



Media Release

January 31, 2023

**IMPACT Sustainability Travel & Tourism Conference
Recognizes former Victoria Mayor, Lisa Helps, pioneers in sustainable
tourism, Frontiers North Adventures and leaders in tourism and
hospitality education, Toronto Metropolitan University, Ted Rogers
School of Management, with a 2022 IMPACT Award**

Traditional territories of the Lekwungen peoples (Victoria, BC) - The founders of the [IMPACT Sustainability Travel & Tourism Conference](#) are pleased to recognize thought leaders and long time supporters of the IMPACT conference; Lisa Helps; Frontiers North Adventures; and School of Hospitality and Tourism Management, Ted Rogers School of Management, Toronto Metropolitan University.

Presented during the annual IMPACT conference, the awards recognize individuals and organizations who lead and inspire others to foster positive impacts for communities, our economy, and the environment. They also seek ways to support the revitalization of our wildlife, cultures and natural spaces whether through education, leading by example and empowering others to commit to climate action.

Former Mayor [Helps](#) has been a champion of local businesses and the tourism industry over her eight years of tenure. A popular and inspiring IMPACT speaker, she empowered delegates to focus on their relationships with their local government, balance tourism's relationships with residents and highlighted the importance of good governance in developing sustainable tourism initiatives with cities and communities.

A Certified B Corporation®, [Frontiers North Adventures](#)' purpose is to share in the stewardship of the communities and environments in which it operates. "We are honoured to be recognized in this manner by our Canadian tourism industry peers and are proud to have contributed to the IMPACT community since its inception," says the company's President & CEO John Gunter.

The School of Hospitality and Tourism Management [Ted Rogers School of Management](#), Toronto Metropolitan University has had a significant presence at IMPACT every

year. Dr. Sonya Graci has been a presenter at three IMPACTS and professor Dr. Rachel Dodds honoured us by being our co-chair in year one.

The award recipients each received a limited edition silkscreen print by Coast Salish artist Dylan Thomas, entitled Serpent Cycle from Mark Loria Gallery in downtown Victoria.

About the IMPACT Sustainability Travel & Tourism Conference

[IMPACT Sustainability Travel & Tourism Conference](#) was created with the goal of aligning the Canadian tourism industry, as well as stakeholders and communities touched by tourism, behind a vision to achieve economic, social and environmental sustainability. Co-founded by [Synergy Enterprises](#), [tartanbond Communications](#), Starrboard Enterprises, and [Destination Greater Victoria](#), it is held annually at the Victoria Conference Centre, a certified carbon neutral facility in Victoria, BC. Destination Greater Victoria is also the first destination management organization in Canada to become fully accredited as carbon neutral, a significant feat accomplished during the last 18 months.

IMPACT's focus is on creating a collaborative space to to learn, innovate, and discover valid and practical solutions toward the positive legacy we want from the tourism and travel industry in a modern and progressive Canada. It is a safe place where theory meets practice, and where all voices and levels of expertise are welcome. Having strong Indigenous and new Canadian voices at the conference is also a critical component of the discussion.

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