

## SNOW AND MOUNTAIN TOURISM: INDUSTRY PROFESSIONALS TO DISCUSS LINKS BETWEEN TOURISM, SUSTAINABILITY AND INNOVATION

**Madrid, Spain, 11 February 2020** - *The 11th edition of the World Congress on Snow and Mountain Tourism will take place on 11-13 March 2020 in Andorra, under the theme "Tourism, Innovation and Sustainability". The Congress is organized by the World Tourism Organization (UNWTO), the Government of Andorra and the Parish of Canillo.*

Within the framework of the Year of Tourism and Rural Development that the UNWTO is celebrating in 2020, the Congress will focus on the role of mountain tourism in rural development, mainly addressing the issues of innovation, sustainability and digital transformation.

UNWTO Executive Director Manuel Butler highlighted the timeliness of the theme of the 11th Congress: *"Sustainability is essential for tourism to be compatible with the fragile environment of mountain areas, while providing benefits and opportunities to communities, which gives a key role to innovation to harmonize these objectives."*

For her part, Andorra's Minister of Tourism, Verònica Canals, underlined: *"The integration of new technologies and the contribution to sustainable development are two key aspects for the tourism sector. Therefore, this year, the Congress will try to share the perspectives of professionals regarding these challenges and will allow us to know the different models that companies and entities from around the world are creating."*

### Development and sustainability

Through its high-level panels, keynote speeches and thematic sessions, the Congress will explore innovative solutions for sustainable tourism, sustainable consumption, local resources and products, inclusive tourism, and the development of responsible destinations.

The event will bring together a wide range of tourism professionals and experts from more than 10 countries (Andorra, Austria, Belgium, Chile, France, Germany, Italy, Netherlands, Spain, United Kingdom, United States).

Presiding over the inauguration of the 11th World Congress on Snow and Mountain Tourism will be Xavier Espot Zamora, Head of Government of Andorra, Zurab Pololikashvili, Secretary-General of the UNWTO, and Francesc Camp Torres, Mayor of Canillo.

The Congress was born as an initiative of the World Tourism Organization, the Government of Andorra and the seven parishes that make up Andorra. Held every two years and organized by the parishes on a rotating basis, the Congress has established itself as an enduring forum for discussion of the development and sustainability of tourism in mountain areas.

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