



Govern d'Andorra



Mountain tourism 2.0 :

New strategies for success

"Technological changes do not influence the missions of tourism actors in the areas of promotion and product development but rather the manner of carrying them out."

La Massana (Andorra), 11-12 April 2012

Meeting venue :

Centro de Congresos de Andorra La Vella
Plaça del Poble s/n. AD 500 Andorra la Vella
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PRELIMINARY PROGRAMME

Day 1, Wednesday, 11 April 2012

07.30 - 09.00	Registration	
09.00 - 10.00	Welcome remarks and opening session	
09.00 - 09.30	Senior Consul of the Commune of la Massana Government of the Principality of Andorra World Tourism Organization	Senior Consul of the Comú de La Massana Mr. Francesc Camp Torres Minister of Tourism and Environment Mr. Taleb Rifai Secretary-General, UNWTO
09.30 - 10.00	Introduction: Tourism between <i>high tech</i> and <i>high touch</i> Presentation of the 2012 edition of the Mountain Tourism report: Will it go global thanks to the web?	Mr. Peter Keller University of Laussane, Scientific Committee of the World Congress on Snow and Mountain Tourism Mr. Laurent Vanat Consultant, Geneva (Switzerland)
10.00 - 10.30	Coffee break	
10.30 - 12.00	Session 1 - The new customer sovereignty. The way in which visitors inform themselves has changed	
10.30 - 11.00	Hotel rating systems: How can we respect the new sovereignty of visitors by providing them with information on quality while at the same time managing the reputation of hotel enterprises?	Mr. Gregor Ziegler Head of B2B, HolidayCheck.com, Kreuzlingen (Switzerland)
11.00 - 11.30	The future development of new media: Will online "word of mouth" take the place of traditional tourism marketing?	TBC
11.30 - 12.00	Debate	
12.00 - 13.30	Session 2 - Relationship marketing: the need to create communities and to follow potential customers before, during and after their trips	



12.00 - 12.30	Creating communities: Can we create virtual communities from the real communities that visit mountains?	Ms. Tiziana Turino Marketing Manager Monterosa Ski, Champouluc, Aosta (Italy)
12.30 - 13.00	Websites: From initial excitement to booking and loyalty building	Mr. Lorenzo Cantoni Director of webatelier.net, Faculty of Communication, University of Lugano (Switzerland)
13.00 - 13.30	Debate	
13.30 - 15.00	Lunch	
15.00 - 16.30	Session 3 – Informing the customer about the sites: informing in a diffuse manner to make the stay more attractive	
15.00 - 15.30	Mountain Dynamic Snow Ranger: How to find your way around ski resorts	TBC
15.30 - 16.00	Summertime in Flaine in free: What on-site promotional and information actions can be used to revitalize summer tourism?	Mr. Pierre Claessen Director, Flaine Tourism Office, (France)
16.00 - 16.30	Debate	
16.30 - 17.00	Coffee break	
17.00 - 18.30	Session 4 – New communication technologies: Linking the mountain with the world	
17.00 - 17.30	Google and tourism: search-engine-based tourism and future plans involving to “Google Street View”	Mr. Javier González-Soria Managing Director, Google Travel Spain, Madrid (Spain)
17.30 - 18.00	Telespazio, world leader in satellite communication: Can territories on the periphery of the mountain benefit from it?	Mr. Giuseppe Viriglio President, Telespazio SpA, Rome (Italy)
18.00 – 18.30	Debate	

Day 2, Thursday, 12 April 2012

09.30 - 11.00	Session 5 – Diversifying the offer: Strategies and campaigns for four-all-year-round tourism	
09.30 - 10.00	The Serbian initiative for mountain tourism development. What obstacles need to be overcome? Case study, Stara Planina	Mr. Goran Petkovic State Secretary of for Tourism, Government of Serbia, Belgrade (Serbia)
10.00 - 10.30	Destination Bansko. What is its unique offering and how can it be promoted?	Mr. Georgiu Ikonov, Mayor of Bansko, Bansko (Bulgary) TBC
10.30 - 11.00	Debate	
11.00 - 11.30	Coffee break	
11.30 - 13.30	Session 6 – Multimedia for recreating the tourism dream: Attracting attention in a world overflowing with information	
11.30 - 12.00	New concepts in international mountain tourism promotion	Mr. J.M. Silva Managing Director, France Montagne, French mountain portal, Francin (France)



12.00 - 12.30	<i>Inspiring Iceland</i> : Multimedia to generate confidence in times of crisis	Ms. Olof Yrr Atladottir Director of the National Tourism Office of Iceland, Reykjavik (Iceland)
12.30 - 13.30	Debate	
13.30 - 15.00	Lunch	
15.00 - 16.30	Session 7 – Branding policy: Positioning unique sites in contested markets	
15.00 - 15.30	The positioning of a ski resort: Why Revelstoke, B.C. Canada, is a one-of-a-kind resort?	
15.30 - 16.00	Internet at the service of the Andorra brand	Mr. Betim Budzaku Manager, Andorra Turisme, Andorra La Vella (Principality of Andorra)
16.00 - 16.30	Debate	
16.30 - 16.45	Break	
17.00 - 18.30	Final session – Expanding the world market: Taking skiing out of the Alpine niche	
17.00 - 17.30	China's all-year-round resorts: What are the key factors of success? The example of "Sun Mountain Yabuliy" and "Adventure Mountain Changchun".	Mr. Patrick Cao Yue Vice-President, Mountain China Resorts (China)
17.30 - 18.00	Market prospects for Korean skiing: Expectations after having been chosen to host the 2018 Winter Olympics Case study, Yongpyong Resort	Mr. In Jun Park Director of Yongpyong Resort (South Korea)
18.00 - 18.30	Debate	
18.30 - 19.30	Conclusions	Mr. Frédéric Pierret Executive Director, UNWTO

*** Note: Preliminary programme may be subject to further modifications. New updates and further information on the program will be available shortly**