

# REGISTRATION OPEN

# NEWSLETTER

11, 12 & 13 march  
Canillo · ANDORRA 2020



## MOUNTAINLIKERS

11<sup>th</sup> WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM



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### SOME THIRTY PROFESSIONALS TO TACKLE INNOVATION AND SUSTAINABILITY IN MOUNTAIN TOURISM

In accordance with the current social and political scenario, the society demands more and more sustainable and environmentally friendly services, spaces and practices. Tourism is no exception. Tourists, and specifically mountain tourists, are increasingly demanding when choosing a destination and ask for sustainable accommodation and fully aware of respect for the environment. The adaptation of tourism to this new paradigm and the importance of innovation to take on this new challenge will be discussed at the 11th World Congress on Snow and Mountain Tourism to be held in Andorra on 11, 12 and 13 March 2020, under the title **“Mountainlikers: tourism, innovation and sustainability”**. This theme is fully in line with the slogan of the XXVII Ibero-American Summit of Andorra 2020, **Innovation for sustainable development - objective 2030**, and especially with the meeting of Ibero-American Ministers of Tourism that will take place in Andorra just before the Congress, on 9 and 10 March 2020.

The first day of the Congress will be devoted entirely to sharing innovative technological solutions that can contribute to sustainable development and will be attended by the founder of izi.TRAVEL, Alex Tourski.

There will also be a focus on the sustainable consumption of local resources and products. A good example is the Slow Food Travel program of Slow Food International, a global organization that works to prevent the disappearance of local cuisine and spread sustainability in the food system. Michele Rumiz, director of the program, will explain the project to us first-hand.

The third session of the Forum will focus on inclusive tourism and will be attended by Anna Grazia Laura, president of the European Network for Accessible Tourism (ENAT), and Albaro Silbergstein of Wheel the World, an online platform for people with disabilities.

Finally, the fourth session will focus on showing success stories in the development of environmentally friendly tourism infrastructures. Stefany Seipp, CEO of Green Pearls, will be responsible for explaining the trajectory of a globally recognised eco-tourism label.

On Friday 13 March, a technical visit and recreational activities are planned to discover mountain tourism in Andorra.

If you do not want to miss it, the Government of Andorra, the World Tourism Organization (UNWTO) and the Comú de Canillo, encourage you to accompany them.



[www.mountainlikers.com](http://www.mountainlikers.com)

[info@mountainlikers.com](mailto:info@mountainlikers.com)

