



MOUNTAINLIKERS

13th WORLD CONGRESS ON SNOW, MOUNTAIN, AND WELLNESS TOURISM

25 - 27 March 2026 · Ordino · ANDORRA

www.mountainlikers.com

Tourism Destinations Under the Influence of Digital Technologies

Introduction

Mountain tourism is undergoing a profound transformation, as new technologies and the need to adapt to climate change become increasingly central to how destinations evolve. Digitalization, artificial intelligence and emerging technologies are reshaping the way travellers discover, experience and engage with destinations, opening the door to new opportunities while also raising important questions around authenticity, ethics and visitor well-being.

In this context, it is crucial to explore how the creative and operational potential of technological innovation can be harnessed without compromising the unique identity of mountain destinations or their harmony with nature. Generative AI, digital hyperconnection and immersive technologies are redefining the relationship between innovation, sustainability and emotional engagement in tourism.

These new tools enable destinations to manage visitor flows more effectively, better understand traveller behaviour and develop sustainable tourism products that respond to evolving expectations. They also support more strategic planning of mountain destinations and help shape policies that promote sustainable development, ensuring that tourism benefits local communities.

At the same time, new trends invite travellers to slow down, reconnect and experience destinations more consciously. Emotional well-being, mindful disconnection and sensory tourism are emerging as meaningful counterbalances to digital saturation. In mountain environments, these approaches restore the value of silence, pause and genuine connection with oneself and with nature.

The Congress will also offer an opportunity to present the main findings of the report *"Climate Change and the Future of Snow and Mountain Tourism Destinations"* and to discuss how leading destinations are adapting to new realities.

Through keynote presentations, panel discussions and high-level debates, international experts and tourism professionals will exchange insights and strategies to advance towards a more intelligent, sustainable and human-centred model of mountain tourism.

Since 1998, the Government of Andorra and UN Tourism, together with Andorra's seven parishes (Comuns), have organized the World Congress on Snow, Mountain and Wellness Tourism. Its mission is to provide a platform for dialogue, learning and reflection on tourism in mountain regions, bringing together professionals, public authorities, academics and experts from around the world.

Organizers



Comú d'Ordino



Govern d'Andorra



UN Tourism



Andorra
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Wednesday, 25 March 2026

Venue: Andorra la Vella Centre Congress

08:00 – 09:30 Arrival and registration of participants

09:30 – 10:00 **Opening Ceremony**

10:00 – 10:30 **Keynote: Deepfakes and Generative AI: Reality and Fiction – New Horizons for Snow, Mountain and Wellbeing Destinations**

Artificial intelligence is transforming the way tourism destinations are managed and promoted, offering new opportunities to attract visitors and enhance the tourism experience. The session will reflect on how to harness the creative potential of AI ethically and responsibly to foster innovation and sustainability in mountain and snow destinations, while preserving their authenticity and cultural value.

10:30 – 11:00 **High-Level Panel: The Digital Challenge of Mountain Destinations**

This discussion will explore strategies for integrating digitalisation and artificial intelligence into the planning, management, and governance of mountain destinations, ensuring they enhance the visitor experience while helping to protect natural resources, preserve local cultures, and foster resilient, inclusive economies, building smarter and more sustainable destinations.

11:00 – 11:30 **The Destination, Captured by the Algorithm**

This presentation will focus on how algorithms and digital influence are transforming tourism, where a single post can change perceptions and visitor numbers. It will examine the power of digital influence, the fine line between inspiration and manipulation, and the impact of mass tourism driven by viral recommendations. It will also reflect on the ethical responsibility of content creators and the role of institutions in reputation management.

11:30 – 12:00 **Coffee break**

12:00 – 12:30 **Report: “Climate Change and the Future of Snow and Mountain Tourism Destinations” – Key Findings**

Report commissioned by the UN Tourism Regional Commission for Europe, led by Switzerland, on the future of mountain destinations.

12:30 – 13:00 **SESSION 1: Beyond Snow – Mountain Destinations Adapting to Climate Change**

The future of snow destinations depends on their ability to adapt to the effects of climate change. This session will address how mountain destinations can reinvent themselves to face the challenge of

seasonality and adapt to climate change, offering authentic experiences that highlight natural and cultural heritage throughout the year. It will emphasise the role of innovation and sustainability in creating more immersive, mindful, and memorable experiences and underline the importance of fostering a balance between tourism development and the well-being of local communities.

13:00 – 15:00 **Andorra Taste Experience – High-Mountain Gastronomy Showcookings**

15:30 – 17:00 **Experiential activities in Andorra la Vella and Ordino**

Thursday, 26 March 2026

Venue: Andorra la Vella Centre Congress

9:30 – 10:15 **SESSION 2: Digital Detox and Wellness – Disconnect to Reconnect**

The session will explore the value of conscious disconnection in a world overwhelmed by screens and hyperconnectivity, and the opportunity for mountain destinations to position themselves as wellness destinations. In natural mountain settings, silence, fresh air, and contact with nature become a refuge for restoring balance and inner well-being. Practical examples will be shared, along with experiences that invite participants to slow down, breathe, and reconnect with themselves—distinctive value propositions for natural mountain destinations.

10:15 – 11:00 **SESIÓN 3: HumanOS: Preserving the Soul in the Digital Era**

This session will explore how the tourism sector can bring technology and human well-being together. At a time when digitalisation accelerates processes and reshapes how we work and travel, it is essential to put people at the centre: caring for teams, inspiring travellers and preserving the human essence behind every experience.

11:00 – 11:15 **Présentation : Mountain Partnership (FAO)**

11:15 – 11:30 **Pause café**

11:30 – 12:10 **SESSION 4: From Snow to Cloud – The Hyperconnected Mountains**

Digitalisation and smart technologies are transforming snow and mountain destinations, improving tourism management, safety and the visitor experience. The session will explore how connectivity, real-time data and AI-based solutions can optimise resources, forecast weather conditions, manage visitor flows, and personalise services.

12:10 – 12:30

Beyond Digital – Experiential Tourism

12:30 – 13:00

Closing Ceremony

15:30 – 17:00

Experiential activities in Andorra la Vella and Ordino

Friday, 27 March 2026

09:00 – 18:00

Enjoy Ordino! Recreational and technical visit to Ordino Arcalís and exclusive activities in Ordino.