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A CROSS-CUTTING VISION OF THE TOURISM OF THE FUTURE



11th WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM

23 · 25 March 2022 · Canillo · ANDORRA

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What strategies have public and private entities employed to adapt mountain destinations to the new reality? The answer will be provided by professionals from the international tourism sector at the **World Congress on Snow and Mountain Tourism**, which will take place from **23 to 25 March 2022** at the Andorra la Vella Congress Centre. This eleventh edition, which is being held under the title "**An approach to the future**", will highlight not only the strategies for the recovery of the tourism sector, but also the aspects that will be key to the growth of the sector in the future.

The recovery and future prospects of mountain destinations will be the themes that will kick off two days of round tables and conferences by renowned speakers. **It is impossible to talk about tourism without talking about digitalisation.** For this reason, the Congress will also highlight the importance of smartphones as a fundamental source of data collection.

Big data now provides us with a new way of understanding mountain tourism, and the new tourism applications born of the pandemic crisis have helped companies to include **virtual reality** and **artificial intelligence** as solutions to adjust their business models to the new scenario. Therefore, as it could not be otherwise, digital transformation will play a special role in the congress sessions. In addition, we will also have the opportunity to learn about some success stories in **gastronomic tourism** and **sustainable consumption**.

This revolution in the sector is not only forcing changes in the tourism offer, but has also transformed consumer habits. Today, growing environmental awareness has led tourists to prioritise environmentally responsible tourist destinations above all other aspects. In Andorra, from **23 to 25 March**, we will see some examples of this sustainable tourism experience.

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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