

# EXPLORE EDMONTON

## Edmonton Selected as a Top City in Lonely Planet's *Best in Travel 2025*

*The city looks forward to welcoming more travelers in the year ahead*



**Edmonton, AB (October 23, 2024)** – Today, Edmonton was selected as a Top City in Lonely Planet's prestigious *Best in Travel*. This accolade celebrates the publication's expert predictions for where to go in the year ahead, and spotlights Edmonton as a premier travel destination, showcasing its diverse communities, rich history, and vibrant spirit and culture.

*Best in Travel 2025* is Lonely Planet's 15<sup>th</sup> publication of its annual collection and features 30 must-visit destinations from all around the globe. Each year, *Lonely Planet's Best in Travel* starts with nominations from Lonely Planet's vast community of staff, contributors from around the world, publishing partners, and more.

"We are incredibly excited to see Edmonton recognized as a Top City in Lonely Planet's 2025 Best in Travel," said Paul Hawes, Vice President, Destination Development & Marketing at Explore Edmonton. "This acknowledgment shines a spotlight on our vibrant city and the diverse experiences it offers. Being included in such a prestigious list is not only a point of pride but also a testament to the hard work and collaboration between our tourism partners, Indigenous communities, and local entrepreneurs. This recognition will have a significant positive impact on our visitor economy, encouraging travelers from around the world to Explore Edmonton's unique blend of urban attractions, cultural experiences and natural beauty. We look forward to welcoming more visitors and continuing to showcase what makes our city so special."

Lonely Planet highlights Edmonton's recent efforts to revitalize its downtown with sleek skyscrapers and state-of-the-art sports and entertainment facilities. In an era of truth and reconciliation, the accolade shines a light on how the city has responded to a surge of interest in Indigenous culture with engrossing immersive experiences at places like Fort Edmonton and out-of-town Métis Crossing.

"While mindful of our responsibilities and impact as travelers, we're proud of the destinations, journeys, and experiences featured here, and are excited to share the local expertise and insight at the heart of these recommendations," said Nitya Chambers, Lonely Planet's SVP, Content and Executive Editor. "Wherever you are in the world, we're confident *Best in Travel* brings fresh inspiration for the year ahead."

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Edmonton continues to grow as a tourist destination and the city is anticipating an increase in tourism in the year ahead.

For more information about Edmonton and the city's attractions and upcoming events, please visit [www.exploreedmonton.com](http://www.exploreedmonton.com).

## **About Explore Edmonton**

Explore Edmonton Corporation (EEC) is the Destination Management and Marketing Organization (DMMO) for Edmonton. EEC tells our city's story, elevates the Edmonton experience, and generates inbound visitation. EEC manages the Edmonton Convention Centre and the Edmonton EXPO Centre. While EEC's mandate is focused on attracting visitors from beyond our city's limits, what we do and how we do it also enhances and amplifies the quality of life for Edmontonians.

Edmonton is a craft beer, vintage store, secret-underground-bar kind of city that's known for iconic attractions and cultural experiences. Immerse yourself in authentic Indigenous experiences that tell the story of the land, its people, and cultures. Edmonton (Amiskwacîwâskahikan) is the traditional meeting ground for many Indigenous communities, including the Cree, Blackfoot, Métis, Nakota Sioux, Dene, Saulteaux, Anishinaabe, Inuit and many others. Experience what 18 hours of sunlight a day feels like in the summer, or how the first snowfall transforms the river valley in winter. There's a uniqueness to how Edmontonians do things, and we welcome you to be a part of it. For more information about Edmonton, please visit [www.exploreedmonton.com](http://www.exploreedmonton.com).

## **About Lonely Planet**

We believe that travel is for everyone. It helps us learn about ourselves and the world around us. Our goal is to help more people from more backgrounds experience the joy of exploration. Because we believe this builds a kinder, more inclusive, more open-minded world. Like you, travel is in our DNA. At Lonely Planet, we believe travel opens the door to the greatest, most unforgettable experiences life can offer. And we have learned that the best travel is about putting yourself out there, about leaving behind the everyday, about immersing yourself, rather than just seeing the sights. As travelers, you're on a journey, and at Lonely Planet, we're on one, too. Over the last two years, travel has transformed. We're thinking deeply not just about how we travel but why we travel and how to best serve travelers on their journey—and we approach our 50<sup>th</sup> year with a passion and commitment to helping others do it, too.