

September 12, 2024

**Subject: Support for the City of Hamilton's 2024-2028 Tourism Strategy**

Dear Mayor and Members of Hamilton City Council,

On behalf of Hamilton Halton Brant Regional Tourism Association, I am writing to express our full support for the City of Hamilton's 2024-2028 Tourism Strategy. As the regional tourism organization, we are pleased to see the alignment between the priorities identified in Hamilton's Tourism Strategy and our own strategic plan, which seeks to grow tourism across the region through collaboration, sustainability, and the promotion of authentic experiences.


We greatly appreciate being consulted during the development of the City of Hamilton's Tourism Strategy and the opportunity to offer input that reflects the regional perspective. The strategy's focus on cultivating vibrant tourism districts, protecting natural assets, and strengthening Hamilton's position as a premier host city for major events directly supports the Heart of Ontario's goals to foster tourism growth, enhance visitor experiences, and promote the unique attractions across our region.

In particular, the City's commitment to sustainability and inclusive tourism experiences aligns closely with our strategic priority of promoting environmentally and socially responsible tourism. The emphasis on leveraging Hamilton's cultural and natural assets to develop diverse tourism products, alongside key infrastructure and placemaking investments, will further support regional tourism growth. Initiatives like the Indigenous Tourism Experiences Study and the Waterfall Destination Masterplan will help position Hamilton and the region as a leading destination for cultural and nature-based tourism.

We are excited about the potential of this strategy and look forward to working more closely with Tourism Hamilton to deepen collaboration, strengthen our shared goals, and continue building on the success of regional tourism initiatives. Together, we can ensure that Hamilton's tourism sector grows sustainably, benefiting not only the city but the broader region and the communities we serve.

Thank you for your continued leadership in advancing tourism in Hamilton. The Heart of Ontario is committed to supporting the City of Hamilton in realizing the vision outlined in the 2024-2028 Tourism Strategy.

Sincerely,



Maria V. Fortunato  
Executive Director