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Main Conclusions

Sport tourism

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

MOUNTAINLIKERS

Main Conclusions

Adventure tourism

- Adventure is becoming "softer"
- 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
- A balanced development taking economic needs and nature protection into consideration is needed
- Unused potential for summer due to difference between "what is expected" and "what is offered"

Main Conclusions



Marketing trends

- 1 Todays travellers are seeking special moments/ emotional experiences
- Past developing IT solutions offer several options for innovations in Mountain destinations
- 3 Today is mobile
- It is all about "experience", "information" and "personalization"
- 6 Known athletes/sport teams as valuable testimonials for mountain destinations

MOUNTAINLIKERS

Main Conclusions

New lifestyle

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

MOUNTAINLIKERS

Main Conclusions

Hiking

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