

News Release

For Immediate Release

Hamilton Halton Brant Regional Tourism Association announces support for tourism recovery in Hamilton Halton Brant.

Hamilton Halton Brant Regional Tourism Association delivers \$5 million for 66 businesses and organizations, through the Government of Canada's Tourism Relief Fund, to attract visitors and support future growth

September 30, 2022 Hamilton, Ontario

Today, Hamilton Halton Brant Regional Tourism Association announced support for 65 tourism businesses and organizations in Hamilton Halton Brant to recover from the pandemic and prepare for future growth.

Hamilton Halton Brant Regional Tourism Association received \$5 million through the Government of Canada's Tourism Relief Fund, delivered by the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario), to help local tourism organizations and businesses safely welcome back visitors, recover from the impacts of the pandemic, create jobs and prepare for future growth.

Please see the backgrounder for information on all projects receiving support.

Quotes

"The Government of Canada's \$78-million investment through the Tourism Relief Fund is helping communities across southern Ontario. With this funding, southern Ontario's Regional Tourism Organizations and Indigenous Tourism Ontario are providing hundreds of local businesses and organizations with the support they need to create jobs, attract more visitors and grow local economies, now and into the future."

- *The Honourable Filomena Tassi, Minister responsible for the Federal Economic Development Agency for Southern Ontario*

"The Canadian tourism sector continues to be one of the most affected by the COVID-19 pandemic. We are fully committed to supporting businesses and organizations through these challenging times, keeping safety as the top priority while ensuring they get support to quickly recover, innovate their products and services, and thrive. The Tourism Relief Fund will help businesses/organizations adapt, make improvements, and be ready to welcome back guests. It also feeds into a broader strategy to help the sector survive the pandemic, recover and grow. The Canadian economy will not fully recover until our tourism sector recovers."

- *The Honourable Randy Boissonnault, Minister of Tourism and Associate Minister of Finance*

"The Government of Canada's investment in our region provides tourism businesses and operators with opportunity and funds to support their economic recovery efforts from the pandemic. The investment will aid businesses in growing future business, enhancing their visitor experiences and creating new jobs. Working collaboratively with the federal government and our tourism industry partners is truly how we go farther together to rebuild the visitor economy."

- *Maria Fortunato, Executive Director, Hamilton Halton Brant Regional Tourism Association*

Quick facts

- Hamilton Halton Brant Regional Tourism Association is the regional destination management organization that is responsible for tourism development in the geographic areas of Hamilton, Halton, Brant and includes Six Nations of the Grand River Territory and Mississauga of Credit First Nation. It is a tourism region filled with extraordinary experiences, places and discoveries, a destination of distinction active in evolving tourism as a significant economic driver through product development, capacity building, marketing and tourism investment.
- The Government of Canada's \$5 million investment in Hamilton Halton Brant Regional Tourism Association is part of an over \$78-million investment for ITO and RTOs in southern Ontario.
- The Government of Canada's [\\$500-million Tourism Relief Fund](#) is helping tourism-oriented businesses and organizations recover from the pandemic and prepare for future growth. FedDev Ontario is delivering nearly \$120 million of the [Tourism Relief Fund](#) across southern Ontario.

Associated Links

- [Hamilton Halton Brant Regional Tourism Association](#)
- [FedDev Ontario](#)
- [Tourism Relief Fund \(TRF\)](#)

Contacts

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About Hamilton Halton Brant Regional Tourism Association

Hamilton Halton Brant Regional Tourism Association is an independent, industry-led, not-for-profit organization, responsible for working with tourism partners to enhance and grow this region's tourism products and marketing activities, with the intent of increasing visitors, generating more economic activity, creating more tourism jobs and sustainability, capturing unique product clusters and integrating existing brands and partnerships. Learn more about the organization via www.hamiltonhaltonbrant.com. Explore all there is to do in the region via www.theheartofontario.com. Stay connected via Twitter, Instagram, Facebook.

About FedDev Ontario

For 13 years, the Government of Canada, through [FedDev Ontario](#), has worked to advance and diversify the southern Ontario economy through funding opportunities and business services that support innovation, growth and job creation in Canada's most populous region. The Agency has delivered impressive results, which can be seen in southern Ontario businesses that are creating innovative technologies, improving productivity, growing revenues, creating jobs, and in the economic advancement of communities across the region. Learn more about the impacts the Agency is having in southern Ontario by exploring our [pivotal projects](#), our [Southern Ontario Spotlight](#), and FedDev Ontario's [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).