A collaborative national dialogue on innovation and the contribution of tourism to Canada’s sustainable future.

Victoria, B.C.

January 20-23, 2019
What is IMPACT Sustainability Travel and Tourism Conference?

- Inaugural conference held in January 2018.
- The conference is a space for inspiring and candid conversations about tourism and sustainability in Canada.
- The tourism industry is growing. We need to create a sustainable trajectory for this growth.
Canadians as Sustainable Tourists
• A recent study surveyed 1500 Canadian respondents who had travelled once in the past year. Some of these findings were:
  • 25% of respondents were defined as sustainable travellers
  • Younger people have a higher propensity for sustainable tourism than older age groups.
  • Women make up more than 50% of sustainable travellers.
  • Income does not dictate sustainable travel behaviour.

Conclusion: There is an opportunity for the industry to create and market sustainable tourism.
The Success of IMPACT 2018

- Over 170 delegates
- Political representation including Hon. Bardish Chagger, the former federal minister responsible for tourism.
- Victoria won bid to host Global Travel and Tourism Research Association conference in 2020, partly due to success of IMPACT.
IMPACT 2018 Conference Program

• Session topics included economic, social and environmental sustainability opportunities. Examples include:
  • Reality Check: State of the Climate
  • Help Wanted: Addressing the Crippling Shortage of Labour
  • Exploring Indigenous Solutions
  • The Future of Low Emissions Travel
  • The 2018 Conference Proceedings Paper is posted at the IMPACT 2019 website.
Comments from Post Conference Survey

“Very well organized event with quality speakers and presenters. A well-rounded agenda.”

“It was a great learning experience, and it gave me a lot to take back to the companies I work with.”

“Fabulous format... This forum of learning and contributing simultaneously seems to increase the value of this conference for individuals and the industry overall.”

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Doug O’Neill @DougONeill · Jan 24.

Collaboration stories were among top highlights. Lots of practical how-to’s. No vague speak. Loved the candid talk throughout.
IMPACT 2019
• To be held Jan. 20-23, 2019 in Victoria.
• Interest is strong and we expect the conference to sell out.
• Program includes:
  • Keith Henry – President and CEO, Indigenous Tourism Association of Canada (Co-chair)
  • Greg Oates – Skift
  • Dr. Rachel Dodds – Ryerson University
  • Tammy Blount – Chair, Destinations International and President and CEO, Monterey County Convention and Visitors Bureau.
  • Greg Klassen – Twenty 31
Thank you!

Questions?