



News Release

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For Immediate Release

Edmonton Opens for Business as First Canadian Destination to Achieve the Destination GBAC STAR™ Accreditation

Edmonton, AB – Explore Edmonton in collaboration with the Edmonton International Airport, Edmonton Destination Marketing Hotels (EDMH), Oilers Entertainment Group, TRAXX Coachlines, Edmonton Convention Centre and Edmonton EXPO Centre, has announced that Edmonton has successfully secured the [Destination Global Biorisk Advisory Council® \(GBAC\) STAR™ Accreditation](#). **Edmonton is now the first and only Canadian destination, and one of only four destinations throughout North America, to have obtained the Destination GBAC STAR™ Accreditation.**

In support of the Destination GBAC STAR™ Accreditation, Explore Edmonton has launched a promotional campaign and platform [Visit Safely in Edmonton: From Touchdown to Takeoff](#) to encourage business travel, meetings, conventions and major events to return to Edmonton following COVID-19 related cancellations and postponements. The campaign showcases the health & safety and outbreak prevention measures will be in place at participating properties across the city. In addition, Explore Edmonton and EDMH are offering substantial incentives for event planners who are considering Edmonton as their host destination.

“For over a year, Edmonton’s tourism and hospitality industry has experienced widespread travel restrictions, event postponements and cancellations,” said Maggie Davison, Interim CEO, Explore Edmonton. “As we reopen, our industry must show solidarity and collaboration in our commitment to providing a safe experience for business travelers and events returning to Edmonton. Our Destination GBAC STAR™ Accreditation proves that we are prepared to responsibly open for business—reigniting our industry and positioning Edmonton among the safest business event and travel destinations in North America.”

The Destination GBAC STAR™ Accreditation program is the cleaning industry’s only outbreak prevention, response and recovery accreditation for facilities and destinations. This means the cleaning, sanitization, outbreak prevention and recovery programs at participating Edmonton hotels, venues and transportation agencies are accredited and validated by the gold standard program that prepares them with the right systems to protect against and respond to biorisk situations, including COVID-19. To



obtain GBAC STAR™ Accreditation, facilities must demonstrate compliance with 20 specific elements including maintaining strict cleaning protocols, disinfection techniques, infectious disease prevention planning, staff training and more.

“The pursuit of GBAC STAR™ Facility Accreditation by various venues in Edmonton is a testament to the city’s commitment to a heightened level and ongoing priority of cleanliness that citizens, visitors, and staff now expect,” said GBAC Executive Director Patricia Olinger. *“Through the GBAC STAR accreditation, they are showing their dedication to the next step in infection prevention post-pandemic: cleaning for health.”*

Participating hotels, venues and transportation partners include:

- [Edmonton International Airport](#)
- [TRAXX Coachlines](#)
- [EDMH](#) hotels (27 participating properties across Edmonton)
- [Rogers Place](#)
- [Edmonton Convention Centre](#)
- [Edmonton EXPO Centre](#)

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ABOUT EXPLORE EDMONTON

We are the visitor economy and venue management organization for Edmonton. Together, we tell our city’s story, elevate the Edmonton experience and generate inbound visitation. We want visitors to have more than enough reasons to visit, explore and stay longer in Edmonton. In working closely with our partners & stakeholders, our efforts positively impact the economic diversity and quality of life for Edmonton residents, while remaining competitive in a global marketplace. In collaboration with our hotels, attractions and businesses, we strive to make Edmonton a four-season destination of choice, delivering year-round transformational visitor and guest experiences. For more information, visit exploreedmonton.com.

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