

Porter Airlines' scores strategic partnership touchdown

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The Porter Hangar at Hamilton Stadium brings the airline's signature comfort and style to fans, creating a premium game-day hospitality experience

[Porter Airlines](#) is taking its commitment to Canada's Southern Ontario region sky-high with a long-term partnership with the Hamilton Tiger-Cats. Announced alongside the carrier's expanding service from Hamilton International Airport (YHM), the collaboration blends the excitement of Canadian football with the airline's signature premium experience, bringing the brand closer to the community on the ground while growing its presence in the air.

"This partnership is a reflection of our long-term commitment to the Hamilton region," says Edmond Eldebs, Senior Vice President and Chief Commercial Officer at Porter.



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Eldebs tells *PAX Tech* that aligning with a beloved institution like the Tiger-Cats allows the carrier to strengthen local connections and showcase its presence in the community as it expands service from YHM.

He says, "It is more than a sponsorship—it is a shared vision for celebrating regional pride, enhancing the fan and passenger experience, and deepening our brand roots through meaningful engagement."

Reinforcing premium hospitality

One of the most visible elements of the partnership will be the Porter Hangar (opening for the 2026 season) at Hamilton Stadium.

"Our goal is to bring Porter's elevated service style beyond the aircraft cabin," says Eldebs. "The Porter Hangar at Hamilton Stadium is a prime example, it is a premium hospitality space that blends the excitement of game day with the generosity, comfort and charm passengers know from our flights. We are bringing this to a live sports experience by creating unique spaces where fans feel special from the moment they arrive."

Beyond the stadium, the collaboration extends through exclusive digital content and co-branded storytelling, reflecting the airline's emphasis on authentic and transparent service.

"Co-branded storytelling is a powerful way to create emotional connections," Eldebs explains. "A behind-the-scenes digital series gives fans a deeper look into the Tiger-Cats' journey, mirroring the transparency and care we bring to our service. It is a fresh approach to marketing that prioritizes authentic content. By aligning with a team that shares our community-first mindset, we are strengthening loyalty and driving engagement among fans and flyers."

Local connections



Porter Airlines and the Hamilton Tiger-Cats are teaming up to bring elevated experiences from the skies to the stadium

Operationally, Porter has optimized its schedule from Hamilton to make game-related travel easy. It has tailored its Hamilton schedule to offer convenient, direct access to major Canadian cities such as Calgary, Edmonton and Vancouver—allowing fans to follow the team across the country. The recent redevelopment of the airport terminal has also opened opportunities for Porter branding throughout the facility, connecting with travelers from the moment they arrive. Porter's investment in Hamilton fits into its broader Southern Ontario growth strategy.

"Porter is the only airline offering comprehensive schedules at all three major airports in the Golden Horseshoe—Toronto Pearson, Billy Bishop and Hamilton International," Eldebs says. "This uniquely positions us to serve a wide range of travelers with varying needs across the region. Hamilton complements our strategy by providing convenient access for people in that community, as well as the western Greater Toronto Area, Niagara and other surrounding regions."

The advantages of Hamilton International Airport extend beyond geography. Eldebs points to several operational benefits: fast turnaround times, less congestion and a more relaxed passenger experience from curb to gate.

"These efficiencies enable us to deliver a reliable, streamlined operation that supports our growth without compromising service quality," he says, adding that, "For both leisure and business travelers, Hamilton is a convenient option that aligns perfectly with Porter's commitment to making air travel easier and more enjoyable. The introduction of passenger jet bridges this fall is another improvement that will create additional benefits."

With a strong local presence, a growing flight network and innovative fan engagement initiatives, Porter's collaboration with the Hamilton Tiger-Cats leverages community partnerships to enhance brand loyalty while supporting operational growth. Whether in the stands or in the skies, Porter is creating experiences that keep fans—and passengers—coming back for more.

Get to know the Hamilton Tiger-Cats

The Hamilton Tiger-Cats, also called the "Ticats," are a Canadian Football League (CFL) team based in Hamilton, Ontario, Canada. The club traces its roots back to 1869, accumulating 15 Grey Cup titles, making it one of the most successful and storied football teams in the country. A pillar of the local sports scene and owned by Hamilton Sports Group, the Tiger-Cats are known for their longstanding tradition of excellence, both on the field and in the community through local initiatives.

The Ticats are also known for their passionate fan base and distinctive black-and-gold team colors. The Ticats play home games at Hamilton Stadium, where games days are a lively celebration of sport and community pride.