January 7, 2019

Dear [Redacted],

Re: Your request for access to information under Part II of the Access to Information and Protection of Privacy Act, our file # TCII/55/2018

On December 10, 2018, the Department of Tourism, Culture, Industry and Innovation received the following request:

"On Nov. 25, 2018, TCII Minister Christopher Mitchelmore sent a tweet referencing work "with our partners in St John's, DMO & Airport to put an offer of marketing & promotion of $800,000 to support this direct flight as we have supported flights in past."
https://twitter.com/MitchelmoreMHA/status/1066672258729603075
This tweet was in apparent reference to the cancelled YYT-DUB WestJet flight.
My request is for correspondence between the department and external companies, bodies and agencies, with respect to this offer of marketing and promotion. Date range of request is Oct. 1, 2018, to the present."

I am pleased to inform you that a decision has been made by the Deputy Minister for the Department of Tourism, Culture, Industry and Innovation to provide access to some of the requested information. Access to the remaining records, and/or information contained within the records, has been refused in accordance with the following exceptions to disclosure, as specified in the Access to Information and Protection of Privacy Act (the Act):

Policy advice or recommendations

29. (1) The head of a public body may refuse to disclose to an applicant information that would reveal

(a) advice, proposals, recommendations, analyses or policy options developed by or for a public body or minister;
Disclosure harmful to business interests of a third party

39. (1) The head of a public body shall refuse to disclose to an applicant information

(a) that would reveal

(i) trade secrets of a third party, or

(ii) commercial, financial, labour relations, scientific or technical information of a third party;

(b) that is supplied, implicitly or explicitly, in confidence; and

(c) the disclosure of which could reasonably be expected to

(i) harm significantly the competitive position or interfere significantly with the negotiating position of the third party,

(ii) result in similar information no longer being supplied to the public body when it is in the public interest that similar information continue to be supplied,

(iii) result in undue financial loss or gain to any person, or

(iv) reveal information supplied to, or the report of, an arbitrator, mediator, labour relations officer or other person or body appointed to resolve or inquire into a labour relations dispute.

Disclosure harmful to personal privacy

40. (1) The head of a public body shall refuse to disclose personal information to an applicant where the disclosure would be an unreasonable invasion of a third party's personal privacy.

As required by 8(2) of the Act, we have severed information that is unable to be disclosed and have provided you with as much information as possible. In accordance with your request for a copy of the records, the appropriate copies have been enclosed.

Please be advised that you may appeal this decision and ask the Information and Privacy Commissioner to review the decision to provide partial access to the requested information, as set out in section 42 of the Act (a copy of this section of the Act has been enclosed for your reference). A request to the Commissioner must be made in writing within 15 business days of the date of this letter or within a longer period that may be allowed by the Commissioner. Your appeal should identify your concerns with the request and why you are submitting the appeal.

The appeal may be addressed to the Information and Privacy Commissioner is as follows:

Office of the Information and Privacy Commissioner
2 Canada Drive
P. O. Box 13004, Stn. A
St. John's, NL A1B 3V8
Telephone: (709) 729-6309
Toll-Free: 1-877-729-6309
You may also appeal directly to the Supreme Court Trial Division within 15 business days after you receive the decision of the public body, pursuant to section 52 of the Act.

Please be advised that responsive records will be published following a 72 hour period after the response is sent electronically to you or five business days in the case where records are mailed to you. It is the goal to have the responsive records posted to the Office of Public Engagement's website within one business day following the applicable period of time. Please note that requests for personal information will not be posted online.

If you have any further questions, please feel free to contact me phone at (709) 729-7246 or by e-mail at heatherbrown@gov.nl.ca

Sincerely,

Heather Brown
ATIPP Coordinator
Access or correction complaint

42. (1) A person who makes a request under this Act for access to a record or for correction of personal information may file a complaint with the commissioner respecting a decision, act or failure to act of the head of the public body that relates to the request.

(2) A complaint under subsection (1) shall be filed in writing not later than 15 business days

(a) after the applicant is notified of the decision of the head of the public body, or the date of the act or failure to act; or

(b) after the date the head of the public body is considered to have refused the request under subsection 16 (2).

(3) A third party informed under section 19 of a decision of the head of a public body to grant access to a record or part of a record in response to a request may file a complaint with the commissioner respecting that decision.

(4) A complaint under subsection (3) shall be filed in writing not later than 15 business days after the third party is informed of the decision of the head of the public body.

(5) The commissioner may allow a longer time period for the filing of a complaint under this section.

