

# IMPACT SUSTAINABILITY TRAVEL & TOURISM

**Canada's IMPACT Conference is tackling issues facing global tourism head on.  
Sessions, topics and speaker Wade Davis announced as early bird registration opens today  
January 19 – 22, 2020 at the Victoria Conference Centre**

**August 1, 2019, Victoria, BC** – As demand for resources and solutions is growing for tourism destination managers across Canada, the third annual IMPACT Sustainability Travel & Tourism Conference is expected to double registration, which opens today.

The [IMPACT Sustainability Travel & Tourism Conference](#) is held annually in Victoria in January (January 19 - 22, 2020) and was born to create a safe space for inspiring, candid conversations about tourism and sustainability in Canada. With a goal to capture actionable items and provide a foundation for year over year discussions, a [conference proceedings paper](#) is created each year.

Those registering early will pay the early bird registration fee, \$595 plus tax, compared to the regular fee of \$695 plus tax. To register for the conference, and for more information, visit [www.impactnational.ca](http://www.impactnational.ca).

“Since we wrapped IMPACT last January, discussions around what the legacy of the tourism industry will be for Canada have only grown more heated and urgent,” says Paul Nursey, CEO of Destination Greater Victoria, one of four founding companies behind IMPACT. “Once again we are bringing people together from across the country, as well as international experts, who are concerned with the state of the industry nationally and globally and want to be a part of a necessary and critical change.”

The first announced speaker for the conference is National Geographic Society (NGS) Explorer-in-Residence, [Wade Davis](#). Named by NGS as one of the Explorers for the Millennium, Davis is an ethnographer, writer, photographer, and filmmaker, and holds degrees in anthropology, biology, and received his Ph.D. in ethnobotany, all from Harvard University. A British Columbia native, Davis is a licensed river guide, has worked as a park ranger, forestry engineer, and conducted ethnographic fieldwork among several Indigenous societies in Canada. The recipient of multiple prestigious awards, and a professional speaker for over 25 years, IMPACT is thrilled to welcome Davis as a speaker.

Keith Henry, president of the Indigenous Tourism Association of Canada will be returning as co-host of the Conference and will be joined by a representative from the Travel and Tourism Research Association (TTRA).

Sessions that will be included at this year's IMPACT conference are as follows:

**Canada: Annual State of the Industry:** Kick-off the conference with a look at the tourism industry's progress on climate action and the UN Sustainable Development Goals.

**3 Economic Strategies for the Future:** What tourism can learn from the leading economic frameworks that don't rely on growth.

**The Language we use:** Global, indigenous and local voices explore how the words we choose can have a profound impact on our future.

**Accessibility & Technology:** How technology is making destinations more accessible and opening new markets.

**Lessons from Atlantic Canada:** Challenges and best practices from our Atlantic provinces.

**Striking Balance with Visitors & Residents:** Planning for responsible growth, understanding destination carrying capacity and the visitor – resident interface.

**Biodiversity & Local Ecology:** How combatting climate change can protect species at risk.

**Culinary Tourism & Food System Sustainability:** Exploring the top solutions to reversing global warming in food systems.

**Uncharted Waters:** Opportunities for cruise sustainability.

**Wildlife & Wilderness:** Tourism’s role in protecting biodiversity on land and in seas.

**Building for the Future:** Green Building Trends & Solutions for Sustainable Hospitality

**Mitigating Climate Disasters:** Infrastructure, fires & floods.

**Aviation: The Decade Ahead**

**SDGs:** Choosing your Sustainable Development Goals and setting targets (workshop)

**Transitioning to a Circular Economy Part 1:** Eliminating single-use plastics (workshop)

**Carbon Reduction Planning** (workshop)

**Developing new metrics for tourism** (workshop)

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## **About the IMPACT Sustainability Travel & Tourism Conference**

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 Canadians both within and without the tourism industry (government, marketers, planners, operators, investors, youth, academics and more) 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.

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