

## Programme



## 9<sup>th</sup> WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM

### “MOUNTAINLIKERS:

### Sport and Adventure: A Promising Combination”

02-04 March, 2016, Sant Julià de Lòria, Andorra

25-Feb-16

#### Background and rationale:

- Pursuant to its previous edition in 2014 in Andorra la Vella under the topic of “**New Trends in Mountain Tourism for the Summer Season**”, the 9<sup>th</sup> World Congress on Snow and Mountain Tourism aims at providing an overview of the possibilities of adding value to Mountain Resorts through the fields of sport and adventure.
- “Adventure Tourism” is one of the fast developing categories within the tourism sector and the destinations increasingly give priority to develop and promote “Adventure Tourism” for their local economic growth. The 9<sup>th</sup> World Congress on Snow and Mountain Tourism will take a closer look into the opportunities of “Adventure Tourism” in mountain resorts and explore the ways of benefiting from this rapidly developing segment while at the same time ensuring sustainability.
- “Sport” is a multi-layered topic which not only offers active and passive tourism products in general but also allows the leisure visitors to practice a wide range of activities during their holidays. The Congress will showcase success stories from different mountain resorts in this particular field.
- Both areas offer significant opportunities for mountain resorts in their efforts to mitigate the seasonality issues and perform with efficiency all through the year.

Organized by



Govern d'Andorra



Comú de Sant Julià de Lòria  
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Andorra

## Programme

### Wednesday, 02 March, 2016

Venue: Lauredià Culture and Congress Centre - Sant Julià de Lòria

**08:00 – 09.00**      **Arrival and registration of participants**

**09:00 – 09:30**      **Opening Ceremony**

Master of Ceremony: **Ms. Gemma Rial**

**Hon. Mr. Josep Miquel Vila**, Mayor of Sant Julià de Lòria

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

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

**09:30 - 11:15**      **OPENING SESSION: Sport Tourism as an opportunity for mountain destinations. Public initiatives at national level and the basic requirements for success**

**Greeting message:**

**Mr. Kim Gi-hyeon**, Mayor of Ulsan Metropolitan City, Republic of Korea

**Introduction and moderation:**

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

**Speakers:**

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

**Mr. George Chogovadze**, Head of Georgian National Tourism Administration

**Mr. Davide Codoni**, Vice-Director for Tourism Policy, Federal Department of Economic Affairs, Education and Research, Switzerland

**Ms. Ana Cristina Gozalo**, Head of Department of Sport and Nature Tourism, Turespaña, Madrid, Spain

**Panel discussion and Q/A**

**11:15 - 11:45**      **Coffee break**

11:45– 13:30

### **SESSION 1: Outdoor and Adventure Tourism products need promotion: What are the new marketing tools for mountain destinations?**

New technologies provide the mountain resorts with further opportunities in their marketing efforts. This session focuses on the recent trends and most effective tools which enable the mountain destinations reach a broader audience.

**Keynote and moderation: Mr. Enric López**, Director of Master Programme “Tourism Enterprise Management”, CETT - Universitat de Barcelona, Spain

#### **Speakers:**

**Mr. Mathias Schattleitner**, Managing Director, Tourism Marketing Schladming-Dachstein, Austria

**Mr. Jordi Ramot**, CEO & Founder, Wikiloc - Authentic Outdoor Experiences, Gerona, Spain

**Mr. Eric-A. Balet**, CEO, Groupe Téléverbier SA, Verbier, Switzerland

**Mrs. Nathalie Saint-Marcel**, Deputy Director, Cluster Montagne, France

#### **Panel discussion and Q/A**

13:30 - 15:30

Lunch break

15:30 – 18:00

### **SESSION 2: Hosting sport events: A suitable tool to enhance the added value for a destination vs. a cost-intensive exercise with limited return on investment**

Many mountain destinations host annual or prestigious one-time sport events to maintain demand and attract visitors during off-season and to improve the brand and positioning of the resorts. This session highlights the strategic approach to maximize the benefits and return on investment in this process.

**Keynote and moderation: Mr. Martí Rafel**, General Manager, Vallnord, Andorra

#### **Speakers:**

**Mr. Alfonso Torreño**, Director of Marketing and Sales of Nevasa - Grandvalira, Andorra

**Mr. Martin Gaffuri**, Global Running Sports Marketing and Communication Manager, SCOTT Sports, SCOTT Sports, Switzerland

**Mr. Richard Adam**, Chief Commercial Officer, Engadin St. Moritz Mountains AG, Switzerland

**Mr. Philippe Sudres**, Communication Director, Amaury Sport Organisation (ASO), France

**Mr. Bruno Lalande**, Head of Strategy EMEA, REPUCOM, France

#### **Panel discussion and Q/A**

18:15

Departure by bus to Naturlandia Park (altitude 1.600m)

19:00 – 22:00

Welcome Dinner at Naturlandia

## Thursday, 03 March, 2016

9:00 – 10:45

### **SESSION 3: Positioning of Adventure Tourism in the global marketplace: quality visitor experience and the challenge to define the line between authenticity and artificiality**

Mountains are perfect locations for adventure tourism and therefore many mountain destinations develop spectacular facilities to attract new customers. This session explores the long term strategies to develop sustainable adventure tourism products while avoiding an artificial superstructure.