(6) A person or third party who has appealed directly to the Trial Division under subsection 52 (1) or 53 (1) shall not file a complaint with the commissioner.

(7) The commissioner shall refuse to investigate a complaint where an appeal has been commenced in the Trial Division.

(8) A complaint shall not be filed under this section with respect to

(a) a request that is disregarded under section 21;

(b) a decision respecting an extension of time under section 23;

(c) a variation of a procedure under section 24; or

(d) an estimate of costs or a decision not to waive a cost under section 26.

(9) The commissioner shall provide a copy of the complaint to the head of the public body concerned.
Direct appeal to Trial Division by an applicant

52. (1) Where an applicant has made a request to a public body for access to a record or correction of personal information and has not filed a complaint with the commissioner under section 42, the applicant may appeal the decision, act or failure to act of the head of the public body that relates to the request directly to the Trial Division.

(2) An appeal shall be commenced under subsection (1) not later than 15 business days

(a) after the applicant is notified of the decision of the head of the public body, or the date of the act or failure to act; or

(b) after the date the head of the public body is considered to have refused the request under subsection 16 (2).

(3) Where an applicant has filed a complaint with the commissioner under section 42 and the commissioner has refused to investigate the complaint, the applicant may commence an appeal in the Trial Division of the decision, act or failure to act of the head of the public body that relates to the request for access to a record or for correction of personal information.

(4) An appeal shall be commenced under subsection (3) not later than 15 business days after the applicant is notified of the commissioner’s refusal under subsection 45 (2).
Discussion - UK/Ireland Market

Department of
Tourism, Culture, Industry and Innovation

October 17, 2018

Newfoundland Labrador
Based on 2016 Exit Survey, UK represents 2% of Newfoundland and Labrador’s overall travel parties, while Ireland represents only 0.3%. It is worth noting that visitation from Canada represents 86% of our total visitation, followed by the US at 8%.

Ontario remains Newfoundland and Labrador’s major travel market

Chart 1 shows the origins of travel parties who visited Newfoundland and Labrador in 2016. Over one third (34%) of visitors came from Ontario, representing the province’s largest source market. At over one quarter (26%), visitors from the Maritimes accounted for the second largest share of travel parties. In terms of other markets, Quebec represented 5% of non-resident parties while 20% of visitors arrived from provinces west of Ontario and the territories.
Further Breakdown of “Other” Category  
(Highest of 83 countries)

1. United Kingdom  1.7%  
2. Germany        0.6%  
3. Australia      0.5%  
4. Norway         0.4%  
5. Ireland        0.3%  
6. Netherlands    0.2%  
7. France         0.2%  
8. Switzerland    0.1%  
9. Denmark        0.1%  
10. Austria       0.1%
### Canadian Total Exports 2017
**Origin: TOP 10 Countries**
**Destination: Newfoundland and Labrador**

<table>
<thead>
<tr>
<th>Country</th>
<th>% Percentage</th>
<th>Value in Thousands of CDN dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>52.88</td>
<td>5,387,708.00</td>
</tr>
<tr>
<td>China</td>
<td>7.81</td>
<td>795,743.06</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>6.83</td>
<td>696,266.22</td>
</tr>
<tr>
<td>Netherlands</td>
<td>5.3</td>
<td>540,504.56</td>
</tr>
<tr>
<td>Japan</td>
<td>3.28</td>
<td>334,001.06</td>
</tr>
<tr>
<td>Belgium</td>
<td>3.21</td>
<td>327,277.68</td>
</tr>
<tr>
<td>Italy (incl. Vatican City State)</td>
<td>2.87</td>
<td>292,906.20</td>
</tr>
<tr>
<td>France (incl. Monaco, French Antilles)</td>
<td>1.78</td>
<td>181,001.61</td>
</tr>
<tr>
<td>Trinidad and Tobago</td>
<td>1.76</td>
<td>179,790.60</td>
</tr>
<tr>
<td>Spain</td>
<td>1.52</td>
<td>155,102.93</td>
</tr>
<tr>
<td>Sub-total</td>
<td>87.25</td>
<td>8,890,301.91</td>
</tr>
<tr>
<td>Others</td>
<td>12.75</td>
<td>1,298,928.18</td>
</tr>
<tr>
<td>Total All Countries</td>
<td>100</td>
<td>10,189,230.09</td>
</tr>
</tbody>
</table>

*Source: Trade Data Online (accessed: October 16, 2018)*
# Business Development - Market Considerations

