

Hello Honourable Rechie Valdez,

My name is Wyatt Gilmore, founder and CEO of Laguna Creek, a 100% Native-owned software as a service (SaaS) company dedicated to boosting the Indigenous tourism economy. While based in the United States, we work with multiple Canadian tour operators as clients, and we understand firsthand how difficult it is for Indigenous tour owners to find the time and resources to advertise and reach new customers.

The Indigenous Tourism Association of Canada has been indispensable in that regard through helping Indigenous tourism businesses not only survive during difficult economic times, but grow. ITAC has also served as a critical source of education on the cultures, traditions, and heritage of First Nations. Above all, it has been the only organization fully dedicated to promoting Indigenous tourism across every province and territory in Canada — which I believe represents the greatest opportunity for economic prosperity among Indigenous peoples across the Americas.

I know this firsthand. I never would have traveled to Canada had it not been for ITAC's invitation to attend their annual conference. I went with a business partner in 2024, and because we enjoyed it so much, I sponsored the event and brought a group of staff with me this year.

Losing ITAC would be devastating to Indigenous tours and hotels across Canada — especially now, as international tourism has slowed considerably. They are a strong foundation for generating new business in tourism both domestically and internationally, and there is no comparable organization positioned to fill that role.

I respectfully ask for your support in restoring funding for this essential organization.

Thank you sincerely for your time and consideration.



Wyatt Gilmore

CEO

Laguna Creek