



Media Release

November 4, 2021

Further details on programming announced as IMPACT Sustainability Travel & Tourism Conference promises to deliver another provocative and solution based conference in its fifth year.

January 23-26, 2022

[Early bird registration](#) closes November 30, 2021

Traditional territories of the Lekwungen peoples (Victoria, BC) - On the heels of the world gathering to commit to solutions against the global climate crisis, The [IMPACT Sustainability Travel & Tourism Conference](#) is finalizing its program for January 2022, with resources and solutions to ensure tourism across Canada recovers with a focus on a more sustainable and regenerative future for the industry.

Early on, **Canadian Tourism: The Great Restart** will have Canada's tourism leaders reflect on the past year and highlight the hidden opportunities the pandemic has afforded the industry to shape a new standard focused on a regenerative future. The panel will explore ways the Canadian tourism industry can not only recover but thrive through building back with intention and purpose. Panelists include: Marsha Walden, Destination Canada, Keith Henry Indigenous Tourism Association of Canada, Beth Potter, Tourism Industry Association of Canada.

Back by popular demand will be the **Annual Climate Reality Check with Robert Sandford** - where long-time supporter Sandford from the United Nations University will deliver his no-holds-barred presentation illustrating the urgency for climate action, tourism's role in mitigating the climate crisis, while framing the importance of timely, candid and actionable discussion throughout the conference..

Decolonization of Tourism with the Indigenous Tourism Association of Canada - In this ITAC-facilitated session, we will unpack what it truly means to decolonize tourism and work in unison to advance Truth and Reconciliation.

Pecha Kucha: Clean Tech Solutions for Tourism will be a series of lightning talks from clean technology innovators showcasing solutions for tourism businesses.

Biodiversity Reality Check with [Dr. Harvey Locke](#) - Global biodiversity expert Locke will offer a reality check on the state of biodiversity and introduce the Nature Positive global framework.

Ancient Ecosystems: Why Biodiversity Matters to Canadian Tourism -delegates will learn the importance of biodiversity conservation to Canada's tourism industry and how ancient ecosystems define what is unique to our national tourism product. This panel will explore the nexus of biodiversity, ancient wisdom, climate action and regenerative tourism.

[Wade Davis](#) - Anthropologist, author and explorer Wade Davis returns to IMPACT with his highly anticipated keynote.

Vision for Regenerative Tourism - Defining regenerative tourism from a Canadian perspective, this session will highlight key strategies that welcome back visitors and prepare for influx of demand while maintaining progress towards the 2030 agenda.

Breakout sessions include:

Doughnut Economics & Tourism - This session will uncover opportunities for tourism to contribute to a regenerative future through the lens of doughnut economics. Experts will dive into how the principles of doughnut economics can be adopted by the tourism industry to operate within our planetary boundaries and create a more equitable future.

Pathways to Decarbonize Tourism - This solutions-focused workshop unpacks innovative decarbonization solutions for operators and destinations alike. Delegates will gain an understanding of their organization's carbon emissions sources and learn how to develop a decarbonization plan to meet the 2030 goals.

Fundamentals of Diversity, Equity and Inclusion with Greg DeShields of Tourism Diversity Matters - This interactive workshop focuses on building a strong foundation upon which diversity, equity and inclusion can be integrated into an organization's overall sustainability strategy. Experienced Certified Diversity Executive Greg DeShields explores how DEI links to the three pillars of sustainability and gives businesses a substantial competitive advantage.

Destination Master Planning - With a spotlight on regenerative development, destination leaders from North America discuss deliberate tourism planning. Panelists will explore inclusive strategies necessary for economic development, and will highlight gaps and future opportunities.

Case Studies for Regenerative Tourism - Join the regenerative tourism conversation and learn best practices from a panel of industry leaders as they share their successful case studies from around the globe.

Shouldering the Invisible Burden with Jeremy Sampson of The Travel Foundation - With a focus on destination stewardship, Jeremy Sampson helps destinations develop resilience frameworks to promote an inclusive recovery strategy. Here delegates will learn why collaboration is key to shouldering the invisible burden.

And as in past conferences, delegates will hear from a variety of global voices, including Jordan's ***Muna Haddad, founder & Managing Director of Baraka and Tourism Priority Lead for the Prime Minister of Jordan.*** Haddad will speak to the real impacts of deliberate tourism planning. Beyond economic gains and job creation, tourism as a tool for validation can have far reaching implications for communities and their people. Haddad has first-hand experience of the psychological effects validation can have on the social fabric of a community, and how being deliberate in the planning process can lead to truly long-lasting social benefits.

Registration for IMPACT begins at \$655.00 + GST for early bird registration (deadline November 30, 2021), \$765.00 + GST regular, \$550.00 +GST student.

In addition to the 2.5 day conference, IMPACT offers a [Day of IMPACT](#) on Sunday, January 22, 2022, with delegates experiencing the vibrant [Saanich Peninsula](#). Known as Vancouver Island's "Provence", this is a growing culinary tourism destination rich with potential and home to many purpose driven businesses who are working with nature to build successful models based on regenerative practices. During the full day of exploration, we will learn about the link between sustainable destination management, sustainable food production, food security, local sourcing, competitiveness, and destination differentiation. Cost is an additional \$199.00 per person with transportation, food and drink included.

Thank you to our sponsors MMGY Global, Destination Greater Victoria, Fortis BC, University of Guelph - School of Hospitality Food and Tourism Management/TTRA - Canada Chapter, Fortis BC, Tourism Vancouver Island, Pacific Northwest Transportation Services and to our Strategic Partners the Indigenous Tourism Association of Canada and Travel & Tourism Research Association of Canada.

About the IMPACT Sustainability Travel & Tourism Conference

Taking place in Victoria, BC January 23-26, 2022, [IMPACT Sustainability Travel & Tourism Conference](#) was created with the goal of aligning the Canadian tourism industry, as well as stakeholders and communities touched by tourism, behind a vision to achieve economic, social and environmental sustainability. Co-founded by [Synergy Enterprises](#), [tartanbond](#) Communications (previously Beattie Tartan), Starrboard Enterprises, and [Destination Greater Victoria](#), it is held annually at the Victoria Conference Centre, a certified carbon neutral facility in Victoria, BC. Destination Greater Victoria is also the first destination management organization in Canada to become fully accredited as carbon neutral, a significant feat accomplished during the last 18 months.

IMPACT's focus is on creating a collaborative space to to learn, innovate, and discover valid and practical solutions toward the positive legacy we want from the tourism and travel industry in a modern and progressive Canada. It is a safe place where theory meets practice, and where all voices and levels of expertise are welcome. Having strong Indigenous and new Canadian voices at the conference is also a critical component of the discussion.

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