

CLIMATE ACTION PLAN

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Kidston Island
Nova Scotia



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LAND ACKNOWLEDGEMENT



Haida Gwaii
British Columbia

At Destination Canada, we acknowledge the Indigenous Peoples of all the lands on which we work and live. We do this to reaffirm our commitment and responsibility in improving relationships between Nations and our own understanding of Indigenous Peoples and their cultures. From coast to coast to coast, we acknowledge the territory of the First Nations, Métis and Inuit people who have called this place home for generations beyond measure.

As storytellers and ambassadors of the diverse tourism sector in Canada, we deeply appreciate the significance of our role in representing the multitude of voices and places that collectively shape Canada. We strive to elevate Indigenous interests and perspectives in our storytelling and tourism experiences, paving the way for an inclusive and authentic portrayal of cultural heritage and natural wonders.

A NEW WAY FORWARD: BUILDING A SUSTAINABLE TOMORROW

“

Any point you begin is meaningful. The important thing is to start.

A Regenerative Approach to Tourism in Canada

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As coastal communities face sea level rise, wildfires devastate forested and grassland regions, global warming affects snow and water levels, and travellers around the world increasingly consider their environmental footprint in choosing a destination, the people and places where tourism thrives could face an existential threat from climate change. Therefore, tourism has a critical role in determining how we approach climate change. With this understanding, we can recognize that to pursue a solution to the climate crisis is to foster resilience in the communities we wish to protect.

Recognizing tourism as a catalyst for lasting, positive change is an opportunity to show the world the connection between people and place. Reframing tourism as a window into the unique and diverse cultures that exist across Canada allows for a change in the mindset of both guests and those in the hospitality industry alike. If climate change is threatening to destroy these diverse communities, then solutions must stem from the question, “How can we foster a regeneration of the cultures and places that define Canada?” We call this a regenerative approach to tourism—and it is with this worldview that we at Destination Canada want to lead the tourism industry toward using tourism as a force for good.

Pursuant to this worldview, it is our Corporate Aspiration that “Tourism creates wealth and wellbeing for all of Canada and enriches the lives of our guests.”

It is important to recognize that a regenerative approach is not new. Many Indigenous communities across Canada have been guided by regenerative principles since time immemorial. To foster a resilient community and pursue diverse and equitable solutions, we must recognize the importance of **Two-Eyed Seeing** — viewing the world through the lens of both Indigenous and Western strengths — a principle expressed by Mi’kmaw elder Albert Marshall in 2004. We must acknowledge the leadership of Indigenous communities in climate work and must amplify these voices to create lasting positive change for all Canadians and for the future health of the tourism sector.

Destination Canada is committed to being bold and loud in our commitments to pursue climate action and wants to extend an invitation to the tourism industry to do the same. We invite readers to respond to this call to action, and we hope you are inspired by our plan to make your own. Unified action is the best way to ensure measurable change that stands the test of time. We want to learn and grow together as a sector, united for the first time under a common set of values.

Two-Eyed Seeing (Etuaptmumk)

A concept introduced by Mi'kmaw Elder Albert Marshall, encourages viewing the world through both Indigenous and Western perspectives. It involves learning to see with one eye the strengths of Indigenous knowledges and ways of knowing, and with the other eye the strengths of Western approaches—then using both together for the benefit of all. Rather than privileging one worldview over the other, it emphasizes their complementarity, advocating for mutual respect, relational understanding, and humility.



This guiding principle is widely used in areas such as environmental management, health, education, and policy. It supports the co-creation of knowledge, integrating different epistemologies to solve complex challenges more holistically. Two-Eyed Seeing is a key element in advancing reconciliation and decolonization, as it creates space for Indigenous voices and frameworks to inform and shape collaborative, inclusive pathways forward.



Maligne Lake
Alberta

OVERVIEW

As we embark on a pivotal decade for tourism, **Destination Canada's 2030 Strategy, A World of Opportunity**, outlines a bold vision for a regenerative industry—one that fosters greater economic prosperity, strengthens community wellbeing, and safeguards Canada's natural and cultural heritage.

