



## New Trends in Mountain Tourism for the Summer Season

**8<sup>th</sup> WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM**  
**9 - 10 April 2014, Andorra la Vella, Andorra**

8/04/2014

### Background and objectives:

- UNWTO has been addressing the important issue of snow and mountain tourism since 1998 through the organization of the World Congress on Snow and Mountain Tourism every two years, celebrated in the Principality of Andorra and with increasing success in terms of content and level of participation.
- Over the last 15 years, important knowledge has been built in this field together with professional networks and a strategic approach to look into the current and future trends shaping “mountain tourism”.
- Since the mid 1980’s, there has been a significant change in many mountain regions regarding the seasonal distribution of tourism activities, with winter and snow tourism growing at a relatively slow pace and summer tourism stagnating or in decline.
- Indeed, mountains have unique tourism resources which, if used and deployed in a sustainable manner, can attract visitors to enjoy the natural environment and the healthy climate not only for skiing but also for other activities which can support and promote the preservation of natural resources.
- Recently, due to changes in the behaviour patterns of the consumer and the need for innovative and diversified products, mountain areas have been offering a wide variety of opportunities for nature-based recreation and active tourism all through the year.
- The increasing demand for outdoor activities and the trend for Alpine wellness may also contribute to the rejuvenation of the supply and hence attract more visitors to mountain destinations.
- The 8<sup>th</sup> World Congress on Snow and Mountain Tourism, once again, aims at creating a platform among the various stakeholders for dialogue and shared vision on how to develop a strategic approach and take action to enhance the potential of the mountain destinations for summer tourism.

Organized by



# PROGRAMME

**Wednesday, 09 April, 2014**

**08:00 – 08:45 Registration of participants**

**09:00 – 9:45 Opening ceremony**

Master of Ceremony: **Gemma Rial**

**Hon. Mrs. Maria Rosa Ferrer**, Mayor of Andorra la Vella

**Mr. Taleb Rifai**, Secretary-General, UNWTO

**H.E. Antoni Martí**, Prime Minister, Principality of Andorra

**9:45 – 10:45 SESSION 1: INTRODUCTION AND A STRATEGIC OUTLOOK TO THE NEW PARADIGMS FOR MOUNTAIN TOURISM: What has changed?**

The introductory session will provide a global insight into the winter and summer mountain tourism products which, despite indicating different characteristics both face significant structural challenges due to the changing consumer behaviour and market trends. Skier days in winter tourism tend to stagnate while demand for summer and outdoor activities grows. This session will highlight the new paradigms in terms of demand and supply within this context.

Moderator: **Mr. Márcio Favilla**, UNWTO Executive Director for Operational Programmes and Institutional Relations

(i) **Introduction and Keynote:** New Market Trends and Structural Changes in Summer Mountain Tourism

**Prof. Peter F. Keller**, Scientific Expert for the Congress, Switzerland

(ii) Mountain Tourism: Trends and Best Practices in North America

**Prof. Paul Arseneault**, Chairholder, Transat Chair in Tourism, Director of Tourism Intelligence Network, University of Quebec in Montreal (Canada)

**Panel discussion / Q & A**

**10:45 – 11:15 Coffee break**

11:15 – 12:30

## SESSION 2: A STRATEGIC APPROACH TO PROMOTE SUMMER TOURISM IN MOUNTAIN AREAS

The session will illustrate two good practices supported by the central and local authorities who recognized the need to stimulate and re-vitalize summer tourism in mountain areas as an important component of their tourism policies. For many mountain regions, tourism is the key economic sector for a sustainable growth and a new strategic plan is essential to respond to the changes in the demand and to offer diversified products.

Moderator: **Mr. Conrad Blanch**, Managing Director, Grandvalira Ensisa, Andorra

- (i) Re-inventing in Summer Tourism: A Strategic Approach at National Level, the Case of Switzerland.

**Mr. Martin Nydegger**, Member of the Executive Board of Switzerland Tourism, Zurich, Switzerland

- (ii) The Adaptation of French Ski Resorts to Summer Tourism: Challenges and Actions

**Mr. Jean Berthier**, Responsible for Mountain Affairs, Atout France, Challes-les-Eaux, France

**Panel discussion / Q & A**

12:30 – 13:30

## SESSION 3: CREATING ICONS TO ATTRACT VISITORS

The session will focus on successful strategies and efficient tools to promote nature-based tourism and recreational activities for the summer season on mature, well-established ski destinations and resorts. Two success stories from different regions and positioning will be presented.

