



Edmonton to Host 2026 International Indigenous Tourism Conference (IITC)

Edmonton, AB – February 27, 2025 — We are thrilled to announce that Edmonton has been selected as the host city for the 2026 International Indigenous Tourism Conference (IITC), the world’s largest Indigenous tourism conference dedicated to promoting and celebrating the richness of Indigenous tourism.

The decision to bring 2026 IITC to Edmonton reinforces our reputation as a city that champions cultural tourism, fosters meaningful partnerships, and welcomes the world with open arms. It is a testament to the strength and impact of Indigenous tourism in Alberta and a significant achievement for our city, the region, and local Indigenous tourism operators.

The strength of Indigenous tourism in our region was further recognized at ITAC’s 2025 Indigenous Tourism Awards, where Lilyrose Meyers of Métis Crossing received the Outstanding Staff Person Award for her dedication to sharing Métis culture, and Talking Rock Tours was honoured with the Original Original Industry Leadership Award for excellence in delivering authentic Indigenous tourism experiences.

Indigenous tourism is one of the fastest-growing sectors in Canada, creating jobs, supporting entrepreneurs, and advancing economic reconciliation. Hosting 2026 IITC will bring economic benefits to the Edmonton region, support Indigenous tourism operators, and open new opportunities for growth. This achievement is thanks to the leadership, knowledge, and support of the local Indigenous community, whose deep connection to this land and commitment to cultural preservation continue to shape the industry. Their involvement will be key in welcoming 2026 IITC delegates and creating a meaningful experience for all.

2026 IITC being held in our city will help build on the momentum of Edmonton’s [Walking Forward Together Indigenous Tourism Strategy](#), which has already helped develop five new Indigenous tourism experiences in its first year! Guided by an Indigenous advisory circle, this strategy ensures that Indigenous tourism is developed in a way that is not only impactful but also culturally respectful and community-driven.

“Explore Edmonton is honoured to welcome the International Indigenous Tourism Conference to our city in 2026. This is a reflection of the strength of Indigenous tourism operators in the Edmonton region and the power of collaboration with partners like Indigenous Tourism Alberta and Travel Alberta,” said Melissa Radu, Executive Director, Destination Stewardship at Explore Edmonton. “Together, we celebrate Indigenous tourism and support meaningful opportunities to share stories, cultures, and experiences with visitors from around the world. We can’t wait to showcase Edmonton as a vibrant destination and invite delegates to experience the incredible Indigenous tourism offerings that make our region unique.”

