

# IMPACT<sup>®</sup>

SUSTAINABILITY  
TRAVEL & TOURISM

# SUMMIT VICTORIA

A GLOBAL EVENT

January 25 - 28, 2026

*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 2026 - SUMMIT VICTORIA a Global Event

**IMPACT 2026** is rooted in the foundational pillars of regenerative tourism: **Community & Sense of Place, Economy, Culture & Heritage, and Ecology & Environment.**

In our ninth year, regenerative tourism is no longer a new concept; it has become a shared value. Building on the knowledge, relationships and momentum cultivated over the past years, we're ready to go deeper.

## Aligned Action: Shared direction. Real progress.

This year's program emphasizes hands-on learning, peer-to-peer collaboration, and actionable outcomes. From strategy to implementation, sessions are designed to equip participants with practical tools and roadmaps they can take back to their organizations and communities.



## KEY THEMES FOR IMPACT 2026

- **Indigenous Knowledge & Cultural Responsibility:** We integrate Indigenous perspectives, knowledge systems, and cultural stewardship throughout the program. A guiding concept this year is **Two-Eyed Seeing**, or *Etuaptmumk* in the Mi'kmaq language, introduced by Mi'kmaq Elder Albert Marshall. This principle encourages us to view the world through both Indigenous and Western lenses, recognizing the strengths of each. By embracing multiple ways of knowing, we can more effectively address complex challenges and build a tourism future rooted in respect, reciprocity, and collaboration.
- **Regenerative Tourism:** Explore case studies of regenerative tourism models. From science-based targets and destination-level planning to systems thinking and resilience, this theme helps tourism leaders embed regeneration into strategy and practice.
- **Strategies & Governance:** Dive into the frameworks that drive collective action. From public policy to funding tools and regional planning models, this theme equips DMOs and governments with ideas to support place-based tourism futures.

- **Sustainable Practices & Policies:** Explore tangible tools and innovative ideas that help organizations walk the talk, from reducing food waste and carbon emissions to green procurement and climate-smart event planning.
- **Accessibility, Diversity, Equity & Inclusion:** Tourism must work for everyone. Sessions under this theme address accessibility, workforce equity, mobility, and inclusive community engagement.
- **Decarbonization, Natural Resources & Biodiversity:** Chart the path to destination-level decarbonization. Topics include the circular economy, regenerative land use, water stewardship, and tourism's role in protecting biodiversity.
- **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.

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 2026 PROGRAM SNEAK PEEK

Topics and speakers are still evolving, but here's a glimpse of what's in development:

## Interactive Workshops:

- **Storytelling: Frameworks and Tools** - *Guided by industry expert Robin Russell.*
- **Tourism Leadership That Makes a Difference** - *Led by industry veteran and IMPACT award winner, Celes Davar.*
- **Food Security in Destination Management** - *Facilitated by Megan Chan, Analyst, Synergy Enterprises.*

## Panel Discussions:

- How is AI Reshaping our Travel Habits
- Food Security & Empowering Communities in your Destination
- Active Transportation Within a Regenerative Model: Solutions & Implementations

## Standalone Presentations

- Regenerative Tourism in Action: A Destination Case Study
- Sustainable Tourism in Island Destinations with Rachel Dodds

