

Honourable Rechie Valdez,

I am writing this letter in support of ITAC as they have been instrumental in the growth and prosperity of our business located in Robinson's, Newfoundland. Our business is a medium sized Adventure Tourism operation attracting non resident clientele both domestically and internationally. My name is Ruth and with my partner Paul we have been pioneering the ATV Tourism Industry for the past 20 years. Our vision 20 years ago of developing a unique ATV Touring Product was not supported by Government as it was a New product and they could not see the possible benefits of this product. But hard work, commitment, resilience and many sleepless nights and long days we succeeded and now ATV Tourism is one of the top 3 sought after Tourism products on the west coast of the island.

During the early years of our dream, ITAC believed in us and supported us financially and these funds enhanced & improved our products, which in turn, created more employment opportunities for community members and allowed partnerships with other businesses, ensuring sustainable and building strong, healthy communities. ITAC's support to 100's of businesses has been the backbone to their growth and prosperity. The financial support, mentoring practices, skills development and the advertising capabilities of ITAC have ensured business success. The Tourism Industry in Canada has been strengthened by ITAC as their agenda is inclusive and their work ethic fair and respectful to all its members. ITAC created a comradery among its members, a pride where we felt unified and strong, creating healthy & safe Communities. Businesses supporting each other, strong partnerships, collaboration and a common goal to Grow Indigenous Tourism for all the World to experience. If we are to keep this momentum we need ITAC to lead us as they are genuinely the force behind so many of our successes. Indigenous Tourism is about sharing our story, staying authentic and creating an experience to our guests that resonates with them long after they leave us.

I fear if we do not have ITAC to lead us, Indigenous Tourism will deflate and we will experience division and failure quickly and communities and people will suffer.

Respectfully, Paul & Ruth Gale