

September 17, 2024

Mayor Andrea Horwath
City of Hamilton
Hamilton City Hall, 2nd floor
71 Main Street West
Hamilton, ON L8P 4Y5

RE: Letter of Support for Hamilton's 2024-2028 Tourism Strategy

Dear Mayor Horwath,

I write to you today on behalf of TradePort International Corporation (TradePort), operator of the John C. Munro Hamilton International Airport (Hamilton International or the Airport), to express our support for the City of Hamilton's (City) 2024-2028 Tourism Strategy, with the understanding that feedback provided during the consultation process will be incorporated.

The 2024-2028 Tourism Strategy's four strategic priorities are aligned with the TradePort's own approach to growth and development. TradePort is pleased to see that the strategy is designed to grow the City's overall tourism sector, including plans to ensure Hamilton is seen as a leading tourism destination through a robust events and festivals offering and the creation of unique experiences to leverage the many natural and creative spaces our City has to offer. TradePort is also committed to supporting a 'Sense of Place' at the Airport in its own initiatives and supports the Tourism Strategy for its commitment to doing the same across the many facets of the tourism industry.

TradePort welcomed the opportunity to provide input during the development process and looks forward to seeing that feedback incorporated in the final 2024-2028 Tourism Strategy. Hamilton International is an asset to the City, enabling hundreds of thousands of people to travel to and from Hamilton annually, from across Canada and around the world. Passengers arriving by air are a key indicator of the success of a region's tourism industry, and as a regional airport located directly in the City, inbound passenger traffic should be considered as a measure of Hamilton's tourism industry growth and the strategy's overall success.

TradePort continues to work with its airline partners to build inbound traffic in traditional and innovative ways, such as the recently launched Air Canada Landline service and expanding inbound group travel opportunities. These efforts directly align with the 2024-2028 Tourism Strategy priorities to create unique travel experiences, to tap into the City's natural surroundings and to grow the City's reputation as a tourism destination. TradePort looks forward to collaborating with Tourism Hamilton on ensuring the passenger carrier opportunities are maximized as part of the strategy implementation.

TradePort, along with its parent company, Vantage Group, are key enablers of tourism growth, and the correlated economic growth, in the City and across the Southern Ontario region. The Airport provides more than 4,700 jobs and contributes \$1.5 billion in economic activity according to its most recent Economic Impact Study completed in 2021. TradePort believes that growth in the tourism sector will enable the Airport to generate an even greater impact, and that growth in air travel through Hamilton International will strengthen the City's tourism industry. As such, TradePort is pleased to offer support for

advancement of the City of Hamilton's 2024-2028 Tourism Strategy and look forward to collaborating with Tourism Hamilton over the next five years for collective success.

Sincerely yours,



Cole Horncastle

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