## Canadian Imports 2017

**Origin: TOP 10 Countries**

**Destination: Newfoundland and Labrador**

<table>
<thead>
<tr>
<th>Country</th>
<th>% Percentage</th>
<th>Value in Thousands of CDN dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>47.43</td>
<td>1,543,922.82</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>11.26</td>
<td>366,645.53</td>
</tr>
<tr>
<td>Norway</td>
<td>9.79</td>
<td>318,825.98</td>
</tr>
<tr>
<td>Russia</td>
<td>4.41</td>
<td>143,543.66</td>
</tr>
<tr>
<td>Korea, South</td>
<td>4.4</td>
<td>143,131.82</td>
</tr>
<tr>
<td>Angola</td>
<td>4.12</td>
<td>134,246.56</td>
</tr>
<tr>
<td>Romania</td>
<td>2.68</td>
<td>87,202.54</td>
</tr>
<tr>
<td>Netherlands</td>
<td>2.17</td>
<td>70,696.18</td>
</tr>
<tr>
<td>Spain</td>
<td>2.04</td>
<td>66,250.89</td>
</tr>
<tr>
<td>India</td>
<td>1.42</td>
<td>46,350.20</td>
</tr>
<tr>
<td>Sub-total</td>
<td>89.72</td>
<td>2,920,816.17</td>
</tr>
<tr>
<td>Others</td>
<td>10.28</td>
<td>334,560.84</td>
</tr>
<tr>
<td>Total All Countries</td>
<td>100</td>
<td>3,255,377.01</td>
</tr>
</tbody>
</table>

*Source: Trade Data Online (accessed: October 16, 2018)*
Other Considerations – International Students

- International Students (MUN) – Full and Part Time (2017)

## Enrolment by Citizenship – Top 5

<table>
<thead>
<tr>
<th>Citizenship</th>
<th># of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>1229</td>
</tr>
<tr>
<td>Middle East and North Africa</td>
<td>408</td>
</tr>
<tr>
<td>Latin America/Caribbean</td>
<td>258</td>
</tr>
<tr>
<td>Sub-Saharan Africa</td>
<td>234</td>
</tr>
<tr>
<td>Europe</td>
<td>188*</td>
</tr>
</tbody>
</table>

*2 Students from Ireland, 26 from U.K.*
TCII Supports – UK & Ireland

Financial Supports
Project Funding (SJIAA, DSJ)

Marketing Partnerships
SJIAA, DSJ, TCII, ACAT

Travel Trade and Media
Financial Supports
Historical and Current

- Air Access Programs (2010/11-2013/14)
  - Disbursed approximately $800K to airlines and $155K to airport authorities (Provincially)

- TCII Programming (2014 - Present)
  - SJIAA approved for $850,000 for marketing projects with West Jet and Air Canada ($735,000 disbursed to date). All UK/Ireland routes.
    - Destination St. John’s has received $148,800 ($21,300 for FAM tour support for International markets and $127,500 for implementation of sales and marketing plan for the UK and Ireland markets).

- Other: Approximately $14 million for Category III project.
Financial Supports – Current Requests to TCII

✓ Amend SJIAA project to re-profile $75K from Westjet-Gatwick project to Westjet-Ireland route

✓ Amend DSJ project to allow additional FAMs (re-profile funds)
Other Supports – UK & Ireland
Other Supports – UK & Ireland

• Under Atlantic Canada Agreement on Tourism (ACAT), NL Tourism currently works with 16 UK tour operators, who focus primarily on UK, while 7 also have reach into Ireland.

• Annually since 2016, TCII has undertaken 10 Co-op Air Canada and YYT Joint marketing programs exclusive for YYT/travel trade initiatives for the UK market in partnership with DSJ.

• In 2017, NL hosted 75 travel trade and media from UK markets - 26 travel trade professionals representing 13 UK companies and 49 travel media representing 24 UK media outlets.
Strategic Focus
• SJIAA – what is the strategy and how is it developed?
  ➢ How does SJIAA determine markets and target airlines?
  ➢ What information is used? Sources of economic intelligence?

Working Together
• Effective collaboration and partnership requires early stage discussion.

• Ongoing dialogue required about opportunities.

• TCII is a willing partner to explore:
  ➢ Travel trade and media event in support of Come From Away
  ➢ Joint marketing partnership with WestJet
Skinner, Gillian

From: Skinner, Gillian
Sent: Thursday, October 25, 2018 11:09 PM
To: Lomond, Ted
Subject: RE: Proposal

K, got it. S.39(1)(a)(ii), 39(b), 39(c)(i)

As mentioned, I told Marie the same earlier and we would be interested in reasonable proposal if discussions advance.

