

EXPLORE EDMONTON SIGNS MEMORANDUM OF UNDERSTANDING WITH INDIGENOUS TOURISM ALBERTA

Formal agreement highlights the inclusion of Indigenous tourism in all facets of destination marketing and development

Explore Edmonton and [Indigenous Tourism Alberta \(ITA\)](#) have agreed to formalize their partnership through a signed memorandum of understanding (MOU).

This represents a concrete example of collaboration between a Canadian Indigenous Tourism organization and a major city's visitor economy organization. The primary goal is to support the development and marketing of the Edmonton region's Indigenous tourism businesses that provide authentic Indigenous cultural experiences, contributing to the growth of Indigenous tourism in Alberta's capital region.

"This is a historic agreement and one that we are very excited about," said Shae Bird, Chief Executive Officer of Indigenous Tourism Alberta. "What's most important about this agreement is the positive effect it will have on Indigenous tourism businesses in Treaty 6 Territory and Metis Nation of Alberta's Region 4 and 2, and we hope it will be an inspiration for other provinces and cities across Canada."

"This is an exciting milestone for Explore Edmonton," said Maggie Davison, Interim CEO of Explore Edmonton. "We are proud to work closely with Indigenous tourism business operators to be able to learn and share their history and culture with both locals and visitors. We are committed to promoting Indigenous tourism experiences rooted in the Edmonton region and look forward to many years of partnership with Indigenous Tourism Alberta."

This MOU will see Explore Edmonton work in partnership with ITA to enhance existing experiences and develop new products that create year-round authentic Indigenous experiences for visitors and locals in the Edmonton region. It will help build awareness and positive recognition for Indigenous tourism and allow both organizations to act as public stewards to create and inspire change for the betterment of the Indigenous community. Explore Edmonton and ITA will continue to lead the way by improving economic and social prosperity through Indigenous tourism.

EXPLORE EDMONTON

“This memorandum of understanding with Explore Edmonton is a fantastic opportunity to continue to grow the Indigenous tourism industry here in Alberta,” said Brenda Holder Chair of the Indigenous Tourism Alberta Board of Directors. “Our goal at ITA is to help Indigenous tourism and our industry as a whole, remain competitive and help contribute to the diversification of our provincial economy.”

