

January 22, 2017

EX30.14.1

Councillor Mark Grimes
Toronto City Hall
100 Queen Street West, Suite C48
Toronto, ON M5H 2N2

Dear Councillor Grimes:

On behalf of the Greater Toronto Hotel Association (GTHA) and Tourism Toronto, we would like to express our overwhelming support to bring the 2026 FIFA World Cup to North America. In the spirit of unity, Canada, Mexico and the United States have joined together to bring the biggest and most ambitious FIFA World Cup in history to North America, and Toronto has an opportunity to play a vital role in that success.

The Toronto region stands to benefit greatly as one of the four Canadian host city candidates. The FIFA World Cup is the biggest single-event sporting competition in the world, giving Toronto tremendous exposure around the globe. Not only will the world be watching Toronto, they will be visiting the region to take in the experience – and that benefits everyone from hotels and attractions to restaurants and retailers – providing an influx of visitors and visitor spending to the region.

When the FIFA World Cup comes to Toronto, they will be welcomed by all of those who call Toronto home and from the 329,000 people that work in the tourism & hospitality sector.

The 2026 FIFA World Cup will make its mark on our region with a legacy that will benefit our community for years to come. The GTHA and Tourism Toronto are in full support of the 2026 United Bid and we look forward to working together to make this opportunity a reality.

Sincerely,



Terry Mundell
President & CEO
Greater Toronto Hotel Association



Johanne Bélanger
President & CEO
Tourism Toronto