

IMPACT[®]

SUSTAINABILITY
TRAVEL & TOURISM

5TH
YEAR

A collaborative national dialogue on innovation and the contribution of tourism to Canada's sustainable future.

Sponsorship Opportunities



Victoria, BC

January 23-26, 2022

impactnational.ca

IMPACT SUSTAINABILITY TRAVEL & TOURISM 2022

Markets around the world are demanding sustainable tourism products. A bolder shift towards sustainability in tourism is one of our greatest opportunities to show leadership as a nation and sector. It is not just about building a sustainable tourism industry — it's about tourism being our greatest economic asset in the quest to build a sustainable future in Canada. Tourism can be not only sustainable, but also restorative to our culture and environment.

MISSION

To drive, inspire and demonstrate innovative and collaborative sustainable solutions for positive tourism development.

KEY THEMES FOR IMPACT 2022

IMPACT 2022 will explore how the travel industry can rebuild with intention to create a legacy for regenerative tourism in Canada. Key themes will include rebuilding trust, our people, climate action and reconciliation. As always, the program will cover IMPACT's four pillars of ecology & environment, community & sense of place, culture & heritage and the economy.

- We need to have tough conversations
- The knowledge we collect is accessible to all
- We are not afraid to be vulnerable
- Financial success is a force for good
- Tourism can help reverse global warming
- We create safe places for candid discussion
- We need to push the boundaries and find common ground
- We engage people from all value sets, perspectives, provinces & territories

1

COLLABORATION

Attend sessions designed to create engagement opportunities across sectors, building a national network of change makers

2

INSPIRATION

Learn about new technologies, policies and business practices that are already having a positive impact and changing business as usual.

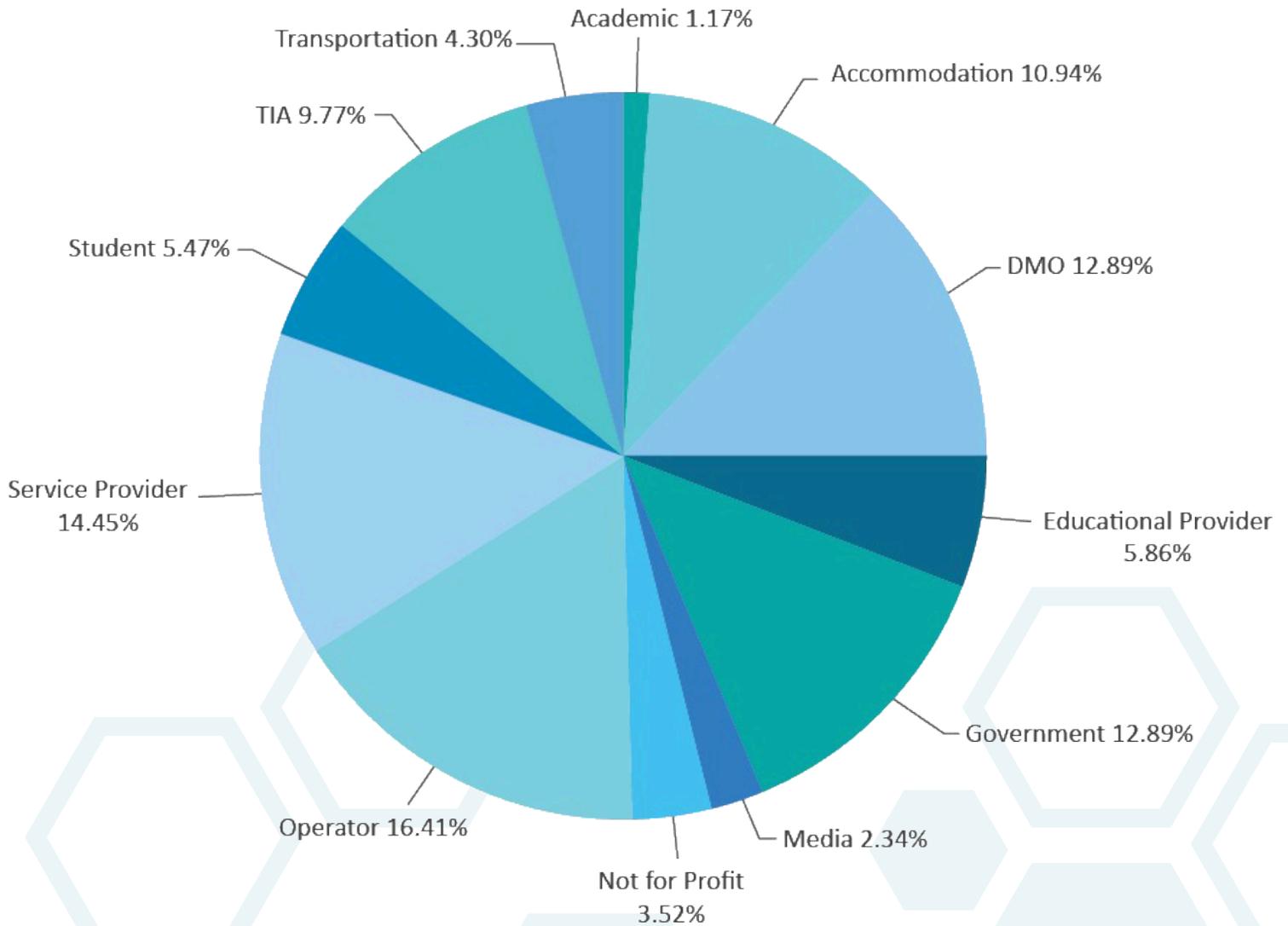
3

ACTION

Take home tangible actions and ideas that can be implemented in communities and regions across the country

WHO ATTENDS?

