



**11th WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM**  
**MOUNTAINLIKERS: “Tourism, Innovation and Sustainability”**  
**11-13 March 2020, ANDORRA**

**Background**

- Since 1998, UNWTO has been addressing the field of snow and mountain tourism as a significant tourism activity with a high potential to stimulate local economic growth and social change because of its complementarity with other economic activities, its contribution to GDP, job creation, foreign exchange and services exports.
- Big data, new technologies and new business models all influence the pace and direction of the changes that tourism stakeholders need to adopt in order to respond to the current and future challenges in mountain destinations.
- Sustainable development, from an economic, ecologic and social point of view, is a key success factor for tourism destinations, which is also reflected by the fact, that Andorra, like many other countries, currently works on achieving the Sustainable Development Goals (SDGs), approved by the United Nations in 2015.
- The 11<sup>th</sup> World Congress will focus on the role of mountain tourism and rural development mainly addressing the topics of “innovation”, “sustainability” and “digital transformation” and explore:
  - Innovative IT-solutions for sustainable tourism;
  - Linking “responsible consumption” and local goods and resources;
  - Inclusive tourism;
  - The development of responsible destinations.



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## Preliminary Programme (as of March 2020)

**Wednesday, 11 March 2020**

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**Venue: Congress Centre of Andorra la Vella - Plaça del Poble, Andorra la Vella**

**08:00 – 13:00**      **Arrival and registration of participants**

**10:00 – 10:30**      **Opening Ceremony**

- **Hon. Mr. Francesc Camp Torres**, Mayor of Canillo
- **Mr. Manuel Butler**, Executive Director, UNWTO
- **H.E. Mr. Xavier Espot Zamora**, Prime Minister, Principality of Andorra

Master of Ceremony: **Ms. Gemma Rial**, Journalist and Presenter of RTVA (Ràdio i Televisió d'Andorra)

**10:30 – 11:00**      **Keynote on innovation and sustainability**

**Mr. Damien Zisswiller**, Directorate of Engineering and Development of Territories, Atout France



**11:00 – 13:00**      **High-Level Panel on Mountain Tourism and Rural Development**

Introductory remarks and moderator: **Ms. Sandra Carvao**, Chief, Tourism Market Intelligence and Competitiveness, UNWTO

Panelists:

- **H.E. Ms. Veronica Canals Riba**, Minister of Tourism of the Principality of Andorra
- **H.E. Ms. Denise Mariela Guillen Zuñiga**, Vice Minister of Tourism of Panama
- **Mr. Alejandro Reyes Hurtado**, Director General of Tourism Strategy of Peru

**13:00 - 15:00**      **Lunch break**

**15:00 – 17:00**      **SESSION 1: Technology and sustainable tourism**

In our fast-changing world, we are used to catchwords like “big data”, “virtual reality” or “artificial intelligence” and that new online sales and marketing solutions or tourism apps are released at a fast pace. This session aims at identifying innovative IT-solutions in tourism, which contribute to sustainable development.

Moderator: **Mr. Christopher Hinteregger**, Managing Director, PKF tourismexperts (Austria)

Panelists:

- **Mr. Alex Tourski**, Founder, izi.TRAVEL (Netherlands)
- **Mr. Santiago Camps**, CEO, Mabrian Technologies (Spain)
- **Mr. Javier de la Torre**, Co-founder, Carto (USA)
- **Mr. Christian Lungert**, CEO, Motasdesign (Austria)

- 17:00 – 18:00      **Presentation of Andorra Data Hub**
- **Mr. Marc Pons**, Manager of ActuaTech Foundation
  - **H.E. Ms. Veronica Canals Riba**, Minister of Tourism of the Principality of Andorra
- 20:30                **Welcome dinner**

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**Thursday, 12 March 2020**

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**Venue: Congress Centre of Andorra la Vella - Plaça del Poble, Andorra la Vella**

- 09:00 – 09:30      **Overview on mountain tourism trends**  
**Mr. Christopher Hinteregger**, Managing Director, PKF tourismexperts (Austria)

09:30 – 11:00      **SESSION 2: Managing our resources - responsible consumption and production**

To reach the sustainable development goals (SDGs) a sustainable consumption of valuable resources and the use of local goods are essential. This session aims at providing examples for sustainable consumption initiatives as a tool for the local population to benefit from tourism development, especially in rural areas.

