

## Look who's talking!

***IMPACT Sustainability Travel & Tourism conference attracts sustainability experts from across the country***

**Victoria, BC, Jan. 20 - 23, 2019**

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

*The tourism industry needs to own up to its responsibility and see sustainable development as an opportunity to improve the longevity of the very product the industry relies on. Working together with all stakeholders, including local communities, regulators, employees, guests and competitors, will be key to the success of the tourism industry in the long run. Wouter Geerts Senior Travel Analyst, Euromonitor International, as reported by SKIFT, March 2017*

**January 8, 2019, Victoria, BC** – Call them thought leaders, facilitators, revolutionaries, motivators – those chosen to lead the discussions during the second annual IMPACT Sustainability Travel and Tourism conference (IMPACT) all believe that the time is now for the tourism industry to lead sustainable business best practices.

IMPACT is held annually in Victoria in January (January 20-23, 2019) and was born to create a safe space for inspiring candid conversations about tourism and sustainability in Canada. Tourism's impact on both national and global economies and communities can no longer be ignored. Research predicts 2018 will be another banner year for international tourism arrivals (1.3 billion international arrivals in 2017 set a new record) which contribute an estimated 8.27 trillion dollars to the international economy. In Canada, a recent McKinsey and Company report for the federal government predicted a stronger focus on tourism could add billions to the Canadian economy and create up to 180,000 new jobs. However, unless managed responsibly and sustainably, tourism growth can have negative impacts damaging the very environments and community experiences promoted to build a visitor economy.

Below is a roundup of speakers attending IMPACT to facilitate the discussions, with a goal to identify concrete action, steps and priorities to help drive Canada's tourism industry forward in a positive, sustainable way:

### **Co-chairs:**

**Professor Marion Joppe** is a Professor at the School of Hospitality, Food and Tourism Management, University of Guelph, and President, Tourism environment. She specializes in destination policy, planning, development, and marketing, and teaches responsible tourism on three continents

**Keith Henry**, President and CEO of the Indigenous Tourism Association of Canada. This is Henry's second year as co-chair and the full board of ITAC is joining IMPACT to participate in the dialogue

### **Keynote Speakers and speakers:**

**Hon. Lisa Beare**, British Columbia Minister of Tourism, Arts and Culture

**Hon. Jeanie Dendys**, Yukon Minister of Tourism and Culture

**Lisa Helps**, Mayor of Victoria, BC

**Greg Oates** is Executive Editor of Skift's brand strategy team who helps travel and tourism companies position themselves as industry thought leaders. His primary focus is connecting the visitor economy and global innovation

economy to drive inclusive, long-term growth for local communities. Oates is expanding his research on sustainable tourism globally. At IMPACT, he will provide an international perspective on best practices to help destinations of any size re-position themselves in the knowledge economy, also speaking to sustainable initiatives worldwide.

**Tammy Blount-Canavan** is a tourism professional with a career of 30 years, starting in the hotel industry in her home city of Vancouver, BC to her current role as the President and CEO of the Monterey County Convention and Visitors Bureau. It is in Monterey that Blount-Canavan has launched an initiative called “Sustainable Moments” – a multi-faceted program aimed at striking balance between growth of the tourism economy and increased quality of life for residents.

**Todd Hirsch** is the Vice President and Chief Economist for ATB Financial, an Alberta-based financial institution that provides banking services and investment management expertise to over 600,000 clients. As the Canadian tourism industry gets serious about sustainability, Hirsch has been invited to present, through an economist’s lens, what approaches, models and contributions from both the public and private sector it will really take for Canada’s growing tourism sector to do its part in achieving Canada’s sustainability goals.

**Bob McDonald** is one of Canada's best-known science journalists, bringing science to the public for more than 40 years. In addition to hosting Quirks & Quarks, the award-winning science program that is heard by 500,000 people each week, McDonald is also science correspondent for CBC TV’s The National and host and writer of the children’s series Head’s Up.

