

# IMPACT<sup>®</sup>

SUSTAINABILITY  
TRAVEL & TOURISM

January 22 - 25, 2023 • Victoria, BC

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

# Sponsorship Opportunities



[impactnational.ca](http://impactnational.ca)

## IMPACT SUSTAINABILITY TRAVEL & TOURISM 2023

Markets around the world are demanding sustainable and regenerative tourism experiences. 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 and regenerative 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 and regenerative solutions.

### KEY THEMES FOR IMPACT 2023

IMPACT 2023 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 labour, climate action and reconciliation. As always, the program will cover IMPACT's four pillars of ecology and environment, community and sense of place, culture and 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
- We seek to find solutions that can be implemented across the country

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.

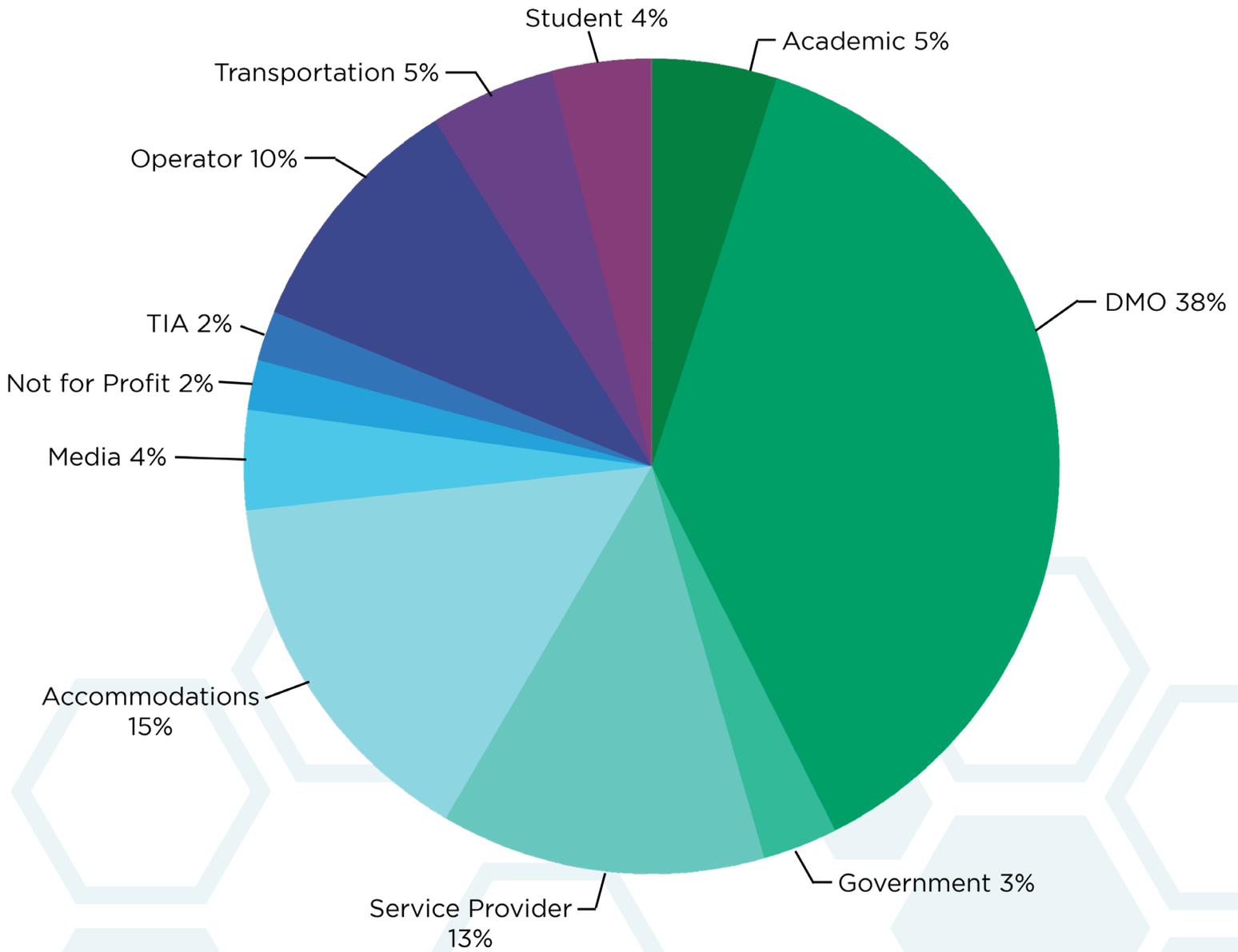
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#### ACTION

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 in 2020, 2021 (virtual) and 2022, 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 2023 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
- Beautiful KPIs: What are the most valuable metrics to track? How do we choose appropriate metrics and avoid the dangers of bad data while considering capacity, budget, and quality.
- Pecha Kucha: Sustainable, Regenerative Solutions for Tourism: Seven Minute Show and Tell format on promising solutions for tourism
- Digital Tech for the Future: How can we harness the power of big data and emerging technologies to address the challenges and opportunities facing the tourism industry such as managing visitor dispersion and making tourism inclusive to all.
- Funding the Change: How do we find the time and money to be the change we want to see? A practical look at eco-fees, co-ops, upskilling, climate finance, grants and more.
- Responsible Marketing & Communications: How we talk about tourism, from its people to its impact, is changing. A critical conversation about the voices of storytelling, leveraging marketing strategies to meet sustainability goals, and the practical implications of the shift of marketing to management.
- Workshop on Partnership Development: Working together is the most efficient way for us to address the issues facing the tourism industry, our communities, and our planet. Learn from experts and each other about how to (and how not to) build partnerships.
- Regenerative Tourism as an Employee Value Proposition: Its time to celebrate the perks of working in tourism and establish a new baseline for quality employment. How to be a good employer and give workers meaningful careers.
- ITAC Plenary - Indigenous Tourism Association of Canada and IMPACT partner to deliver another powerful session on the decolonization of tourism in Canada.
- Future Leaders - Vision for Regenerative Tourism: Hear from emerging leaders on what they see for the future of travel and tourism

**STRATEGIC  
PARTNERS**

**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA



**TRAVEL AND TOURISM  
RESEARCH ASSOCIATION**

Canada Chapter

## WHY PARTNER WITH IMPACT SUSTAINABILITY TRAVEL & TOURISM 2023?

- Showcase your brand as a leader in the Travel & Tourism Industry
- Align your brand with Canada's Tourism 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 into all areas of the programs for brand exposure, advertising and sponsoring a session! Don't miss your chance to stand out as a leader at Victoria's 2023 IMPACT Sustainability Travel & Tourism Conference.

## ANONYMOUS TESTIMONIALS

*BRAVO! As a first time attendee I was wowed and inspired all 4 days! I will definitely be back in 2023.*

*The conference was excellent and I'm grateful to be a part of it. I feel that it's formed a community of like-minded people and we can support each other to reach our goals.*

*Awesome event! Super well organized and great energy.*

*An exciting, inspiring and organized event. Keep up the good work!*

*It's great to see how the conference is growing. The team did a good job in organizing it & their passion and commitment is obvious. Big kudos!*

*This was an amazing event! I am new to tourism so this was my first event in this sector. I used this as an opportunity to connect outside my organization and loved it so much! Thanks to everyone who spent hours and hours putting this together and making it awesome.*

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

*“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*



## SPONSORSHIP CONTACT

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PRESENTED BY:

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