

## **Teresa Ryder Promoted to Director of Partnerships for the Indigenous Tourism Association of Canada (ITAC)**

*ITAC announcing exciting changes in leadership roles this week*

**COAST SALISH TERRITORY – May 3, 2022** – The Indigenous Tourism Association of Canada (ITAC) is in the middle of rolling out several exciting changes coming to ITAC’s leadership team this week. The changes will help ITAC, and the Indigenous tourism industry continue to grow and build back better in the recovery from COVID-19.

The second leadership change ITAC is pleased to announce this week is **Teresa Ryder to Director of Partnerships**. In this role, Ryder will be responsible for supporting relationships and partnerships as well as developing and implementing programs across Canada to establish and grow regional Indigenous tourism associations. Ryder will also be responsible for overseeing corporate communications, internal market research, international projects and membership.

“This promotion is a natural progression for Teresa who has proven herself time and time again, that she is a natural leader and key member of our leadership team,” said Keith Henry, President and CEO of ITAC. “Teresa has led the development of significant partnerships and implemented innovative programs that benefit the Indigenous tourism industry like Rise and the Stimulus Grant Funding. We’re so proud of her accomplishment so far and cannot wait to see where she takes us next.”

Ryder has progressed into different leadership roles with ITAC, starting as a Project Manager and most recently held the position of Director of Business Development. In her currently role, Ryder implemented several initiatives including Rise and the Stimulus Grant Funding. She has been a key member of the leadership team. Teresa’s background includes a Bachelor of Arts degree in Criminology, years of experience in the hospitality industry, work with the Indigenous Tourism Association of BC.

ITAC will roll out additional promotions later this week as we look forward to the continued growth of ITAC and the Indigenous tourism industry as interest and revenue continues to grow rapidly. ITAC’s mandate is to leverage tourism to help support the revitalization and broader understanding of Indigenous culture in a way that contributes positively to Indigenous communities. With this new leadership structure, ITAC is set up very well to recover and continue to build back better following the pandemic.

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### **About the Indigenous Tourism Association of Canada**

The Indigenous Tourism Association of Canada (ITAC) is a national non-profit Indigenous tourism industry organization established in 2015. ITAC is the lead organization tasked with growing and promoting the Indigenous tourism industry across the country. Inspired by a vision for a thriving Indigenous tourism economy sharing authentic, memorable and enriching experiences, ITAC develops relationships with groups and regions with similar mandates to enable collective support, product development, promotion

and marketing of authentic Indigenous tourism businesses in a respectful protocol. Connect with ITAC on [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#).