ADVENTURE TOURISM DEVELOPMENT IN ANDORRA
WHAT IS ANDORRA TURISME?

Financed by Andorran government, to conducting and overseeing tourism campaigns for improving Andorra's competitiveness as a tourist destination.

Some figures:

- 2016 budget: €17.9 million
  - 46% Products and Sponsorships
  - 33% Marketing and Communication
  - 10% Commercial
  - 11% Administration

- Team: 31 staff

Online presence
- 130,556 followers on social networks
- 5,471,105 views of Andorra videos in 2015
- 2,737,382 unique webpage users
- 10,852,928 webpage visits during 2015

www.visitandorra.com
ANDORRA: AN INTERNATIONAL TOURIST DESTINATION

<table>
<thead>
<tr>
<th>Day Visitors</th>
<th>Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,180,708</td>
<td>2,670,444</td>
</tr>
</tbody>
</table>

- **44,164** beds
- **320** accommodations

Tourist and average overnight stay figures:

- **1,273,726** (3.55 nights) - Winter (December-April)
- **1,378,615** (2.59 nights) - Rest of the Year (May-November)

Main reasons for visits:

- **43.66%** Shopping
- **28.17%** Visit/Discover the Country
- **7.91%** Skiing
- **2.84%** Sports Practice

Country symbols of origin:

1. Spain
2. France
3. United Kingdom
4. Russia
5. Germany
6. Italy
7. Belgium
Push to position Andorra as a summer destination
Adapt destination to the various niche markets
Diversification of summer tourism offerings
Revitalising mountain activities based on current resources
Enhancing sustainable activities that show potential
- Hiking
- Cycling / Mountain biking holidays
DEVELOPMENT STAGES

01 COUNTRY STRATEGY

02 POTENTIAL MARKETS

03 OFFERINGS

04 MARKETING & COMMERCIAL CAMPAIGNS
# MARKET POTENTIALS

## Potential tourism by activity

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>SPAIN</th>
<th>FRANCE</th>
<th>UNITED KINGDOM</th>
<th>NETHERLANDS</th>
<th>BELGIUM</th>
<th>PORTUGAL</th>
<th>RUSSIA</th>
<th>GERMANY</th>
<th>SWEDEN</th>
<th>POLAND</th>
<th>ISRAEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>CYCLING HOLIDAYS</td>
<td>1.6%</td>
<td>1.7%</td>
<td>1%</td>
<td>1.8%</td>
<td>2.9%</td>
<td>1%</td>
<td>0.7%</td>
<td>1.8%</td>
<td>0.8%</td>
<td>1%</td>
<td>1.3%</td>
</tr>
<tr>
<td>UNIVERSAL</td>
<td>415,472</td>
<td>576,240</td>
<td>350,134</td>
<td>153,752</td>
<td>167,118</td>
<td>18,094</td>
<td>176,357</td>
<td>807,793</td>
<td>35,358</td>
<td>120,206</td>
<td>24,681</td>
</tr>
<tr>
<td>SUMMER MOUNTAIN ACTIVITIES</td>
<td>9.4%</td>
<td>8.8%</td>
<td>3.6%</td>
<td>13.9%</td>
<td>13.8%</td>
<td>5%</td>
<td>5.4%</td>
<td>12.4%</td>
<td>6.4%</td>
<td>9.5%</td>
<td>16.5%</td>
</tr>
<tr>
<td>UNIVERSAL</td>
<td>2,397,868</td>
<td>2,917,216</td>
<td>1,250,478</td>
<td>1,159,056</td>
<td>779,884</td>
<td>90,472</td>
<td>1,340,312</td>
<td>5,405,998</td>
<td>265,185</td>
<td>732,163</td>
<td>306,043</td>
</tr>
</tbody>
</table>

**METHODOLOGY**

The data was collected in 2013 across 11 European countries from 13,600 respondents residing in each country, who made at least one trip abroad for tourism or vacation purposes in the previous 2 years and stayed for at least one night outside their usual residence.
**SPECIALISATION OF THE OFFER**

- **Signposts**
- **Specialist accommodation pictographs**

- **Nature Parks / Protected Area**
- **Guarded Mountain hut network**

- **New economic activities**
  - Companies offering tourist guides, sports medicine centres, sports tourism, rentals, etc.
General and specialized publications

PROMOTIONAL TOOLS
PROMOTIONAL TOOLS

ACTIVITIES THAT YOU MAY NEVER HAVE DONE BEFORE...

If you would like to spend your holidays in Andorra this summer, there are countless activities that are sure to impress you.

- **RIDE DOWN ON THE TOBOTRONC**
- **MOUNTAIN WALKS**
  - Take our mountain paths through wild landscapes
  - **THIS IS FOR ME!**
- **ENJOY CYCLE TOURISM**
  - You have 21 mountain passes where you’ll feel like a professional cyclist
  - **I WANT TO TRY!**
- **TAKE A RELAXING BREAK**
  - The best places to wind down
  - **I WANT TO GO!**
- **VISIT THE MUSEUMS**
  - Experience our culture and traditions
  - **I'M INTERESTED**

Andorra
www.visitandorra.com
Active Andorra App (iPhone/Android)

- 18,741 downloads
- More than 200 itineraries
- Geolocalisation available in winter and summer
- 60 signposted and geolocalised routes

Support destination Advisers

- 21 cycling routes
- 6 routes very difficult – 8 routes difficult – 7 routes accessible
Advertisements specialized medias

Social networks (Facebook, etc.)

Commercial activities

Street marketing actions
IMPROVING DESTINATION POSITIONING

- **Sponsorship and sports events organization**
  - Cycling
  - Mountain Bike
  - Hiking
  - Andorra Outdoor Games