

Dear Minister Valdez,

My name is Sarah, Director of Product at Excursionist, a luxury Destination Management Company. We curate custom, multi-destination itineraries for ultra-high-net-worth clients traveling to Canada and the USA.

Aside from Canada's stunning natural beauty and vibrant cultural offering, what attracts our travelers most to Canada is its heritage and sense of self. These are visitors who have traveled extensively and experience their bucket lists many times over; what impacts them the most are consistently the human connections that they form during their travels.

ITAC and its members have been the integral link between our travelers and the communities that call Canada home. The work they do is integral to elevating the voices of communities who have long been marginalized and forgotten. By empowering these operators to share their perspectives, ITAC is not only educating travelers on the mere existence of these populations. They are reaffirming time and time again that indigenous history is Canadian history, indigenous culture is Canadian culture, and the Canadian story cannot be told without its indigenous communities.

We are disheartened to learn of the budget cuts to ITAC and respectfully ask that its budget be reinstated so that ITAC can continue its mission successfully.

With respect,

Sarah Paster

Director of Product and Client Experience

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