From: Lomond, Ted
Sent: Thursday, October 25, 2018 11:06 PM
To: Skinner, Gillian <GSkinner@gov.nl.ca>
Subject: Re: Proposal S.39(1)(a)(ii), 39(b), 39(c)(i)

The project discussed at our meeting was around Dublin. YYT said they were in an expansion of the DSJ project and wanted the Province to come in. I said we need to see a proposal. Any support would be contingent on the merits of the project. I also said we would want acoa in as they were part of the original project S.29 (1) (a)

was not discussed. I did say we had an interest

Sent from my iPhone

On Oct 25, 2018, at 6:22 PM, Skinner, Gillian <GSkinner@gov.nl.ca> wrote:

So...they're preparing a proposal for a Promotional Plan general and second potential proposal coming for? Just want to make sure I'm getting this correct.

From: Lomond, Ted
Sent: Thursday, October 25, 2018 6:45 PM
To: Skinner, Gillian <GSkinner@gov.nl.ca>
Subject: Fwd: Proposal

Sent from my iPhone

Begin forwarded message:

From: Keith Collins <KCollins@stjohnsairport.com>
Date: October 25, 2018 at 2:07:51 PM PDT
To: "tedlomond@gov.nl.ca" <tedlomond@gov.nl.ca>
Subject: Fwd: Proposal
Hello all - thanks for the note, Janice/Ted.

Yes, we are making good progress with the proposal. DSJ and the Authority have had several discussions and have defined the key elements of the proposed Promotional Plan. In particular, the plans around Come From Away in Dublin are taking shape quickly.

The intention is to present the framework, key elements and scope of the Promotional Plan to our contacts and get their views on its value before we kick things into high gear - and to If things look good, we will develop a more detailed plan to pass along to you Ted for you to action within government.

DSJ is also making contact with ACOA to explore the best way.
to engage them tangibly in this initiative. Marie and I are [REDACTED], but can be reached at any time, and will be back in the office on Monday.

Next week will be an important one.

Regards,
Keith

-----Original Message-----
From: Lomond, Ted [mailto:TedLomond@gov.nl.ca]
Sent: Thursday, October 25, 2018 4:43 PM
To: Halliday, Janice <janicehalliday@gov.nl.ca>
Cc: Keith Collins <KCollins@stjohnsairport.com>; cduke@destinationstjohns.com; Marie Manning <MManning@stjohnsairport.com>; CFoley@hnl.ca
Subject: Re: Proposal

Thanks Janice

I am in Vancouver and did not have everyone’s email. Based on our last discussion I know there is some time sensitivity on this issue and I don’t want to leave it too late. - Ted.

Sent from my iPhone

On Oct 25, 2018, at 11:57 AM, Halliday, Janice <janicehalliday@gov.nl.ca> wrote:

Good afternoon,

Sending on Ted’s behalf as he is currently out of the Province "Is there any progress on the proposal we discussed?"

Thank you,

Jan Halliday
Administrative Assistant

to the Minister

Dept. of Business, Tourism, Culture and Rural Development 2nd. Floor,

West Block

Telephone: (709) 729-4729

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Hi Marie

I can give you a call at 9:30 tomorrow morning. Will this work for you?

Thanks

Sent from my iPhone

On Nov 7, 2018, at 8:54 PM, Marie Manning <MManning@stjohnsairport.com> wrote:

Hi Gillian,

Do you have any availability tomorrow to discuss?

Thanks,
Marie

Sent from my iPhone

On Nov 7, 2018, at 6:55 PM, Skinner, Gillian <GSkinner@gov.nl.ca> wrote:

Hi Marie,

Further to our discussions, and following consultation with my colleagues, the bullets below outline the various ways TCII can support SJIAA efforts to secure:

- TCII will consider support up to:
  - S.39(1)(a)(i), 39(b), 39(c)(i)

- In addition, NL Tourism will work to maximize the promotion of the new direct flight through:
  - In travel media relations program, tourism marketplaces, and promotions
    - Operators/wholesalers.
    - Trade shows and marketplaces
    - Participate in a launch in market
    - Sales training
    - Digital and social media
  - S.39(1)(a)(ii), 39(b), 39(c)(i)

- Joint marketing agreement with local tour operators to promote the route.
TCII will work with local partners City of St. John's, Destination St. John's, and business sector organizations, to leverage this investment and support S.39(1)(a)(ii), 39(b), 39(c)(i).

