



First Euro-Asian Ski Resorts Conference: Developing: New Destinations for Snow Tourism

TECHNICAL NOTE

Introduction and background:

Ski sports constitute quite an important segment in today's highly lucrative domestic and international tourism market. Relevant data indicates that around 2000 ski resorts which are operated in around 80 countries worldwide accommodate approximately 6 million beds for those who practice winter sports.

In general, cross-border snow tourism takes place in bigger ski resorts in destinations with a long tradition in winter sports; however, smaller ski resorts mostly depend on the domestic demand. Mature ski destinations are quite concentrated in Western Europe, United States and Japan.

Ski resorts concentrate on recreational use, permitting tremendous numbers of people to enjoy and learn about delicate mountain environments in a safe manner. When undertaken in an environmentally sensitive manner, ski resorts can minimize their impacts on the land, while maintaining or improving business.

Due to some environmental, structural and market oriented challenges, the consumer for winter resorts is looking for new destinations and innovative products.

A competitive ski resort development and its efficient management both have a high cost in terms of investment and maintenance. There is strong need for a long term vision and clear understanding of the market dynamics as well as an established management culture and entrepreneurial spirit.

Objectives of the conference:

The Conference objective is to acquire an overview to further develop and expand the international ski tourism market in order to ensure its steady and sustainable growth. For this purpose, it aims at exchanging state of the art experiences between the traditional, established hot spots of ski tourism and the new and developing ski resorts in winter destinations in Europe and Asia.

Topics to be covered:

The focus of the Conference will be put on the following issues:

- Understanding the strategic importance of ski resorts for the national economy;
- Knowing the latest evolution of the world's ski market;
- Benchmarking successful development and business models;
- Discussing the optimal size of ski resorts;
- Learning from successes and failures of ski resort development.

The targeted participants:

The conference is designed to attract stakeholders from the public and private sector. Among the targeted attendees are representatives from National Tourism Administrations, local or regional DMOs or municipalities in mountain areas in Europe and Asia that are dealing with ski tourism or have detected ski tourism as an area of tourism development. Furthermore are invited representatives from ski resort managements, private sector stakeholders such as ski resort designer and developers, representatives from the ski infrastructure industry and other segments related to mountain and ski tourism, as well as academics.

Languages

The sessions will be held in English, French and Russian. Simultaneous interpretation will be provided in all three languages.