



## **INDIGENOUS TOURISM BUSINESS**

51% owned, operated, and/or controlled by First Nations, Métis or Inuit peoples and demonstrates a connection and responsibility to the local Indigenous community and traditional territory where the operations reside.

## **INDIGENOUS CULTURAL TOURISM**

Meets the Indigenous tourism criteria, and in addition incorporates Indigenous culture into the experience in a manner that is appropriate, respectful and true.

## **INDIGENOUS CULTURAL EXPERIENCE**

A tourism experience offered by a business that is not 51% Indigenous owned in a manner that is appropriate, truthful and respectful.

### **CONTACT US**

If you're interested in finding out more about Indigenous tourism or if you are an Indigenous entrepreneur and need help with business development, please contact Edmonton Tourism's Destination Development team.