



# BC TOURISM INDUSTRY CONFERENCE 2025

## 2025 Sustainability Report





# EVENT OVERVIEW



2025 BC Tourism Industry Conference



March 5 - 7, 2025



Sheraton Vancouver Wall Centre, Vancouver, BC



2 ½ days of programming: 7 plenary sessions, 20 breakout sessions, silent auction, off-site reception, award gala



450 Attendees



# SUSTAINABILITY COMMITMENTS

Tourism is a powerful engine for economic, cultural, and social well-being and can be a catalyst for addressing major issues and opportunities such as climate change, sustainability, and reconciliation, among other priorities.

Working with ConnectSeven Group, the Tourism Industry Association of BC (TIABC) has intentionally woven sustainability into all aspects of the planning for the 2025 BC Tourism Industry Conference. Guided by an action plan aligned with the **United Nations Sustainable Development Goals (SDGs)**, TIABC and ConnectSeven Group collaborated to **reduce the conference's environmental footprint and enhance its community, local economy, and cultural benefits.**

**The three primary sustainability objectives for the 2025 BC Tourism Industry Conference were:**



**Minimize the  
environmental  
footprint of the  
conference**



**Engage and  
educate attendees  
and suppliers on  
sustainable best  
practices**



**Support and give  
back to our host  
destination  
communities**



# SUSTAINABILITY IN ACTION

## Pillar: Minimize the environmental footprint of the conference

- ▶ Conducted a comprehensive **measurement** of the environmental footprint of the conference.
- ▶ Worked with the venue to implement sustainability measures and supported carbon data collection.
- ▶ Prioritized **low-waste materials**: recyclable limestone name badges, reusable lanyards, and digital signage with minimal printed backup.
- ▶ Over 75% of menu items were **plant-forward or low-carbon**, with a strong focus on local ingredients.
- ▶ All purchased decor and graphic recording pieces were **repurposed**. No new swag items were ordered.
- ▶ Minimized single-use plastics across all event operations.
- ▶ Used **electric** and double-decker buses for the reception to reduce emissions from delegate transportation.
- ▶ Incorporated regenerative and **circular economy principles** into event planning.

These actions helped us contribute directly to the following SDG targets:



**Goal 12.2** - Supporting the sustainable management and efficient use of natural resources



**Goal 12.5** - Substantially reducing waste generation by helping advance circular practices through prevention, reduction, recycling, and reuse

# SUSTAINABILITY IN ACTION

## Pillar: Engage and educate attendees and suppliers on sustainable best practices

- ▶ Promoted low-impact transportation options within the host destination.
- ▶ Provided recommendations to attendees to **encourage sustainable decisions** throughout their travel & stay.
- ▶ Integrated DEIA principles into the program, demonstrating leadership in **social responsibility** and inclusive representation.
- ▶ **Shared the conference's sustainability journey** through pre-event communications, the website, on-site signage, and F&B activations.
- ▶ Highlighted local suppliers with **educational signage** at food and beverage stations.
- ▶ Included two sessions focused on sustainable or regenerative tourism within the conference program.

These actions helped us contribute directly to the following SDG targets:



**Goal 12.8** - Raising sustainability awareness by helping people make informed choices that support sustainable living



**Goal 17.16** - Building partnerships to share knowledge and make a bigger impact

# SUSTAINABILITY IN ACTION

## Pillar: Support and give back to our host destination communities

- ▶ Prioritized local and Indigenous-owned businesses for purchases and rentals, including decor, awards, transportation, and creative services.
- ▶ Partnered with the venue to minimize food waste and to distribute surplus food to the community through the Vancouver Food Runners.
- ▶ Donated to the Environmental Youth Alliance, supporting youth-led environmental stewardship in Vancouver.

### These actions helped us contribute directly to the following SDG targets:



**Goal 2.1** - Helping more people access safe, healthy food



**Goal 8.9** - Supporting tourism that creates jobs and empowers local culture



**Goal 12.2** - Supporting the sustainable management and efficient use of natural resources



**Goal 12.3** - Reducing food waste across the supply chain



**Goal 12.8b** - Monitoring and improving tourism's impact on local economic development



**Goal 17.16** - Building partnerships to share knowledge and make a bigger impact

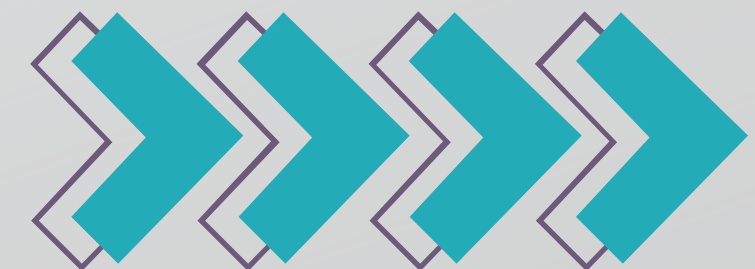


# CARBON EMISSION MEASUREMENT



- ConnectSeven Group worked with Conference partners & suppliers to gather measurement data and used the carbon calculator, **TRACE by isla**, to measure the carbon footprint of the 2025 BC Tourism Industry Conference.
- While not all data was available, supplier participation was strong, and the process provided insights for future reductions.

