



Govern d'Andorra

## Mountain tourism 2.0 :

### New strategies for success

"Technological changes do not influence the missions of tourism actors in the areas of promotion and product development but rather the manner of carrying them out."

**La Massana (Andorra), 11-12 April 2012**

#### Meeting venue:

Centro de Congresos de Andorra La Vella  
Plaça del Poble s/n. AD 500 Andorra la Vella  
Tél. : +376 87 45 00

#### PRELIMINARY PROGRAMME

#### Day 1, Wednesday, 11 April 2012

08.00 - 09.00	Registration	
09.00 - 10.00	Welcome remarks and opening session	
09.00 - 09.30	Senior Consul of the Commune of la Massana  Government of the Principality of Andorra  World Tourism Organization	<b>Mr. David Baró Riba</b> Senior Consul of the Comú de La Massana  <b>H.E. Mr. Antoni Martí Petit</b> Head of Government  <b>Mr. Taleb Rifai</b> Secretary-General, UNWTO
09.30 - 10.00	Introduction: Tourism between <i>high tech</i> and <i>high touch</i>  Presentation of the 2012 edition of the Mountain Tourism report: Will it go global thanks to the web?	<b>Mr. Peter Keller</b> University of Laussane, Scientific Committee of the World Congress on Snow and Mountain Tourism  <b>Mr. Laurent Vanat</b> Consultant, Geneva (Switzerland)
10.00 - 10.30	Coffee break	
10.30 - 12.00	<b>Session 1 - The new customer sovereignty. The way in which visitors inform themselves has changed</b>	
10.30 - 11.00	The future development of new media: Will online "word of mouth" take the place of traditional tourism marketing? The case of Ulsan Metropolitan City	<b>Mr. Oh, Dong-ho</b> Deputy Mayor for Administrative Affairs, Ulsan Metropolitan City, Republic of Korea
11.00 - 11.30	Hotel rating systems: How can we respect the new sovereignty of visitors by providing them with information on quality while at the same time managing the reputation of hotel enterprises?	<b>Mr. Georg Ziegler</b> Head of B2B, HolidayCheck.com, Kreuzlingen (Switzerland)
11.30 - 12.00	Debate	



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<b>12.00 - 13.30</b>	<b>Session 2 – Relationship marketing: the need to create communities and to follow potential customers before, during and after their trips</b>	
12.00 - 12.30	Creating communities: Can we create virtual communities from the real communities that visit mountains?	<b>Ms. Tiziana Turino</b> Marketing Manager Monterosa Ski, Champouluc, Aosta (Italy)
12.30 - 13.00	Websites: From initial excitement to booking and loyalty building	<b>Mr. Lorenzo Cantoni</b> Director of webatelier.net, Faculty of Communication, University of Lugano (Switzerland)
13.00 - 13.30	Debate	
<b>13.30 - 15.00</b>	<b>Lunch</b>	
<b>15.00 - 16.30</b>	<b>Session 3 – Informing the customer about the sites: informing in a diffuse manner to make the stay more attractive</b>	
15.00 - 15.30	Informing on a diffuse manner on the ski resort: multichannel and apps.	<b>Mr. Stefano Boffetta,</b> Manager Otto srl, Torino (Italy)
15.30 - 16.00	Summertime in Flaine in free: What on-site promotional and information actions can be used to revitalize summer tourism?	<b>Mr. Pierre Claessen</b> Director, Flaine Tourism Office, (France)
16.00 - 16.30	Debate	
<b>16.30 - 17.00</b>	<b>Coffee break</b>	
<b>17.00 - 18.30</b>	<b>Session 4 – New communication technologies: Linking the mountain with the world</b>	
17.00 - 17.30	Google and the five stages of snow and mountain travel: An analysis of the possibilities Google offers snow and mountain tourism during the five stages of travel: dreaming, planning, booking, experiencing, sharing.	<b>Mr. Javier González-Soria</b> Managing Director, Google Travel Spain, Madrid (Spain)
17.30 - 18.00	Telespazio, world leader in satellite communication: Can territories on the periphery of the mountain benefit from it?	<b>Mr. Giuseppe Viriglio</b> President, Telespazio SpA, Rome (Italy)
18.00 – 18.30	Debate	
<b>21.00</b>	<b>Dinner in commemoration of the event**</b>	

