

Porter Airlines welcomes Carlo Rinaldi as Director, Quebec Market Development



Carlo Rinaldi, Director, Quebec Market Development, Porter Airlines

[Porter Airlines](#) has appointed Carlo Rinaldi as Director, Quebec Market Development, to lead the company's commercial presence in the province.

Based in Montreal, Rinaldi will drive Porter's market development strategy, with a focus on growing corporate travel, expanding agency partnerships, and deepening engagement across the travel trade and corporate sectors.

Rinaldi brings over 20 years of experience in enterprise sales, business development and travel industry partnerships, including 10 years at Porter earlier in his career.

"Quebec is a unique and highly relationship-driven market, and I'm excited to be rejoining Porter at a time of meaningful growth and when Porter is challenging so many aspects of air travel," said Rinaldi. "There is a strong opportunity to build on Porter's well-loved passenger experience and further expand our relevance with corporate clients, travel advisors and partners across the province. I'm looking forward to reconnecting with the market and helping drive the next phase of Porter's growth in Quebec."

Montreal has been a central part of Porter's strategy since it began flying to Montreal-Trudeau International Airport ([YUL](#)) when the airline was founded in 2006. With the opening of Montreal Metropolitan Airport ([MET](#)) on June 15, Porter will expand its capacity by 91% during peak summer

travel in the region.

Service from MET begins with 12 routes being introduced across Canada. Flights are available for booking at www.flyporter.com.