



11th WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM
MOUNTAINLIKERS: “Tourism, Innovation and Sustainability”
11-13 March 2020, ANDORRA

Background

- Since 1998, UNWTO has been addressing the field of snow and mountain tourism as a significant tourism activity with a high potential to stimulate local economic growth and social change because of its complementarity with other economic activities, its contribution to GDP, job creation, foreign exchange and services exports.
- Big data, new technologies and new business models all influence the pace and direction of the changes that tourism stakeholders need to adopt in order to respond to the current and future challenges in mountain destinations.
- Sustainable development, from an economic, ecologic and social point of view, is a key success factor for tourism destinations, which is also reflected by the fact, that Andorra, like many other countries, currently works on achieving the Sustainable Development Goals (SDGs), approved by the United Nations in 2015.
- The 11th World Congress will focus on the role of mountain tourism and rural development mainly addressing the topics of “innovation”, “sustainability” and “digital transformation” and explore:
 - Innovative IT-solutions for sustainable tourism;
 - Linking “responsible consumption” and local goods and resources;
 - Inclusive tourism;
 - The development of responsible destinations.



Preliminary Programme (as of February 2020)

Wednesday, 11 March 2020

Venue: Congress Centre of Andorra la Vella - Plaça del Poble, Andorra la Vella

08:00 – 13:00 **Arrival and registration of participants**

10:00 – 10:30 **Opening Ceremony**

- **Hon. Mr. Francesc Camp Torres**, Mayor of Canillo
- **Mr. Zurab Pololikashvili**, Secretary-General, UNWTO
- **H.E. Mr. Xavier Espot Zamora**, Prime Minister, Principality of Andorra

Master of Ceremony: **Ms. Gemma Rial**, Journalist and Presenter of RTVA (Ràdio i Televisió d'Andorra)

10:30 – 11:00 **Keynote on innovation and sustainability**

Mr. Damien Zisswiller, Directorate of Engineering and Development of Territories, Atout France

11:00 – 13:00 **High-Level Panel on Mountain Tourism and Rural Development**

Introductory remarks and moderator: Media representative from Spain (TBC)

Panelists:

- **H.E. Ms. Verònica Canals Riba**, Minister of Tourism of the Principality of Andorra
- **H.E. Ms. Mónica Beatriz Zalaquett Said**, Undersecretary of Tourism of Chile
- Representative from country (TBC)
- Representative from country (TBC)

13:00 - 15:00 **Lunch break**

15:00 – 17:00 **SESSION 1: Technology and sustainable tourism**

In our fast-changing world, we are used to catchwords like “big data”, “virtual reality” or “artificial intelligence” and that new online sales and marketing solutions or tourism apps are released at a fast pace. This session aims at identifying innovative IT-solutions in tourism, which contribute to sustainable development.

Moderator: **Mr. Christopher Hinteregger**, Managing Director, PKF tourismexperts (Austria)

Panelists:

- **Mr. Alex Tourski**, Founder, izi.TRAVEL (Netherlands)

- **Mr. Santiago Camps**, CEO, Mabrian Technologies (Spain)
- **Mr. Javier de la Torre**, Co-founder, Carto (USA)
- **Mr. Christian Lunger**, CEO, Motasdesign (Austria)

17:00 – 18:00

Presentation of Andorra Data Hub

- **Mr. Marc Pons**, Manager of ActuaTech Foundation
- **H.E. Ms. Verònica Canals Riba**, Minister of Tourism of the Principality of Andorra

20:30

Welcome dinner

Thursday, 12 March 2020

Venue: Congress Centre of Andorra la Vella - Plaça del Poble, Andorra la Vella

09:00 – 09:30

Overview on mountain tourism trends

Mr. Christopher Hinteregger, Managing Director, PKF tourismexperts (Austria)

09:30 – 11:00

SESSION 2: Managing our resources - responsible consumption and production

To reach the sustainable development goals (SDGs) a sustainable consumption of valuable resources and the use of local goods are essential. This session aims at providing examples for sustainable consumption initiatives as a tool for the local population to benefit from tourism development, especially in rural areas.

Setting the scene and Moderator: **Mr. Ben Lynam**, Head of Communications of The Travel Foundation (UK)

Panelists:

- **Mr. Michele Rumiz**, Director of Slow Food Travel programme (Italy)
- **Mr. Klaus Ehrlich**, General Secretary, European Federation of Rural Tourism (Spain)
- **Mr. Giorgio Grussu**, Coordinator of the Mountain Partnership Products Initiative, FAO Mountain Partnership
- **Ms. Greta Erschbamer**, Researcher, Center for Advanced Studies, Eurac Research, UNWTO South Tyrol Sustainable Tourism Observatory (Italy)

11:00 – 11:30

Coffee break

11:30 – 13:00

SESSION 3: Mountain Tourism for All

To reach a destination and the mobility during the holidays are key issues for many tourism destinations. At the same time, personal mobility is also an important factor when talking about

inclusive tourism. This session aims at presenting innovative mobility concepts in tourism and their key success factors.

Moderator: **Mr. Iago Andreu**, Director/Manager of the Andorran Business Confederation

Panelists:

- **Mr. Florian van der Bellen**, Founder, Van der Bellen Consulting (Austria)
- **Ms. Anna Grazia Laura**, President, European Network for Accessible Tourism (Belgium)
- **Mr. Alvaro Silberstein**, Co-founder, Wheel the World (Chile)

13:00 - 15:00

Lunch break

15:00 – 17:00

SESSION 4: Consumers call for responsible tourism destinations

The globally growing environmental awareness also changes development patterns in tourism – energy efficiency, environmental friendly construction or the use of natural materials can all contribute to sustainable development. This session aims at presenting show-cases of tourism infrastructures dedicated to an eco-friendly development.

Moderator: **Mr. Marc Rossell**, Secretary of State for Agriculture and Sustainability of Andorra

Panelists:

- **Mrs. Alessandra Priante**, Regional Director for Europe, UNWTO
- **Ms. Stefany Seipp**, Managing Director, Green Pearls (Germany)
- **Mr. Iacopo Mazzetti**, Department of Tourism, Sport and quality of life, Milano-Cortina Olympics 2026 (Italy)
- Representative from Barclays (TBC)

17:00 – 17:30

Keynote on destination management and governance
Ms. Sandra Carvao, Chief, Tourism Market Intelligence and Competitiveness, UNWTO

17:30 – 18:00

Keynote on mountain destinations of the future
Mr. Pierre-François Adam, Head of the Innovation division, Cluster Montagne (France)

18:00 – 18:15

Technical conclusions

- **Ms. Sandra Carvao**, Chief, Tourism Market Intelligence and Competitiveness, UNWTO
- **Mr. Christopher Hinteregger**, Scientific Director of the Congress

18:15 – 18:30

Closing Ceremony

- **Hon. Mr. Francesc Camp Torres**, Mayor of Canillo

- **Hon. Ms. Laura Mas Barrionuevo**, Mayor of Encamp, host of 2022 Congress
- Representative of **UNWTO**
- **H.E. Ms. Verónica Canals Riba**, Minister of Tourism of the Principality of Andorra

18:30

Farewell cocktail

Friday, 13 March 2020

09:00 – 11:00

Mountain Living Hub – Ordino

11:00 – 18:00

Enjoy Andorra!

[Programme of cultural visits, sports and leisure activities](#) available at www.mountainlikers.com