

# Mountain territories, the perfect destinations for wellbeing tourism



## 12th WORLD CONGRESS ON SNOW, MOUNTAIN AND WELLNESS TOURISM

20 - 22 March 2024 · Encamp · ANDORRA

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**Headaches, muscle pain, changes in mood, anxiety...** these are some of the effects of stress. Noise, pollution or food are also enhancers of the so-called evil of the 21st century.

In this scenario, **the tourist has changed his needs** and, with them, his demands. Now, not only does it seek to discover ancient architecture or contemporary art, but, faced with the frenetic pace of everyday life, **relaxation and rest, as well as contact with nature, become the best attractions**. All of this increases the importance and **opportunities of wellbeing tourism** – “a type of tourist activity that aims to improve and balance the main areas of human life, including the physical, mental, emotional, occupational, intellectual and the spiritual. The primary motivation of the wellbeing tourist is to participate in preventive, proactive and lifestyle-enhancing activities, such as gymnastics, healthy eating, relaxation, self-care and curative treatments” (UNWTO).

But, **what role do mountain territories play in the offer of wellbeing tourism?** Of course, mountain territories, where the environment represents a **disconnection from the noise and pollution of the city** and, at the same time, a **direct approach to nature**, have become the ideal destinations to enjoy the offers of this type of tourism.

In this new reality, some questions arise: **How do we add value to the experience that today's visitor is looking for? What experiences can we offer to satisfy the demands of the tourists of the future?** Professionals from the international tourism sector will answer these and many other questions in the first session of the World **Congress on Snow, Mountain and Wellness Tourism**.

If you are a professional in the sector and want to know the keys to the tourism of the future, we are waiting for you at the **World Congress on Snow, Mountain and Wellness Tourism**, on **March 20, 21 and 22, 2024**, in Andorra.

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