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Perspective
What is your perspective on change?
Who really wants change?
The laws of Physics set the limits

Snowmaking in a warmer climate: An in-depth analysis of future water demands for the ski resort Andermatt-Sedrun-Obertauern (Switzerland) in the twenty-first century


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Snowmaking is an important economic sector in mountain regions. Currently, the European Alps are the number one destination for skiing, with 4% of all ski days worldwide. 3 The Swiss Alps registered three times as much snow as in the world (2020). In the winter 2018/2019, the Swiss Alps were affected by the highest snow accumulation since 2012. The average snow depth was over 80 cm, which is an increase of 20% compared to the previous year. However, during the following winter season, 2019/2020, the snow depth decreased to only 45 cm, which is a decrease of 40%. The main reason for this decrease is the warming climate, which has led to an increase in the frequency of snowmelt events.

Introduction

Water management is an important economic sector in mountain regions. Currently, the European Alps are the number one destination for skiing, with 4% of all ski days worldwide. 3 The Swiss Alps registered three times as much snow as in the world (2020). In the winter 2018/2019, the Swiss Alps were affected by the highest snow accumulation since 2012. The average snow depth was over 80 cm, which is an increase of 20% compared to the previous year. However, during the following winter season, 2019/2020, the snow depth decreased to only 45 cm, which is a decrease of 40%. The main reason for this decrease is the warming climate, which has led to an increase in the frequency of snowmelt events.
**04 TRENDS, CHALLENGES AND OPPORTUNITIES**

**KEY MESSAGES:**

- Lack of data remains a key challenge to properly measure and manage mountain tourism. Most survey respondents understood the limitations, 44% of those respondents were experts on mountain tourism.
- There is still potential for many mountain destinations to attract additional tourism, both domestic and international. There is also much room for product development outside peak seasons. Only 40% of the countries responding to the survey offer a year-round mountain experience, while 16% indicated either to have the same season and 31% shift the same for summer destinations.
- Creating opportunities for local communities, generating economic revenue, and developing sustainable products are the main motivations for developing mountain tourism.
- The main challenges associated with mountain tourism are mostly related to landscape infrastructure and sustainability, followed by product development, connectivity, and public-private community collaboration.

![Image of mountain landscape]

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**Figure 4.1: Main purposes of mountain tourism development for national tourism administrations (%)**

- Generate economic revenues: 78%
- Create opportunities for local communities: 76%
- Create sustainable tourism products: 74%
- Protect natural and cultural heritage: 59%
- Spread tourism flows: 46%
- Complement tourism offer: 46%
- Other: 7%

Source: Responses from survey of UNWTO member states for the purposes of this study, n = 46.

**Figure 4.2: Main challenges when developing and promoting mountain tourism for national tourism administrations (%)**

- Adequate infrastructure: 74%
- Sustainability: 70%
- Product development: 50%
- Connectivity: 48%
- Public-private collaboration: 46%
- Policy support: 35%
- Carrying capacity: 30%
- Safety and security protocols: 26%
- Other: 7%

Source: Responses from survey of UNWTO member states for the purposes of this study, n = 46.
The Generation Workforce Challenge

Self-Harm Rates of U.S. Children Ages 10–14

Number of emergency-department visits for nonfatal self-harm per 100,000 children (source: Centers for Disease Control and Prevention)
They need to be challenged outside a mobile
The most dangerous phrase in the language is "we've always done it this way."

Rear Admiral Grace Hopper
Let's talk a minute about Tiny Gains

Imagine what you could do with a culture on the 1% rule?
Let us recap on what has been discussed

1. **Perspective** – Everyone will see a challenge differently
2. Change –” We do want change”
3. 100 Day Snow – We agree we need to diversify, plan and re-strategize further
4. The Generations – Get them involved right at the beginning “Education”
5. The Industries – Micro Education to solve the challenges
6. The Force of Community – Locals & Expats embrace change
7. Celebrate Everything – Celebrate the Milestones as a community especially with the youth
8. Wellbeing & Health – The Centre of every decision
Wishing Everyone
A Great Change Day!

Thank you!