#### **Introduction and moderation:**

**Ms. Esencan Terzibasoglu**, Director, Destination Management and Quality Programme, UNWTO

#### **Speakers:**

**Ms. Eva Stravs-Podlogar**, Acting Director General, Tourism and Internationalisation Directorate, Ministry of Economic Development and Technology, Slovenia

**Mr. Chris Doyle**, Executive Director Europe, Adventure Travel Trade Association (ATTA)

**Mr. Christopher Hinteregger**, Kohl & Partner Hotel & Tourism Consulting, Austria

**Mr. Willy Fux**, Consultant, LHM Conseil, Member of Cluster Montagne, France

#### **Panel discussion and Q/A**

10:45 – 11:15

**Coffee Break**

11:15 – 13:00

### **SESSION 4: How do mountain destinations react to the new customer who represents a healthy and active lifestyle?**

Skiing will remain the main travel motivation for mountainlikers in the future—yet, the new customer trends with healthy and active lifestyle patterns urge the mountain destinations to adapt to change, diversify the product and attract niche markets. This Session will showcase success stories.

#### **Keynote and moderation:**

**Mr. Miguel Pedregal**, Director General, Caldea-Inúu, Andorra

#### **Speakers:**

**Mr. Veikko Halonen**, CEO, Vuokatti Sport, Finland

**Mr. Enric Torres**, Director for Products and New Projects, Andorra Turisme

**Mr. Marcelo Garcia Leyenda**, Coordinator of Strategic Projects, Villa La Angostura, Argentina

**Ms. Imma Jiménez**, Director, Andorra Development and Investment Agency, Andorra

#### **Panel discussion and Q/A**

13:00 – 14:30

**Lunch break**

14:30 – 16:00

**SESSION 5: Athletes as testimonials**

Internationally recognized sport athletes (active or retired) often act as testimonials – either for a certain destination through common promotion and marketing activities or for a certain type of sport. In this session well-known athletes will share their experience and the key advantages of this kind of promotion from the side of the destination will be discussed.

**Keynote and moderation:**

**Mr. Douglas Pate**, The Andorran Business Confederation

**Speakers:**

**Mr. Albert Llovera**, Rally driver and former alpine skier, Andorra

**Mr. Ferran Latorre**, Mountaineer, traveler and discoverer, Barcelona, Spain

**Mr. Xavier Florencio**, Former professional road bicycle racer and sport director of Team Katusha, Spain

**Mr. Jean-Philippe Monfort**, International Project Manager, Cluster Montagne, France

**Panel discussion and Q/A**

16:00 – 17:45

**SESSION 6: Re-invention of Hiking - an indispensable activity for mountain tourism**

Hiking is one of the leisure activities with the longest history in mountain terrain. Nonetheless it had been labelled as boring and old-fashioned and lost its attraction among the younger generation. The new boom of outdoor and nature-related hobbies has led to a re-launch of hiking which now attracts new hiking enthusiasts. This session longs to provide reasons for the recent development and tries to show future implications for mountain destinations.

**Keynote and moderation:**

**Ms. Cathy O'Dowd**, Rock climber, mountaineer and author, South Africa

**Speakers:**

**Ms. Franziska Thiele**, Institute for Tourism and Regional Research, Ostfalia University of Applied Science, Germany

**Mr. Alfredo Ferreyros**, CEO, Explorandes, Peru

**Mr. Andy Schimeck**, CEO, Marmot Mountain Europe, Germany

**Ms. Catherine Germier-Hamel**, CEO & Founder, Millennium Destinations, Republic of Korea/ France

**Panel discussion and Q/A**

17:45 – 18:00

**Presentation of a Global Initiative: The Mountain Partnership at FAO (United Nations Food and Agriculture Organization)**

**Ms. Mia Rowan**, Communication and Advocacy Specialist, Mountain Partnership Secretariat, FAO

**18:00 – 18:15**

**Coffee Break**

**18:15 – 19:00**

**Technical conclusions and closing ceremony**

**Technical Conclusions:**

**Mr. Christopher Hinteregger**, Scientific Director of the Congress

**Closing Session**

**Hon. Mr. Josep Miquel Vila**, Mayor of Sant Julià de Lòria, Andorra

**Hon. Ms. Trini Marín**, Mayor of Escaldes Engordany, Andorra

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

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

**19:00– 22:00**

**Farewell Cocktail / Dinner**

**Friday, 04 March**

**9:00 – 17:00**

**Enjoy Andorra! (Programme of cultural visits or sport and leisure activities)**