

Thanks to you, the Congress was once again a success



12th WORLD CONGRESS ON SNOW, MOUNTAIN AND WELLNESS TOURISM

20 - 22 March 2024 · Encamp · ANDORRA

www.mountainlikers.com

The 12th edition of the Congress concludes with a vision towards the future of mountain tourism

The World Congress of Snow, Mountain and Wellness Tourism closes its 12th edition with more than 300 participants from 14 countries attending the sessions in Andorra, and many more joining online, a possibility that premiered in the last edition and that has remained for this one.

Held under the theme "Mountainlikers: Sustainability and wellbeing, the keys to mountain tourism", about thirty international speakers, including first-level professionals and multiple institutional representatives, have participated over two days in four sessions and many keynote presentations in which relevant topics have been addressed, such as sustainability - as the axis of the development of the tourism sector -, tourism diversification, in particular, emerging tourism products that respond to the new demands of travellers, and the education and training needed for the human resources that will deal with the adaption of the sector to current challenges, among others.

This edition, as an innovation, the Congress has introduced the focus on wellness, including it, for the first time, in its scope, thus reflecting the demand of the new tourist and the necessary adaptation of the offer to the needs of travellers, considering the challenges facing mountain destinations in terms of diversification and the advancement of climate change.

Real experiences of the implementation of the concept of "wellness tourism", "thermal tourism" and "premium tourism" have been highlighted with interventions by top-level speakers, who have been the protagonists of this 12th edition of the Congress, with the parish of Encamp as host.

From the organizers of the Congress, we want to thank everyone who has made this 12th edition possible: speakers, participants and the two main sponsors: Andorra Telecom as technology sponsor and Creand Crèdit Andorrà, as silver sponsor.

We thank everyone who followed the sessions, both in person and online, for their presence and their interest in the future of the sector. Thanks to you, the Congress was once again a success.

The Ordino parish takes over as host of the next edition, which will take place in 2026. We look forward to seeing you again!

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