



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



ANDORRA · ORDINO

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

## Registration now open for the 13th World Congress on Snow, Mountain and Wellness Tourism

From 25 to 27 March 2026, the Andorra la Vella Congress Centre will host the 13th World Congress on Snow, Mountain and Wellness Tourism. This leading global event, held this year with the parish of Ordino as host and under the theme “The Destination Under Digital Influence”, will bring together high-level government representatives, experts and industry professionals to explore how artificial intelligence, digital transformation and climate change mitigation and adaptation strategies can ensure a sustainable and inclusive future for mountain destinations.

The Congress will feature a high-level panel including the Ministers of Tourism of Andorra, Kenya and Montenegro, as well as the Vice Minister of Tourism of Kyrgyzstan, who will address the key challenges and opportunities for the sustainable and competitive development of mountain destinations.

**Bernat Casañas**, CEO of **Becama Consulting**, an agency specialising in process automation, artificial intelligence and customised integrations, and co-founder of **ENID**, a leading AI training academy, will discuss the importance of algorithms and their impact on perception, tourism flows and destination reputation. **Alex Connock**, academic and media and AI business leader, will share his insights on how to harness the creative potential of artificial intelligence in an ethical and responsible way to drive innovation and sustainability in snow and mountain destinations without compromising their authenticity.

**Christian Baumgartner**, a renowned researcher in sustainable tourism, will analyse responsible development models in mountain destinations and, together with Melanie Tamborini from the University of Applied Sciences of the Grisons (Switzerland), will present the first conclusions of the report “Climate Change and the Future of Snow and Mountain Destinations”, commissioned by UN Tourism and led by Switzerland within the framework of the Organisation’s Agenda for Europe.

A dedicated session on how technology and AI can enhance the traveller experience and improve operational efficiency in destinations will include **José Estévez**, Head of Smart Destination Solutions at **SEGITTUR**, the Spanish State Company for the Management of Tourism Innovation and Technologies, and Jessica Fischer, founder of **GuestOS**, a leading AI-powered concierge platform designed for the hospitality industry, offering personalised guest experiences.

**Aradhana Khowala**, CEO of **Aptamind Partners** and one of the most influential voices in wellness tourism, will also take part in the Congress.

Registration is now open and places are limited. Do not miss the opportunity to be part of this unique and transformative forum; secure your place now at [www.mountainlikers.com](http://www.mountainlikers.com).

**We look forward to welcoming you to Andorra!**



[www.mountainlikers.com](http://www.mountainlikers.com)  
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Event managers



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We inform you that we collect your confirmation data and images of the event to manage them and document them graphically on our website and in other media, as well as to send you information about this and future activities, as well as content related to tourism in Andorra. We do not transfer your data to third parties other than the ONU Tourism and City Councils (Comuns), and we remind you that at any time, you can exercise your rights of access, rectification and deletion, among others, as detailed in the privacy policy that you will find at: <https://mountainlikers.com/politica-de-privacitat.pdf>, where you can consult additional information about the processing of personal data.