FEEDING PREMIUM TOURISM

12TH WORLD CONGRESS ON SNOW, MOUNTAIN AND WELLNESS TOURISM

CARMEN VIDALES MOLINA
GASTRONOMY MOUNTAINLAKER
PREMIUM RECIPE

SINGLE INGREDIENT

THE STANDARD

25% PEOPLE
25% ENVIRONMENT
25% SPACES
25% STORY

ELABORATION

Step 1. TALENT
Step 2. SUSTAINABILITY
Step 3. HOSPITALITY
Step 4. ENJOY

PRESENTATION

100% INITIATIVE AND SERVICE
100% IDENTITY
100% COMFORT
100% FIT IN WITH
STANDARD PREMIUM

NOT THE AVERAGE

NOT BORING

NOT EXPENSIVE

QUALITY

EXCELLENCE (=ABOVE)
LOCOMOTIVE AGENTS

DIVERSITY

ESSENCE
PERSONALITY

FAIR

HONESTY: QUALITY/PRICE
SATISFACTION
PREMIUM STANDARD INGREDIENTS

25% PEOPLE

Step 1. TALENT
THINK
ATTRACTION OF INITIATIVES
ATTRACTION OF INVESTMENTS
EXECUTE
ATTRACTION OF PROFESSIONALS
References
Customized training
Incentives: life project
Step 2. SUSTAINABILITY

RESPECT OR DIE
NATURAL ENVIRONMENT
NATIVE POPULATION
CULTURE
Step 3. HOSPITALITY

TERRITORI AMFITRIÓ

HOST TERRITORY

AT HOME HOSTS
NOT HOSTAGES
Freedom to choose

PREMIUM STANDARD INGREDIENTS

25% SPACES
PREMIUM STANDARD INGREDIENTS

25% STORY

Step 4. ENJOY

EXPECTATION
CREDIBILITY
  Guarantee
SELF-RECOGNITION
  Identification
EXCLUSIVITY
  Segmentation
FOR A PREMIUM TOURISM
SHALL WE GO FOR IT?

THANKS FOR YOUR ATTENTION!