MOUNTAINLIKERS

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

25 - 27 March 2026 · Ordino · ANDORRA

www.mountainlikers.com

The Destination Under Digital Influence

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 visitandorra.com

Technology Partner

andorra telecom

Silver Sponsor

Creand© Crèdit Andorrà

Wednesday, 25 March 2026

Venue: Andorra la Vella Congress Centre

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

09:30 – 10:00 **Opening Ceremony**

- **Hon. Mr. Eduard Betriu Lizarte**, Deputy Mayor of Ordino
- **H.E. Ms. Shaikha Al Nuwais**, Secretary-General of UN Tourism
- **H.E. Mr. Xavier Espot Zamora**, Head of Government of the Principality of Andorra

10:00 – 10:30 **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.

Keynote by **Dr Alex Connock**, Senior Fellow at Oxford University & Professor at Exeter University in Media & AI (United Kingdom)

10:30 – 11:15 **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.

Moderator: **Ms. Sandra Carvão**, Director, Market Intelligence, Policies and Competitiveness, UN Tourism

Speakers:

- **H.E. Mr. Jordi Torres Falcó**, Minister of Tourism and Commerce of the Government of Andorra
- **H.E. Ms. Simonida Kordić**, Minister of Tourism of Montenegro
- **H.E. Mr. Pedro Machado**, Secretary of State for Tourism, Commerce and Services of Portugal

11:15 – 11:45 **The Destination, Captured by the Algorithm**

This session 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.

Moderator: **Aradhana Khowala**, CEO and Founder, Aptamind Partners (United Kingdom)

Speakers:

- **Bernat Casañas**, CEO and Founder, Becama Consulting (Andorra)
- **Andreas Skogseth**, CEO, Visit Hardangerfjord (Norway)

11:45 – 12:00 **The Power of Partnerships for Mountains**

Presentation by **Giorgio Grussu**, Project Coordinator, Mountain Partnership Secretariat at Food and Agriculture Organization of the United Nations (FAO)

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

The future of snow and mountain destinations depends on their ability to adapt to the impacts of climate change. This session will explore how mountain destinations can reinvent themselves to address the challenge of seasonality and adapt to a changing climate context, offering authentic experiences that highlight natural and cultural heritage throughout the year. It will examine the role of innovation and sustainability in creating more immersive, conscious and memorable experiences, while highlighting the importance of fostering a balance between tourism development and the well-being of local communities. In this context, the first conclusions of the report *"Climate Change and the Future of Snow and Mountain Tourism Destinations"*, commissioned by the UN Tourism Regional Commission for Europe and led by Switzerland, will be presented.

Introductory remarks

- **Richard Kämpf**, Deputy Head of the Directorate for Location Promotion, State Secretariat for Economic Affairs SECO (Switzerland)
- **Cordula Wohlmuther**, Director a.i., Regional Department for Europe, UN Tourism

Presentation:

- **Dr. Christian Baumgartner**, Profesor for Sustainable Development and International Development, University of Applied Sciences of the Grisons (Switzerland)
- **Melanie Tamborini**, Scientific Project Manager, University of Applied Sciences of the Grisons (Switzerland)

Panel debate:

- **Dubravka Kalin**, Director General for Tourism, Ministry of the Economy, Tourism and Sport (Slovenia)

- **Richard Kämpf**, Deputy Head of the Directorate for Location Promotion, State Secretariat for Economic Affairs SECO (Switzerland)
- **Markus Redl**, CEO, ecoplus Alpin GmbH (Austria)

13:00 – 15:00 **High-Altitude Lunch – High Mountain Gastronomy of Andorra**

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

(departure from Andorra la Vella Congress Centre at 15:00)

TO BE SELECTED:

(Places will be allocated on a first-come, first-served basis)

1. "The Dream of Don Guillem" Experience, Day 1:

15:30 – 17:00 Presentation of Ordino Best Village Tourism and guided visit with audio guide to the Casa d'Areny-Plandolit Museum, featuring the immersive experience "The Dream of Don Guillem", which will transport participants to 19th-century Andorra.

2. Wellness Experience, Day 1:

15:30 – 17:00 Wellness session with gong bath and singing bowls in a unique setting: the historic building "l'Era del Raser", in Ordino.

Elevate your experience:

Free time Opportunity to enjoy free time for shopping in a unique setting, featuring a vibrant pedestrian area, a charming historic centre, and the comfort of shopping in a safe and relaxed environment.

Thursday, 26 March 2026

Venue: Andorra la Vella Congress Centre

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.