As highlighted, there are various ways TCII is interested in partnering with SJIAA. To continue a collaborative relationship, we think there is great value in having SJIAA present to our team about your marketing strategy and plans. I understand Ted highlighted this in recent discussions and we can certainly arrange a suitable time for you and Keith to meet with our team. This would be helpful in identifying any other synergies between TCII and SJIAA, in our efforts to support economic development activity in Newfoundland and Labrador.

Finally, Ted indicated that another promotional plan proposal might be submitted in relation to Dublin. In Keith's last update to Ted, he outlined the intent to present a framework and scope. Do you have any new developments on this item? Is there still a plan to submit something to TCII?

Thanks,
Gillian

Gillian Skinner
Assistant Deputy Minister (A)
Regional Development and Diversification
Dept. of Tourism, Culture, Industry and Innovation
Government of Newfoundland and Labrador
t. 709-729-7451

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Hi Marie,

Thanks for the update and happy to see you got an immediate response from [redacted]. Please keep us informed about your discussions.

I will ask Carla to reach out to you about some possible dates regarding a presentation of SJIAA strategy and market plans.

Gillian

From: Marie Manning [mailto:MManning@stjohnsairport.com]
Sent: Thursday, November 08, 2018 4:58 PM
To: Skinner, Gillian
Cc: Lomond, Ted; Murphy, Carmela; Hearn, Judith; Keith Collins; Joy, Carla
Subject: RE: TCII & SJIAA Items

Hi Gillian,

Thanks again for your prompt response. I’ve sent the [redacted] and also made the point that this value excludes the value of what NL Tourism and presently doing in the market. I also gave her [redacted] responded immediately with the following message:

This is great information. I will review it myself, as well as copy in [redacted] who is our [redacted] and very knowledgeable on the [redacted] who facilitates prioritizing marketing initiatives with our marketing department. I will be forecasting the market [redacted].

Thank you,

Marie

It’s crunch time for them as they complete their analysis before finalizing and filing their summer schedule later this month. I’ll keep you posted if I hear anything further from her. Fingers crossed.
From: Skinner, Gillian [mailto:Gskinner@gov.nl.ca]
Sent: Wednesday, November 07, 2018 6:56 PM
To: Marie Manning <MManning@stjohnsairport.com>
Cc: Lomond, Ted <TedLomond@gov.nl.ca>; Murphy, Carmela <carmelamurphy@gov.nl.ca>; Hearn, Judith <JudithHearn@gov.nl.ca>; Keith Collins <KCollins@stjohnsairport.com>; Joy, Carla <CarlaJoy@gov.nl.ca>
Subject: TCII & SJIAA items

Hi Marie,

Further to our discussions, and following consultation with my colleagues, the bullets below outline the various ways TCII can support SJIAA efforts to secure additional air services:

- TCII will consider support up to $390,000 per year to maximize the promotion of the new direct flight through:
  - Travel media relations program, tourism marketplaces, and promotions S.39(1)(a)(ii), 39(b), 39(c)(i)
  - Operators/wholesalers.
  - Trade shows and marketplaces S.39(1)(a)(ii), 39(b), 39(c)(i)
  - Participate in a launch in market S.39(1)(a)(ii), 39(b), 39(c)(i)
  - Sales training
  - Digital and social media

- Joint marketing agreement with local tour operator to promote the route.

- TCII will work with local partners City of St. John’s, Destination St. John’s, and business sector organizations, to leverage this investment and support S.39(1)(a)(ii), 39(b), 39(c)(i)

As highlighted, there are various ways TCII is interested in partnering with SJIAA. To continue a collaborative relationship, we think there is great value in having SJIAA present to our team about your marketing strategy and plans. I understand Ted highlighted this in recent discussions and we can certainly arrange a suitable time for you and Keith to meet with our team. This would be helpful in identifying any other synergies between TCII and SJIAA, in our efforts to support economic development activity in Newfoundland and Labrador.

Finally, Ted indicated that another promotional plan proposal might be submitted in relation to Dublin. In Keith’s last update to Ted, he outlined the intent to present a framework and scope... Do you have any new developments on this item? Is there still a plan to submit something to TCII?

