Main Conclusions

Sport tourism

1. Enable structured cooperation between tourism and sport authorities

2. Sport events need to be linked to the permanent offer and requires appropriate funding

3. Sport events often grow slow starting with an idea of enthusiasts

4. New innovative sport events can inspire people to visit a certain mountain destination

5. Mega sport events have their positive and negative sides
Main Conclusions

Adventure tourism

1. Adventure is becoming “softer”

2. Adventure tourism offers the chance that the revenue stays in the destination

3. Authenticity is achieved by linking tourism to the local culture and local people

4. A balanced development taking economic needs and nature protection into consideration is needed

5. Unused potential for summer due to difference between “what is expected” and “what is offered”
# Main Conclusions

## Marketing trends

1. Today's travellers are seeking special moments/emotional experiences

2. Fast developing IT solutions offer several options for innovations in Mountain destinations

3. Today is mobile

4. It is all about “experience”, “information” and “personalization”

5. Known athletes/sport teams as valuable testimonials for mountain destinations
Main Conclusions

**New lifestyle**

1. Thermal water & mountain destinations are a good combination
2. Health consciousness will lead to additional demand for active holidays
3. Competitions can motivate people to participate in health-related/fitness activities
4. Initiatives regarding medical tourism can help to reduce seasonality
Main Conclusions

**Hiking**

1. Many global trends have a positive effect on hiking tourism

2. A younger target group discovers hiking – supported by popular hiking ambassadors

3. Iconic products can give boots to similar developments but needs protection

4. Positive synergies through marketing activities of producers of outdoor clothes/items

5. Long-haul travel for hiking tourism is mostly connected with cultural tourism activities