We are pleased to share that all Canadian provinces and territories were represented by the delegation in 2020 and 2021 (virtual) making IMPACT a truly National conference. Industry delegates included Tour Operators, Hotel Operators, Destination Management Organizations (DMO), Crown Corporations and Government Agencies, Tourism Service Providers, Tourism Industry Associations (TIA), Media, Transportation Providers, Education Providers and Academics, Not-For-Profit and Students.



IMPACT 2022 PROGRAM SNEAK PEEK

SESSIONS

Sessions, topics and speakers are all subject to change, and change they will! The IMPACT Program is being developed in collaboration with industry experts, and last year's attendees.

- Annual Climate Reality Check with Bob Sandford
- Decarbonization Workshop: Real action to decarbonize travel and tourism to meet the 2030 goals
- Pecha Kucha: Clean Tech for Tourism: Seven Minute Show and Tell format on promising clean tech solutions for tourism
- Grasslands, Bogs, Big Trees, Kelp Forests and Ice: Tourism & Canada's Ancient Ecosystems - Exploring the links between Canada's tourism reputation, climate action and the protection of our ecosystems
- Green Buildings, Energy and Infrastructure: The future of new development: solutions for destinations and operators
- Destination Master Planning with Global Cities: Case studies of communities reducing the invisible burden and enhancing economic development through inclusive strategies focused on regenerative infrastructure and development.
- Case Studies for Regenerative Tourism: Examples of regenerative tourism in action from around the globe.
- Traveler Social Responsibility: Empowering guests to care for places and people they visit
- How to Decolonize Tourism: Facilitated session focused on actions the tourism industry can take to address Canada's colonial past and further reconciliation
- Building a Resilient Workforce through Equity & Inclusion: Meaningful actions organizations can take to make their workplace accessible, welcoming and equitable with the end goal of building a strong, healthy and diverse team.
- Wade Davis Keynote
- Canadian Tourism: The Great Restart: Kick-off the conference with a look at the state of the Canadian tourism industry. Reflections on the past year and plans for a regenerative future.
- Doughnut Economics and Tourism: A deep dive into Doughnut Economics and the intersection between travel and regional economic performance
- Technologies for Managing Dispersion: Tools for organizations and destinations to avoid visitor compression, protect natural and cultural heritage and improve visitor experiences.

**STRATEGIC
PARTNERS**



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA



**TRAVEL AND TOURISM
RESEARCH ASSOCIATION**

Canada Chapter

SPEAKERS

- **Elizabeth Becker**, Author and Journalist
- **Wade Davis**, Professor of Anthropology and the BC Leadership Chair in Cultures and Ecosystems at Risk at the University of British Columbia
- **Keith Henry**, President and CEO of the Indigenous Tourism Association of Canada
- **Jeremy Sampson**, CEO of the Travel Foundation
- **Robert Sandford**, Chair in Water and Climate Security at the United Nations University Institute for Water, Environment and Health

WHY PARTNER WITH IMPACT SUSTAINABILITY TRAVEL & TOURISM 2022?

- Showcase your brand as a leader in the Travel & Tourism Industry
- Align your brand with one of Canada's growing sustainability Industry
- Ignite your brand — drive product awareness, create positive perception and build brand recognition
- Support Sustainable leadership in the Canadian Tourism Industry
- Build partnership with other like-minded organizations

KEY PARTNER OPPORTUNITIES

Become a Key Partner and get your brand engaged into all areas of the program from exhibits to brand exposure, advertising and sponsoring a session! Don't miss your chance to stand out as a leader at Victoria's 2022 IMPACT Sustainability Travel & Tourism Conference.

PARTNER TESTIMONIALS

“**FortisBC** has been a proud sponsor of the IMPACT Conference from the very start! We collaborate closely with our valued customers in tourism industry, offering customized solutions for their energy needs while helping them to reduce their operating costs and achieve carbon reduction goals.” — Vladimir Kostka, MBA, Major Commercial Key Account Manager

“**Fired Up! Culture** has been thrilled to both sponsor and attend the IMPACT Sustainability Travel & Tourism Conference. The conversations taking place at this event are critical to the health and viability of the tourism economy for Canada and beyond. The concepts from around the globe that are presented and discussed are inspiring and innovative. If you are, or want to be, a leader for a tourism industry that is responsible, regenerative and sustainable, then you must be a part of this important gathering.” — Tammy Blount-Canavan, FCDME, Executive Vice President, Principal - Destination & Travel Practice

BENEFITS	SHORELINE	ESTUARY	RIVER	WATERSHED	GREAT LAKE	GLACIER
INVESTMENTS	\$500 - \$2,499	\$2,500	\$5,000	\$10,000	\$15,000	\$25,000
DELEGATE PASSES	0	1	2	3	4	5
LOGO ON WEBSITE, ONSITE DIGITAL SIGNAGE & IN-CONFERENCE PROCEEDINGS HIGHLIGHTS	YES	YES	YES	YES	YES	YES
RECOGNITION ON SOCIAL MEDIA AND IN IMPACT E-NEWSLETTER	YES	YES	YES	YES	YES	YES
RECOGNITION IN ALL PRESS RELEASES					YES	YES
INTRODUCTION OF KEYNOTE SPEAKER						YES
LOGO PROMINENTLY DISPLAYED ON COVER OF CONFERENCE HIGHLIGHTS PAPER						YES



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VICTORIA, BC • JANUARY 23-26, 2022

SPONSORSHIP CONTACT

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PRESENTED BY:

tartanbond

STARRBOARD
ENTERPRISES INC

synergy

DESTINATION GREATER
VICTORIA