

IMPACT Sustainability Travel & Tourism conference designed to drive dialogue and action around sustainability and climate change

Victoria, BC, Jan. 20 - 23, 2019

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December 18, 2018, Victoria, BC – As the COP24 UN Climate Conference wraps up with a fragile agreement, and concerns are raised that not enough is being done to mitigate against climate change, IMPACT strives to provide actionable solutions for an industry that many feel can help lead Canada’s sustainability efforts – tourism.

The IMPACT Sustainability Travel & Tourism Conference is held annually in Victoria in January (January 20-23, 2019) and was born to create a safe space for inspiring, candid conversations about tourism and sustainability in Canada. Its inaugural year in 2018 created a conference proceedings paper with a goal to capture actionable items and provide a foundation for year over year discussions.

“While in the past our national tourism industry saw sustainability issues around our environment, culture and economy as something to be aware, in the last few years there have been constant and frightening indications that Canada is not immune to negative impacts including over tourism, lack of labour, degradation of our environments including air and water quality and misrepresentation of our Indigenous cultures,” says CEO Paul Nursey of Destination Greater Victoria, one of four founding companies behind IMPACT. “We don’t have all the answers, but we can bring together people who are concerned and want to do something with those who have been studying sustainability and climate change for years and are true thought leaders. There is no doubt our industry has to lead these discussions and we need to tackle it within every sector and organization that is impacted by tourism’s growth.”

Returning to Victoria, BC this year to carry on the dialogue will be author Elizabeth Becker, Overbooked, Indigenous Tourism Association President & CEO Keith Henry (co-chair), Dr. Rachel Dodds, Professor, Ted Rogers School of Hospitality & Tourism Management, Ryerson University, Robert Sandford, EPCOR Chair for Water and Climate Security at the United Nations University Institute for Water, Environment and Health, Greg Klassen, Twenty31 Consulting, Elizabeth May, Leader of the Green Party of Canada and David Goldstein, President and CEO of Destination Canada.

Working in partnership with the Travel Tourism Research Association of Canada (TTRA), the IMPACT team chose Professor Marion Joppe as Henry’s co-chair for IMPACT 2019. Joppe is a Professor at the School of Hospitality, Food and Tourism Management, University of Guelph,

and President, Tourism environment. She specializes in destination policy, planning, development, and marketing, and teaches responsible tourism on three continents.

Additional thought leaders attending include SKIFT's Executive Editor Greg Oates, CBC's Bob McDonald, one of Canada's best known science journalists and host of the award winning radio program *Quirks and Quarks*, and Philippe Lacamp, Senior Vice President, Americas for Cathay Pacific, Tammy Blount-Canavan, President and CEO of the Monterey County Convention and Visitors Bureau and Todd Hirsch, Vice President and Chief Economist for ATB Financial.

Thanks to ITAC, its full [board](#) of directors representing Indigenous tourism from coast to coast will also be in attendance to lend their voices and expertise. In addition, representatives from both the Federal Ministry of Tourism and BC's Ministry of Tourism and Culture will join representatives from leading organizations within the industry including Banff Jasper Collection by Pursuit, Parks Canada, Fairmont Hotels & Resorts, Trafalgar, TreadRight Foundation, Rick Hanson Foundation, Transformational Travel Foundation, Banff Lake Louise Tourism and the Adventure Travel Trade Association. A full list of speakers and the program *at a glance* may be found online at www.impactnational.ca

Delegate registration is \$625 for the 2.5-day conference and available [online](#). Media passes are available upon request.

Co-founded by Synergy Enterprises, Beattie Tartan, Starrboard Enterprises, and Destination Greater Victoria, and held annually in Victoria, BC, IMPACT is driven by a desire to align disparate segments of the Canadian tourism industry (government, marketers, planners, operators, investors and academics) behind a vision to achieve economic, social and environmental sustainability and restorative practices across all tourism sectors. The focus is on innovation and valid solutions around the positive legacy we want from the tourism and travel industry in a modern and progressive Canada. Having strong indigenous and new Canadian voices at the conference is also critical component of the discussion. www.impactnational.ca

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