



## 13<sup>th</sup> WORLD CONGRESS ON SNOW, MOUNTAIN AND WELLNESS TOURISM



ANDORRA · ORDINO

**25·27**  **SAVE**  
**MARCH**  **THE**  
**2026**  **DATE**

### THE WORLD CONGRESS ON SNOW, MOUNTAIN AND WELLNESS TOURISM OPENS REGISTRATION

«Destinations under digital influence» will be the theme of the 13th edition of the World Congress on Snow, Mountain and Wellness Tourism, organised by UN Tourism and the Government of Andorra. Leading international speakers in mountain tourism will explore new trends in the sector, focusing on digital transformation and the opportunities it offers to develop more sustainable mountain destinations. Andorra will be the perfect setting for this event, which will take place on March 25, 26 and 27, with Ordino — recognised as a Best Tourism Village by UN Tourism — as the host parish.

This edition, which is expected to welcome more than 250 participants linked to the tourism sector, will bring together top-level professionals and numerous institutional representatives who, over two working days, will debate topics such as digitalisation, artificial intelligence and new technologies, and their influence on the way mountain destinations are discovered, managed and communicated. It will also be a unique opportunity to address the new challenges that the digital environment poses for tourism professionals.

Through keynote speeches, round tables discussions and high-level debates, key issues will be discussed, including innovation in destination management, artificial intelligence and authenticity, hyperconnectivity, among other topics. In addition, the first conclusions of UN Tourism's report on the impact of climate change on snow and mountain destinations will be presented, along with case studies on how mountain destinations can reinvent themselves to tackle the challenge of seasonality and adapt to climate change.

If you are a leader, professional or expert in the tourism sector, you cannot miss the world's leading event that will shape future trends. It will provide an ideal setting for networking with key industry figures. Do not miss this opportunity!

Registration is now open for in-person attendance for one or two days at [www.mountainlikers.com](http://www.mountainlikers.com), with a reduced rate for students. The programme for this edition is also available on the congress website. Do not wait any longer and secure your place!

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