- The 2025 measurement is intended to be used as a guide to better understand our main impact streams, for reducing carbon emissions for future conferences and as a case study for learning and capacity building.



# 2025 CONFERENCE CARBON FOOTPRINT

**57.85 tCO<sub>2</sub>e**

**Average of 128.56kgCO<sub>2</sub>e per attendee**

**Energy**

**6.3%**

**Catering**

**5%**

**Travel**

**88.6%**

**This is equivalent of:**



**The carbon sequestered by 289 tree seedlings grown for 10 years**



**CO<sub>2</sub> equivalent from 28 cars on the road for one year**



**Reduction of close to 25% from 2024 emissions**

\*some estimated data was used in both measurements



# COMMUNITY SUPPORT

A donation of \$5,000 was made to the **Environmental Youth Alliance (EYA)** as part of the BC Tourism Industry Conference's commitment to support a local initiative that meaningfully contributes to a more resilient, inclusive, and sustainable Metro Vancouver.

The Environmental Youth Alliance provides free land-based education and paid employment training programs that support youth in developing the skills and confidence to become environmental stewards. All programs integrate Indigenous teachings and land stewardship protocols through visits from Indigenous elders and knowledge keepers. EYA programs are led by youth who identify as Indigenous, Black, and/or people of colour.

For more information, visit <https://eya.ca/>.



## Environmental Youth Alliance





# SUSTAINABILITY BY THE NUMBERS

75%

75% of the food and beverage offerings were vegetarian or vegan, with a strong focus on local ingredients

40% of attendees indicated they intended to take a form of public transportation during the conference

40%

15

15 local suppliers were directly involved in planning, with additional indirect engagement

Women made up 52% of the conference program

52%

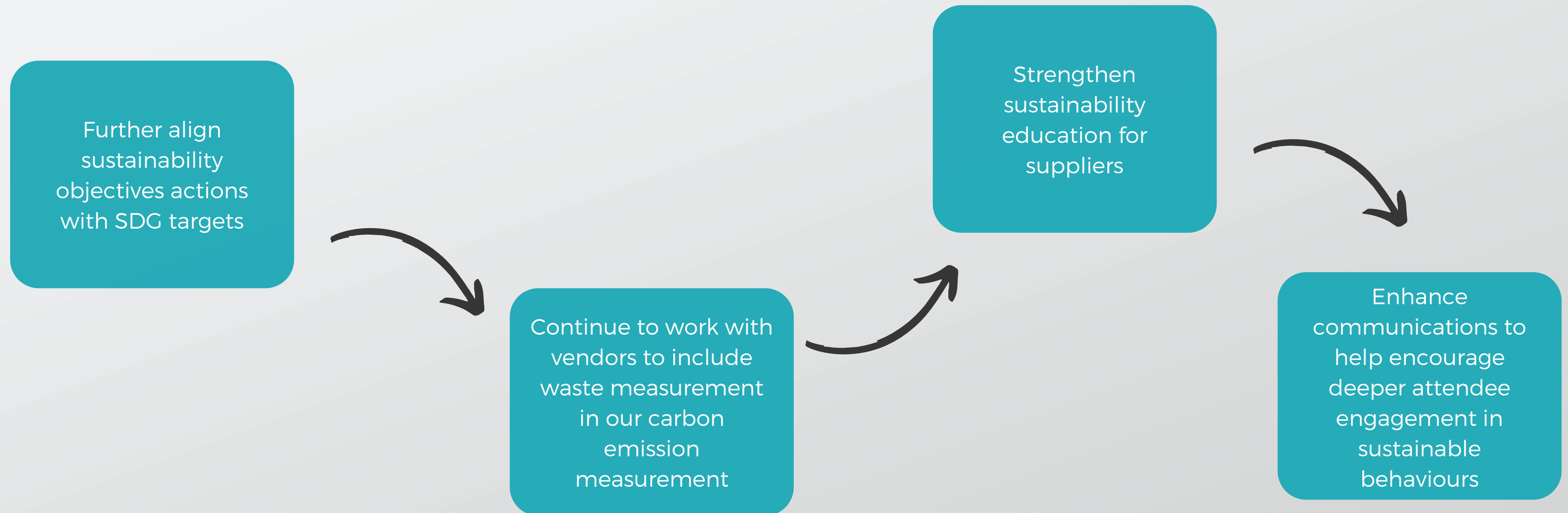
82%

Achieved an 82% response rate to the sustainability travel questionnaire



# IMPROVEMENTS & LEARNINGS

As part of our commitment to continuous improvement and advancing sustainability across the tourism industry, we used the 2025 conference as a learning opportunity, building on past efforts, identifying gaps, and refining our approach for greater impact. Looking ahead, we've identified several opportunities to deepen our impact and further embed sustainability into future conferences, both operationally and strategically.



# THANK YOU

Thank you to our partners, suppliers, and delegates for making sustainability a shared priority. BCTIC 2025 was more than an event, it was a case study in progress, and a step forward for sustainable tourism in BC.

If you have questions about BCTIC or this sustainability report, please get in touch with [info@bctourismconference.ca](mailto:info@bctourismconference.ca).



**BC TOURISM  
INDUSTRY**  
CONFERENCE 2025

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