

# 23-25 | SAVE MARCH THE 2022 | DATE CANILLO-ANDORRA



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

23 · 25 March 2022 · Canillo · ANDORRA

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The impact of COVID-19 has been undeniable and visible in all areas of society, **but tourism is one of the sectors that has suffered the most**. We now have to face the challenge of adapting the tourism offer to this new scenario that the pandemic has left us. **The tourism of the future**, in addition to being more technological and innovative, **will have to be safer, more sustainable and more inclusive**.

In order to reactivate this new generation of tourism, it is necessary to promote aspects such as **artificial intelligence, digital transformation and sustainability**, among others. We will talk about this reactivation and how to turn the current scenario into an opportunity at the eleventh edition of the World Congress on Snow and Mountain Tourism, which will take place on **23, 24 and 25 March 2022 in Canillo, Andorra**.

**Mountain tourism**, for which Andorra has always been a reference country, will also be renewed by all these changes and sustainability will be increasingly valued by tourists when choosing a destination. Andorra is fully **committed to the United Nations Sustainable Development Goals (SDGs)**, with innovation, new technologies and new models that will allow us to build a **new way of understanding and experiencing tourism**.

**If you are a professional in the sector** or have an interest in tourism, we invite you to attend the World Congress on Snow and Mountain Tourism on 23, 24 and 25 March 2022 in Andorra. **In a unique natural setting**, leading international professionals from the sector will explain their experiences in snow and mountain tourism and **how to face the future**.

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



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