9TH WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM
“Sport and Adventure: a Promising Combination”

2-4 March, 2016, Sant Julià de Lòria
ANDORRA
Background and context:

- Mountains, in terms of topography, landscape and unique natural resources, along with the skiers and winter customers, attract visitors who have a new travelling philosophy which combines adventure, ecotourism, discovery of local culture, personal experience and challenge, risk taking etc.

- **ADVENTURE TOURISM**:
  - One of the most rapidly growing tourism types
  - It attracts high-value customers, a niche market
  - Expenditure /person is approx. 3.000 US Dollars / week (operators estimate)
SESSION 3: POSITIONING OF ADVENTURE TOURISM IN THE GLOBAL MARKETPLACE: QUALITY VISITOR EXPERIENCE AND THE CHALLENGE TO DEFINE THE LINE BETWEEN AUTHENTICITY AND ARTIFICIALITY:

Background and context:

**Advantages:**
- Supports local economies (the major part of the total trip cost of the adventure package remains in the destination: ATTA)
- Encourages sustainable practices
- Short, frequent visits
- Resilient and committed travellers
- Soft infrastructure, less capital investment
- Mitigates seasonality issues
- Differentiates the destination
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Background and context:

Challenges:
- Vibrant, dynamic and fast changing sector and challenge for small operators to cope
- The customer tends to try new destinations
- The supply chain is complex, necessity for specialized knowledge and operations, the importance of local suppliers
- Marketing channels, direct marketing importance of IT
- Destination structure, regulations, quality, safety and security
- Legitimacy and trust: the local community’s attitude + involvement
- Good governance: Sustainable growth, sustainable management
- Necessity for international standards and norms: environmental protection and safety
Adventure activities:

**Mature activities:**
- Skiing, snowboarding

**Growing activities:**
- Backcountry skiing, cycling (mountain biking), backpacking, trekking, hiking, rafting, climbing (rock & ice), caving.
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Speakers & Experts:

Ms. Eva Stravs-Podlogar, Acting Director General, Tourism and Internationalisation Directorate, Ministry of Economic Development and Technology, Slovenia

“I Feel Slovenia – a land of endless shades of green – the role of adventure and outdoor activities in the marketing and positioning of the country”

The adventure and outdoor activities are in the heart of the brand I feel Slovenia, which is complemented with positioning brand Green.Active.Healty.
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Speakers & Experts:

Mr. Chris Doyle, Executive Director - Europe, Adventure Travel Trade Association (ATTA)

“Adventure Travel: Value Creation, Innovation & Ecosystems in Mountain Destinations”

Mountain destinations are ideally suited to attract the “Adventure Travel“ and have the opportunity to leverage their built-in infrastructure, staffing, marketing and back-end systems to capture adventure travellers seeking deeper and innovative experiences.
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Speakers & Experts:

Mr. Christopher Hinteregger,
Kohl & Partner Hotel & Tourism Consulting, Austria

“Tourism product development in mountain resorts – how to meet customer demand but stay authentic?”

Mountain destinations must find a way of balancing the customer demand for new facilities/attractions to increase revenues and stay authentic in the meantime.
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Speakers & Experts:

Mr. Willy Fux, Consultant, LHM Conseil, Member of Cluster Montagne, France

“Different shades of adventure”

Innovative and successful solutions developed in different European mountain destinations are mixing authentic and hyper real environments, and attract a broader audience..
THANK YOU

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