

# IMPACT<sup>®</sup>

SUSTAINABILITY  
TRAVEL & TOURISM

# SUMMIT VICTORIA

A GLOBAL EVENT

January 21 - 24, 2024

*A collaborative national and global dialogue on the contribution of innovative, regenerative and sustainable tourism as a global force for good.*

# Sponsorship Opportunities



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

## IMPACT SUSTAINABILITY TRAVEL & TOURISM 2024 - SUMMIT VICTORIA a Global Event

Markets around the globe 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 sector and nationally. It is not just about building a sustainable tourism industry — it's about tourism being the world's greatest economic asset in the quest to build a sustainable and regenerative future. Tourism can be not only sustainable, but also restorative to our cultures and the environment.

### MISSION

To drive, inspire and demonstrate innovative and collaborative, sustainable and regenerative solutions.

### KEY THEMES FOR IMPACT 2024

IMPACT 2024 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, 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



#### COLLABORATION

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



#### INSPIRATION

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



#### ACTION

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



## WHY BECOME A SPONSOR OF IMPACT SUSTAINABILITY TRAVEL & TOURISM 2024 - SUMMIT VICTORIA a Global Event

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



### IMPACT EVENT SERIES

IMPACT Sustainability Travel & Tourism is growing! After hosting this conference for six years, we are launching our Local, Regional & Exclusive National Event Series. We welcome interest from those stakeholders and communities from around the world who are touched by tourism and committed to collaborative dialogue in supporting destinations on their journey towards a more sustainable and regenerative future, with tourism as a force for good.

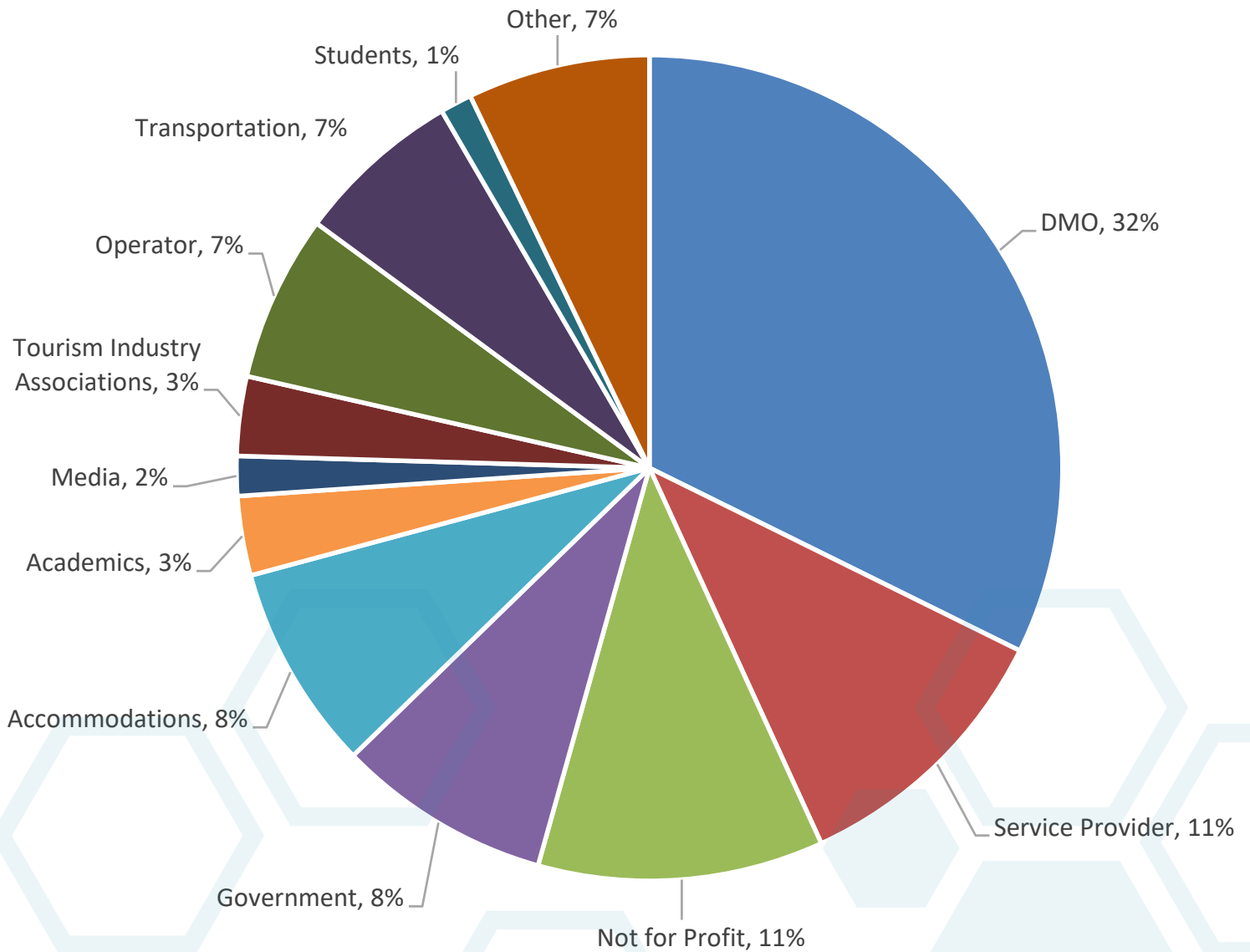
With the successful launch of our first IMPACT Sustainability Travel & Tourism - ONTARIO a Regional Event, hosted by TIAO, we are also pleased to share that the original event, in Victoria, BC, now becomes the IMPACT Sustainability Travel & Tourism - SUMMIT VICTORIA a Global Event.