**Robert Sandford**, EPCOR Chair for Water and Climate Security at the United Nations University Institute for Water, Environment and Health.

#### Panelists and workshop facilitators:

Returning to Victoria, BC this year to carry on the dialogue will be **David Goldstein**, President and CEO of Destination Canada, author **Elizabeth Becker**, Overbooked, **Dr. Rachel Dodds**, Professor, Ted Rogers School of Hospitality & Tourism Management, Ryerson University, **Greg Klassen**, Twenty31 Consulting, **Elizabeth May**, Leader of the Green Party of Canada.

Additional thought leaders hosting discussions include:

- **Wolf Paunic**, President of Trafalgar Travel,
- **Philippe Lacamp**, Senior Vice President, Americas for Cathay Pacific
- **Allison Ashcroft**, Canadian Urban Sustainability Planners
- **Élisabeth Lacoursière**, Director, Outreach & Marketing / Parks Canada
- **Jake Hauptert**, Co-Founder The Transformational Travel Council
- **Shannon Guihan**, Director, Bannikin Travel and Tourism
- **Leslie Bruce**, President & CEO, Banff & Lake Louise Tourism
- **Maureen Gordon**, co-owner, Maple Leaf Adventures
- **Jake Hauptert**, CEO Transformational Travel
- **Danielle Hayes**, Co-founder of Accessible Vancouver
- **Kate Ballegooyen**, Environment and YESAA (Yukon Environment and Socio-economic Assessment Act) Coordinator for Kluane First Nation
- **Patrick Tolchard**, Company Owner at Valley Zipline Adventures
- **Colin Burslem**, Executive Chef, Fairmont Hotel Vancouver
- **David McKenna**, President, Banff Jasper Collection by Pursuit
- **Magdalena A.k. Muir**, Arctic Institute of North America at The University Of Calgary

- **Casey Hanisko**, President, Business Services + Events, Adventure Travel Trade Association
- **Brad McCannell**, Vice President, Access and Inclusion, Rick Hansen Foundation.
- **Professor Sonya Graci**, Ryerson University
- **Karen Lewis**, Director, Global Ecotourism Networker, owner Lapa Rios Rainforest Ecolodge, Costa Rica
- **Michael Sadowski**, Marketing Director - Intrepid Group North America
- **Gary Graham**, Manager, Programs & Operations, Green Key Global
- **Trina White**, General Manager, Parkside Hotel
- **Kevin Eshkawkogan**, Indigenous Tourism Ontario
- **Colin Burslem**, Accor Hospitality
- **Carl-Éric Guertin**, ing.f., M. Sc., Directeur général | General director, Société du réseau ÉCONOMUSÉE | ÉCONOMUSÉE Network Societyarl-Eric
- **David Daley**, Wapusk Adventures
- **Patricia Dunnett** Metepenagiag Heritage Park
- **Magdalena A.K. Muir**, B.A., J.D., LL.M, Research Associate with Arctic Institute of North America at the University of Calgary. accredited UNGSTC and Green Destinations auditor
- **Kataisee Attargutsiak**, General Manager, Flow Edge Tours Arctic Bay Adventures & Baffin Island.
- **Paul Long**, owner, ANIAN Manufacturing (clothing)
- **Andrea McFadden**, Okanagan Lavendar (Circular Economy)
- **Michael McGarry**, SVP, Government Affairs, Cruise Lines International Association
- **Sandi Weir**, VP, Government Relations, Norwegian Cruise Lines
- **Ian Robertson**, Chief Executive Officer, Greater Victoria Harbour Authority
- **Dene Sinclair**, Director of Marketing, Indigenous Tourism Association of Canada
- **Geoffrey Tauvette**, Director, Fuel & Environment at WestJet Airlines

**Delegate registration** for IMPACT is \$625 for the 2.5-day conference and available [online](#). Media passes are available upon request.

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 disparate segments of the Canadian tourism industry (government, marketers, planners, operators, investors and academics) 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. [www.impactnational.ca](http://www.impactnational.ca)

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