What do we mean when we talk about sustainability?

At Destination Canada, we see sustainability as an ongoing commitment to economic resilience, social equity, cultural integrity and environmental stewardship. It means ensuring that tourism creates lasting, positive value for communities, the environment and future generations. It goes beyond minimizing harm—it's about fostering regeneration. This includes reducing carbon emissions, restoring ecosystems, supporting Indigenous leadership, and aligning tourism growth with the aspirations of people and place. In short, sustainability is how we ensure tourism creates wealth and wellbeing for Canadians and visitors now and into the future.

To achieve this, we aim to grow tourism into a \$160-billion industry by 2030, while ensuring sustainability is at its core. This includes encouraging high-value experiences, low-impact travel, expanding visitation beyond peak seasons, and supporting Indigenous communities in stewarding tourism experiences. Through our **Business Events Sustainability Plan**, we are embedding climate action into Canada's meetings and events industry. At the same time, our Destination Development team is advancing **A Regenerative Approach to Tourism** in Canada, which reimagines tourism as a system that gives back more than it takes—restoring ecosystems, revitalizing communities and supporting long-term resilience.

This **Climate Action Plan** has been developed to provide an operational foundation, ensuring sustainable growth in our organization. It outlines the specific steps we're taking to reduce emissions, support ecosystem regeneration, and embed climate-conscious practices across the tourism sector.

Guided by principles of collaboration, prosperity, public engagement, regeneration and reconciliation, this work supports both environmental responsibility and community wellbeing. It also strengthens our four strategic drivers—data-driven decision making, brand leadership, destination investment and industry alignment—positioning Canada as a global leader in regenerative, climate-smart tourism.

As part of this plan, Destination Canada commits to:

- Become a carbon-neutral organization by 2030¹
- Reach net-zero greenhouse gas emissions by 2050²

This Climate Action Plan is Destination Canada's guideline for change. It reflects our responsibility to lead with purpose, act with urgency and collaborate with partners across the tourism sector, to build a more resilient, inclusive and regenerative future. The choices we make today will shape the legacy we leave behind, not just for tourism, but for the communities, cultures and ecosystems that define Canada. Together, we can ensure that tourism remains a powerful force for good in a changing world.

¹ Carbon neutrality will be reached through a combination of reduction and offsetting.

² This goal is aligned with the Government of Canada's emissions reduction targets



Saint-Édouard-de-Kent
New Brunswick

Destination Canada's Corporate Leadership in Climate Action

As a national tourism organization, we must lead by example. That's why Destination Canada is embedding sustainability into our own operations.

The future of tourism is not just about where we travel, but how we travel. Our commitment to climate action will not only help safeguard Canada's tourism industry, but ensure it thrives for generations to come.

Achieving net-zero emissions requires a Team Canada approach—bringing together destinations, businesses, Indigenous communities and government partners. By aligning with **the Glasgow Declaration on Climate Action in Tourism** and Canada's **Net-Zero Challenge**, we are part of a global movement toward a more resilient, inclusive and regenerative tourism sector.

Together, we can build a future where tourism is not just a force for economic growth, but a driver of environmental and social regeneration.

**The Glasgow Declaration on
Climate Action in Tourism**



→ The Glasgow Declaration on Climate Action in Tourism

“

Destination Canada is committed to creating, promoting and preserving a hosting sector that is not only economically prosperous, but socially, culturally and environmentally sustainable and inclusive. Becoming a signatory to the Glasgow Declaration is testament to this commitment.

As we work towards the goals outlined in our Tourism 2030 Strategy, we are motivated to build a sector that is competitive, profitable and sustainable. We look forward to partnering with our stakeholders to identify and implement meaningful and measurable changes that will inform our Climate Action Plan.

