

## **Impact Conference – January 22-24, 2018 - Victoria**

### **Canada: What are we sustaining?**

#### **Why is it great to be in Tourism in Canada now?**

1. Travel and Tourism business one of the fastest growing sectors in Canada
2. More tools than we have ever had.
3. Never been a better time to sell Canada.

#### **Sustainability**

Community Sustainability – what is the impact to our communities from tourism?

Commercial Sustainability – path forward to sustain business – small to medium business

Natural areas and community culture need to be sustained –Tofino and Banff are experiencing overcrowding.

Positioning businesses to be sustainable and long term – we want the support businesses that are committed to the residents, the environment, and the economy of our communities – not just starting businesses for the short term cash flow or tax dollars.

2018 is going to be the outstanding year for international visitors to Canada.

Eco-Tourism is only 3% of the Tourism industry – a small part of what we do – we need to protect communities and culture

Why is there not a Ministry of Tourism – it always gets tagged onto environment, natural resources, etc. This is the discussion that is being held at the national level, hopefully to come down to the provincial level eventually.

**Indigenous Tourism** does not want mass Tourism – the communities are not ready and in reality they do not want this for their communities. It is more about sharing the culture, not mass Tourism. Who is going to be responsible to educate our tourism operators?

China market – they have only been tourists for 20 years – the market has the opportunity to not be sustainable – we need to diversify. The US is an opportunity but not under the current political climate.

Yield and seasonality – Tourism Victoria has a yield strategy – coop marketing strategy – travel trade industry wants to take over the industry – drive business when we need business not to drive business when we don't – no summer marketing.

North Star 22 Project?? Gateways humming then tourism will spill over to the regions.

ST Marketing Strategy – we need to incorporate Indigenous Tourism into our strategy into the future.

**\*\*\* Comment: It's not about building infrastructure or business, it's about marketing what we have.**

**\*\*\*Sustainability workshop** – we need to do this in the Shuswap?

**\*\*\*\*Tourism message** – if you are coming to our country you need to be respectful to our residents – needs to be part of our message consistently.

## **The State of the Climate and Targets**

### **Where we stand with Climate Change**

Increase of 4 degrees Celsius – the earth's atmosphere holds 28% more water – more storms with more water – we have already experienced this.

We have lost 300 glaciers in the Canadian Rockies alone between 1920 and 2016.

**\*\*\*\* Book to read - Fire Storm** – How wildfires will shape our future

Climate change is not a hoax – it will affect the travel and tourism industry. It is not something we need to talk about – it is something that we need to pay attention to as we move forward with planning for Tourism.

**\*\*\*\*Tourism industry needs to not only be sustainable but a restorative industry.**

### **Who is the Canadian Consumer?**

Industry and government are preparing information but visitors now are looking for information but not necessarily knowing where to find it or finding what they need.

### **Experiencing culture –**

#### **What people wanted to do:**

Local guides, local experiences that benefit communities, meals that include local ingredients, locally owned accommodations, local transport, accommodation with green/eco/sustainable focus, community investment opportunities

Millennium Travel for Canada??

Visitors booking directly with business are more interested in the business and the experience that they are selling – visitors that book through tour operators are just ticking the experience off of their bucket list and are not interested in the culture or the authenticity of the experience.

People want to engage in the experience and understand the values of the businesses that are providing the experience.

## **The Green vision of our Tourism potential**

Air Bnb issues – threat to hotels, threat to staff – businesses not being able to open due to staff not being able to find a place to live.

What are we sustaining? We are sustaining our home. We need to ensure that Tourism industry does not destroy our home – keeping, protecting, and sustaining our home. Everything we do in Tourism is about protecting our home.

## **How are destinations being impacted by climate change?**

Emergency Management BC – We need a plan.

CCCTA - Commercial exemption – closure of the back country during the wildfire

## **Successes from the North**

**Frontiers North** - <https://frontiersnorth.com/> - working with protection of polar bears – Manitoba – Tundra buggy cameras – 1.8M views – sustainability report – are they meeting their value of sustainability? Stories engage

**TIA Yukon** – <https://tiayukon.com>

**Klondike Visitors Association – Dawson City** – [www.dawsoncity.ca](http://www.dawsoncity.ca)

Dawson City - Global warming a concern – communities living on the other side of the Yukon river do not have ice bridges in the winter – last two years – infrastructure built around permafrost is starting to fall apart and shift – opportunities – winters are not as cold so opportunities for travel in the winter is better.

Working on more Tourism but also want to protect the culture, the communities, and the environment, and authentic experiences.

Cruise ship industry looking at the opportunity of the Yukon but it needs to be managed.

Indigenous Tourism Association of Canada – research

## **Frameworks for Sustainable Destinations and Operators**

Global Ecotourism Network – Certification - <https://www.globalecotourismnetwork.org/>

Price is not necessarily important – it is the value of the experience.

Pros and Cons of Sustainability Certification? Research

\*\*\*Framework for Sustainability – Credibility – Focus for future Tourism

Vancouver Island – Green Business Program - 150 businesses participating – will change supply chain – i.e. If 150 businesses want compostable straws then the supplier can meet the demand – a few businesses won't be able to make that change

\*\*\*Certification that represents your location – ask Ben about how we do this with our Tourism businesses

\*\*\*Biosphere Certification – TOTA – Can we be involved? Sustainability Charter

\*\*\*Adventuretravel.biz

Governments need to make the priority to move sustainability forward.

Values have to be the core of sustainability charters.

### **Tourism as a tool for conserving natural and cultural assets**

Parkbus - <https://www.parkbus.ca/>

Squamish Lilwat Culture Center - <https://slcc.ca/> - market as a First Nations Museum not just a cultural center. Sustainable – catering, education, gift shop, weddings. \$400,000.00 collectively from Squamish/Lilloett First Nations for sustainability. Programming funding from Federal Government to train and hire FN youth from the local communities.

Parks Canada

Costa Rica – 67% Green - <https://www.fincarosablanca.com/>

