



MOUNTAINLIKERS

11th WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM

MOUNTAINLIKERS: «A new approach to the future»

23-25 March 2022, ANDORRA

Background

- ✓ For more than two decades, the World Tourism Organization (UNWTO) and the Principality of Andorra have been working for the development of snow and mountain tourism. Today, after the hard hit that our economy has gone through, particularly the tourism sector, it is essential that all stakeholders involved in the sector collaborate to recover and restart tourism, working on tourism in mountain areas towards a more sustainable and inclusive future.
- ✓ Andorra is nature *par excellence*. 92% of the surface of Andorra is natural space, only 8% is developable, increasing the concern for the care of the environment. Preserving the environment is essential to offer authentic experiences in natural settings and facilitates respectful and responsible tourism activities. At the same time, sustainable tourism contributes to the economy, to local consumption, improving the tourist experience.
- ✓ At the same time, the pandemic has accelerated key trends in tourism development such as digitalization and the demand for new, more local, authentic and sustainable experiences.
- ✓ The 11th World Congress will focus on the recovery of tourism and on an approach to the future focused on understanding the tourist, preserving resources and ensuring well-being, addressing issues such as innovation, sustainability and digital transformation, and will explore topics such as:
 - Reactivation and new trends in Tourism
 - Artificial intelligence and ICT for the evolution of tourism contributing to sustainability
 - The environment and the development of responsible, sustainable and inclusive destinations
 - Health and wellness



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Provisional Programme

(23.02.2022)

Wednesday, 23 March 2022

Venue: Congress Centre of Andorra la Vella - Plaça del Poble, Andorra

08:00 – 10.00 **Arrival and registration of participants**

10:00 – 10:30 **Opening Ceremony**

- **Hon. Mr. Francesc Camp Torres**, Mayor of Canillo
- **Mr. Zurab Pololikashvili**, Secretary-General, UNWTO
- **H.E. Mr. Xavier Espot Zamora**, Prime Minister, Principality of Andorra

Master of Ceremony: **Mrs. Gemma Rial**, Journalist and Presenter of RTVA (Ràdio i Televisió d'Andorra)

10:30 – 11:00 **Keynote on innovation and sustainability**

Damien Zisswiller, Directorate of Engineering and Development of Territories, Atout France

11:00 – 13:00

High Level Panel on "Mountain destinations: between recovery and looking to the future"

Mountain tourist destinations have quickly adapted to the new post-covid reality. What strategies have public and private entities implemented to deal with it? And what vision do they have for the future?

Moderation and introduction: **Sandra Carvao**, Chief of Tourism Market Intelligence and Competitiveness, UNWTO

Speakers:

- **H.E. Mr. Jordi Torres Falcó**, Minister of Tourism and Telecommunications of **Andorra**
- **H.E. Mr. Simon Zajc**, Secretary of State, Ministry of Economic Development and Technology of **Slovenia**
- **H.E. Mr. Fernando Valdés**, Secretary of State for Tourism of **Spain**
- **H.E. Mrs. Sofia Zacharaki**, Viceminister of Tourism of **Greece**

13:00 – 15:00 **Free time for lunch**

15:00 – 15:30

Understanding mountain Tourism through data

Smartphones have become the most widely used device for any online operation. The use of mobiles allows an important source at data level. How do we take advantage of this information and what can we offer to the users? The effectiveness of mobile data.

Gerardo Calzada, Analytics & BI Manager, Andorra Telecom

15.30 – 17:00

SESSION 1 – Digital transformation and the tourism of the future

Since the pandemic, digitalization - "big data", "virtual reality" or "artificial intelligence" - has been strengthened, generating solutions to accelerate economic recovery. New tourism applications have been rapidly created helping companies adjust their business models, and institutions reorganize their tourism destination using data and AI. This session will showcase tourism innovative technological solutions that contribute to sustainable development.

Moderator: **Natalia Bayona**, Director of Innovation, Education and Investments, UNWTO

Speakers:

- **Christian Lunger**, CEO, Motasdesign (Austria)
- **Santiago Camps**, CEO, Mabrian Technologies (Spain)
- **Helena González Ung**, Special Projects & Digital Art Manager, Necsum Trison (Spain)
- **Marc Galabert Macià**, Secretary of State for Economic Diversification and Innovation, Government of Andorra
- **Marc Bigas Bachs**, Co-founder of Skitude (Norway)

17:00 – 17:20

UNWTO / FAO Report on Sustainable Mountain Tourism – Key Outcomes

- **Sandra Carvao**, Chief of Tourism Market Intelligence and Competitiveness, UNWTO
- **Rosalaura Romeo**, Project Coordinator, Mountain Partnership Secretariat, Food and Agriculture Organization of the United Nations (FAO)

Thursday, 24 March 2022

Venue: Congress Centre of Andorra la Vella - Plaça del Poble, Andorra

09:30 – 11:00

SESSION 2 – Gastronomy and sustainable consumption

Gastronomy tourism is a growing trend that allows the consolidation of typical food, identity and culture of the destination. This session will also give examples of sustainable consumption initiatives that serve as a tool for the local population to benefit from tourism development, especially in rural areas.

Moderator: **David Mora**, Coordinator of the Master's Degree in Food Tourism, Basque Culinary Center (BCC)

Speakers:

- **Michele Rumiz**, Director of the programme Slow Food Travel (Italy)
- **Chef Jordi Grau**, Restaurant Ibaya, Sport Hotel Hermitage (Andorra)
- **Vee Bougani**, CEO, Sustainable Food Movement (Greece)

11:15 – 13:00

SESSION 3: Innovative experiences

Consumers habits have been transformed - their health and well-being, their contact with nature and their communities come first. Destinations and tourist service companies have adapted rapidly to this new reality. At the same time, an important factor on their holidays is discovering and experimenting. Experience tourism together with a healthy environment is a key element for the consumer.

Moderator: **Céline Fortin**, Regional Manager, Europe & Oceania, Adventure Travel Trade Association (ATTA)

Speakers:

- **Michel Durrieu**, CEO, Huttopia (France)
- **Betim Budzaku**, CEO, Andorra Turisme
- **Pierre-François Adam**, Innovation-Foresight and Entrepreneurship Manager Cluster Montagne (France)

13:00 – 15:30

Free time for lunch

15:30 – 17:00

SESSION 4: Consumers call for responsible tourism destinations

The globally growing environmental awareness also changes development patterns in tourism: energy efficiency, environmental friendly construction or the use of natural materials can all contribute to sustainable development. This session aims at showcasing tourism initiatives dedicated to an eco-friendly development. It will also discuss governance, job creation and capacity building.

Moderator: **Alessandra Priante**, Regional Director for Europe, UNWTO

Speakers:

- **Leigh Barnes**, Chief Customer Officer, Intrepid Travel (United Kingdom)
- **Marc Pons**, Director in Andorra Investigation + Innovation (Andorra)
- **Domitien Détrie**, Director General of the Pyrenees Agency (France)
- **Jeremy Smith**, Co-founder, Tourism Declares a Climate Emergency (France)

17:00 – 17:30

Closing ceremony

- **Hon. Mr. Francesc Camp Torres**, Mayor of Canillo
- **Hon. Mrs. Laura Mas Barrionuevo**, Mayor of Encamp, host of the 2024 Congress
- UNWTO Representative
- **H.E. Mr. Jordi Torres Falcó**, Minister of Tourism and Telecommunications of Andorra

Friday, 25 March 2022

09:00 – 18:00

Enjoy Andorra! + [technical visit](#)

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