

SAVE THE DATE!

WILL THE FUTURE OF TOURISM BE DIGITAL?



11th WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM

23 · 25 March 2022 · Canillo · ANDORRA

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"Big data", "virtual reality" or "artificial intelligence" in the tourism sector have come to stay, but if any trend has accelerated the pandemic in the world of tourism, it has been digitalization. Therefore, the **World Congress on Snow and Mountain Tourism** will highlight the importance of digital transformation as a lever to cope with the recovery, immediately, and as an essential element for the tourism of the future.

Leading professionals in the international tourism sector will highlight the strategies put in place by public and private entities to **deal with the tourism crisis** caused by the pandemic and discuss the role of smartphones and new applications in the sector. Integrating sustainability into all areas of the tourism industry or **the importance of driving responsible mountain** destinations will also be issues that experts will put on the table.

The world is constantly changing, and rapidly adapting to new circumstances is a challenge for any industry that wants to evolve. Tourism must see this moment as an opportunity to take a step forward, offering products and destinations consistent with this new vision for the future, an essential factor for survival and growth. In this scenario, **big data, virtual reality and artificial intelligence** have been key tools to deliver to new destinations. Does it suggest that the new approach to the future, under which the **11th edition of the Congress is framed, will be digital?**

If you are a professional of the sector and wish to anticipate the snow and mountain tourism of tomorrow, you can't miss this event! We look forward to seeing you at the World Congress on Snow and Mountain Tourism!

Book the 23, 24 and 25 March 2022!

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