

NEWSLETTER

11, 12 & 13 march 2020
Canillo · ANDORRA



MOUNTAINLIKERS

11th WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM



Andorra is a centre of tourist activity. Year after year, tourists come to our country to enjoy the snow, the mountains and nature. Thus, since 1998, our mountains have been a perfect scenario to discuss tourism. **In 2020, the Snow and Mountain Tourism World Congress**, an event that has become an international reference for the theme, will be back to Andorra.

Today, tourists value more and more sustainability when choosing their destination. Mountain tourism, setting in unique natural sceneries, has an opportunity and an obligation to offer more sustainable products and experiences.

Andorra is fully committed to the Sustainable Development Goals (SDGs). Innovation can lead us to a better future. Big data, virtual reality, new technologies, innovative governance and new business models can define how tourism addresses current and future challenges of mountain destinations.

Under the theme ‘Mountainlikers: Tourism, Innovation and Sustainability’ we will talk about innovative technological solutions for sustainable tourism, resources management, responsible consumption, the challenges of inclusive tourism and share examples of successful infrastructure projects that have focused on environmentally friendly development.

The sessions will be complemented by a High-Level Panel on Mountain Tourism and Rural Development, a presentation of Andorra’s Data Hub and keynotes on destination management and governance and on the “mountain destinations of the future”.

Interested in Mountain Tourism? Join us in Andorra on 11, 12 and 13 March 2020 for the 11th World Congress on Snow and Mountain Tourism.

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