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

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

From: Adair, Marisa GCPE:EX

Sent: Wednesday, November 9, 2011 5:10 PM

To: McAndrews, Caroline GCPE:EX

Subject: RE: jeff davies cbc

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

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 Page 3

GCP-2011-00108

Begley, Rhianna GCPE:EX

Sent: From:

<u>.</u>

CC McAndrews, Caroline GCPE:EX Thursday, November 17, 2011 4:01 PM Begley, Rhianna GCPE:EX 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
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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.
- and gay tourism. The China National Tourism Administration (CNTA) prohibits the promotion of casinos, gambling
- Tourism BC requires that any partner operator is in compliance with national rules for individual destinations.

Caroline McAndrews

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Begley, Rhianna GCPE:EX

From: Sent: Mason, Clare GCPE:EX Friday, November 18, 2011 9:59 AM Begley, Rhianna GCPE:EX

<u>.</u>

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Subject: McAndrews, Caroline GCPE:EX; Heiman, Carolyn GCPE:EX 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

see what I can dig up on that particular documentation. 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 stipulated or what was negotiated (or even negotiable), so may have to tread carefully there. We need to confirm that 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

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

Let me know if you need anything else

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

Clare Mason
Public Affairs Officer
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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 unavailable for this issue):

so likely

s.22

- 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.
- other nations currently conducting tourism marketing in China, as per the rules of ADS (Approved MJTI [through our association with the CTC, as required by the ADS] is acting in a manner consistent with all Destination Status).
- 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 communities the visitor chooses to visit or experience while in BC (e.g. passports and visas) as required by Canada for entry, BC places no restrictions on what products or While BC welcomes all tourism visitors to the province, the provisions of the CNTA in the ADS agreement

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

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

are included in the guide (pg 28): In alignment with the CTC, Tourism BC will also require that any partner operator agrees to provide: $\frac{1}{2}$ 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

- 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).

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

Thanks

Clare Mason

Public Affairs Officer 5-800 Johnson St Ministry of Jobs, Tourism and Innovation

Victoria, BC V8W 9T9

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