

REGISTRATION OPENS FOR 2025 IMPACT SUSTAINABILITY TRAVEL & TOURISM CONFERENCE **High profile speakers to lead discussions at 8th annual event**

Victoria, B.C. (September 10, 2024) – Registration is now open for the 2025 IMPACT Sustainability Travel & Tourism Conference, which will be held in Victoria from January 26 to 29, 2025. The conference will bring together industry experts, academics, media, and stakeholders from across the country and around the world to explore the latest trends, challenges, and opportunities in sustainable and regenerative tourism.

Among the speakers who will lead discussions during the conference are:

- Isabel Hill – Advisor; Board Member, Envoy, Sustainable Tourism Global Center; Former Director, National Travel and Tourism Office at U.S. Department of Commerce
- Bob Sandford – Senior Government Liaison, Global Climate Emergency Response, United Nations University Institute for Water Environment & Health

IMPACT is a conference and regional event series driving momentum towards sustainable and regenerative tourism around the world. The positive, sustainable growth of tourism as a key economic and environmental driver can benefit destinations for years to come.

"IMPACT is more than just a conference. It is a platform for learning, sharing, and collaborating with the leaders and changemakers of the travel and tourism industry. We invite everyone who is interested in advancing sustainability and regenerative tourism to join us for an inspiring and informative week," said Paul Nursey, CEO of Destination Greater Victoria, one of the co-founders of IMPACT.

The conference will feature a variety of session formats, including keynote speeches, panel discussions, workshops, and networking events. The 2025 program will centre on the intersection of tourism and climate change, anchored by four pillars: Community & Sense of Place, Economy, Culture & Heritage, and Ecology & Environment. The conference will delve into themes such as:

- Human Connection to Place
- Biodiversity & Resilience
- Driving Action & Future Initiatives

For updates, speaker announcements, program information, and registration including early-bird pricing, visit www.impactnational.ca.

About Destination Greater Victoria: Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) has proudly served as our region's official, not-for-profit destination marketing and management organization for half a century. As we celebrate our 50th anniversary in 2024, we continue to work hand-in-hand with nearly 1,000 businesses and municipalities in Greater Victoria to promote, enhance, and manage our vibrant destination. We look forward to another 50 years of supporting the visitor economy that brings vitality to our region. For more information, visit the Destination Greater Victoria [website](http://www.destinationgreater victoria.ca).

About IMPACT: The IMPACT Sustainability Travel & Tourism Conference is co-founded by [Destination Greater Victoria](#), [Synergy Enterprises](#), [Starrboard Enterprises](#), and [tartanbond](#). The title “IMPACT” was chosen to convey the importance of tourism as an economic driver as well as the large footprint it has on the environmental, social, and cultural fabric of a community and destination.

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