

# IMPACT<sup>®</sup>

SUSTAINABILITY  
TRAVEL & TOURISM

# SUMMIT VICTORIA

A GLOBAL EVENT

**January 27 - 29, 2025**

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

# Sponsorship Opportunities



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

## IMPACT SUSTAINABILITY TRAVEL & TOURISM 2025 - 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 not only be 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 2025

The IMPACT Conference 2025 will center on the intersection of tourism and climate change, anchored by four pillars: Community & Sense of Place, Economy, Culture & Heritage, and Ecology & Environment. The conference will delve into themes such as:

- **Indigenous Knowledge & Cultural Responsibility:** The theme integrates Indigenous perspectives, knowledge, and cultural preservation. It will focus on increasing Indigenous representation, including non-traditional tourism stakeholders (biodiversity, climate, conservation), and promoting diversity and representation.
- **Regenerative Tourism:** This theme will focus on actionable insights and science-backed targets to promote living systems and regenerative thinking. It will address the shift from visitors to participants and the climate preparedness needed for future years. The emphasis will be on transitioning from DMO sustainability to destination-wide regeneration strategies, tackling the immediate challenges of tourism.
- **Strategies & Governance:** This section addresses public policy, funding programs, and community engagement, emphasizing collaboration and strategic planning. Discussions will involve government representatives, large industry representatives, and senior management from DMOs for collective action and strategic planning.

- **Sustainable Practices & Policies:** This theme will highlight food waste, emissions, and sustainable procurement practices. It can also cover business events and their journey toward carbon neutrality.
- **Accessibility, Diversity, Equity & Inclusion:** This theme explores labor dynamics, mobility, and inclusivity in tourism. It aims to address equity and inclusion within the tourism industry and improve mobility.
- **Decarbonization, Natural Resources & Biodiversity:** Tackling destination-level decarbonization and biodiversity conservation. This theme will discuss bio-habitats, circular ways, and the promotion of biodiversity and data analysis.
- **Education, Empowerment, & Technology:** This theme will examine how the tourism industry can be revitalized through new technologies, the empowerment of youth and the local population, and knowledge and learning as a fundamental pillar.

Various session formats will explore many other intersectional sustainability themes, ensuring a comprehensive examination of sustainable tourism and climate action.

As always, the conference aims to promote open discussion and inspire collaboration, innovation, and action:

- 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, and 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.

3

## ACTION

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



# IMPACT 2025 PROGRAM SNEAK PEEK

## SESSIONS

*Sessions, topics and speakers are all subject to change, and change they likely will! The IMPACT SUMMIT VICTORIA Program is being developed in collaboration with industry experts. This sneak peek offers a glimpse into the dynamic and evolving program that will address critical issues and innovations in the tourism industry, strongly emphasizing climate action and sustainability.*

### Reality Checks:

- Annual Climate Reality Check
- Indigenous Tourism
- Climate disaster & Emergency Preparedness

### Interactive Workshops:

- Governance, Communications & Collaboration
- How AI is Reshaping the Tourism Industry
- Reinventing the Workforce in an Ever-Changing Industry
- Certifications & Accreditations

### Panel Discussions:

- Indigenous Tourism & Land Stewardship
- From Passive Visitors to Active Participants: Best Practices from Destination Management Organizations