Marsha Walden,
President and Chief Executive Officer

”



The Glasgow Declaration on Climate Action in Tourism, adopted at COP26

in 2021, is a global commitment to accelerate climate action across the tourism sector and achieve net-zero emissions as soon as possible before 2050. It outlines five key pathways - measure, decarbonize, regenerate, collaborate and finance - to guide the industry in reducing its environmental impact and building resilience.

Destination Canada's Climate Action Plan is built upon these principles, integrating science-based targets, emissions reduction strategies and regenerative tourism initiatives. By aligning with the Glasgow Declaration, we are not only advancing Canada's transition to net-zero emissions, but also strengthening community wellbeing, protecting ecosystems and positioning Canada as a leader in sustainable travel.

Net-Zero Challenge



→ Net-Zero Challenge

The Net-Zero Challenge is a Canadian federal government initiative encouraging businesses to take action in reducing greenhouse gas (GHG) emissions, with the goal of achieving net zero by 2050. This means balancing any remaining emissions with carbon removal efforts. Participants commit to measuring emissions, setting science-based reduction targets, developing a decarbonization plan, implementing sustainable solutions, and reporting progress regularly.

As part of this commitment, Destination Canada's **Climate Action Plan** outlines key initiatives to support the Net-Zero Challenge. By integrating science-based climate action, transparent reporting, and industry collaboration, Destination Canada is setting a strong example for sustainable tourism, fully aligning with Canada's Net-Zero Challenge and national climate goals.



Elmira
Prince Edward Island

OUR SUSTAINABLE JOURNEY

2022-2023

Destination Canada's recent activities demonstrate our shared vision for a more regenerative approach to tourism.

2022

- 01 The **Canadian Business Events Sustainability Plan** was released, a first-of-its-kind national program aimed at improving the environmental, sociocultural and economic practices of business events hosted in Canada in collaboration with our industry partners.
- 02 The Destination Canada Sustainability Committee was formed to ensure delivery of sustainability initiatives and identify opportunities for climate action in the workplace.
- 03 The Business Events National Sustainability Taskforce was formed, bringing in sustainability leaders from across the country to discuss sustainability initiatives in our industry and get feedback on our own sustainability activities.

2023

- 01 The **Destination Development Knowledge Hub** was launched, an online repository of research, resources, best practices and conversation starters about destination development.
- 02 Destination Development also released **A Regenerative Approach to Tourism in Canada**, a report on why and how tourism can more fully support people, place and prosperity—with case stories, principles and indicators of progress.
- 03 Destination Canada hosted **the International Symposium on Destination Stewardship**, a three-day event which brought together global thought leaders, stakeholders, partners and knowledge keepers from diverse sectors for a unique discussion on redefining tourism and destination stewardship.

OUR SUSTAINABLE JOURNEY

2024-2025

Destination Canada's recent activities demonstrate our shared vision for a more regenerative approach to tourism.

2024

- 01** We published the first findings of our world-leading **Legacy and Impact Study**, which is using a recognized measurement framework to investigate the positive impact of business events across Canada—so that we can unlock their regenerative potential.
- 02** Our commitment to groundbreaking measurement continues through the **Canadian Tourism Data Collective**, a centralized, accessible national platform designed to give community members and other key stakeholders reliable, actionable intelligence about Canada's tourism economy.
- 03** Our vision for 2030, **A World of Opportunity**, was released, expressly indicating the importance of taking a regenerative approach to tourism when supporting and amplifying community voices, to ensure investments in tourism leave a positive legacy.

2025

- 01** Further developing the Data Collective, we launched the **Wealth & Wellbeing Index**, a new strategic benchmarking tool of six indices selected to broaden our definition of success and track the impact of tourism on the economic, social and environmental sustainability and resilience of communities in Canada.
- 02** Destination Canada began reporting annually to the federal government in compliance with the Task Force on Climate-Related Financial Disclosures, providing a comprehensive look at how Destination Canada identifies, assesses and manages climate-related risks and opportunities.