Moderator: **Mr. Luigi Gaido**, Director of the Congress, Italy

- (i) The Beauty of Mountain Peaks: Keys to Promote and to Attract Visitors for Summer Tourism; the Case of the Summer Campaign of Dolomiti Superski

**Mr. Gerhard Vanzì**, Marketing Director, Dolomiti Superski, Val Gardena, Italy

**Presented by: Mr. Andrea Macchiavelli**, Co-founder and Director of Tourism, Gruppo Clas Consulting Milano, Director of the Centre of Tourism Studies at the University of Bergamo, Italy

- (ii) A New Mountain Destination: Keys to Success, the Case of Tajikistan

**H.E. Mr. Lochin Faizulloev**, Vice-Chairman, Committee of Youth Affairs, Sports and Tourism, Tajikistan

**Panel discussion / Q & A**

13:30 – 15:30 Lunch Break

15:30 – 17:00

## SESSION 4: THE VALUE OF TYPICAL ACCOMODATION AND GASTRONOMIC FACILITIES IN MOUNTAIN AREAS

Both the traditional local cuisine and accommodation facilities have a great impact on the visitor's perception of a mountain destination. Improving quality and making the local influence and traditions visible, both make the visit a unique experience and enhance the competitive advantage of the destination. This session showcases how to blend local tradition and modern technology into a tourist product of its own class.

Moderator: **Mr. Josep Lluís Bonet**, General Manager of Sporthotel, Andorra

- (i) The Traditional Mountain Cuisine as a Competitive Advantage, the Case of Val d'Aoste, Italy

**Mr. Piero Roulet**, Hotelier, former President of the Hotel Association and the Chamber of Commerce of Aosta Valley, Hotel and Spa Bellevue, Cogne, Aosta Valley, Italy

- (ii) Hospitality in the High Mountains, the Case of the "Mountain Huts Chain of the Swiss Alpine Club"

**Mr. Bruno Lühti**, Marketing Director, Swiss Alpine Club, Switzerland

- (iii) The Austrian Eco-label for Tourism: A Challenge for Sustainable Product Quality

**Ms. Regina Preslmair**, Responsible for the Austrian Eco-label, Federal Ministry for Agriculture, Forestry, Environment and Water Management, Austria

Panel discussion / Q & A

17:00 – 18:30

## SESSION 5: ADVENTURE SPORTS AND MOUNTAIN RECREATION AS PULL FACTORS IN MOUNTAIN AREAS

Mountain biking is one of the booming activities of the outdoor sports industry. It demands an infrastructure similar to skiing and attracts a very active and young segment of potential visitors. The session will illustrate two success stories from two countries where summer tourism is growing as a complementary product.

Moderator: **Mr. Cedric Gracia**, Driver MTB (DH & Enduro) professional, Andorra

- (i) Deseasonalization – the Power of Innovation, the Transformation of a Parish and a Country with the unquestionable Contribution of Vallnord Bike Park, La Massana, Andorra

**Mr. Marti Rafel**, Managing Director, VallNord, Andorra

- (ii) The Challenges of Mountain Biking Tourism Development in the Mountain Regions of Eastern Europe, the Case of the Ski Resort Pohorje in Slovenia

**Mr. Andrej Žigon**, Managing Director, Alliance - Action Sports Experts, Slovenia

Panel discussion / Q & A

21:00

"Welcome Party" dinner (Consòrcia Room of the Andorra la Vella Convention Centre)

## Thursday, 10 April, 2014

### 9:30 – 11:00 **SESSION 6: OUTDOOR ACTIVITIES AND THE BOOMING MARKET OF MOBILE APPLICATIONS**

Mobile technologies and their applications have already been incorporated in the tourism sector and all outdoor activities can count on a wide range of smart mobile solutions for tailor-made tours. The session tries to show ways on how mountain destinations can implement these applications not only in developing new products but also as an effective marketing tool.

