



February 21, 2023

The Honourable Danielle Smith, MLA
Office of the Premier
307 Legislature Building
10800 – 97th Avenue
Edmonton, Alberta T5K 2B7

RE: Calgary Airport – Banff Rail (CABR) Project

Dear Premier Smith:

It is my pleasure to provide this letter of support for the proposed Calgary Airport – Banff Rail (CABR) project. As stated in the Op-Ed appearing in the *Calgary Herald* on February 11, the project would have a transformative effect on Calgary, as well as on the Rivers District and Stampede Park.

The founders of the Calgary Stampede knew the importance of the Rocky Mountains to the national and international success of the region. Posters dating back to 1923 consistently promote a visit to the Calgary Stampede that includes Banff and the Canadian Rockies. With numerous international and out of province visitors known to tie a trip to Banff in with their Stampede experience, the value proposition would be greatly enhanced by the convenience of rail service.

With mounting pressures on time, consumer choices and behaviours are increasingly influenced by convenience. As Southern Alberta competes in the international market with the expanded BMO Convention Centre, convenience will be critical to our positioning as a convention and tourism destination. The CABR would provide an opportunity for visitors to arrive at the expanded Calgary International Airport, proceed easily and directly to Stampede Park and surrounding future hotels, and then go on to enjoy the Rocky Mountains. This would serve as a tremendous value-add for convention organizers who are considering the BMO Convention Centre as a recurring destination for their events.

We at the Calgary Stampede support the CABR project and believe that it would serve to further showcase Alberta to the world.

Sincerely,

Joel Cowley
Chief Executive Officer

Cc: Hon. Devin Dreesen, Minister of Transportation and Economic Corridors
Bruce Graham – Executive Director, Friends of Calgary Airport – Banff Rail
Adam Waterous – Chairman, Liricon Capital Ltd.

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