

# DAY 1 - MONDAY, JANUARY 21

## MORNING

<b>IMPACT Kick-Off</b>	Reflection on IMPACT 2018 and action to date with Dr. Rachel Dodds and co-founder Kayli Anderson.
<b>Canada - State of the Industry</b>	Global perspective on the state of tourism and a deep dive into tourism's legacy within Canada with Greg Oates, Keith Henry and David Goldstein.
<b>Reality Check</b>	TBD

## COFFEE BREAK

### BREAKOUT SESSIONS

<b>Next Generation for Canadian Tourism</b>	Canada's leading entrepreneurs under 30 trail-blazing the future of sustainable tourism.
<b>Protecting Culture and Language through Tourism</b>	How can we use tourism to support and develop vibrant cultures from coast to coast to coast. Protecting culture and language through tourism best practices.
<b>Operations – The \$ and Sense of Sustainability</b>	Using sustainability to future-proof your business: reducing costs, engaging employees and elevating your brand.

## AFTERNOON

### LUNCH SESSION WITH TODD HIRSCH - TOURISM IN THE 21 CENTURY: IMPLICATIONS FOR CANADA'S ECONOMY AND ENVIRONMENT

### BREAKOUT SESSIONS

<b>The Circular Economy</b>	Strategies for getting to zero waste in tourism through innovation in design, products and services.
<b>Cruise: From Coast to Coast to Coast</b>	From expedition to mass cruise: How is the cruise industry addressing sustainability in Canada? The importance of collaboration in developing solutions and communicating what is being accomplished.
<b>Active &amp; Accessible Tourism</b>	Solutions for making travel safe and enjoyable for people of all abilities, backgrounds and preferences.

## COFFEE BREAK

<b>Biodiversity</b>	Tourism and its integral role protecting and restoring the biodiversity of our planet.
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## MORNING

### Accelerating Growth: Indigenous Tourism in Canada

Session co-hosted with the Indigenous Tourism Association of Canada.

### Reality Check on the SDGs

In 2018 we explored the UN Sustainable Development goals. How is Canada doing today?

## COFFEE BREAK

### BREAKOUT SESSIONS

#### Workshop on Indigenous Partnerships

Best practices for building partnerships with Indigenous communities, businesses and entrepreneurs.

#### Climate Action: Reaching the Targets of the Paris Accord

Tourism is responsible for 8% of global emissions. How the industry can work towards reductions.

#### Welcoming Visitors and Benefitting Locals

Destination or home town? DMOs, Cities and Urban Planners dig into what makes a great city for both residents and visitors

## AFTERNOON

## LUNCH SESSION WITH TAMMY BLOUNT-CANAVAN

### BREAKOUT SESSIONS

#### Workshop: Setting your Sustainable Development Goals

Overview of SDGs and how they tie into DMOs, governments and operators with a focus on #14 Life below water and #15 life on land.

#### Place 2 Place 2.0

Opportunities and how to overcome challenges for air, marine and rail in the transition to low carbon travel.

#### Bring it Forward

Was something missed? Opportunity for delegates to put forward topics for discussion at facilitated tables. This will continue to build content for 2020.

## COFFEE BREAK

### Tourism in Protected Places

How can tourism grow while we protect and conserve our natural and cultural assets?

## EVENING EVENT – THE GATHERING

## MORNING

### **Overbooked 2.0 The Solutions**

How destinations are using dispersion, dissemination and community planning to address over tourism.

## COFFEE BREAK

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### **UNITE - COMMIT - ACT**

Wrapping up IMPACT 2019 with a united vision, a national commitment and clear actions as we help define tourism's legacy across Canada.

### **Closing Remarks**

*\*Program plenaries and sessions are subject to change*