

Boosting premium mountain tourism



12th WORLD CONGRESS ON SNOW, MOUNTAIN AND WELLNESS TOURISM

20 - 22 March 2024 · Encamp · ANDORRA

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What does mountain tourism have to offer to attract premium travellers? Mountain destinations face the challenge of differentiating and positioning themselves as exclusive places, with personalized services, capable of attracting a segment with high purchasing power and, at the same time, respectful of nature and the destination. To achieve this, not only must values such as sustainability or well-being be promoted to create experiences that offer added value, but the architecture of the infrastructure, the gastronomy, or the events offered can also become key factors to enhance the Premium mountain offer. Developing infrastructure in the middle of the nature is a challenge, but also an opportunity that allows the creation of impressive projects that integrate and respect the natural environment, offering unforgettable panoramic views.

Promoting Premium tourism in mountain areas all year round is one of the strategic objectives, among others, that international tourism professionals will explore and debate in one of the sessions of the World Congress on Snow, Mountain and Wellness Tourism, which will be held in Andorra on March 20, 21 and 22, 2024.

If you are a tourism professional and want to gain deeper insights of the keys to the future of the sector, we look forward to seeing you at the 12th World Congress on Snow, Mountain and Wellness Tourism, on March 20, 21 and 22, 2024, in Andorra.

RESERVE YOUR SEAT!

20-22 | SAVE MARCH | THE 2024 | DATE

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