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“A big thanks to WestJet and Economic Development Winnipeg for making this happen for Winnipeg. The announcement of a YWG-ATL direct flight will have a profound impact on our ability to bring customers to Price Research Center North from around North America and beyond. Known as the world's busiest airport in terms of passenger traffic, we see this announcement as making travel to Winnipeg materially easier for specifying engineers, contractors, architects and owners.

— Gerry Price, chairman and CEO, Price Industries Limited

“NFI Group is thrilled to learn of the launch of direct Winnipeg to Atlanta WestJet flights. While we are located in the centre of North America, getting to and from our customers, suppliers, and NFI locations at times can be a challenge. This is major win for our company as we do considerable business in the southeast U.S. and having direct access to such a significant hub like Atlanta can't be understated.”

— Paul Soubry, president and CEO, NFI Group

“The introduction of WestJet's new direct flight service between Winnipeg and Atlanta is a game changer for Manitoba's biomedical and research industry. With improved connectivity and faster access to the bustling life sciences hub of Atlanta, the Manitoba bioscience community now has greater opportunities to collaborate with their counterparts in the United States. This new development is expected to result in increased knowledge sharing, fostering growth and opening Manitoba to the world, showcasing our strong and thriving bioscience industry. Traditionally known as the Gateway to the West, Manitoba is quickly becoming the Gateway to the World.”

— Kim Kline, president, Bioscience Association Manitoba

“This direct access into the busiest airport in the United States and the connectivity it brings for Manitoba business will provide a huge economic benefit to the business community. This is a great investment by the Manitoba government in support of Manitoba businesses. Businesses and personal travellers will now have access to a major hub of travel to the southern U.S. as well as international destinations. Ease of travel access by air is key to flow deals for existing businesses and attracts investment and incentive for new businesses to locate and grow here.”

— Bram Strain, president and CEO, Business Council of Manitoba

“The inauguration of this direct route presents a tremendous opportunity for Medicure. As a Winnipeg-based organization that is deeply committed to serving the American population, having expedited access to Atlanta and surrounding states is a major advantage. The new service will alleviate the need for time-consuming transfers, days spent flying and ultimately enhance the efficiency of Medicure's logistical operations. Through this direct route, Medicure can now ensure a quicker turnaround for our health-care partners across the U.S. Overall, we're delighted with this development and look forward to the positive impact it will have on our operations and the patients we serve.”

— Albert Friesen, CEO and board chairman, Medicure

“Connectivity is integral to our city's capacity for economic development and this YWG-ATL route is another significant step forward. Economic Development Winnipeg champions strategic initiatives that support Winnipeg's growth and help our businesses succeed, and we are thankful to our valued partners for sharing our vision. Direct flights to Atlanta will enable important business connections, particularly in agribusiness, advanced manufacturing and creative industries, three of our key industries. I am confident that this flight will usher in economic and cultural opportunities, and as we build stronger connections with our friends in the southern United States, we are excited about the possibilities. We look forward to making the most of this development and to welcoming visitors to our vibrant and dynamic city.”

— Dayna Spiring, president and CEO, Economic Development Winnipeg