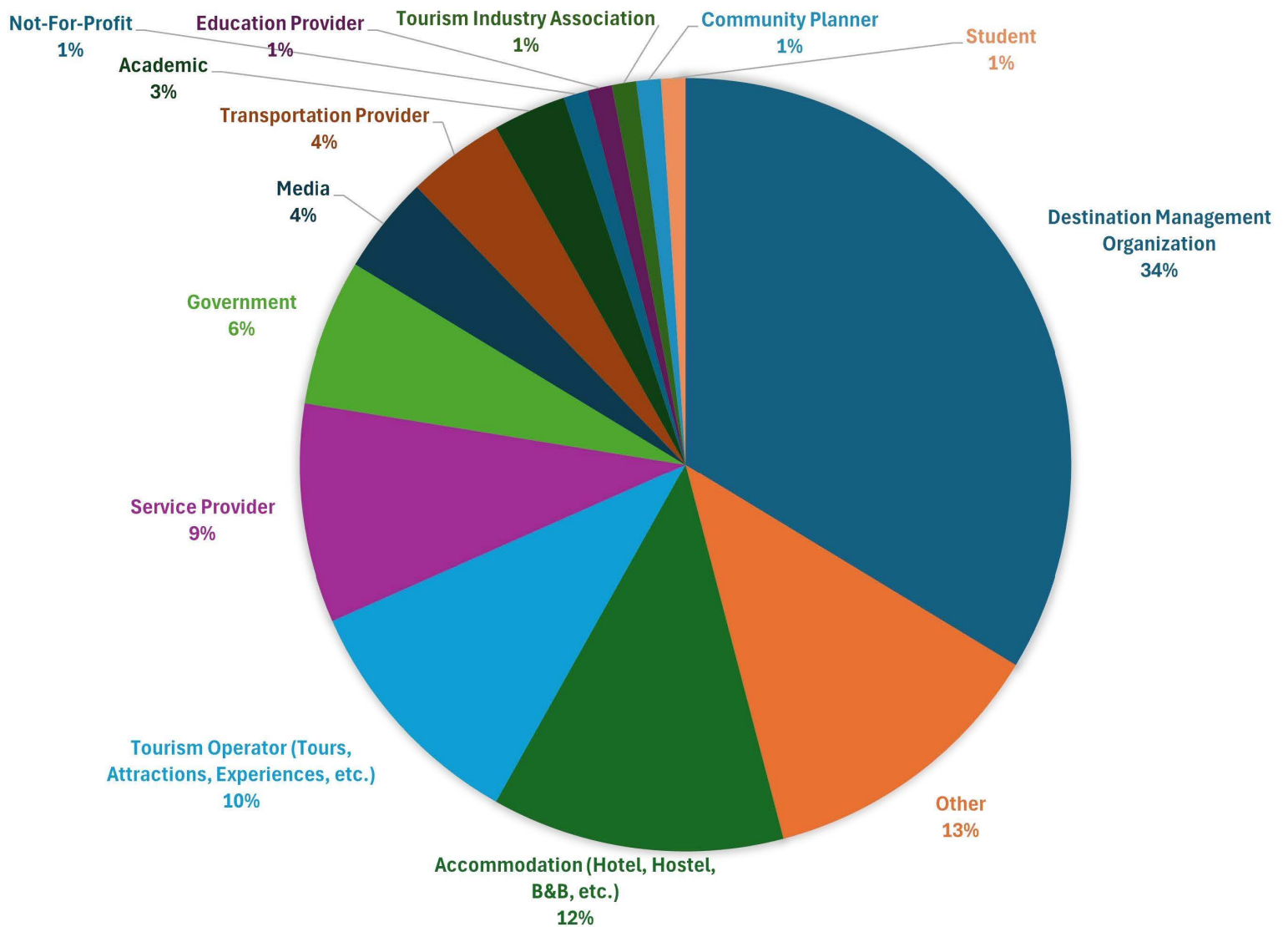
## Seven Minute Solutions:

- Fast-paced presentations on local climate and technology solutions for tourism.



## WHO ATTENDS?

We are pleased to share that all Canadian provinces and territories have been represented between 2018 to 2025, 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
ONSCREEN RECOGNITION – LOGO INTRODUCING KEYNOTE SPEAKER				YES	YES	YES
3-MINUTES SPEAKING TIME 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
RECOGNITION IN FALL & SPRING EDITIONS OF IMPACT SUSTAINABILITY TRAVEL & TOURISM MAGAZINE	YES	YES	YES	YES	YES	YES
STUDENT SPONSORSHIP(S)*				1	2	3
<b>Sponsor Exhibition Area - \$1000.00 per table</b>						

\* 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 2025 Testimonials

*"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***

*"What a privilege it was for Landsby and Northern Soul Magazine to once again be a sponsor and participant at the IMPACT Conference in January 2025!*

*The calibre of speakers at this year's conference was truly exceptional, and we found ourselves deeply engaged in heartfelt conversations between sessions, leading to genuine learning and meaningful connections. For our industry, the IMPACT Conference stands as a cornerstone event, especially as we collectively embrace regenerative principles and forge a path towards a more equitable and sustainable tourism future.*

*We honestly can't imagine a more aligned conference and gathering for Landsby and Northern Soul Magazine to support. It's inspiring to be among so many who share our passion for travel that truly makes a difference." ~ **Jason Sarracini, Founder, Landsby and Northern Soul Magazine***

*"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***

# IMPACT 2025 Delegate Testimonials

*"IMPACT always provides a unique space to meet and build relationships with so many like-minded people. I was able to have so many excellent conversations and learned so much from my other colleagues in other destinations about how we can approach our regenerative tourism strategy."*

*"Keep doing what you do... sustainable tourism is developing and evolving over time. IMPACT is a great support to industry on this journey and great at facilitating knowledge sharing and commitment."*

*"To the organizing team, a huge congrats and thank you for another IMPACT that exceeded all expectations. This was my fourth IMPACT and every year it gets better and better! It is the conference I look forward to the most as it starts the year off with a renewed sense of hope and purpose for the work I do."*

*"...Overall, great job guys! I love leaving your conference feeling re-energized and ready to take action. Please keep this conference going for many years to come, the content is relevant for so many!"*

*"I am connecting with industry leaders to develop mentorship opportunities for my educational requirements. I would never have been able to have such meaningful connections with industry leaders without the opportunity I was given to attend the conference."*

*"Great content and speakers overall! The sessions were engaging and packed with valuable insights, making this a must-attend event for those passionate about sustainable tourism."*

*"Made some great connections with other DMOs. IMPACT is the perfect environment to foster relationships and collaborate on sustainability initiatives!"*

*"The selection of speakers this year was outstanding—top-notch experts from academia, science, industry, and Indigenous communities. Their insights were inspiring and innovative."*