



12th WORLD CONGRESS ON SNOW, MOUNTAIN AND WELLNESS TOURISM

MOUNTAINLIKERS: "SUSTAINABILITY AND WELLBEING, THE KEYS TO MOUNTAIN TOURISM"

20 - 22 March 2024 · Encamp · ANDORRA

www.mountainlikers.com

Background and justification

Tourism is one of the strategic economic sectors of many countries, with a significant percentage of GDP and millions of jobs depending of it. For Andorra, tourism accounts for 50% of GDP and in Europe the median is 10%.

According to UN Tourism, international tourism recovered 84% of pre-pandemic levels in the January-July 2023 period (-16% versus 2019) after a strong second quarter and the first part of the northern hemisphere summer season. Travel demand continued to show remarkable resilience and sustained recovery, amid economic and geopolitical challenges. These results show that international tourism remains on track to reach between 80% and 95% of pre-pandemic levels in 2023.

Andorra and UN Tourism Academy are working intensively to grow training and education in different areas of tourism. Snow and mountain tourism, as well as wellness tourism, are sectors that allow sustainable development, the conservation of biodiversity and the generation of employment and wealth in rural and mountain areas.

Andorra actively collaborates to ensure that tourism in mountain areas is seen as a lever for destinations in order to advance faster and better by serving as an engine of economic growth, inclusive development, and environmental sustainability. However, Andorra, as well as other mountain tourist destinations, also face major challenges, such as climate change, global competition, seasonality, and adapting to new traveller demands and expectations. For this reason, a new perspective is necessary, which allows us to innovate, diversify and improve the quality and competitiveness of our tourism offer.

Reflecting these new trends, the Congress is back in its latest edition including the term wellness, thus becoming the **WORLD CONGRESS OF SNOW, MOUNTAIN AND WELLNESS TOURISM**.

In this edition, where we will naturally address mountain tourism, the aim is to define and specify the future axes of development of snow, mountain and wellness tourism.

To ensure the growth of the tourism sector, the following issues need to be discussed today:

- Sustainability as a cornerstone for the development of the tourism sector
- Tourism diversification and emerging tourism products that drive the tourism of the future, in line with the new demands of travellers (nature, health, well-being, etc.)
- New technologies, AI applied to the tourism sector, digitalization
- Education and training

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Provisional agenda

Wednesday, 20 March 2024

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

08:00 – 09:30	Arrival and registration of participants
10:00 – 10:30	Opening Ceremony
10:30 – 10:45	Setting the scene: Presentation on global trends
10:45 – 11:45	HIGH-LEVEL PANEL: How to promote diverse and immersive experiences with high added value in mountain destinations. How to develop policies that promote innovation, diversification and sustainability. <i>In order to promote immersive experiences in mountain territories with high added value, it is important to take into account the conservation of mountain areas as an unavoidable objective in nature conservation and development policies, as they constitute one of the most characteristic features of these destinations, of the ecological processes and economic development that confer their identity.</i> <i>Sustainable development is critical to ensuring that these immersive experiences are beneficial to both visitors and local communities.</i>
11:45 – 12:15	Coffee break
12:15 – 12:30	Presentation of UN Tourism Report: Understanding and quantifying mountain tourism
12:30 – 13:00	Entering the world of wellness
13:00 – 15:00	Free time for lunch
15.00– 16:30	SESSION 1 – HEALTH AND WELLNESS TOURISM <i>Health and wellness tourism is a growing trend in tourism: the emergence of concepts such as "selfness", finding meaning in life / finding oneself, spirituality and integrative aspects of well-being in general as one of the benefits sought in personal life. This type of tourism is no stranger to new trends: alternative therapies, eco-nutrition, mindfulness as a product and the appreciation of natural products.</i> <i>Health and wellness tourism is a future trend for mountain territories, and it is necessary to know how it adds value to the experience that the visitor seeks.</i>
16:30 – 17:00	Health Tourism <i>End of Day 1</i>

Thursday, 21 March 2024

[Venue: Andorra la Vella Congress Centre - Plaça del Poble, Andorra](#)

09:30 – 10:00

Sharing is Caring

10:00 – 11:15

SESSION 2 – HOW TO BOOST THE GROWTH OF PREMIUM TOURISM IN MOUNTAIN AREAS ALL YEAR ROUND

How can a mountain destination differentiate and position itself as an exclusive, quality location with personalized services to attract a segment with high purchasing power?

Differentiating and positioning a mountain destination to attract a segment with high purchasing power can be a challenge, so it is necessary to reflect on some strategies such as offering personalized services and unique experiences; promoting sustainable and respectful practices to differentiate the destination, and creating tourism activity all year round. Improving local infrastructure and quality tourism establishments is especially important to help position the destination as a quality location. Architecture is a key factor in the premium mountain offering. Building on the mountain is a challenge, but also an opportunity to create impressive architectural works that blend in with the natural surroundings and offer panoramic views.

11:15 – 11:45

Coffee break

11:45 – 13:00

SESSION 3: EMERGING TOURISM PRODUCTS: A TRENDY PHENOMENON OR A STRUCTURAL CHANGE?

How can mountain tourism offerings be created and diversified by incorporating activities, experiences and services that respond to new market demands and trends?

Emerging tourism products are those that offer new experiences, destinations or formats to the tourism market, taking advantage of the natural, cultural or anthropic resources of a place. These products are characterized by their innovation, differentiation and adaptation to the demands and preferences of travellers. Some examples of emerging tourism products such as rural tourism, with the integration of uncommon accommodations, regenerative tourism whereby the visitor seeks to improve and restore the ecosystems, communities and cultures of the destinations being visited, among many others such as adventure tourism, culture, gastronomy, etc.

13:00 – 15:00

Free time for lunch

15:00 – 15:30

Get inspired: Sustainability is the way

15:30 – 16:45

SESSION 4: EDUCATION AND TRAINING: How to prepare the human team for change. How will technology affect the hiring of labour? A new path to new labour regulations?

How can learning and professional development opportunities be offered to workers and entrepreneurs in the tourism sector, especially on topics related to sustainability, climate change and innovation?

The conception of work has changed on the part of the worker since the development of hyperconnectivity, teleworking, and the challenges faced by the employer to achieve an engaged, resilient, qualified workforce that is faithful to the company's values.

Training, the involvement of the company in environmental and sustainable challenges, and social-corporate responsibility are becoming increasingly

important for workers, as the future of work implies structural changes at the governmental and business level.

16:45 – 17:15 **Presentation: *Andorra al natural*, the environment where ideas germinate**

17:15 – 17:45 **Closing Ceremony**

Friday, 22 March 2024

09:00 – 18:00 **Enjoy Andorra! Technical and recreational visit to Encamp**

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