HOW TO NAVIGATE THIS PLAN

This **Climate Action Plan** is designed as both a strategic guide and a practical reference tool. It is organized around five goals that reflect Destination Canada's commitments to reducing emissions, embedding sustainability and supporting a regenerative tourism future.



Grands-Jardins National Park
Québec

Each goal includes:

- A clear objective statement that defines the action we are taking
 - A paragraph that explains the rationale and expected impact of the goal
 - Alignment with one or more of the five Glasgow Declaration Pathways
 - Relevance to any United Nations Sustainable Development Goals (UN SDGs) to highlight our global contribution
 - Where applicable, highlights of key initiatives, data tools, or case studies that illustrate the work in action
-

You'll also find supporting context in the early sections of this plan, including our alignment with the Glasgow Declaration, Net-Zero Challenge, and UN SDGs, as well as a timeline of our sustainable journey so far.

This document is intended to be read holistically but can also be used as a reference to explore specific areas of interest. Whether you're a tourism operator, policymaker, sustainability practitioner, or simply someone passionate about climate action, we invite you to use this plan as a roadmap—and to contribute to building a more regenerative tourism sector across Canada.

Glasgow Declaration Pathways

As a signatory to the Glasgow Declaration on Climate Action in Tourism, Destination Canada is aligning our Climate Action Plan with the Declaration's five core pathways. These pathways are commitments which guide our collective response to the climate crisis, helping us reimagine tourism as a force for regeneration and resilience.



Measure

"Measure and disclose all travel and tourism-related emissions. Ensure our methodologies and tools are aligned to United Nations Framework Convention on Climate Change-relevant guidelines on measurement, reporting and verification, and that they are transparent and accessible."



Decarbonize

"Set and deliver targets aligned with climate science to accelerate tourism's decarbonization. This includes transport, infrastructure, accommodation, activities, food and drink, and waste management. While offsetting may have a subsidiary role, it must be complementary to real reductions."



Regenerate

"Restore and protect ecosystems, support nature's ability to draw down carbon, and safeguard biodiversity, food security, and water supply. Ensure tourism supports resilience, adaptation, and disaster response in affected and at-risk communities."



Collaborate

"Share evidence of risks and solutions with all stakeholders and guests. Work together to ensure plans are effective and coordinated, strengthening governance and capacity at all levels."



Finance

"Ensure organizational resources and capacity are sufficient to meet climate objectives, including the financing of training, research, and implementation of fiscal and policy tools."

United Nations Sustainable Development Goals (UN SDGs)

Destination Canada is committed to setting a standard for the country by aligning its climate action plan goals with the climate-related goals of the **UN SDGs** – notably, goals 6, 7, 9, 11, 12, 13, 14, 15, 17. Taken together, the UN SDGs are a call for action by all countries—developed and developing—to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs, including education, health, social protection and job opportunities, while tackling climate change and environmental protection. Briefly, the 17 Sustainable Development Goals are:



End poverty in all its forms everywhere.



End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.



Ensure healthy lives and promote wellbeing for all at all ages.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



Achieve gender equality and empower all women and girls.



Ensure availability and sustainable management of water and sanitation for all.



Ensure access to affordable reliable, sustainable and modern energy for all.



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.



Reduce inequality within and among countries.



Make cities and human settlements inclusive, safe, resilient and sustainable.



Ensure sustainable consumption and production patterns.



Take urgent action to combat climate change and its impacts.



Conserve and sustainably use the oceans, sea and marine resources for sustainable development.



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation, and halt biodiversity loss.



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.



Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.

DESTINATION CANADA'S CLIMATE GOALS

GOAL 1

Climate Accountability Through Emissions Measurement and Reduction

Measure and disclose Destination Canada's annual GHG emissions, build stakeholder capacity for emissions tracking, and reduce emissions in line with science-based targets, achieving carbon neutrality by 2030 and net-zero emissions by 2050.

