



12th WORLD CONGRESS ON SNOW, MOUNTAIN AND WELLNESS TOURISM

20 - 22 March 2024 · Encamp · ANDORRA

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20-22 | SAVE MARCH | THE 2024 | DATE

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The World Congress on Snow and Mountain Tourism is back with the term “wellness”

In recent years, thanks to digital technologies that facilitate travel booking processes and at the same time offer travellers more control over their purchases, tourist habits have changed, leading, among other things, to an increase in international travel in the sector.

Another change in the behaviour of new travellers concerns the way they choose their destinations. Now, in addition to promoting the gastronomic offer of the destination country and its culture, **visitors are opting for vacations in healthier and more environmentally friendly spaces.** Currently, the first option is that of tourist offers in environments in which we can enjoy nature with outdoor physical activities or what is called "wellness tourism", an alternative for travellers looking for natural treatments to cure or prevent various ailments, relax or enjoy massages or therapeutic and holistic treatments.

Andorra is the ideal place to talk about tourism, not only because it meets all these conditions, but also because it offers a healthier vacation experience than traditional travel. For all this and knowing that wellness now occupies a primordial place in the current panorama of the tourism sector, this twelfth edition of the World Congress on Snow and Mountain Tourism includes the term “wellness” in its name, thus becoming the **WORLD CONGRESS ON SNOW, MOUNTAIN AND WELLNESS TOURISM.**

As the key theme of this edition, the latest trends and new opportunities offered by wellness tourism will be announced. Of course, **the congress will not leave aside topics such as new technologies or snow tourism,** focusing on how the effects of climate change will affect the future of mountain destinations.

If you are a leader, professional or expert in the tourism sector, we are waiting for you in Andorra on **March 20, 21 and 22, 2024.**

Don't miss this meeting, during which different groups in the sector will be able to share their knowledge on tourism, snow, mountains and wellness.

We are waiting for you!

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