

Sport tourism

- 1 Enable structured cooperation between tourism and sport authorities
- 2 Sport events need to be linked to the permanent offer and requires appropriate funding
- 3 Sport events often grow slow starting with an idea of enthusiasts
- 4 New innovative sport events can inspire people to visit a certain mountain destination
- 5 Mega sport events have their positive and negative sides

Adventure tourism

- 1 Adventure is becoming “softer”
- 2 Adventure tourism offers the chance that the revenue stays in the destination
- 3 Authenticity is achieved by linking tourism to the local culture and local people
- 4 A balanced development taking economic needs and nature protection into consideration is needed
- 5 Unused potential for summer due to difference between „what is expected“ and „what is offered“

Marketing trends

- 1 Today's travellers are seeking special moments/ emotional experiences
- 2 Fast developing IT solutions offer several options for innovations in Mountain destinations
- 3 Today is mobile
- 4 It is all about “experience”, “information” and “personalization”
- 5 Known athletes/sport teams as valuable testimonials for mountain destinations

New lifestyle

- 1 Thermal water & mountain destinations are a good combination
- 2 Health consciousness will lead to additional demand for active holidays
- 3 Competitions can motivate people to participate in health-related/fitness activities
- 4 Initiatives regarding medical tourism can help to reduce seasonality

Hiking

- 1 Many global trends have a positive effect on hiking tourism
- 2 A younger target group discovers hiking – supported by popular hiking ambassadors
- 3 Iconic products can give boots to similar developments but needs protection
- 4 Positive synergies through marketing activities of producers of outdoor clothes/items
- 5 Long-haul travel for hiking tourism is mostly connected with cultural tourism activities