If your destination has interest in participating in a Local, Regional or National IMPACT event, please reach out to Starr McMichael, Co-Founder IMPACT Sustainability Travel & Tourism and



## WHO ATTENDS?

We are pleased to share that all Canadian provinces and territories have been represented between 2018 to 2023, making IMPACT a truly national conference. Industry delegates included Tour Operators, Accommodations, 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-Profits and Students. Based on numerous requests we have expanded our scope with the introduction of the IMPACT Event Series - Local, Regional & Exclusive National which now shifts our programming and delegate base to a more global focus.



# IMPACT 2024 PROGRAM SNEAK PEEK

## SESSIONS

*Sessions, topics and speakers are all subject to change, and change they will! The IMPACT SUMMIT VICTORIA Program is being developed in collaboration with industry experts.*

- **Annual Climate Reality Check**
- **ITAC Plenary** – The Indigenous Tourism Association of Canada and IMPACT partner to deliver another powerful session on Indigenous tourism and reconciliation in action.
- **Tourism and Biodiversity** – Understand the risks and challenges related to the loss of biodiversity and ecosystem services and how tourism can help to restore and protect biodiversity.
- **Zero Waste Tourism & Tech** – Learn about circular economy best practices and operators on the path to deliver zero waste visitor experiences.
- **Designing Regenerative Itineraries** – How can operators design itineraries to create greater net benefit for communities and the environment?
- **Sustainable Food Systems** – This interactive session will explore how transforming our food systems can create culinary experiences that prioritize local, responsibly produced ingredients and deliver food security for all.
- **Pecha Kucha** – Seven-minute talks on promising tech and climate solutions for tourism.
- **Future Leaders** – Hear from youth and emerging leaders on what they envision 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 2024?

- 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



## SPONSOR BENEFITS

Become a Sponsor and take this opportunity to stand out as a leader at IMPACT Sustainability Travel & Tourism - SUMMIT VICTORIA a Global Event.

## ANONYMOUS TESTIMONIALS

*"LOVED this conference and look forward to next year! I plan to bring a group from Alabama next year and hope that we can discuss how South Alabama can host a regional conference in the Southeastern US."*

*"IMPACT is a great opportunity to connect with like minded tourism professionals, get updated on the sector and be exposed to the people who are working on solutions."*

*"A fabulous event with so many great conversations and thought provoking sessions."*

*"This was the best conference I've ever been to. I felt welcomed, included and inspired. I am very much looking forward to sharing this experience and bringing others next year!"*

*"IMPACT was a great opportunity to collaborate in sustainable tourism and explore new business models and ideas!"*

*"First time at IMPACT and it was a great learning experience and networking event. Organization was superb."*

*"Loved Loved Loved this conference. Incredible group of people working towards a shared goal. This gave me the inspiration and resources to move forward in my thinking."*

*"It was my first Sustainability conference and it was amazing! Everyone involved with IMPACT did a fabulous job.. and wow! What a friendly industry to be a part of!"*

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
STUDENT SPONSORSHIP(S)*				1	2	3

\*Sponsorship of Student does not include Day of IMPACT

## Intrepid Travel

“We are very proud sponsors of the IMPACT conference. The collaborative and hands-on nature of the event is always inspiring, and it is clear that everyone walks away with tangible steps toward meaningful change. We are grateful to be part of the IMPACT community and look forward to continuing to support the growth and evolution of this important event.”

## Simpleview

“I have been closely watching the development of the IMPACT conference over the last five years and I can say, unequivocally, standing in the Victoria convention center in 2023 the one thought that was in my mind was this, if IMPACT hadn't started more than five years ago, where would we be today; frankly we would have to invent it and then we would have to build it. Since the pandemic an awful lot of money and resources are being thrown at sustainability and IMPACT can play a significant role as a Canadian northstar on how destination organizations can best use those resources and how they can build the Stakeholder Networks that are so essential to success.” —David Peacock, Senior Advisor to the Future Tourism Group @ Simpleview Inc.



## SPONSORSHIP CONTACT

*Starr McMichael, IMPACT Sustainability Travel & Tourism Co-Founder*  
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PRESENTED BY:

tartanbond

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DESTINATION GREATER  
VICTORIA

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