

Launch event: Rethinking winter tourism

5th of June 2025, 10:00-12:45 CEST

TIMING

SESSION

10:00 – 10:10

Welcoming words and introduction to the MountResilience Community of Practice on Climate Change Adaptation

10:10 – 10:20

Setting the scene: the challenge of adapting tourism in mountain areas

This short presentation will share the key findings of a European benchmarking study on climate change adaptation in mountainous regions, particularly with regard to winter tourism and water management, by comparing the strategies of six European countries.

10:20 – 12:10

Inspiring experiences to drive the transition

This session will showcase EU-funded projects that are helping mountain regions respond to the challenges of climate change by exploring alternative approaches to tourism. Representatives from PITON, TranStat, BeyondSnow, and MountResilience will share insights on how they are collaborating with local communities, understanding local dynamics and applying methodologies to explore future scenarios, identify measures to diversify tourism offerings throughout the year and develop tools to help destinations assess their climate resilience. A moderated Q&A session, led by UNIMONT, will offer participants the opportunity to engage directly with the speakers and reflect on the practical applications of these initiatives.



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Workshop: Rethinking winter tourism in your regio

Following the presentations, this interactive session invites participants to reflect on the situation in their own regions. The discussion will focus on reflecting on the main challenges winter tourism is facing and the potential for replicating the initiatives presented, as well as identifying other good practices in their regions and exploring the obstacles that are hindering the implementation of these actions

12:40 – 12:45

Closing remarks



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