

September 13, 2024

Mayor and Members of Hamilton City Council,

On behalf of the Hamilton Chamber of Commerce, I am pleased to extend our support for the City of Hamilton's 2024-2028 Tourism Strategy. As Hamilton's leading voice for business, we recognize tourism as a critical economic driver, one that enriches our local business community, fosters job creation, and elevates Hamilton's profile as a destination for visitors from around the region, country and globe.

We appreciate the opportunity to have been consulted throughout the development of this strategy, which reflects a forward-thinking, comprehensive approach to tourism growth. The strategy will not only build upon our city's successes—such as hosting the Grey Cup, Canadian Open and other major sporting and cultural events—but will also lay the foundation for sustained growth in meetings, conventions, festivals, and leisure tourism. These diverse events are essential to stimulating investment and business development, filling our hotels and restaurants, and sustaining Hamilton's expanding reputation as a hub for innovation and culture.

A key element we particularly endorse is the City's focus on enhancing infrastructure, safety, and cleanliness in high-traffic tourism districts. We strongly believe these priorities will further Hamilton's appeal—not only to visitors but also to local residents and business owners. Clean, vibrant public spaces and safe, walkable neighborhoods are fundamental to creating a city that thrives, attracts investment, and fosters civic pride. Through our ongoing work in downtown revitalization, the Chamber is committed to aligning our efforts with these initiatives to support a stronger, more resilient downtown core and a welcoming environment for all.

The Chamber is confident that the 2024-2028 Tourism Strategy will strengthen Hamilton's competitive edge, providing a platform for future tourism growth while enhancing the experiences and opportunities for local businesses. We look forward to continued collaboration with the City of Hamilton and Tourism Hamilton to ensure the seamless integration of local enterprises into this dynamic tourism ecosystem. This partnership will be key to maximizing the economic and cultural benefits that a thriving tourism industry offers.

As Hamilton embarks on this exciting phase of growth, the Hamilton Chamber of Commerce remains a committed partner in championing Hamilton as a premier destination, and we stand ready to support the successful implementation of this ambitious strategy.

Sincerely,



Greg Dunnett
President and CEO, Hamilton Chamber of Commerce

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