



IMPACT Sustainability Travel & Tourism Summit celebrates 10 years of advancing sustainable tourism

Canada's leading sustainable tourism conference marks a decade of turning ideas into action

VICTORIA, B.C. (July 17, 2026) — The IMPACT Sustainability Travel & Tourism Summit will celebrate its 10th anniversary when it returns to Victoria, B.C., January 24-27, 2027, bringing together destination leaders, tourism businesses, policymakers, researchers, Indigenous tourism leaders, sustainability professionals, and community changemakers from across Canada and around the world.

The milestone conference will be held under the theme "A Decade of IMPACT – From Vision to Practice," recognizing ten years of progress in advancing sustainable and regenerative tourism, while focusing on the actions and innovations needed to shape the future of travel and tourism.

"Over the past decade, IMPACT has evolved from a bold idea into a globally respected forum for dialogue, innovation and leadership," said Paul Nursey, CEO of Destination Greater Victoria. "As tourism destinations and businesses navigate increasingly complex challenges, the need for practical solutions and meaningful collaboration has never been greater. Through IMPACT, we continue to bring together the people and ideas helping to shape a more resilient and regenerative future for travel and tourism."

Since its inception, IMPACT has provided a forum for exploring how tourism can create positive outcomes for communities, economies, cultures, and the environment. Today, the conference continues to provide a platform for sharing practical solutions, exchanging ideas, exploring industry challenges and building partnerships to advance positive tourism development. Key topics include regenerative tourism, biodiversity and conservation, climate resilience, destination stewardship, reconciliation, and human connection to place.

The 2027 conference will feature a lineup of internationally recognized speakers, including Paul Hawken, bestselling author and environmentalist recognized internationally for his leadership on climate solutions and regeneration; Tammy Blount-Canavan, President and CEO of Visit Seattle and a leading voice in destination stewardship and sustainable tourism; Santiago Corrada, President and CEO of Visit Tampa Bay, known for driving destination growth while creating meaningful community benefits; and David Goldstein, CEO of Travel Alberta, whose work has helped advance sustainable destination development and regenerative tourism in Canada.

A signature element of the conference is the Day of IMPACT, an immersive experience that takes delegates beyond the conference venue and into communities throughout Greater Victoria. Through experiences hosted by local businesses, tourism operators, non-profit organizations, and community leaders, participants gain firsthand insight into sustainable and regenerative tourism practices in action.

Hosting the conference in Victoria also provides an opportunity to showcase the region's leadership in destination stewardship and sustainability while bringing economic benefits to Greater Victoria and highlighting local innovations to a national and international audience.

[Registration](#) for IMPACT 2027 is now open. Additional speakers, programming details and Day of IMPACT experiences will be announced in the coming months. Learn more about the [IMPACT Sustainability Travel & Tourism Summit](#) at impactnational.ca, and register [here](#).

About the IMPACT Sustainability Travel & Tourism Summit: IMPACT Sustainability Travel & Tourism Summit was created with the goal of aligning the global tourism industry, as well as stakeholders and communities touched by tourism, behind a vision to achieve economic, social and environmental sustainability. Co-founded and owned Destination Greater Victoria, IMPACT is held annually at the Victoria Conference Centre, a certified carbon neutral facility in Victoria, B.C. Destination Greater Victoria is also the first destination management organization in Canada to become fully accredited as carbon neutral. IMPACT's focus is on creating a collaborative space where ideas become action, and where participants can learn, innovate, and discover practical solutions to some of tourism's most pressing challenges and opportunities. The conference explores topics such as destination stewardship, biodiversity, climate resilience, community well-being, and human connection to place, helping to drive meaningful change across Canada and around the world. In 2023, the co-founders launched the IMPACT event series, supporting national and international destinations in hosting their own IMPACT events. These conferences are welcoming spaces where theory meets practice, diverse perspectives are valued, and participants at all levels of expertise come together to build a more sustainable and regenerative future for travel and tourism.

About Destination Greater Victoria: Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing and management organization working in partnership with approximately 950 businesses and municipalities in Greater Victoria. For more information, visit the Destination Greater Victoria [website](#).

- 30 -

Media contact:

Astrid Chang
Executive Director, Corporate Communications and Member Services
Destination Greater Victoria
250-893-3995
astrid.chang@tourismvictoria.com

Media assets:

High-resolution photos from previous IMPACT conferences, speaker headshots and event logos are available [here](#)