

Our marvellous mountains: opportunities and challenges



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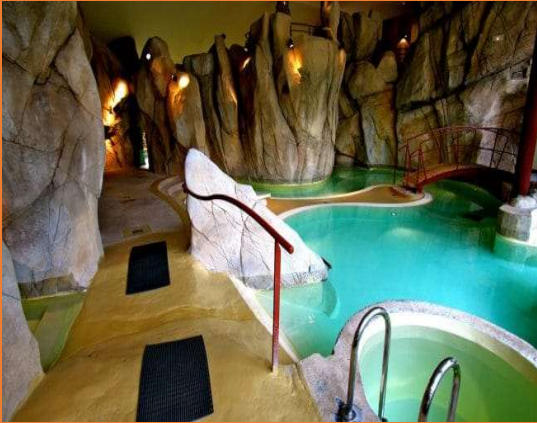
Setting the scene - Our marvellous mountains: Opportunities and challenges



Alice Morrison
Adventurer, TV presenter and author









Current Scenario

“Mountain tourism represents between **9 and 16% of international tourist arrivals worldwide**, translating into 195 to 375 million tourists for 2019 alone.”

“Mountains are home to around 1.1 billion people, some of them among the poorest and most isolated in the world.”













Give back more than we take