

FEEDING PREMIUM TOURISM

12TH WORLD CONGRESS ON SNOW, MOUNTAIN AND WELLNESS TOURISM

CARMEN VIDALES MOLINA
GASTRONOMY MOUNTAINLIKER



PREMIUM RECIPE



SINGLE INGREDIENT THE STANDARD

25% PEOPLE
25% ENVIRONMENT
25% SPACES
25% STORY

ELABORATION

Step 1. TALENT
Step 2. SUSTAINABILITY
Step 3. HOSPITALITY
Step 4. ENJOY

PRESENTATION

100% INITIATIVE AND SERVICE
100% IDENTITY
100% COMFORT
100% FIT IN WITH

STANDARD PREMIUM

NOT THE AVERAGE

NOT BORING

NOT EXPENSIVE



FEEDING PREMIUM TOURISM CARMEN VIDALES MOLINA



QUALITY

EXCELLENCE (=ABOVE)
LOCOMOTIVE AGENTS

DIVERSITY

ESSENCE
PERSONALITY

FAIR

HONESTY: QUALITY/PRICE
SATISFACTION

PREMIUM STANDARD INGREDIENTS



25% PEOPLE



Step I. TALENT

THINK

ATTRACTION OF INITIATIVES

ATTRACTION OF INVESTMENTS

EXECUTE

ATTRACTION OF PROFESSIONALS

References

Customized training

Incentives: life project

PREMIUM STANDARD
INGREDIENTS

25%
ENVIRONMENT



Step 2. SUSTAINABILITY

RESPECT OR DIE
NATURAL ENVIRONMENT
NATIVE POPULATION
CULTURE

PREMIUM STANDARD
INGREDIENTS

25%
SPACES



Step 3. HOSPITALITY

TERRITORI AMFITRIÓ

HOST TERRITORY

AT HOME HOSTS
NOT HOSTAGES

Freedom to choose

PREMIUM STANDARD
INGREDIENTS

25%
STORY



Step 4. ENJOY

EXPECTATION

CREDIBILITY

Guarantee

SELF-RECOGNITION

Identification

EXCLUSIVITY

Segmentation





**FOR A PREMIUM TOURISM
SHALL WE GO FOR IT?**

**THANKS FOR
YOUR ATTENTION!**