



ADVENTURE TRAVEL TRADE ASSOCIATION®

May 28, 2026

To: The Honourable Rechie Valdez
Secretary of State (Small Business and Tourism)
House of Commons
Ottawa, Ontario K1A 0A6

Dear Secretary of State Valdez,

On behalf of the Adventure Travel Trade Association (ATTA), I am writing to advocate for the Indigenous Tourism Association of Canada (ITAC) and to urgently champion the restoration of meaningful federal investment in this foundational partner of our global travel community. We have worked with ITAC through our Beyond Borders Tourism Coalition and many other initiatives over the past 15+ years.

As a network dedicated to the transformative power of travel, ATTA and our members recognize that the most profound journeys are rooted in authentic, sustainable, and culturally immersive experiences. Indigenous tourism in Canada represents the core of adventure, offering travelers a true path to cultural exchange, economic empowerment, and reconciliation through the shared discovery of heritage and land.

ITAC has been a lead explorer in strengthening Indigenous tourism, carving out pathways for operators to build resilient businesses and reach the global stage. Their work ensures that Indigenous voices guide the narrative of the Canadian indigenous travel community, preserving cultural heritage while competing in a high-impact, competitive global economy.

We are deeply concerned and saddened to learn that ITAC was forced to lay off its team due to the elimination of federal funding for fiscal year 2026. Excluding ITAC from the federal tourism strategy as a priority partner risks stalling years of momentum and undermining the vital partnerships that fuel the Indigenous tourism sector. As a global leader in adventure travel for the last 30 years, ATTA understands that sustained investment in organizations that foster deep cultural connections and support local communities is essential.

Thank you for considering this important issue and for your continued support of the tourism industry and Indigenous communities across Canada. If you or your team have questions or would like to chat, my contact information is: shannon@adventuretravel.biz 1-719-221-9970

Sincerely,

Shannon Stowell- CEO, Adventure Travel Trade Association www.adventuretravel.biz