

# Sports tourism: a key factor in the international positioning of Andorra as a destination

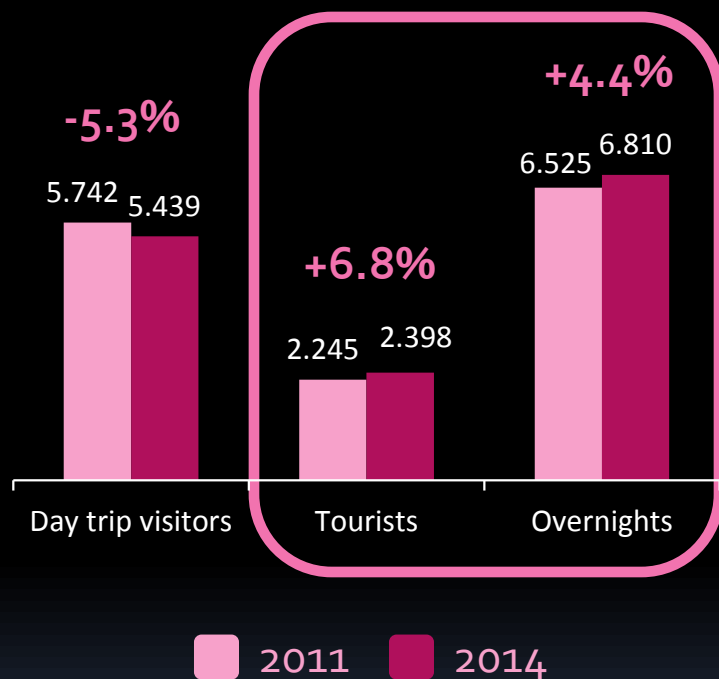
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# Visitor goals 2015-2019

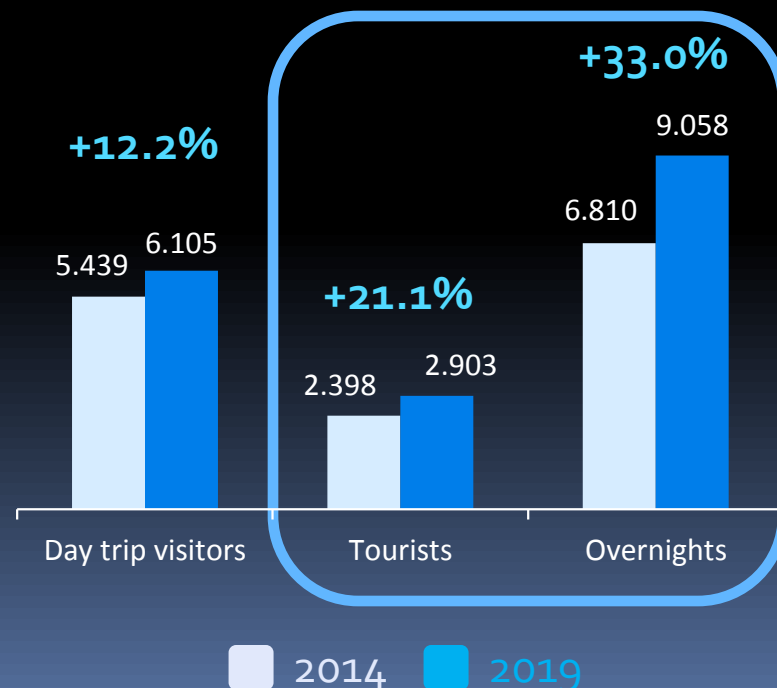
## Visitors 2011-2014 (000)



7,8 million visitors

to 9 million visitors

## Visitor goals 2014-2019 (000)



# Andorra – a 5-star destination



# Andorra – a 5 star destination



*winter*

Snow  
Tourism



Nature and  
Mountain Tourism



*summer*

***Sports tourism***  
***Permanent offerings***  
**+**  
***Events***

# Permanent Offer + Events: an inseparable pair



## *Permanent offer*

*More than 300 km of slopes  
Guaranteed minimum  
opening of 60% of the  
skiable area thanks to snow  
cannons*

*Grandvalira: among the  
world's top 20*

*Vallnord: global leadership  
in social networks*

*2 Bike Parks  
Green infrastructure  
plan*



## *Events*

*World and European Cups:  
alpine skiing  
snowboard  
ski mountaineering  
speed skiing*

*Freeride World Tour*



*World cups and World  
championships*

# Permanent Offer + Events: an inseparable pair



## *Permanent offerings*

*2 nature parks  
4 Grand Routes  
26 mountain shelters  
(3 guarded)*



*Andorra Sports Training  
Country  
CRAMEA*



## *Events*

*Andorra Ultratrail  
2.900 Alpine Run*

*Tour de France  
Vuelta a Espanya  
Volta als Ports  
La Purito*

*Andorra Basketball Club  
Andorra Outdoor Games  
Trial World Cup  
Andros Trophy*

# Winter Events 2015



# Commitment to events requires funding

## Events



€820,000

x 4.2

€3,407,000

sports events

## Communication of Permanent offerings



€6,777,497

-30%

€4,775,000

# 2016: 4 world-class events!

## SPORT EVENTS 2016



16-17/01  
ISMF SKI MOUNTAINEERING  
WORLD CUP



22-27/01  
FREERIDE WORLD TOUR



30/01-04/02  
FWT SKIERS  
CUP



27-28/02  
FIS LADIES ALPINE SKIING  
WORLD CUP



10-13/03  
FIS SPEED SKI  
WORLD CUP



25-26/03 SNOWBOARD  
01-02/04 SKI  
TOTAL FIGHT



11-12/06  
FIM TRIAL WORLD  
CHAMPIONSHIP



03/07  
VOLTA ALS  
PORTS D'ANDORRA



10-12/07  
TOUR DE FRANCE



14-17/07  
ANDORRA ULTRA  
TRAIL VALLNORD



23-24/07  
ANDORRA  
OUTDOOR GAMES



14/08  
LA PURITO ANDORRA



03-04/09  
UCI MTB  
WORLD CUP



15/10  
2900 ALPINE RUN  
ANDORRA



DECEMBER  
ANDROS  
TROPHY

# But the investment is worth it



## Investment



Total audience: 40 million (64% in France)  
Hours of broadcast: 488 hours  
Number of countries broadcast to: 29  
Total number of spectators: 70,000

€950,000



Stage completely in Andorra  
Stage with highest audience: Average audience of 2 million in Spain. Up to 3.6 million viewers in Europe at the end of the stage.  
La Vuelta staff expenditure in Andorra (3 nights): €825,000

€265,000



Total audience: 22.6 million  
Economic impact (on&offline)  
total: \$2m  
VallnordArcalís brand: \$1.1 m  
Andorra brand: \$0.9 m

€300,000

# But the investment is worth it

## Investment



Registration numbers multiplied by 4 between the 1st and 7th editions

2015:

2,707 registered covering 40 nationalities

4,750 visitors / 14,293 overnight stays /

€2.3 m spent

TV sports report: 680,000 spectators

324,000 website visits / 31,900 video views /

124,000 web-tv connections from 65 countries

/ coverage in 13 foreign specialist magazines

**€170,371**



1st edition in 2015

1,120 participants

2,387 visitors / 4,107 overnight stays /

€550,000 spent

**€124,714**

## Top athletes

## Sports Cluster

# Summer Events 2015



*"Andorra is an ideal country to live,  
train and compete"*

*But above all, it's a country to enjoy!!*

*Thank you for your attention*