THE CLIMATE CHANGE CHALLENGE FOR CANADA's TOURISM INDUSTRY

For immediate release

February 22, 2008

The Icarus Foundation's discussion paper 'The Climate Change Challenge, Implications for the Tourism Industry' is now available.

The paper summarizes the causes and effects of global warming asserting that failure to address the multiple risks associated with climate change – be they physical, regulatory, financial, reputational or operational – will undermine Canada's competitive position. Furthermore, failure to grasp how the indirect effects of climate change (i.e. rising energy costs, changing consumer demand, ecosystem degradation, security issues, regulations etc.) might also impede tourism's growth and progress.

While Canada's tourism community has been slow to respond to this issue, it is not too late to take a leadership position. Bold vision and multiple actions concurrently executed are needed at all levels – national, provincial, community and enterprise. Icarus recommends seven actions as a start.

To download the paper, visit http://theicarusfoundation.com

Comments are welcome. To express your support; contribute ideas or identify concerns, please add your comments to the **blog** post: http://icarusfoundation.typepad.com/icarusblog/discussion-paper.html

Background:

The Icarus Foundation was founded in 2007 by individuals with extensive experience in both tourism and environment who were concerned that insufficient attention was being given to the direct and indirect effects of climate change on tourism in Canada. The founders agree with the United Nations World Tourism Organization(UNWTO) that tourism is both a victim and vector of climate change and must play its part in the global reduction of the greenhouse gases that are now recognized as accelerating climate change.

The mission of the Icarus Foundation is

To be the catalyst that helps Canada become a climate friendly tourism destination.

For more information:

http://www.theicarusfoundation.com
http://www.facebook.com/group.php?gid=2407237100

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