Moderator: **Mr. Jordi Nadal**, Director, Andorra Telecom

- (i) The Importance of Mobile Applications for Mountain Destinations  
**Mrs. Montserrat Peñarroya**, CEO and Founder, International Institute of Investigation of the Society of Information and Knowledge (3iSIC), Barcelona, Spain
- (ii) New Applications for Andorra and the Concept of “Smart Country” as a Competitive Advantage for Tourism  
**Ms. Núria Tarré**, CEO, Grandvalira-Nevasa, Andorra  
**Mr. Betim Budzaku**, CEO, Andorra Turisme, Andorra
- (iii) Innovative Mountains: The Application “Acoustic Trail” by Cluster Turismo de Montaña, Spain  
**Mr. Rafael Olmedo**, CEO, GEKO NAVSAT, Madrid, Spain
- (iv) Alpify, the security Application that allows the Localization of its Users in Case of Emergency  
**Mr. Guillem Viladomat**, CEO and founder, Alpify Outdoor Security Tracking System, Andorra

**Panel discussion / Q & A**

### 11:00 – 11:30 **Coffee break**

### 11:30 – 13:00 **SESSION 7: MODERN WELLNESS AND SUMMER “APRÈS-SPORT” ACTIVITIES**

Mountain areas not only offer nature-based recreation and active tourism but also because of their picturesque natural setting, they are ideal destinations for developing spa and wellness products together with leisure facilities. The session will illustrate two innovative cases on wellness and entertainment.

Moderator: **Mr. Miguel Pedregal**, Director, Caldea & Inúu Spa and Wellness Center, Andorra

- (i) Alpine Wellness and Health as Four Season Attraction, the Case of Allgäu  
**Mr. Bernhard Joachim**, CEO Allgäu Ltd., Kempten, Germany
- (ii) From Mountaineering and Hiking to “Après-Sports”: Creating exciting Social and Cultural Life Experiences, the Case of Ischgl, Austria  
**Mr. Andreas Steibl**, Director of Tourism, Ischgl, Austria

**Panel discussion / Q & A**

**13:00 – 15:00 Lunch Break**

**15:00 – 16:30 SESSION 8: PRODUCT DIVERSIFICATION IN MOUNTAIN DESTINATIONS**

Innovation is one of the key factors for success in establishing summer tourism in mountain destinations. Diversification and differentiation of the product can attract new segments of visitors. The session will discuss the strategic approach to repositioning the mountain destinations in this regard.

Moderator: **Prof. Peter F. Keller**, Scientific Expert for the Congress, Switzerland

- (i) Rejuvenation and Consolidation of Mountain Resorts: What are the Key Factors for Success? The Case of Tatry Mountain Resort S.A., Slovakia  
**Mr. Bohuš Hlavatý**, Chairman of the Board of Directors and CEO, Tatry Mountain Resort, Liptovský Mikuláš, Slovakia
- (ii) Bulgaria – The Emerging Summer Mountain Tourism Destination  
**H.E. Mr. Branimir Botev**, Deputy Minister of Economy and Energy, Bulgaria
- (iii) Tourism with no Seasonality: the Strategy of Andorra to Attract more Visitors  
**H.E. Mr. Francesc Camp**, Minister of Tourism and Environment, Principality of Andorra

**Panel discussion / Q & A**

**16:30 – 18:00 SESSION 9: NEW TENDENCIES IN MARKETING: LINKING MOUNTAIN RESORTS AND ITS SURROUNDING URBAN AREAS**

Urban destinations which are geographically close to mountain areas can create a competitive advantage by adding nature - based tourism activities in their product portfolio and in their marketing strategies. Mountain regions can also benefit from the gateway function of neighbouring urban areas. The two cases in this session clearly show the potential of cross marketing and the benefits from extending the variety of tourism products.

Moderator: **Mr. Jordi Ferrer**, Partner Director and founder of T&L, Spain

- (i) Cross Marketing between Urban and Mountain Regions, the Case of Ulsan in the Republic of Korea  
**Mr. Sang Yuk Kim**, Director of Tourism Division of Ulsan City, Republic of Korea
- (ii) Cross Marketing between Urban and Mountain Regions, the Canadian Approach, the Case of Vancouver and Whistler  
**Mr. Stephen Pearce**, Vice-President, Leisure Travel and Digital Marketing, Tourism Vancouver, British Columbia, Canada

**Panel discussion / Q & A**

**18:00 – 18:30 Coffee break**

**18:30 – 19:30 TECHNICAL CONCLUSIONS AND CLOSING CEREMONY**

(i) Technical conclusions

**Prof. Peter F. Keller**, Scientific Expert for the Congress, Switzerland

**Mr. Luigi Gaido**, Director of the Congress, Italy

(ii) Closing ceremony

**Hon. Mrs. Maria Rosa Ferrer**, Mayor of Andorra la Vella

**Hon. Mrs. Montserrat Gil**, Mayor of Sant Julià de Lòria

**Mr. Márcio Favilla**, UNWTO Executive Director for Operational Programmes and Institutional Relations

**H.E. Mr. Francesc Camp**, Minister of Tourism and Environment, Principality of Andorra