



**9TH WORLD CONGRESS ON
SNOW AND MOUNTAIN TOURISM**
“sport and adventure: a promising
combination”

**2-4 March, 2016, Sant Julià
de Lòria
ANDORRA**



Comú de Sant Julià de Lòria
PRINCIPAT D'ANDORRA



Govern d'Andorra



Andorra
EL PAÍS DE LOS PIRINEOS

SESSION 3: POSITIONING OF ADVENTURE TOURISM IN THE GLOBAL MARKETPLACE: QUALITY VISITOR EXPERIENCE AND THE CHALLENGE TO DEFINE THE LINE BETWEEN AUTHENTICITY AND ARTIFICIALITY:

Background and context:

- Mountains , in terms of topography, landscape and unique natural resources, along with the skiers and winter customers, attract visitors who have a new travelling philosophy which combines adventure, ecotourism, discovery of local culture, personal experience and challenge, risk taking etc.
- **ADVENTURE TOURISM :**
 - One of the most rapidly growing tourism types
 - It attracts high-value customers, a niche market
 - Expenditure /person is aprox. 3000 US Dollars / week (operators estimate)



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Background and context:

Advantages:

- Supports local economies (the major part of the total trip cost of the adventure package remains in the destination: ATTA)
- Encourages sustainable practices
- Short, frequent visits
- Resilient and committed travellers
- Soft infrastructure, less capital investment
- Mitigates seasonality issues
- Differentiates the destination



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Background and context:

Challenges:

- Vibrant, dynamic and fast changing sector and challenge for small operators to cope
- The customer tends to try new destinations
- The supply chain is complex, necessity for specialized knowledge and operations, the importance of local suppliers
- Marketing channels, direct marketing importance of IT
- Destination structure, regulations, quality, safety and security
- Legitimacy and trust: the local community's attitude + involvement
- Good governance: Sustainable growth, sustainable management
- Necessity for international standards and norms: environmental protection and safety



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Adventure activities:

Mature activities:

- Skiing, snowboarding

Growing activities:

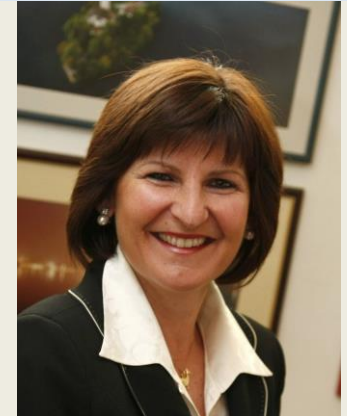
- Backcountry skiing, cycling (mountain biking), backpacking, trekking, hiking, rafting, climbing (rock & ice), caving.



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Speakers & Experts:

Ms. Eva Stravs-Podlogar, Acting Director General, Tourism and Internationalisation Directorate, Ministry of Economic Development and Technology, Slovenia



“I Feel Slovenia – a land of endless shades of green – the role of adventure and outdoor activities in the marketing and positioning of the country”

The adventure and outdoor activities are in the heart of the brand **I feel Slovenia**, which is complemented with positioning brand **Green.Active.Healty**.



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Speakers & Experts:

**Mr. Chris Doyle, Executive Director - Europe,
Adventure Travel Trade Association (ATTA)**



**“Adventure Travel: Value Creation, Innovation & Ecosystems
in Mountain Destinations”**

Mountain destinations are ideally suited to attract the “Adventure Travel” and have the opportunity to leverage their built-in infrastructure, staffing, marketing and back-end systems to capture adventure travellers seeking deeper and innovative experiences.



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Speakers & Experts:

**Mr. Christopher Hinteregger,
Kohl & Partner Hotel & Tourism Consulting, (Austria)**



**“Tourism product development in mountain resorts –
how to meet customer demand but stay authentic?”**

Mountain destinations must find a way of balancing the customer demand for new facilities/attractions to increase revenues and stay authentic in the meantime.



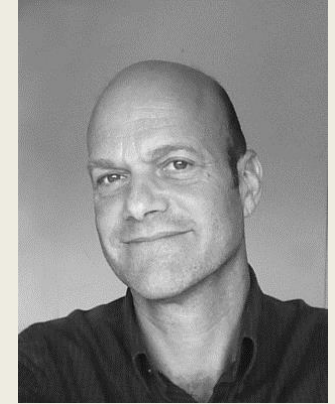
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Speakers & Experts:

**Mr. Willy Fux, Consultant, LHM Conseil,
Member of Cluster Montagne, France**

“Different shades of adventure”

Innovative and successful solutions developed in different European mountain destinations are mixing authentic and hyper real environments, and attract a broader audience..





THANK YOU

Esencan Terzibasoglu

Director

**Destination Management
&
Quality**

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