



**9^e CONGRÉS MUNDIAL
DE TURISME DE NEU I MUNTANYA**
2 · 4 març 2016 · Sant Julià de Lòria · Andorra

MOUNTAINLIKERS. Sport and adventure, a promising combination

PROGRAM

2 March, 2016

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**, Major of Sant Julià de Lòria
- **Mr. Taleb Rifai**, UNWTO General Secretary
- **H.E. Mr. 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

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

- **H.E. Mr. Francesc Camp**, Minister of Tourism & Trade of Andorra
- **Mr. George Chogovadze**, Head of Georgian National Tourism Administration
- **Mr. Richard Kämpf**, 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

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?



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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 moderator: **Mr. Enric López**, Director of the Master's Degree in Strategic Management for Tourism Companies, CETT – University of Barcelona, Barcelona, Spain

Presentations and interactive panel discussion:

- **Mr. Mathias Schattleitner**, Managing Director, Tourism Marketing Schladming-Dachstein, Austria
- **Mr. Jordi Ramot**, CEO & Founder, Wikiloc - Authentic Outdoor Experiences, Girona, Spain
- **Mr. Eric-A. Balet**, CEO, Groupe Téléverbier SA, Verbier, Switzerland
- **Mrs. Nathalie Saint-Marcel**, Deputy Director, Cluster Montagne, France

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.

Moderator: **Mr. Martí Rafel**, General Manager of Vallnord ski resort, Andorra

Presentations and interactive panel discussion:

- **Mr. Alfonso Torreño**, Marketing and Communication Manager, Grandvalira, Andorra
- **Mr. Martin Gaffuri**, Global Running Sports Marketing and Communication Manager, SCOTT Sports, SCOTT Sports, Switzerland
- **Mr. Richard Adam**, Commercial Manager, 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

18:15 - Departure by bus to Naturlandia Park (altitude 1.600 metres)



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19:00 – 22:00 - Welcome Party at Naturlandia

03 March, 2016

09:00 – 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.

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

Presentations and interactive panel discussion:

- **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.
- **Mr. Christopher Hinteregger**, Kohl & Partner Hotel & Tourism Consulting, Austria
- **Mr. Willy Fux**, Consultant, LHM Conseil, Member of Cluster Montagne, France

10:45 – 11:15 **Coffee Break**

11:15 – 13:00 **Session 4:**

How do mountain destinations react to the new customers seeking a healthier and more 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.

Moderator: **Mr. Miguel Pedregal**. General Manager of Caldea-Inúu, Andorra

Presentations and interactive panel discussion:



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- **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 (ADI), Andorra

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 moderator: **Mr. Douglas Pate**, CEA - Andorra's Enterprise Confederation., Andorra.

- **Mr. Albert Llovera**, Rally driver and former alpine skier, Andorra
- **Mr. Ferran Latorre**, Mountaineer, traveler and discoverer, Barcelona, Spain
- **Mr. Xavier Florencio**, Katusha team Sport manager, Andorra
- **Mr. Jean-Philippe Monfort**, International Project Manager, Cluster Montagne, France

16:00 – 17:45 Session 6:

Hiking: 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 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 enthusiast. This session longs to provide reasons for the recent development and tries to show future implications for mountain destinations.

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

Presentations and interactive panel discussion:



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- **Ms. Franziska Thiele**, Institute for Tourism and Regional Research, Ostfalia University of Applied Science, Germany
- **Mr. Alfredo Ferreyros**, CEO of Explorandes, Peru
- **Mr. Andy Schimeck**, CEO, Marmot Mountain Europe, Germany
- **Ms. Catherine Germier-Hamel**, CEO & Founder, Millennium Destinations, Republic of Korea

17:45 – 18:00h **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. Italy.

18:00 – 18:15 **Coffee Break**

18:15 – 19:00 **Technical conclusions, closing remarks and closing ceremony**

Technical Conclusions:

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

Closing ceremony

- **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**

04 March, 2016

Technical Visit – ENJOY ANDORRA!

Program and registration: <https://goo.gl/35ln6P>



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