Purpose:

Destination Canada is committed to taking credible, science-aligned climate action. By measuring and publicly disclosing our greenhouse gas emissions across all scopes each year, we create a foundation for accountability and continuous improvement. This commitment is not just about numbers—it's about owning our impact and leading by example. Supporting partners across the tourism sector to build similar measurement capacity ensures a consistent, collaborative approach to emissions tracking. With a clear baseline in place, Destination Canada will work toward achieving net-zero emissions by 2050. As an initial milestone, the organization will reach carbon neutrality by 2030, through targeted reductions and strategic use of high-integrity carbon offsets. We will set a second interim target as part of our first update to this plan, which is due within five years. Together, these efforts represent a practical and transparent path toward lowering the environmental impact of tourism in Canada.

Corporate Targets: Carbon Footprint Measurement

Destination Canada's 2022 carbon footprint was calculated by GreenStep, a third-party organization, to serve as a baseline when setting emissions reductions targets. Our carbon footprint has been calculated following the Greenhouse Gas (GHG) Protocol's Corporate Accounting and Reporting Standard, the international standard for greenhouse gas emissions measurement, to ensure alignment with existing carbon inventories for better comparison.

Glasgow Pathway(s):

 **Measure**

 **Finance**

UN SDG(s):





Continued on next page



The table to the right highlights data from our 2022 carbon footprint, showing emissions in tons of carbon dioxide equivalent (tCO₂e). This will serve as the baseline measurement for Destination Canada's carbon emissions. Destination Canada is committed to measuring our corporate carbon footprint annually.

To support our commitment to carbon neutrality, we aim to offset what we cannot avoid, replace or reduce. Destination Canada has secured a roster of carbon credit suppliers and in 2024, we purchased 553 tCO₂e in carbon credits towards our 2023 carbon emissions. The carbon credits purchased went towards supporting the **Darkwoods Forest Carbon Project**, an improved forest management project located in the Selkirk Mountains of British Columbia. Additional carbon credits were purchased to ensure the carbon neutrality of specific events hosted by Destination Canada. We aim to support other projects aligned with Destination Canada's values in future reporting periods.

2022 Baseline Carbon Footprint

	tCO ₂ e	%
Scope 1		
Direct Emissions	32.1	1.9%
Scope 2		
Indirect Emissions from Offsite Generation	8.6	0.5%
Scope 3		
Indirect Emissions from Operations	1,705.2	97.6%
Total	1,745.9	100%

Scope 1:

Direct Emissions from sources owned or controlled by Destination Canada, such as using fuel for vehicles, natural gas for hot water and space heating, and refrigeration.

Scope 2:

Indirect Emissions from the offsite generation of electricity, steam, heat or cooling purchased for consumption by Destination Canada.

Scope 3:

Indirect Emissions generated by another entity that is necessary for Destination Canada to operate, such as business travel in non-company-owned vehicles, employee commuting, paper usage, waste disposal, and outsourced activities such as shipping, event management, etc.

Scope 3 - Indirect Emissions from Operations

Taking a closer look at Destination Canada's emissions, the following categories contribute to the Scope 3 total emissions.

	tCO ₂ e	%
Scope 3.1		
Purchased Goods and Services	32.3	1.9%
Scope 3.2		
Capital Goods	97.5	5.7%
Scope 3.3		
Fuel & Energy Related Activities not included in Scope 1 or Scope 2	18.2	1.0%
Scope 3.5		
Waste in operations	2.2	0.1%
Scope 3.6		
Business Travel	994.5	58.3%
Scope 3.7		
Employee Commuting	90.7	5.3%
Scope 3		
Special Category - Events organized by DC ³	469.8	27.6%
Total	1,705.2	100%

³ A special category was created specifically to measure events organized by Destination Canada. While other categories were assessed in accordance with the GHG Protocol's Technical Guidance for Calculating Scope 3 Emissions, the special category was assessed following the US Environmental Protection Agency's Greenhouse Gas Inventory Guidance for Events and Conferences.

