



# Tourism in a Warming World: Building Climate Resilience for Muskoka's Economy

Muskoka Summit on the Environment

Presented: October 3, 2025



A woman with long blonde hair is seen from behind, sitting in a dark canoe on a calm lake. She is holding a black paddle. The background features a dense forest of evergreen trees under a soft, hazy sky, suggesting a sunset or sunrise. The water reflects the light from the sky and the trees.

**A little about us.**

# Our mission is to change the world through business

- Founded in 2008 to help businesses take sustainability and climate action
- Use proven processes and frameworks
- Internationally recognized credentials and affiliations



# Empowering organizations across industries of all sizes and stages.

## Destinations



## Hotel and Resort Properties



## Industry Associations



## Consumer Products / Manufacturing



## Financial Services & Utilities







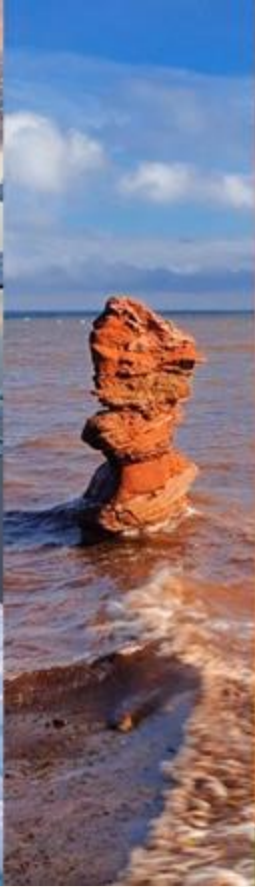
**IMPACTS**

**ADAPTATION**

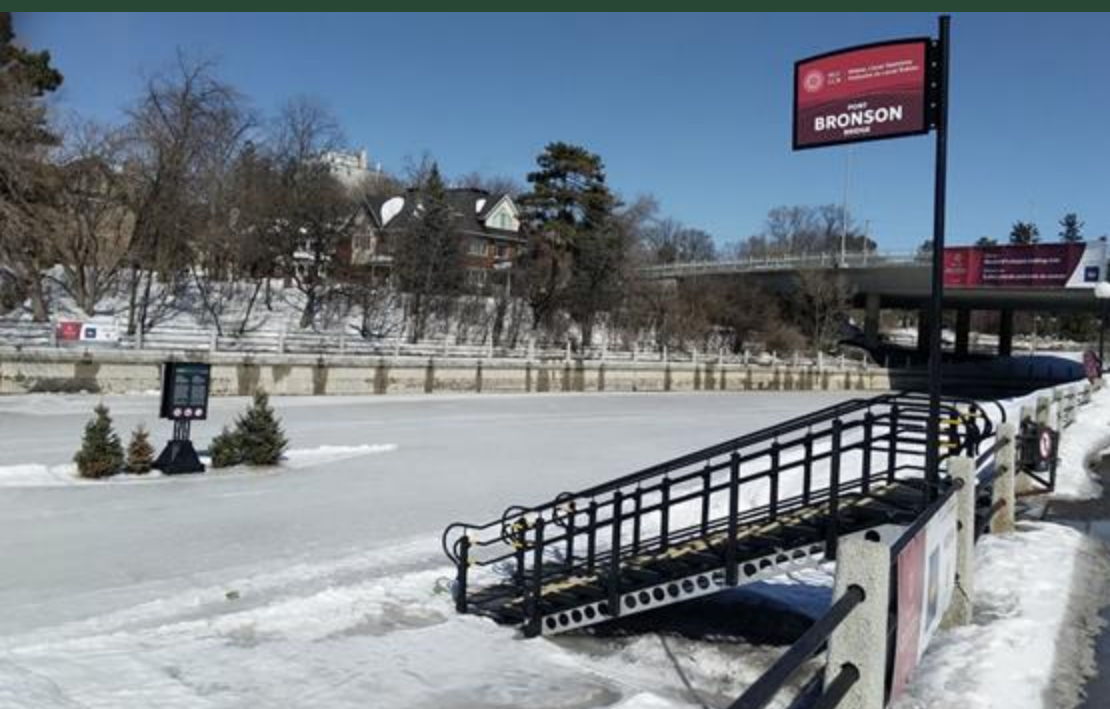
**MITIGATION**



# Climate-Related Tourism Impacts

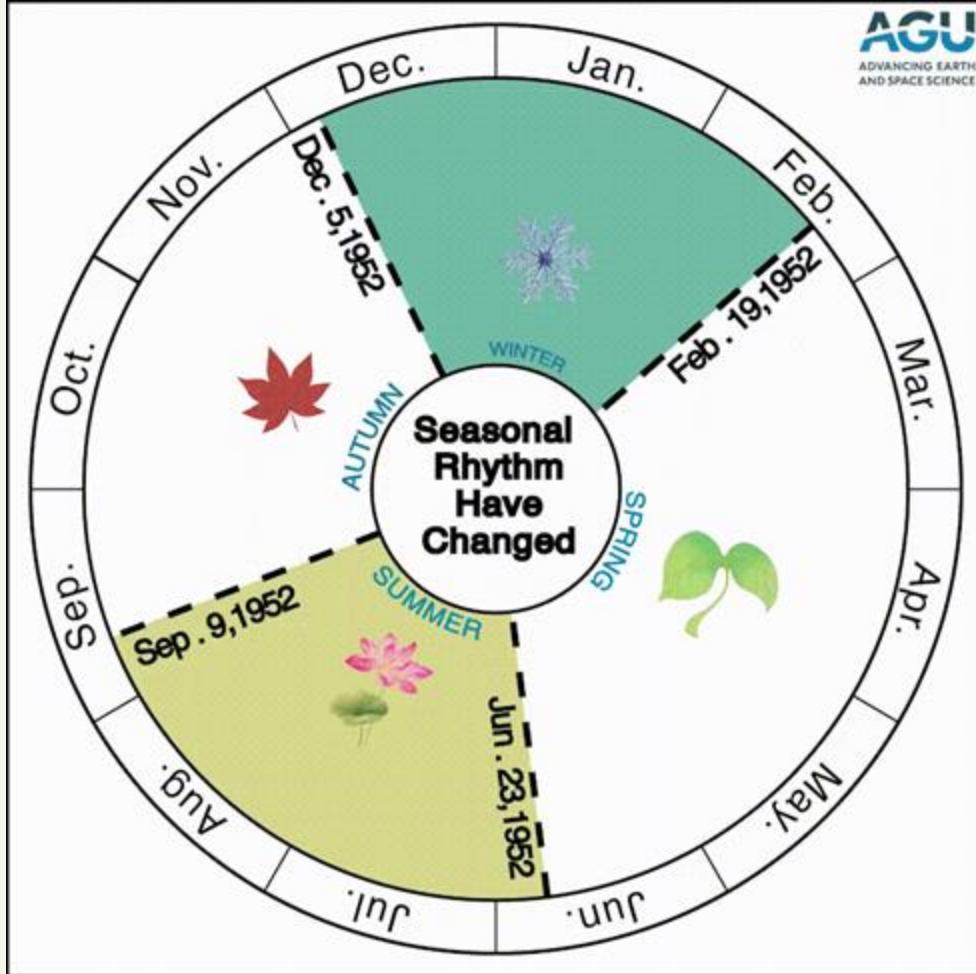












# Climate Change Adaptation in Tourism

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# Adaptation Strategies

1. Diversify tourism offerings
2. Invest in climate-resilient infrastructure
3. Harness nature-based solutions
4. Strengthen emergency preparedness