Thanks,
Gillian

Gillian Skinner
Assistant Deputy Minister (A)
Regional Development and Diversification
Dept. of Tourism, Culture, Industry and Innovation
Government of Newfoundland and Labrador
t. 709-729-7451

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this information is strictly prohibited. If you received this email in error, please delete it immediately and notify the sender.”
For response

Best Regards,

Christopher Mitchelmore, MHA
St. Barbe-L'anse aux Meadows
Minister of Tourism, Culture, Industry and Innovation
Minister Responsible for Francophone Affairs

t. 709.454.2633
e. cmitchelmore@gov.nl.ca

Begin forwarded message:

From: [REDACTED]
Date: November 25, 2018 at 7:53:50 AM AST
To: <cmitchelmore@gov.nl.ca>
Subject: NL Tourism marketing

Sir,

This is a copy of the message I just sent to the airport authority.

"Just read the article on Westjet, where Todd Perrin talks about Halifax airport markets itself as the Hub of Atlantic Canada, why can't we start marketing St. John's as the "Gateway to Canada" or Canada's closest call to Europe, let's get proactive and take Halifax off the map and put St. John's and NL at the forefront. Copying this to the minister of Tourism as well."

Thanks,
November 30, 2018

Dear [Redacted],

Thank you for your email. We are also disappointed with the recent announcement. WestJet has stated that the decision was not taken lightly, and that the route was not performing to their expectations.

The Department of Tourism, Culture Industry and Innovation (TCII) supports air routes and airlines, however airlines are private business and decisions are made based on passenger loads, profitability and incentives. WestJet was recently provided details of a planned promotional initiative that partners would undertake to build on previous marketing efforts to support the Dublin flight. The expanded campaign was to begin this year and run throughout 2019. Collectively, we would be investing as much as $800,000 in this promotional initiative. We feel this was a significant, well-funded campaign; unfortunately it was not sufficient for WestJet to continue the flight in 2019.

Air service to Newfoundland and Labrador is extremely important to our continued effort to grow the tourism industry and also for our business sectors and residents in our province. A key priority of our government is strengthening the relationship and partnership we have with our airline partners.

Our government is committed to collaboration and to working together to support air routes and airlines and I will be meeting with WestJet to discuss our tourism and business growth strategies and the airline’s commitments and future plans for our province.

Sincerely,

Christopher Mitchelmore, MHA
District of St. Barbe - L’Anse aux Meadows
Minister
December 3, 2018

Dear [Redacted]

Thank you for your email to Premier Dwight Ball. Please be assured, the provincial government is also disappointed with the recent WestJet announcement.

Air service to Newfoundland and Labrador is extremely important to our continued effort to grow and support the tourism and business sectors and the residents of our province. The Department of Tourism, Culture Industry and Innovation (TCII) has supported airports and airlines in assisting with air route development and marketing, however airlines are private business and decisions are made based on passenger loads, profitability and incentives.

WestJet was recently provided details of a planned promotional initiative that partners, including TCII, would undertake to build on previous marketing efforts to support the Dublin flight. The expanded campaign was to begin this year and run throughout 2019. Collectively, we would be investing as much as $800,000 in this promotional initiative. We feel this was a significant, well-funded campaign; unfortunately it was not sufficient for WestJet to continue the Dublin flight in 2019.

I will be meeting with WestJet to discuss our tourism and business growth strategies and the airline’s commitments and future plans for our province.

Sincerely,

Christopher Mitchelmore, MHA
District of St. Barbe - L’Anse aux Meadows
Minister

c: Hon. Dwight Ball, Premier
December 14, 2018

Dear [Name],

Thank you for your email of December 4, 2018. We are also disappointed with the recent announcement of the Dublin flight cancellation.

I can assure you the provincial government is very concerned with any reduction in air service to our province. The Department of Tourism, Culture Industry and Innovation (TCII) supports air service routes and airlines, however, ultimately airlines are private business and decisions are made based on passenger loads, profitability and incentives. WestJet was recently provided details of a planned promotional initiative that partners would undertake to build on previous marketing efforts to support the Dublin flight. The expanded campaign was to begin this year and run throughout 2019. Collectively, we would be investing as much as $800,000 in this promotional initiative. We feel this was a significant, well-funded campaign; unfortunately it was not sufficient for WestJet to continue the flight in 2019.

Air service to Newfoundland and Labrador is extremely important to our continued effort to grow the tourism industry, support our business sectors and for residents of our province. A key priority of our government is strengthening the relationship and partnership we have with our airline partners.

Our government is committed to collaboration and to working together to support air routes and airlines and I have written West Jet and will be meeting with them to discuss our tourism and business growth strategies and the airline's commitments and future plans for our province.

Sincerely,

Christopher Mitchelmore, MHA
District of St. Barbe - L'Anse aux Meadows
Minister