**Day 2, Thursday, 12 April 2012**

<b>09.30 - 11.00</b>	<b>Session 5 – Diversifying the offer: Strategies and campaigns for four-all-year-round tourism</b>	
09.30 - 10.00	The Serbian initiative for mountain tourism development. What obstacles need to be overcome? Case study, Stara Planina	<b>Mr. Goran Petkovic</b> State Secretary of for Tourism, Government of Serbia, Belgrade (Serbia)
10.00 - 10.30	Destination Bansko. What is its unique offering and how can it be promoted?	<b>Mr. Georgiu Ikonov,</b> Mayor of Bansko, Bansko (Bulgary)
10.30 - 11.00	Debate	
<b>11.00 - 11.30</b>	<b>Coffee break</b>	
11.30 - 12.00	New concepts in international mountain tourism promotion	<b>Mr. J.M. Silva</b> Managing Director, France Montagne, French mountain portal, Francin (France)



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12.00 - 12.30	<i>Inspiring Iceland</i> : Multimedia to generate confidence in times of crisis	<b>Ms. Olof Yrr Atladottir</b> Director of the National Tourism Office of Iceland, Reykjavik (Iceland)
12.30 - 13.30	Debate	
<b>13.30 - 15.00</b>	<b>Lunch</b>	
<b>15.00 - 16.30</b>	<b>Session 7 – Branding policy: Positioning unique sites in contested markets</b>	
15.00 - 15.30	The positioning of a ski resort: Why is Revelstoke successful despite tough competition?	<b>Mr. Alan Mason</b> Director of Community Economic Development for Revelstoke (Canada)
15.30 - 16.00	Internet at the service of the Andorra brand	<b>Mr. Betim Budzaku</b> Director, Andorra Turisme, Andorra La Vella (Principality of Andorra)
16.00 - 16.30	Debate	
<b>16.30 - 16.45</b>	<b>Break</b>	
<b>17.00 - 18.30</b>	<b>Final session – Expanding the world market: Taking skiing out of the Alpine niche</b>	
17.00 - 17.30	China's all-year-round resorts: What are the key factors of success? The example of "Sun Mountain Yabuliy" and "Adventure Mountain Changchun".	<b>Mr. Patrick Cao Yue</b> Vice-President, Mountain China Resorts (China)
17.30 - 18.00	Market prospects for Korean skiing: Expectations after having been chosen to host the 2018 Winter Olympics Case study, Yongpyong Resort	<b>Mr. In Jun Park</b> Director of Yongpyong Resort, Republic of Korea
18.00 - 18.30	Debate	
<b>18.30 - 19.30</b>	<b>Conclusions</b>	<b>Mr. Frédéric Pierret</b> Executive Director, UNWTO  <b>Mr. David Baró Riba</b> Senior Consul of the Comú de La Massana  <b>Mr. Francesc Camp Torres</b> Minister of Tourism and Environment

\* Preliminary programme may be subject to further modifications. Further information is available on <http://snowmountain.unwto.org>

\*\* By invitation only. Venue:

**Hotel ABBA Xalet Suites\*\*\*\***

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## **SOCIAL PROGRAMME**

### **“VISIT TO VALLNORD 2.0”**

#### **Day 3, Friday, 13 April 2012**

- 9:30** Pick-up of congress participants at the hotels of the organization in La Massana
- 10:00** Meeting point at the La Massana Cable Car  
Presentation of the team of the Vallnord resort / Vallnord TV
- 10:20** Ascent to the ski runs by cable car  
Presentation of the customer service programmes  
Update of the WEB and of INFONEU  
Map of ski runs: Use of QR codes  
Vallnord moments and fold-out map
- 11:15** Coffee break in La Caubella restaurant  
Presentation of news and actions in social networks  
Connected users and Foursquare geolocation  
Twitcam: Video presentation
- 13:00** End of virtual presentation and ascent by chairlift to the Pla de la Cot lodge  
Outdoor lunch at the Pla de la Cot lodge
- 16:00** End of the Vallnord 2.0 experience

***\*Note: The Social Programme forms part of the scheduled activities of the Congress and is offered to all its participants. Additional information is available at the website [www.congresdeneu.ad](http://www.congresdeneu.ad).***