# Diversify Experiences



Cultural  
Tourism



Culinary &  
Agritourism



Wellness  
Tourism



Adventure  
Tourism

# Future-Proof Infrastructure



Floating  
Docks &  
Marinas



Hardy &  
Urban  
Agriculture



Drought  
Tolerant  
Landscapes



High  
Efficiency  
Buildings

# Nature-Based Solutions



Wetland  
Protection &  
Restoration



Forest  
Protection &  
Restoration



Shoreline  
Protection &  
Restoration



Improve Soil  
Health &  
Sequestration

# Emergency Preparedness



Comprehensive Plan



Clear Communication



Recovery Updates

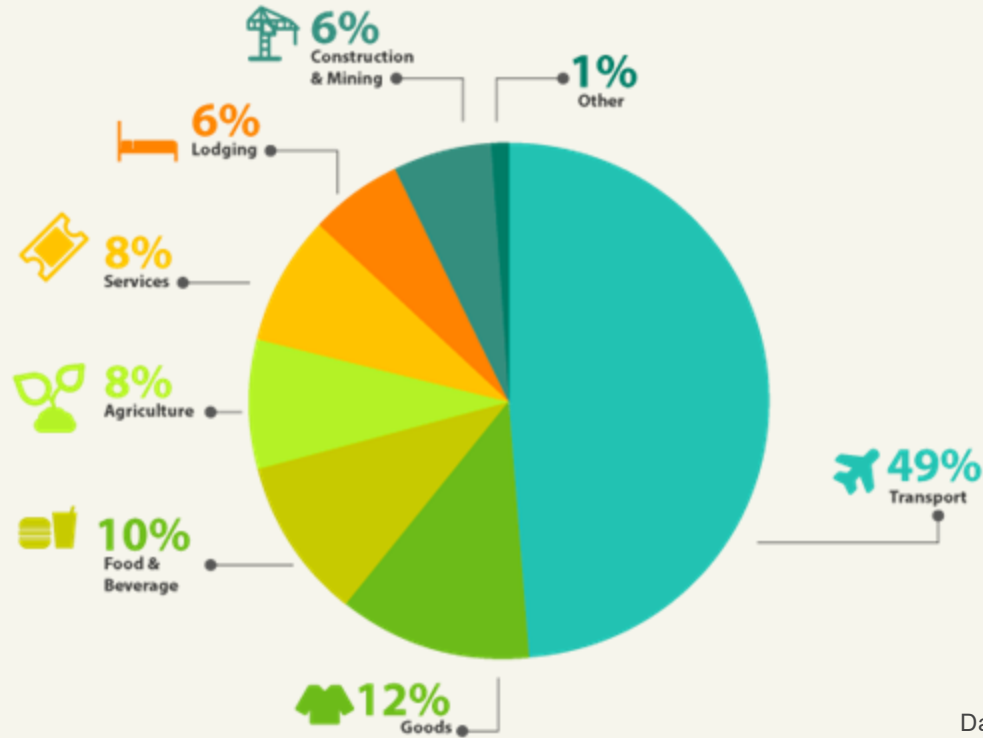
# Climate Change Mitigation in Tourism



# Mitigation Hierarchy



# Tourism's Carbon Footprint - 8% of Global GHGs



**We support the global commitment  
to halve emissions by 2030 and reach  
Net Zero as soon as possible before  
2050.**



**Glasgow Declaration**  
Climate Action in Tourism



# GreenStep EcoFund

EcoFund enables operators to collect a small contribution from guests to fund sustainability upgrades that reduce GHG emissions and operating costs.



**100+**

Verified  
Properties



**1,000+**

Tonnes of  
CO<sub>2</sub>e Mitigated



**\$4M+**

Sustainability  
Projects Funded

# Local Tourism in Action

**The Business Case for Sustainability Zoom**

Featuring **Angela Nagy**,  
President & CEO of  
**GreenStep Sustainable Tourism**

**October 20**  
1pm to 2:30pm

Learn how your tourism business can benefit - and profit - by introducing property sustainability measures.

This event will also feature James Murphy, executive director of Explorers' Edge, speaking about the regional tourism organization's new regenerative tourism strategy.

To register, visit [RTO12.ca](https://RTO12.ca)

**GreenStep** SOLUTIONS

**CANADIAN WILDERNESS**  
SOCIETY OF TOURISM

**EXPLORERS' EDGE**



Muskoka Beer Spa, GreenStep Sustainable Tourism Silver Certified, has focused on energy efficiency improvements and energy conservation measures.



Diamond Waters Sailing, GreenStep Sustainable Tourism Silver Certified, has a robust sustainability management system to guide decisions.



# The Business Case for Sustainability

Opportunities		Income Statement	Risks
1. Increased Revenue	9%	Revenue	Decreased Revenue
2. Reduced Energy	75%	Expenses	Increased Expenses
3. Reduced Waste	20%		
4. Reduced materials	10%		
5. Increased employee productivity/innovation	2%		
6. Reduced employee turnover expenses	25%	Profit Increase: +51% to +81%	Profit Decrease: -16% to -36%



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# Additional Climate Actions in Tourism

## Avoid + Eliminate

- Energy demand management
- Install renewable energy
- Purchase renewable energy
- Clean fleets
- Eliminate single-use plastics
- Digital over paper
- Sustainable purchasing
- Food choices
- EV charging infrastructure
- Target local and domestic

## Reduce

- Promote low carbon transportation
- 100% LED lighting
- Improve building envelope
- ENERGY STAR appliances
- High efficiency HVAC
- Low-flow fixtures
- Reduce, reuse, recycle
- Guest engagement in towel and linen reuse, and opting out of room cleaning

## Offset

- Credible, third-party verified carbon offsets focused on (reforestation, renewable energy).
- Support nearby nature-based solutions like wetland restoration, tree planting, or shoreline naturalization.
- Offer guests the option to offset their travel through a trusted program at booking.



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# Defining Our Roles in Decarbonizing Tourism

- **DMOs & Industry/Businesses**
  - How we operate
  - To whom we market
  - What we market
  - How we educate and inspire visitors
  - How we engage and support businesses
  - How we steward our places
  - How we advocate
  - How we partner
  - How we invest
- **Governments**
  - What we allow
  - What we fund
  - What we tax
  - How we lead
- **Travellers/Citizens**
  - Where we travel
  - How we get there and around
  - What we do
  - What we eat
  - Who we meet
  - How we improve or degrade
  - How we advocate/vote

# Let's reframe climate action as an enabler to...

- Meet the growing consumer and corporate demand for responsible business
- Avoid greenwashing (and greenhushing)
- Cut costs and operate more efficiently
- Improve profitability
- Attract and retain informed and engaged team members at all levels
- Build trust and support within our communities and other stakeholders

*....and make the world a better place by reducing negative impacts on people and the planet, and improving the positive impacts.*

With gratitude.

# Discussion

*Angela Nagy, CEO  
GreenStep Solutions Inc.  
angela@greenstep.ca*