

10<sup>th</sup>  
ANNIVERSARY

**IMPACT**<sup>®</sup>  
SUSTAINABILITY  
TRAVEL & TOURISM

**SUMMIT  
VICTORIA**  
A GLOBAL EVENT

**January 24 - 27, 2027**

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

# Sponsorship Opportunities



# IMPACT SUSTAINABILITY TRAVEL & TOURISM 2027 - SUMMIT VICTORIA: A Global Event

**IMPACT 2027** is rooted in the foundational pillars of regenerative tourism: **Community & Sense of Place, Economy, Culture & Heritage, and Ecology & Environment.**

In our tenth year, we are not just marking a milestone; we are stepping into a new chapter. The global conversation around regenerative tourism has matured. The frameworks exist. The values are shared. The question the industry is asking now is not why, but how.

## IMPACT 2027 THEME: From Vision to Practice.

This year's program is built around the mechanisms of change, the tools, technologies, and innovations that move regenerative tourism from aspiration to implementation. Sessions are designed to equip forward-thinking leaders with actionable strategies, real-world models, and the connections needed to drive tangible progress in their destinations, organizations, and communities.



## KEY THEMES FOR IMPACT 2027

- **Regenerative Tourism:** Go beyond the framework and into the field. This theme examines what regenerative tourism looks like in practice, from business model innovation and technology-enabled destination management to measurable outcomes and economic resilience. The focus is on what is actually working, and why.
- **Strategies & Governance:** Explore the policy levers, funding mechanisms, and governance structures that turn regenerative ambition into institutional reality. From collaborative regional planning to innovative public-private models, this theme equips DMOs and governments with the tools to lead systemic change.
- **Indigenous Knowledge & Cultural Responsibility:** Indigenous perspectives, knowledge systems, and cultural stewardship remain a guiding thread throughout the entire program. We dive into how Indigenous-led innovation is shaping the future of responsible destination development.

- **Natural Resources, Biodiversity & Conservation:** Chart a practical course toward destination-level regeneration. Topics include nature-based solutions, biodiversity net gain, climate adaptation, water stewardship, and the role of tourism as a direct driver of conservation investment.
- **Accessibility, Diversity, Equity & Inclusion:** A regenerative industry works for everyone. This theme addresses workforce equity, accessible destination design, inclusive community engagement, and the economic case for building tourism that reflects the full diversity of the people it serves.
- **Food Sovereignty & Sustainability:** From farm to destination, this theme explores the intersection of food systems, community resilience, and tourism. Sessions examine how destinations can build food sovereignty into their tourism models, supporting local producers, reducing supply chain vulnerability, and creating experiences rooted in place.
- **Workshops:** Hands-on, facilitated sessions designed to move participants from insight to action. Whether you are mapping a regenerative strategy, stress-testing a business model, or working through a governance challenge with peers, IMPACT workshops are where the real work happens.

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.

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## COLLABORATION

Attend sessions designed to create engagement opportunities across sectors, building a national network of change makers

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## INSPIRATION

Learn about new technologies, policies and business practices that are already having a positive impact and changing business as usual.

