

SAVE THE DATE!

"MOUNTAINLIKERS: A NEW APPROACH TO THE FUTURE"

CANILLO-ANDORRA

23-25 | 03 | 2022



11th WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM

23 · 25 March 2022 · Canillo · ANDORRA

www.mountainlikers.com



Since its beginnings, the World Congress on Snow and Mountain Tourism has been the benchmark meeting point for the snow and mountain tourism sector for the last twenty years.

All the editions have been special, but this one is even more so: after the upheaval that the sector has suffered, the involvement of all the actors that are part of it is essential to recover and reactivate tourism in mountain areas. This collaboration, which is essential for reactivation, must be based on a new, positive and forward-looking approach.

For this reason, the eleventh edition of the World Congress on Snow and Mountain Tourism, which will take place on 23, 24 and 25 March 2022 in Andorra, will be held under the title "Mountainlikers: a new approach to the future", to refer to this new optimistic outlook that must enable the transformation of tourism in the new scenario. This year the host parish will be Canillo, a benchmark in the organisation of sporting events on an international scale, such as the Alpine skiing World Cup. Thanks to its unique surroundings, Grandvalira, and in particular the sectors of Soldeu, El Tarter and El Forn, has become a paradise for winter and mountain sports enthusiasts.

New perspectives for the future of the tourism sector

For two days, the Congress Centre of Andorra la Vella will host leading international professionals from the sector who, through working sessions, conferences, round tables and debates, will provide a cross-cutting view of the future of tourism.

In addition to accelerating trends such as digitalisation and the demand for new, more local, authentic and sustainable experiences, the pandemic has highlighted the need to understand the new tourist, to preserve resources and to innovate. All these issues, among others, will be addressed in this eleventh edition dedicated to the sector's recovery scenario.

If you are a professional in the sector or if you are interested in tourism and want to know the keys to the mountain tourism of the future, we look forward to seeing you at the World Congress on Snow and Mountain Tourism on 23, 24 and 25 March 2022 in Andorra.

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