### Dose of Innovation:

- Short presentations highlighting innovative businesses

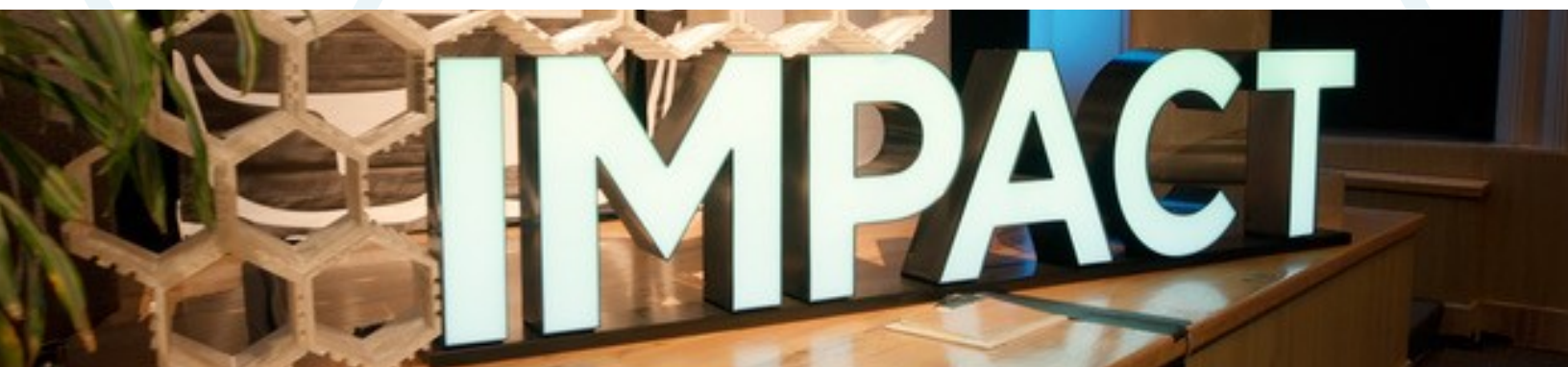
### Seven Minute Solutions:

- Seven-minute talks on promising tech and climate solutions for tourism.

### Future Leaders:

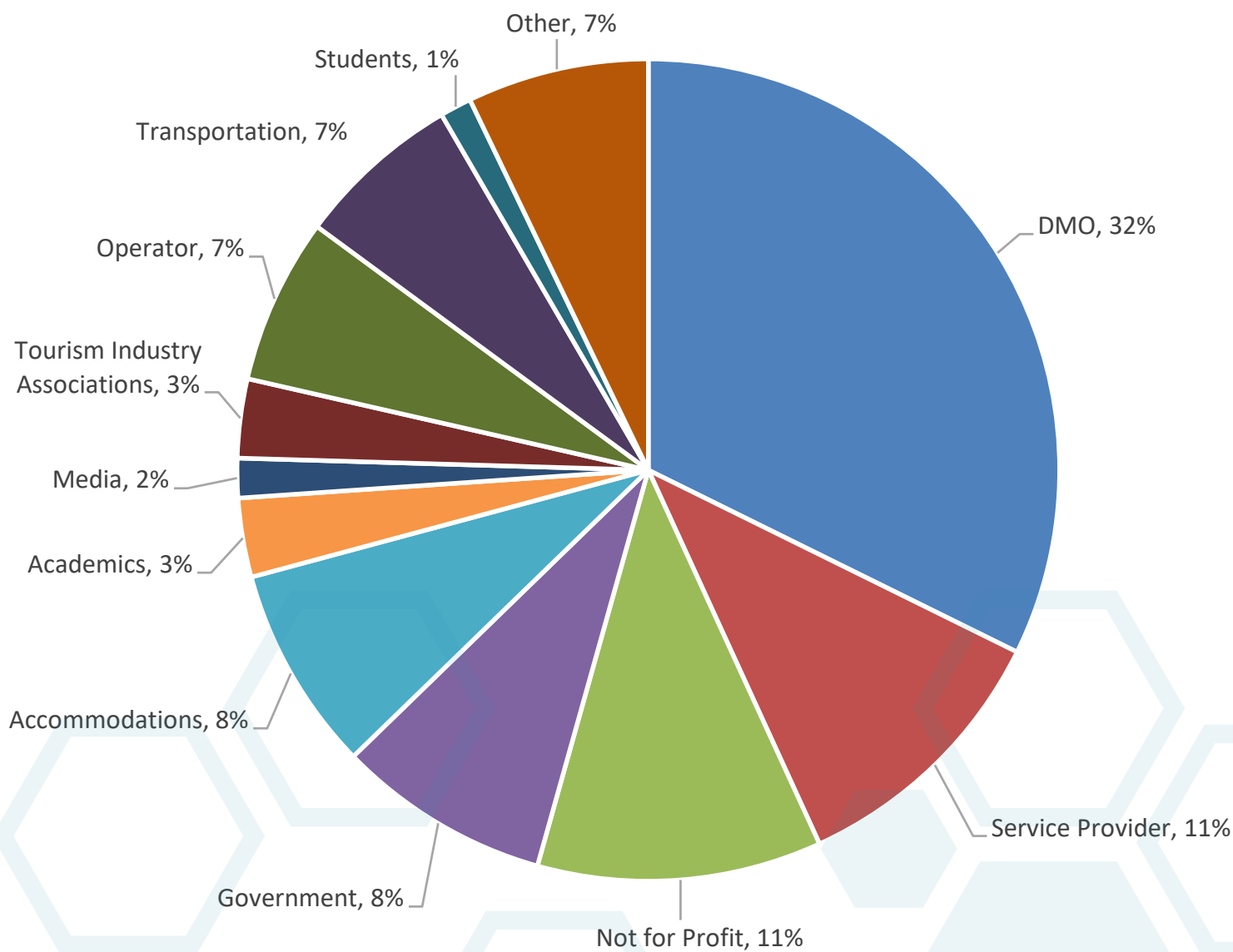
- Hear from youth and emerging leaders on what they envision for the future of travel and tourism.

