



11th WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM

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Successful participation in the 11th edition of the Congress

The World Congress on Snow and Mountain Tourism concluded its eleventh edition with successful participation. More than 450 people attended in person and around 270 online, so around 700 participants from 23 countries joined this edition of the Congress. Canillo was the host parish and the working sessions were held at the Congress Centre of Andorra la Vella under the theme Mountainlikers: "A new approach to the future".

Some 30 international speakers, including professionals and institutional representatives, addressed topics such as the recovery of tourism, technology and big data to improve user experience and manage demand, and experience tourism in a context where sustainability - environmental, social and economic - is an increasingly important element for travellers.

A high-level round table with representatives from Andorra, Slovenia, Spain, Greece, Kazakhstan and Italy was the main highlight of the first day, focusing on the revival of the sector and the fact that mountain tourism has gained relevance in tourism policies due to the development opportunities it offers to inland territories and the increased demand for natural environments during the pandemic. Digital transformation, data management and innovation are key elements to anticipate the needs of tourists, as they add value to their experiences, as well as to manage flows, if we learn to take advantage of them.

On the second day, which began with a session on gastronomy tourism and sustainable consumption as key elements of the tourism of the future, the focus was on how the pandemic has changed consumption patterns. Tourists are now more environmentally conscious, which increases the demand for responsible destinations. In addition, travellers are increasingly prioritising wellness in their experiences and, for this reason, the next edition of the congress will include health and wellness tourism as a new central theme in addition to snow and mountain tourism.

The Government of Andorra, the Comú de Canillo and the UNWTO would like to thank all the participants who attended the sessions, in person or virtually, for their interest in the future of the sector. **Thanks to you, the Congress was once again a success.**

The parish of Encamp is taking up the torch for the next edition, which will take place in 2024. We look forward to seeing you again for the 12th edition!

Please help us to evaluate this event in order to improve it in the future, by filling in the evaluation form available on the following link: **[evaluation form](#)**

We invite you to visit the **Congress** website and **Mountainlikers.com** where you will be able to access the presentations, videos, photos and conclusions of the event in the coming days.

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