

The streaming connects Andorra to the world during the Congress



12th WORLD CONGRESS
ON SNOW, MOUNTAIN AND WELLNESS TOURISM
20 - 22 March 2024 · Encamp · ANDORRA
www.mountainlikers.com

During the last edition of the World Congress on Snow, Mountain and Wellness Tourism, the online broadcast of the event was a great first. According to the data, digital participation was a success, which is why the organizers consider that distance should not be an obstacle to accessing the valuable knowledge that high-level international references and the tourism sector will offer. So, this year, all interested parties will be able to enjoy these conferences, round tables and presentations from their original location.

Thus, beyond the mountains, technology allows us, once again, to connect Andorra to the world and share unique knowledge and experiences that will be integrated into the main themes divided into four sessions: health tourism and well-being, the promotion of high-end mountain tourism, emerging tourism products and the training and recruitment of human resources.

In the first session, experiences of implementing the concept of “wellness tourism” will be presented with interventions such as those of Lászlo Puczko, CEO of Health Tourism Worldwide, Joan Muro, President of the Andorran Health Tourism Association Andorra Health Destination; Csilla Mezösi, General Secretary of the European Spas Association; Emma Haefeli, marketing Director of CHENOT GROUP (Switzerland); Carlos Cendra, marketing and communications Director of Mabrian (Spain); and Athina Babakou, Director of strategic planning of the Greek Ministry of Tourism... In addition, David Astrié, Director of Icònic Andorra, will present the altitude medical-sports center, which aims to become a European and world reference in sports training at high altitude.

The second session, dedicated to the development of premium mountain tourism, will offer presentations as relevant as those of Hermann Fischer, General Director of Lech Zürs Tourism (Austria), Caroline Couret, CEO of the Turismo Creativo network (Spain), Daniel Soucaze, General Director of Pic du Midi (France) and Carme Vidales Molina, initiative, business and gastronomy Consultant (Spain).

Sammy Salm, CEO of The Best of the Alps, or Jordi Serracanta, Tourism and Sports Counselor of the Ordino town hall, will join Peter Mall, Director and Coordinator of St. Anton Village (Austria), and Domitien Détrie, General Director of the Agence des Pyrénées who will explain to us what tourism products are emerging in new trends.

Finally, David Hailstones, Senior Vice President and Chief Operating Officer of Bella Vista Higher Education Institute in Switzerland, alongside Maria Abellanet, President of CETT Barcelona, and Franklin Carpenter, Director of Tourism Consulting at Horwath HTL (Spain), will discuss the challenges and human resource needs in mountain tourism of the future.

As we cannot imagine that you would miss out on these masterful interventions, we invite you to connect to this link: 12th WORLD CONGRESS ON SNOW, MOUNTAIN AND WELLNESS TOURISM (20- 21/03/2024)
Mountainlikers Zoom meeting link: GMT +1, Central Europe Standard Time

20/03/24
<https://zoom.us/j/97606976818?pwd=UGZPWmM5NkhyOWFJT0xYQ3pqa2E5dz09>
21/03/24
<https://zoom.us/j/93044909166?pwd=TkNzeWpwenRvck5DUDVEUXdUcUdVZz09>

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