## STRATEGIC PARTNERS



## WHO ATTENDS?

We are pleased to share that all Canadian provinces and territories have been represented between 2018 to 2024, 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.



# Sponsor Benefits

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	YES	YES	YES	YES	YES	YES
RECOGNITION ON SOCIAL MEDIA AND IN IMPACT E-NEWSLETTER	YES	YES	YES	YES	YES	YES
INTRODUCTION OF KEYNOTE SPEAKER OR PLENARY SESSION				YES	YES	YES
3-MINUTES SPEAKING OPPORTUNITY ON HOW SUSTAINABLE AND REGENERATIVE BUSINESS PRACTICES IMPACT YOUR ORGANIZATION*					YES	YES
RECOGNITION IN ALL PRESS RELEASES					YES	YES
PANEL PARTICIPATION WORKING WITH PROGRAM COORDINATOR FOR BEST FIT						YES
STUDENT SPONSORSHIP(S)**				1	2	3

\* Working with program coordinator for best fit

\*\* Sponsorship of Student does not include Day of IMPACT

**For inquiries, please contact:**  
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# IMPACT 2024 Testimonials

*"The IMPACT Summit is a leader in its time. This conference spans across all sectors of tourism and advances the global conversation of how to secure sustainability and regeneration at the foundations of tourism. The conference brought to light the unique position of tourism to influence broader change. As an industry that operates at the intersection of communication, story and culture, tourism is poised to be an industry leader and to inspire solutions. I was incredibly impressed by the breadth and diverse expertise of the speakers as well as the expert conference curation that integrated a balance of presentations and meaningful workshops to share, plan and integrate. The conference was inclusive and forward thinking in a refreshing and inspiring manner.*

*The emphasis on actionable outcomes and commitments have solidified the summit's influence far beyond the three days of conference. A huge thank you to all founders and organizers for putting on such a true to its name, impactful event."* - **Rosie Poirier, Marine Scientist, The Convergence**

*"It was our immense pleasure to sponsor and attend the 2024 IMPACT Conference in Victoria. Not only was the quality of the speakers top-notch but there was real learning and connection made during the heartfelt conversations between sessions. The IMPACT Conference is perhaps the most important event for our industry as we embrace regenerative principles and move towards a more equitable and sustainable tourism future. Landsby and Northern Soul Magazine could not think of a more aligned conference and gathering to support."* - **Jason Sarracini - Founder, Landsby and Northern Soul**

*"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."* - **Intrepid Travel**

*"It has been a week since I attended the Impact Sustainability Travel and Tourism Conference for the second time.*

*These 3 days were no less inspiring, educational, and emotional than it was the first time, how could it not be? With challenges that lie ahead that can seem overwhelming, another truly stellar panel of speakers and in general, a group of people doing truly amazing things for our people and planet. Like WOW. The connections, collaborations and support are explosive.*

*Michelle Holliday and Debbie Clarke you literally brought me to tears. This year, it felt very personal, within the larger context. How are we/is this all connected? Who are we together and what changes do we want to see in our communities? All taken from your dialogue.*

*As I have read on so many threads post conference- key word-collaboration.*

*One final note, a sincere thank you to the founders for holding/creating this space where we have the opportunity to come together, learn and support.* - **Carlie Goring**