



FUTURE AND CHALLENGES IN WINTER TOURISM

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10 ASSUMPTIONS FOR WINTER TOURISM



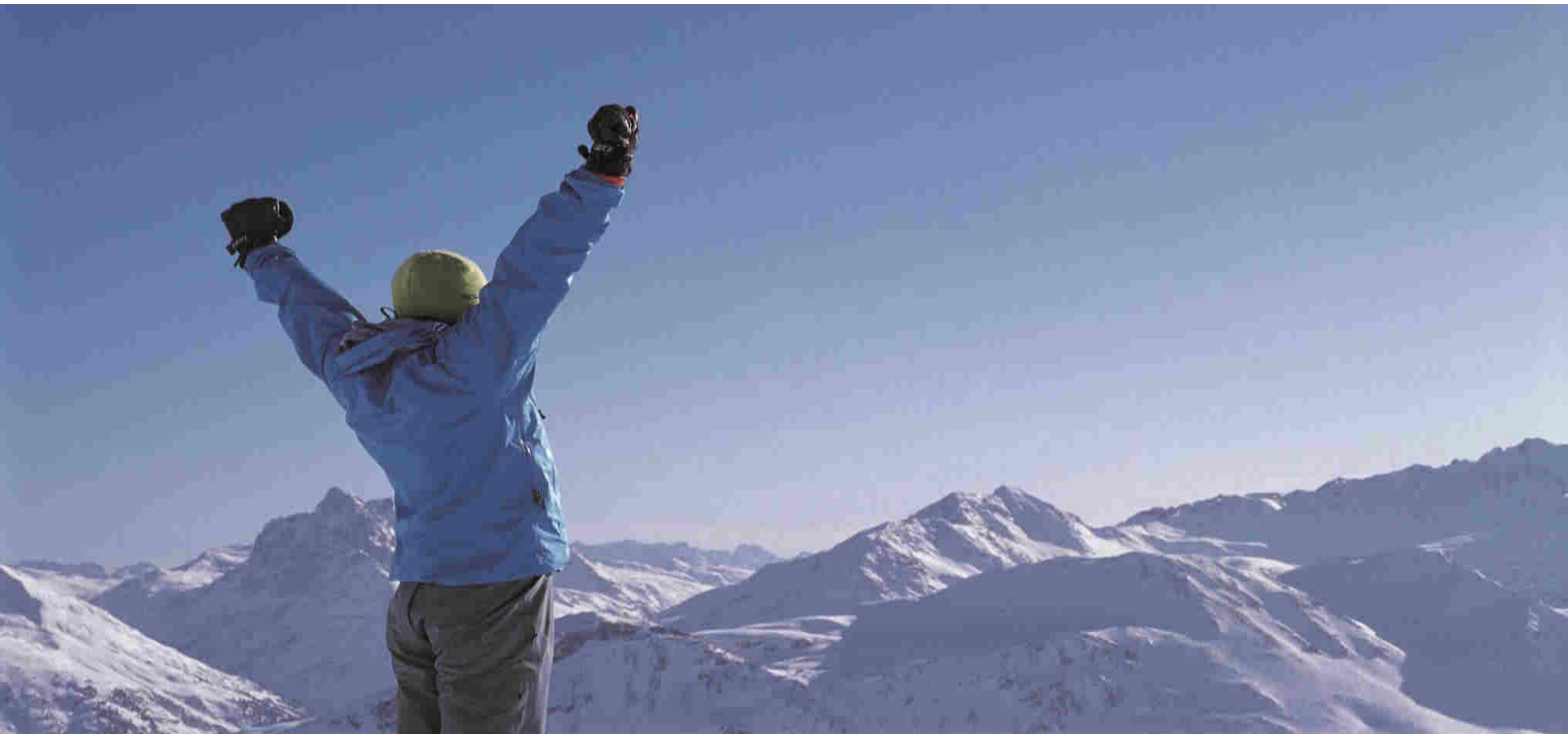
ASSUMPTION/THESIS 1

Snow sports will still exist in 2050 – despite the climate change.



ASSUMPTION/THESIS 2

Emotionalization is the biggest challenge for the successful future of snow sports.



ASSUMPTION/THESIS 3

Attractive ski areas are vital for the success of snow sports destinations.



ASSUMPTION/THESIS 4

Ropeways are the motors of development in winter tourism.



ASSUMPTION/THESIS 5

Women, especially mothers, have a decisive influence on the future of winter tourism.



ASSUMPTION/THESIS 6

The sustainability hype in the media could turn into a trap for winter tourism.



ASSUMPTION/THESIS 7

Winter tourism (specially snow sports) is becoming a lifestyle product for an exclusive minority.



ASSUMPTION/THESIS 8

Only markets with an affinity for snow sports are promising growth markets for winter tourism.



ASSUMPTION/THESIS 9

Alpine tourism currently doesn't stand a chance of surviving without the proceeds from winter tourism.




ASSUMPTION/THESIS 10

Sports, fun and nature are the key elements for success in snow sports.



... CONCLUSION

- Alpine winter tourism is a big success story and a crucial wealth factor.
- Product, marketing, quality, management, leaders and the existing resources are central success components in tourism.
- Snow has become the economic gold of the Alps – a centenary fortune, without any real alternative!
- The cable car industry is the motor for successful tourism development in the Alps.
- Winter sports = Emotion
+ 14-25 year-old women continually freeze to death during winter holidays... (irrespective of climate change 😊)



*COMING TOGETHER IS A BEGINNING.
KEEPING TOGETHER IS PROGRESS.
WORKING TOGETHER IS SUCCESS.
(Henry Ford)*

THANK YOU FOR YOUR ATTENTION!

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