NATURAL ANDORRA
WHERE IDEAS TAKES ROOT
INNOVATION PROCESS: BOOTCAMP

AUDIOVISUAL PROJECT
JAVIER CORSO
EXPLORER
NATIONAL GEOGRAPHIC

XAVIER VERDAGUER
FOUNDER AND DIRECTOR
IMAGINE SILICON VALLEY
HOW DO WE IMPROVE THE IMPACT TOURISM HAS ON THE ENVIRONMENT AND PEOPLE?

SPORT | WELLNESS | PREMIER
SPORTS DESTINATION

HOW DO WE INCLUDE VISITORS TO THE REGION IN CYCLING?
PREMIER DESTINATION

SÍLVIA LANGA  PAULA FERNÁNDEZ-OCHOA  SEBASTIÁN ROMERO
HOW DO WE IMPROVE MASSIFICATION AND THE TOURIST EXPERIENCE USING ARTIFICIAL INTELLIGENCE?

SPORTS DESTINATION

ANTON ÒDENA  CRISTIAN VARELA  XAVIER TERRADELLAS
HOW DO WE TURN ANDORRA INTO AN INTERNATIONAL HUB FOR HEALTH AND WELLNESS EVENTS?

WELLNESS DESTINATION
WELLNESS DESTINATION

HOW DO WE MAKE ANDORRA THE BEST HOLISTIC WELLNESS TOURISM DESTINATION FOR SILVER TOURISTS? SILVER TOURISTS: + 55 YEARS

NACHO MARTÍN   LUCHO DOMÍNGUEZ   OM RÀFOLS
HOW DO WE MAKE SURE ANDORRA HAS A PREMIUM TOURISM OFFERING TO ATTRACT A NEW MARKET NICHE: NOMAD INVESTORS
HOW DO WE REIMAGINE HERITAGE TO CREATE A PREMIUM TOURISM EXPERIENCE ALL YEAR ROUND?

MIQUEL ÀNGEL PÉREZ  DARIA SHORNIKOVA  JORDI MUÑOZ
SPORTS DESTINATION

XARY RODRIGUEZ