

# Panel Discussion: Emergency Planning for tourism

# Social media to support crisis communications

Mexico resort explosion - 2011

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**WestJet**

WestJet Vacations has received word of an incident today at the Grand Riviera Princess Hotel in Playa del Carmen, Mexico. There are reports that an explosion occurred at the property. WestJet has representatives at the hotel right now and we are attempting to gather additional information about what happened, and whether any WestJet guests are involved. More information will be provided as it becomes available.

14 November at 12:06 · Like · Comment

👍 31 people like this.



**Kristina Gentles** \* Breaking News

\* One dead in resort explosion in Mexico. Canadians staying there... reports of a boiler room explosion

14 November at 12:11 · Like · 👍 1 person · Flag



**Karen Boyd** why not just cancel all flights to this area, it is obvious the locals don't want non locals in thier country, there are so many other areas to travel where it is safe

14 November at 12:13 · Like · 👍 6 people · Flag



**Michelle McKnight-Bieuz** Do we need careivers at all to

# Social media to support crisis communications

## Bomb threats - 2015



A bomb threat against [#WS722](#) (Vancouver-Toronto) caused a diversion to [@FlyYYC](#). The aircraft has landed safely in Calgary.

RETWEETS  
**178**

LIKES  
**58**



8:09 PM - 1 Jul 2015

↩ 58

↻ 178

❤ 58



**WestJet** ✓

1 July 2015 · 🌐

A bomb threat against [#WS722](#) (Vancouver-Toronto) caused a diversion to Calgary International Airport. The aircraft has landed safely in Calgary.

We believe the threat against [#WS722](#) is a hoax. We diverted the flight out of an abundance of caution.

# Social media to support crisis communications

## Bomb threats - 2015



Safety is our top priority. Responding to a threat, [#WS391](#) Halifax to Edmonton, has diverted to [@flyYXE](#). Guest, crew will disembark shortly.

RETWEETS 93 LIKES 43



10:14 AM - 27 Jun 2015

12 93 43



Thank you [@flyYXE](#) [@SaskatoonPolice](#) [@MDAmbulanceCare](#) [@SaskatoonFire](#) and [@stoontransit](#) for helping take care of our guests tonight.

RETWEETS 12 LIKES 40



11:53 PM - 30 Jun 2015

1 12 40

# Social media to support crisis communications

## Bomb threats - 2015



WestJet ✓

1 July 2015 · 🌐

For the fourth time in five days, WestJet has experienced a bomb threat against our aircraft. Tonight, flight #WS722 from Vancouver to Toronto was diverted to Calgary International Airport out of an abundance of caution. Like the other three incidents, no bomb was found and the aircraft was cleared by police and returned to us. This was yet another hoax.

We worked closely tonight with the Calgary Airport Authority and Calgary Police Service to ensure the safety of our guests and crew and we thank our partners for their hard work and dedication. We also thank our guests for their patience and understanding, as they resume their journey tonight on other WestJet flights.

We understand and appreciate that four false threats in five days is generating a great deal of interest and unfortunately, rumour and speculation. We will not comment on these rumours nor will we share information about how we handle these incidents, for obvious reasons. We will continue to work closely with law enforcement to find those responsible. Safety remains our top priority and we will continue to be vigilant to keep our guests and our crews safe.

👍 Like

💬 Comment

➦ Share



👍 Kayley Gallaher, Amanda Gushue and 6.4k others

Chronological ▾

1,528 shares

759 comments

# Social media to support crisis communications

## Bomb threats - 2015



**WestJet** ✓

22 November 2015 · 🌐

WestJet flight 229 from Halifax to Calgary was the subject of a security threat while on the ground in Halifax. With an abundance of caution and with the safety of our guests in mind, the RCMP inspected the aircraft. That inspection is now complete and the flight is safely en route to Calgary.

Thank you for your concern for the safety of our guests and crew.



**Jacqueline Popplestone** We just got off this flight. Westjet, RCMP and Halifax airport authorities did a great job making sure all is us passengers were safe.

Great job everyone!

We will continue to fly.. And fly with Westjet!

Like · Reply · 🗨️ 21 · 22 November 2015 at 13:16



**WestJet** ✓ Thanks for your patience and understanding, Jacqueline.

Like · Reply · 🗨️ 6 · 22 November 2015 at 14:20

# Social media to support crisis communications

Use all platforms – WestJet blog



Owners Care

All Owners Care Destinations Operations



## Update on WestJet efforts to support Fort McMurray evacuation

By [Gregg Saretsky](#) | May 4, 2016 | [39 comments](#)



# WestJet Christmas Miracle video

Fort McMurray Strong – Why we did it





Thank you