GOAL 2

Reporting Tourism Impacts on Sustainability in Canada

Monitor and report on the economic, social and environmental resilience of the Canadian tourism sector using standardized indicators.

Purpose:

To achieve true regenerative tourism, it is critical to track progress, not only in environmental performance, but also in economic and socio-cultural wellbeing. To do this, Destination Canada is developing a robust framework to monitor tourism's impact across these three pillars using data-driven indicators, such as those found in the Wealth & Wellbeing Index. The purpose is to create a holistic picture of tourism's role in fostering resilient communities, protecting ecosystems, and contributing to long-term prosperity. Accurate tracking will guide more informed decisions, demonstrate progress and highlight areas for improvement.

Glasgow Pathway(s):

 **Measure**

 **Collaborate**

UN SDG(s):



Wealth & Wellbeing Index

Unveiled in Q1 2025, Destination Canada's **Wealth & Wellbeing Index** is the organization's answer to the question: How can we pay attention to the significant role of tourism in the vitality of communities and the individuals who live, work and play there? We see that a system of measuring success must draw on the relationships between people and place—and must embody the essence of regeneration, by considering the interconnected systems that influence a place's wealth and wellbeing.

The Wealth & Wellbeing Index collects data in 30 areas, made up of 100+ indicators, distributed under six categories that have been developed in collaboration with the tourism industry and this measurement framework is aligned with the UN Sustainable Development Goals and other global references. You can see these six categories and some of the areas addressed in the graphic. Throughout this Climate Action Plan, many initiatives, projects and goals will be coupled with a corresponding indicator from the Index to ensure they are making a tangible impact on the wealth and wellbeing of communities in Canada.

TOURISM GENERATES WEALTH AND WELLBEING FOR ALL OF CANADA AND ENRICHES THE LIVES OF OUR GUESTS					
 ECONOMY	 EMPLOYMENT	 ENABLEMENT	 ENGAGEMENT	 ENVIRONMENT	 EXPERIENCE
Tourism Business Vitality	Tourism Employment Development	Digital Readiness	Community Openness	Environmental Impact	Cost of Travel
Tourism Business Diversity	Tourism Employment Diversity	Quality of Life	Cultural Representation	Environmental Resources	Tourism Products
Tourism Growth	Tourism Employment Supply	Tourism Service Infrastructure	Cultural Vibrancy	Tourism Sustainability	Place Brand
Tourism Performance	Tourism Employment Growth	Tourism Transportation System	Cultural Resources		Visitor Experience
Tourism Investment Growth	Tourism Industry Attractiveness	Business Ecosystem			Travel Demand
Tourism Investment		International Openness			
Tourism Yield					

Source: <https://www.tourismdatacollective.ca/wealth-wellbeing>

GOAL 3

Sustainability Integration in Business Operations

Embed sustainability and regenerative principles across all aspects of business operations and planning.

Purpose:

True climate action goes beyond one department or initiative—it must be integrated into every aspect of business operations. Sustainability will need to become a core principle in Destination Canada's operational decision making, procurement, travel, communications and workplace culture. By embedding regenerative values into day-to-day operations, the organization strengthens its internal alignment with its external commitments. This approach reinforces consistency, drives innovation and helps the organization model the type of systemic transformation needed to regenerate communities, cultures and ecosystems.

Glasgow Pathway(s):

-  **Regenerate**
-  **Collaborate**
-  **Finance**

UN SDG(s):



Embedding Sustainability in Corporate Services

Corporate Services at Destination Canada has taken a major step forward by adopting a formal goal to drive sustainability, social responsibility and strong governance across its operations. This commitment ensures that sustainability is not only a strategic priority, but a daily consideration embedded in decision making, procurement, financial planning and workplace practices. For example, the Travel, Hospitality, Conference and Event Expenditures (THCEE) policy directive has been updated with recommendations to reduce carbon emissions and encourage more sustainable travel. In addition to climate action, the corporate services team leads the organization in embedding Diversity, Equity and Inclusion (DEI) principles as part of the core work they do, recently launching their DEI strategy. By integrating these values into core business functions, Corporate Services is actively supporting the Climate Action Plan's goal of sustainability integration, proving that climate-conscious thinking isn't siloed, but woven into the fabric of how we operate as an organization.

