

Explore Edmonton Corporation receives Rainbow Registered accreditation

Explore Edmonton has been accredited as a Rainbow Registered organization.

This is a national accreditation for 2SLGBTQI+ friendly businesses and organizations. Accreditation is awarded following a rigorous assessment to meet standards around policies and practices, training, leadership and commitment, as well as inclusion. The work is done in partnership with Canada's 2SLGBTQI+ Chamber of Commerce.

Edmonton is the second destination management organization in Alberta, behind just Jasper, to be accredited.

"We are proud to be Rainbow Registered," said Kaleena Mootoo, people business partner with Explore Edmonton and co-chair of the staff-led EDI council. "To be clear, this isn't something we wanted to just achieve and announce. We will continue our efforts to ensure that our workplace as well as our venues, the Edmonton Convention Centre and Edmonton EXPO Centre, are safe spaces for all members of the 2SLGBTQI+ community."

Among numerous efforts, Explore Edmonton has provided 2SLGBTQI+ specific diversity training to staff, our venues include gender neutral washrooms and Explore Edmonton has declared EDI as a key performance measure in business planning.

Explore Edmonton is also proud to promote safe and inclusive spaces in Edmonton and recently released a documentary short called ['Say More,' which helps tell the story of 2SLGBTQI+ community leaders, business owners and storytellers in Alberta's capital city.](#)

"Everyone knows what it's like to save your money to go to that destination or finally attend that big event," said Melissa Radu, executive director of destination stewardship for Explore Edmonton.

"Everybody also deserves to have those experiences in a way that is enjoyable, feels safe and is welcoming. We're really trying to position Edmonton as a destination that is welcoming and accepting of all people regardless of gender, relationships or preferences."

Explore Edmonton, in partnership with Tourism Jasper, is now working to facilitate tourism partners becoming part of the Rainbow Registered Program.

"There's a huge business opportunity," said Radu. "We know that Canadian tourists in the 2SLGBTQI+ community actually spend seven times as much money in destinations as the average Canadian tourist."

For more information about safe and inclusive spaces in Edmonton, please visit our website which has numerous articles, [including tips for 2SLGBTQI+ travelers.](#)