Moderator: **Joan Muro**, President, Andorra Health Destination (Andorra)

Speakers:

- **Alina Huseynli**, Director, Institute of Spa and Balneology (Czech Republic)
- **Lina Nosevič**, Executive Director, National Association of Medical SPA and Rehabilitation Centers (Lithuania)

10:15 – 10:45 **Keynote: HumanOS – Hybrid Instinct**

The presentation will analyse how the digital age and artificial intelligence are transforming mountain tourism from a humanistic perspective, in which human capabilities are consolidated as the main differentiating factors. Through the concept of 'hybrid instinct', it will be highlighted that true innovation lies in the integration of technology with a bold, creative and deeply human mindset, understanding artificial intelligence as a strategic opportunity that drives continuous adaptation, lifelong learning and informed decision-making. The aim is to move towards a model of smart and sustainable mountain tourism that preserves its essence and puts people at the centre. What if the real differentiating factor were, precisely, the human element?

Keynote by **Jordi Urbea**, CEO, Ogilvy (Spain)

10:45 – 11:00 Coffee Break

11:00 – 11:10 **The Hyperconnected Mountains in Tajikistan, Land of Four Seasons**

Focusing on Tajikistan as a year-round destination, the presentation will highlight how digital innovation—from connectivity to data and safety systems—is transforming mountain tourism and supporting its sustainable development.

Keynote by **H.E. Mr. Sharaf Sheralizoda**, Ambassador Extraordinary and Plenipotentiary and Permanent Representative of the Republic of Tajikistan to the United Nations Office

11:10 – 12:00 **SESSION 3: 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.

Moderator: **José Estévez**, Senior Project Manager for the Intelligent Destination Platform at SEGITTUR's Institutional Relations Department (Spain)

Speakers:

- **Jessie Fischer**, Founder, GuestOS; Member of Yosemite Tourism Board (United States of America)
- **Ada Xu**, Director of International Affairs, FLIGGY (China)

12:00 – 12:15 **From Passion to Destination – Inspiring Mountain Tourism in the Digital Era**

With more than 1.3 million followers on social media and a top-level sporting career, Aleix Espargaró represents how sports figures can become natural ambassadors for destinations and lifestyles connected to nature and well-being. Through his experience with cycling and mountain sports, he will share how these disciplines inspire new generations to discover nature destinations and adopt active lifestyles. The conversation will also explore the role of social media in promoting destinations, the growing popularity of mountain sports, and the importance of preserving natural environments amid the increasing interest in these activities.

In conversation with **Aleix Espargaró**, Former Grand Prix motorcycle racer (Spain)

12:15 – 12:30 **The transformation of Spanish tourism: digitalization and opening up to inland destinations**

Special Keynote by **H.E. Mr. Jordi Hereu**, Minister of Industry and Tourism of Spain

12:30 – 13:00 **Closing Ceremony**

- **Hon. Mr. Jordi Serracanta**, Councillor for Tourism, Promotion and Sport of the Ordino Comú (Town Council)
- **Hon. Ms. Eva Sansa Jordán**, Mayor of the Comú (Town Council) of La Massana, host of the 2028 Congress
- **Ms. Cordula Wohlmuther**, Director a.i., Regional Department for Europe, UN Tourism
- **H.E. Mr. Jordi Torres Falcó**, Minister of Tourism and Commerce of the Principality of Andorra

13:00 – 15:30 **Free time for own lunch**

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

(departure from Andorra la Vella Congress Centre at 15:00)

TO BE SELECTED (Places will be allocated on a first-come, first-served basis):

15:30 – 17:00 Gastronomy: Km 0 cooking workshop – Restaurant *La Plaça del Poble* (Andorra la Vella).

15:30 – 17:00 Wellness workshop: guided mindfulness with gongs and connection with nature (Ordino).

15:30 –17:00	Presentation of Ordino Best Village Tourism and guided visit with audio guide to the Casa d'Areny-Plandolit Museum, featuring the immersive experience *"The Dream of Don Guillem"*, which will transport participants to 19th-century Andorra.
Free time	Opportunity to enjoy free time for shopping in a unique setting, featuring a vibrant pedestrian area, a charming historic centre, and the comfort of shopping in a safe and relaxed environment.

Friday, 27 March 2026

6. Tristaina Solar Viewpoint Experience

09:00 – 12:30	Discover the Tristaina Solar Viewpoint, located at an altitude of 2,701 metres. This iconic structure offers spectacular views over the Tristaina lakes and the Ordino valley. The ascent combines a funicular and a chairlift.

7. "The Dream of Don Guillem" Experience, Day 3:

9:30 –12:30	Presentation of Ordino Best Village Tourism and guided visit with audio guide to the Casa d'Areny-Plandolit Museum, featuring the immersive experience *"The Dream of Don Guillem"*, which will transport participants to 19th-century Andorra.

Enjoy a day in Ordino-Arcalís: check conditions.

Enjoy a day in Naturland: check conditions.

Elevate your experience:

Free time	Opportunity to enjoy free time for shopping in a unique setting, featuring a vibrant pedestrian area, a charming historic centre, and the comfort of shopping in a safe and relaxed environment.