GOAL 4

Climate Leadership and Partner Enablement

Demonstrate global leadership in sustainable tourism by actively participating in climate action networks and initiatives, while equipping Canadian tourism partners with the tools, knowledge and support needed to implement regenerative and climate-aligned practices across the sector.

Purpose:

Destination Canada's role as a leader in climate action is about more than internal commitments—it's about setting an example on the global stage. Through active participation in international climate networks, we position Canada as a trusted voice in sustainable tourism and bring home insights that benefit our national network of partners. This leadership extends beyond policy: we invest in building sector-wide capacity through tools, training and platforms like the Destination Development Knowledge Hub and **Business Events Sustainability Storybook**. By leading and enabling at the same time, we help shape a tourism sector that is aligned, capable and recognized globally for its commitment to regeneration and net-zero goals.

Destination Canada's International Symposium on Destination Stewardship

In fall of 2023, Destination Canada hosted the **International Symposium on Destination Stewardship**. The three-day event brought together global thought leaders, stakeholders, partners and knowledge keepers from diverse sectors for a unique discussion on redefining tourism and destination stewardship. The symposium explored how we can transform ourselves into destination stewards, while unpacking how a regenerative approach to tourism can have a positive impact on residents, communities, culture, economy and the environment. A curated **summary of key ideas** from the symposium was shared following the event, fostering continued action on regeneration across sectors.

Glasgow Pathway(s):



Regenerate



Collaborate



Finance

UN SDG(s):



GOAL 5

Employee Empowerment and Ongoing Education

Empower employees through ongoing climate education and provide the resources and skills needed to lead and support sustainability across the organization.

Glasgow Pathway(s):**Regenerate****Collaborate****Finance****UN SDG(s):****Purpose:**

Meeting the goals of the **Climate Action Plan** requires a skilled and motivated internal team. It is important to develop the internal structures, resourcing and governance required to implement and monitor sustainability initiatives. Just as important is empowering employees at every level with the knowledge, training and resources to integrate sustainability and social responsibility in their roles. From climate action to DEI principles, cultivating a culture of sustainable action from within, Destination Canada ensures that sustainability is not just an external message, but an internal movement that drives meaningful impact.

Environmental Sustainability Committee

Destination Canada's Environmental Sustainability Committee plays a key role in advancing internal climate leadership. Comprised of employees from a variety of different departments, the committee meets regularly to identify opportunities for sustainability in the workplace, lead educational initiatives and champion employee engagement. From launching office waste sorting campaigns to organizing climate learning sessions, the committee helps embed sustainability into our daily culture. This grassroots, employee-led model empowers staff to take ownership of climate action and reflects our commitment to building a climate-conscious organization from the inside out. A commitment to sustainable practices by Destination Canada 'models the way' for other industry businesses: we walk the talk.



Whitehorse
Yukon

CONCLUSION

Our call to industry is loud and clear.

With climate change, we are at risk of losing the places that define Canada.

Faced with this challenge, Destination Canada is proud to spark change in the tourism industry by creating our inaugural Climate Action Plan to serve as a beacon for our climate work to come. We want to encourage all stakeholders—from destination management organizations to on-the-ground small business owners—to use our plan as inspiration to create your own.

We must understand that we exist in an interconnected system and that we need each other to thrive. Tourism can be a guiding force, reconnecting guests and industry stakeholders alike to the living system in which we all exist.

We must also embrace Two-Eyed Seeing, partnering with Indigenous communities to view the world through the eyes of both Indigenous and Western approaches. This partnership must be the cornerstone of any solution brought forward.

It is only with real, united change that we can ensure the people and places that define Canada can thrive.

Will you join us?



Grasslands National Park
Saskatchewan