



May 25, 2026

The Honourable Rechie Valdez
House of Commons
Ottawa, ON K1A 0A6

RE: ITAC Funding & Future

To Minister Valdez,

On behalf of Cariboo Chilcotin Coast Tourism, I am writing to express our concern regarding the current crisis facing the Indigenous Tourism Association of Canada (ITAC) and rural Indigenous communities.

The loss of federal operational support for ITAC is a serious blow not only to Indigenous tourism, but to small businesses and rural economies across Canada that rely on a healthy and growing visitor economy. Tourism continues to be one of the country's strongest economic drivers, supporting employment, entrepreneurship, export revenue, community development, and regional economic diversification in every province and territory. Indigenous tourism has grown to become an essential part of that success story.

At a time when the federal government could be relying on tourism growth to support broader economic objectives, the complete withdrawal of operational funding from ITAC sends the wrong message to operators, investors, communities, and tourism partners nationwide.

Organizations like ITAC provide critical leadership, coordination, training, and market development that individual small businesses cannot carry on their own. The impacts of losing that infrastructure will be felt most heavily by entrepreneurs and communities already working within challenging economic conditions.

In the Cariboo Chilcotin Coast region, we have seen firsthand how Indigenous tourism strengthens local economies, supports cultural revitalization, and creates meaningful visitor experiences that benefit entire communities, the region and the nation.

We respectfully urge the Government of Canada to restore meaningful support for ITAC and recognize Indigenous tourism as an ongoing and vital component of Canada's economic future.

Sincerely,

A handwritten signature in black ink, appearing to read "Amy Thacker".

Amy Thacker
Chief Executive Officer