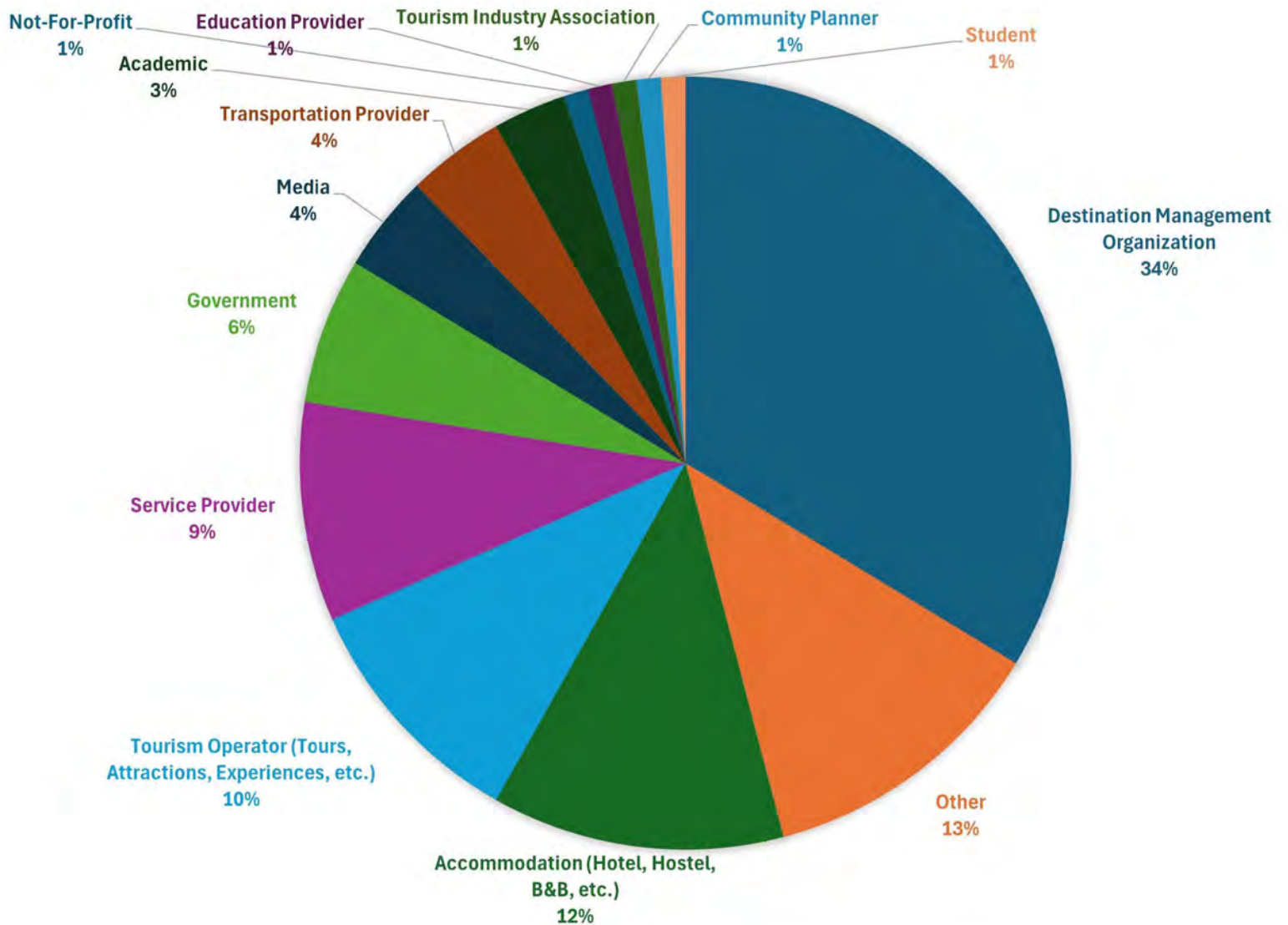
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## ACTION

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

## WHO ATTENDS?

We are pleased to share that all Canadian provinces and territories have been represented between 2018 to 2026, 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>						

\* Sponsorship of Student does not include Day of IMPACT

**For inquiries, please contact:**  
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# IMPACT 2026 Testimonials

*"IMPACT has been catalytic for the most important conversations around sustainable and regenerative tourism in North America. It has been an honor to support and sponsor this critical dialogue and we are excited to celebrate the accomplishments this conference has inspired for the past decade." ~ Tammy Canavan, President & CEO, FCDME*

*"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*

*"What made IMPACT2026 so special for us wasn't just the panels; it was the people. More than a conference, it felt like a true opportunity to build meaningful connections and lay out the foundations for future collaborations and partnerships. We met inspiring individuals from all over the world who are working to make tourism a force for good: fair, human, deeply connected to nature and local communities, and a powerful tool for conservation.*

*The way the conference approached its themes, particularly around Indigenous perspectives and regenerative tourism, was especially powerful and deeply moving. The message "Nothing about us, without us" stood out as a vital reminder that true inclusion requires leadership, not tokenism. We also left reflecting on the idea that "Hope is not optimism. Hope is not about waiting for something good to happen; it is about believing that change is possible and actively working towards it."*

*Another important takeaway was how AI is transforming the world. We were challenged to think not only about how we communicate with people, but also how we engage with AI agents. In this context, authenticity becomes more important than ever.*

*We also left with a head full of ideas, renewed energy, and a strong sense that this global movement is growing and that we are part of it together.*

*Thank you again for creating this conference and one of the few global spaces addressing such a wide range of critical topics with depth and care." ~ Ines & Miguel - Founders of Terraphilia Expeditions*

# IMPACT 2026 Delegate 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***

*"You all did an incredible job of bringing good-hearted and talented professionals together in a constructive, rejuvenating, and motivating way. I had pretty much given up on conferences before this."*

*"I am immensely inspired to see how others have developed systems and policies that allow for regenerative development."*

*"It was nice to know others were pushing the same boulder up-hill. As a start-up, that sense of shared effort and momentum was really valuable."*

*"Getting to connect with others and exchange ideas was a highlight. The conference creates a space where collaboration feels natural and impactful."*

*"The quality and passion of the speakers inspired me to make changes."*

*"The Indigenous panel was incredible and deeply moving. There was so much about this week that I absolutely loved."*