

May 18, 2021

Hon. Chrystia Freeland  
Deputy Prime Minister & Minister of Finance  
House of Commons  
Ottawa, Ontario K1A 0A6

Hon. Mélanie Joly  
Minister of Economic Development & Official Languages  
House of Commons  
Ottawa, Ontario K1A 0A6

Hon. Marc Miller  
Minister of Indigenous Services  
House of Commons  
Ottawa, Ontario K1A 0A6

Hon. Francois-Philippe Champagne  
Minister of Innovation, Science & Industry  
House of Commons  
Ottawa, Ontario K1A 0A6



**Re: Federal government funding for Indigenous Tourism Association of Canada**

Dear Minister Freeland and Minister Joly:

On behalf of the Tourism Industry Association of British Columbia (TIABC), I am writing to urgently request the federal government to increase the funding provided to the Indigenous Tourism Association of Canada (ITAC) as part of Budget 2021.

As you are aware, ITAC has been central to the success of one of the fastest growing segments of Canada's visitor economy - namely Indigenous tourism - since the organization was first formed in 2015. Not only has ITAC built a robust and solid foundation for product development and marketing of Indigenous tourism experiences across the country, but it has also developed essential relationships and partnerships worldwide that have earned Canada a strong competitive advantage and reputation in the international marketplace, particularly with clients and visitors choosing to experience authentic Indigenous culture.

A vibrant, creative and stable ITAC is critical to the recovery and growth of Canada's Indigenous tourism sector, especially during and after the pandemic given so many Indigenous operators and employees remain sidelined and desperately require government support to return to work.

To allow Indigenous tourism to rebuild from the devastating impact of COVID-19, it is imperative that ITAC be provided with adequate resources to support Indigenous operators, as well as to be able to execute on the many program commitments and partnerships the organization has developed as part of its vision and strategy.

Ministers, I urge you to reconsider your initial allocation to the Indigenous Tourism Association of Canada, and instead provide the support necessary to ensure the Indigenous sector can thrive once again post-pandemic. Thank you for consideration and attention to this matter.

For your information, TIABC represents the interests of some 19,300+ tourism businesses that traditionally employ more than 320,000 employees around the province. Our role is to work with government at all levels to address issues and pursue opportunities on behalf of businesses, destination marketing organizations and sector associations.

If you have any questions or wish to discuss TIABC's support for the Indigenous Tourism Association of Canada in further detail, please feel free to contact me at your convenience.

Best Regards,



Walt Judas  
CEO, TIABC  
778-953-0620

CC: Patrick Weiler, MLA & Pacific Caucus Chair, Liberal Party of Canada  
Terry Duguid, Parliamentary Secretary to the Minister of Economic Development & Official Languages  
Brenda Holder, Chair, Indigenous Tourism Association of Canada  
Brenda Baptiste, Chair, Indigenous Tourism BC