Moderator: **Mr. Christopher Hinteregger**, Managing Director, PKF tourismexperts (Austria)

Panelists:

- **Mr. Ben Lynam**, Head of Communications of The Travel Foundation (UK) 
- **Mr. Klaus Ehrlich**, General Secretary, European Federation of Rural Tourism (Spain)
- **Mr. Michele Rumiz**, Director of Slow Food Travel programme (Italy) 
- **Ms. Patricia Quillacq**, Policy Officer, FAO Mountain Partnership
- **Ms. Greta Erschbamer**, Researcher, Center for Advanced Studies, Eurac Research, UNWTO South Tyrol Sustainable Tourism Observatory (Italy) 

- 11:00 – 11:30      **Coffee break**

11:30 – 13:00      **SESSION 3: Mountain Tourism for All**

To reach a destination and the mobility during the holidays are key issues for many tourism destinations. At the same time, personal mobility is also an important factor when talking about inclusive tourism. This session aims at presenting innovative mobility concepts in tourism and their key success factors.

Moderator: **Mr. Iago Andreu**, Director/Manager of the Andorran Business Confederation

Panelists:

- **Mr. Thomas Bunel**, Project Manager, Pyrenees Massif, National Agency for Territorial Cohesion (France)
- **Ms. Tatiana Aleman Selva**, Board Member, European Network for Accessible Tourism (ENAT) (Belgium)
- **Mr. Alvaro Silberstein**, Co-founder, Wheel the World (Chile)



13:00 - 15:30

Lunch break

15:30 – 17:00

#### **SESSION 4: Consumers call for responsible tourism destinations**

The globally growing environmental awareness also changes development patterns in tourism – energy efficiency, environmental friendly construction or the use of natural materials can all contribute to sustainable development. This session aims at presenting show-cases of tourism infrastructures dedicated to an eco-friendly development.

Moderator: **Mr. Marc Rossell**, Secretary of State for Agriculture and Sustainability of Andorra

Panelists:

- **Mr. Iacopo Mazzetti**, Department of Tourism, Sport and quality of life, Milano-Cortina Olympics 2026 (Italy)
- **Mrs. Alessandra Priante**, Regional Director for Europe, UNWTO
- **Ms. Stefany Seipp**, Managing Director, Green Pearls (Germany)



17:00 – 17:30

#### **Keynote on destination management and governance**

**Ms. Sandra Carvao**, Chief, Tourism Market Intelligence and Competitiveness, UNWTO

17:30 – 18:00

#### **Keynote on mountain destinations of the future**

**Mr. Pierre-François Adam**, Head of the Innovation division, Cluster Montagne (France)

18:00 – 18:15

#### **Technical conclusions**

**Ms. Sandra Carvao**, Chief, Tourism Market Intelligence and Competitiveness, UNWTO

18:15 – 18:30

#### **Closing Ceremony**

- **Hon. Mr. Francesc Camp Torres**, Mayor of Canillo
- **Hon. Ms. Laura Mas Barrionuevo**, Mayor of Encamp, host of 2022 Congress
- **Mrs. Alessandra Priante**, Regional Director for Europe, UNWTO
- **H.E. Ms. Veronica Canals Riba**, Minister of Tourism of the Principality of Andorra

18:30

**Farewell cocktail**

**Friday, 13 March 2020**

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09:00 – 11:00

**Mountain Living Hub – Ordino**

11:00 – 18:00

**Enjoy Andorra!**

[Programme of cultural visits, sports and leisure activities](#) available  
at [www.mountainlikers.com](http://www.mountainlikers.com)