



**11th WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM**  
**MOUNTAINLIKERS: "A new approach to the future"**  
**23-25 March 2022, ANDORRA**

**Background**

- ✓ For more than two decades, the World Tourism Organisation (UNWTO) and the Principality of Andorra have been working to develop snow and mountain tourism. Today, after the hard blow that our economy has received and in particular the tourism sector, it is essential that all actors involved in the sector collaborate to recover and reactivate tourism, working around tourism in mountain areas with a more sustainable and inclusive approach to the future.
- ✓ Andorra is a nature country par excellence. 92% of Andorra's surface area is natural space, only 8% is buildable, which increases the concern for environmental conservation. The preservation of the environment is essential to offer authentic experiences in natural environments, and promotes respectful and responsible tourism activities. Simultaneously, sustainable tourism contributes to the economy and local consumption, enhancing the tourism experience.
- ✓ At the same time, the pandemic has accelerated key trends in tourism development, such as digitalisation and the demand for new, more local, authentic and sustainable experiences.
- ✓ The 11th World Congress will focus on tourism recovery and a look into the future with a focus on understanding tourism, preserving resources and ensuring well-being by addressing topics such as innovation, sustainability and digital transformation, and will explore topics such as:
  - Reactivation and new trends in tourism
  - Artificial intelligence and ICT for the evolution of tourism contributing to sustainability
  - The environment and the development of responsible, sustainable and inclusive destinations
  - Health and well-being

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**Provisional programme**  
(25. 11. 2021)

**Wednesday, 23 March 2022**

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

- 08:00 - 10:00      Arrival and registration of participants
- 10:00 - 10:30      Opening ceremony
- 10:30 - 11:00      Keynote address on innovation and sustainability
- 11:00 - 13:00      **High-level panel discussion**  
**Mountain destinations between the recovery and the approach to the future**  
Mountain tourism destinations have adapted quickly to the new post-Covid reality. What strategies have public and private entities implemented to cope with it? And how do they see the future?
- 13:00 - 15:00      Free lunch
- 15:00 - 15:30      **Understanding mountain tourism through data**  
  
Smartphones have become the most commonly used device for any online transaction. Mobile use is a major source of data. How can we take advantage of this, and what can we offer the user? The effectiveness of mobile data.
- 15.30 - 17:00      **SESSION 1 - Digital transformation and tourism of the future**  
  
After the pandemic, digitalisation - "big data", "virtual innovation" or "artificial intelligence" - was reinforced by the generation of solutions to accelerate economic recovery. New tourism applications were quickly created, helping companies to adapt their business models and institutions to reorganise their tourist destination based on the use of data and AI.  
This session will provide an insight into innovative technological solutions in tourism that contribute to sustainable development.
- 17:00 -17:15      UNWTO/FAO Report on sustainable mountain tourism - Key findings
- 20:30                  Pending welcome dinner (pandemic evolution)

**Thursday, 24 March 2022**

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

- 09:30 - 11:00      **SESSION 2 - Gastronomy and sustainable consumption**  
Gastronomic tourism is a growing trend that consolidates the typical dishes, identity and culture of the destination.

This session will also provide examples of sustainable consumption initiatives that serve as a tool for the local population to benefit from the development of tourism, especially in rural areas.

11:15 - 13:00

**SESSION 3: Innovative experiences**

Consumption habits have changed: consumers are giving priority to their health and well-being, contact with nature and innovative experiences. Destinations and tourism service companies have adapted quickly to this new reality. At the same time, an important factor in holidays is discovery and experience. The experience of tourism with a healthy environment is a key element for the consumer.

13:00 - 15:30

Free lunch

15:30 - 17:00

**SESSION 4: Consumers demand responsible tourism destinations**

Growing environmental awareness is also changing tourism development models: energy efficiency, environmentally friendly construction or the use of natural materials can contribute to sustainable development. This session will present examples of tourism infrastructures immersed in environmentally conscious development. We will also discuss governance, job creation and training.

17:00 - 17:30

**Closing ceremony**

**Friday, 25 March 2022**

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09:00 - 18:00

**Enjoy Andorra!**