

Dear Right Honourable Prime Minister and Ministers of the Government of Canada,

The RT. Hon. Mark Carney,
Hon. Melanie Joly,
Hon. Rechie Valdez,
Hon. François-Philippe Champagne,
Hon. Mandy Gull-Masty,
Ho. Marc Miller.

On behalf of the Canadian Association of Tour Operators (CATO), I am writing to express our strong support for the Indigenous Tourism Association of Canada (ITAC) and to underscore the importance of sustained and stable funding for the organization and its initiatives.

Over the years, ITAC has played a critical role in advancing Indigenous tourism across Canada, fostering meaningful economic opportunities for Indigenous communities while enriching the Canadian tourism experience through authentic cultural engagement and reconciliation in action.

Many of our CATO member tour operators have worked closely with ITAC for several years to help develop and promote tourism experiences and tour packages in partnership with Indigenous communities across the country and abroad. These collaborations have not only created unique and high-quality travel products for domestic and international visitors but have also contributed directly to local employment, entrepreneurship, cultural preservation, and regional economic development.

The progress achieved in Indigenous tourism over the past decade has required significant trust-building, partnership development, training, product development, and international market positioning. Interruptions or uncertainty in funding risk undermine these important gains at a time when Indigenous tourism continues to demonstrate strong growth potential and growing demand from travellers seeking authentic and responsible travel experiences.

As Canada positions itself as a world leader in sustainable and inclusive tourism, ITAC is a key national partner in achieving these goals. Continued federal support for ITAC is therefore not only an investment in tourism, but also in economic reconciliation, cultural preservation, and community development.

We respectfully ask your office and the Government of Canada to work toward a sustainable solution that will allow ITAC to continue its important mandate and maintain momentum for Indigenous tourism development across the country.

Thank you for your attention to this important matter. We'd welcome the opportunity to discuss further the positive impact ITAC has had on the Canadian tour operating sector and on tourism partnerships with Indigenous communities.

Sincerely,

Jean Hébert, Executive Director

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