



# Rethinking winter tourism – MountResilience Community of Practice launch event

Alicia Moreno, Euromontana



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Swiss partners have received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).





# Today's agenda

TIMING	SESSION
10:00 – 10:10	<b>Welcoming words and introduction to the MountResilience Community of Practice on Climate Change Adaptation</b>
10:10 – 10:20	<b>Setting the scene: the challenge of adapting tourism in mountain areas</b>  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	<b>Inspiring experiences to drive the transition</b>  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.

TIMING	SESSION
12:10 – 12:40	<b>Workshop: Rethinking winter tourism in your regio</b>  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	<b>Closing remarks</b>

# MountResilience – The project

- The project is led by **UNIMONT – University of Milan**
- The project involves 47 partners from 13 European Countries
- The project runs for 54 months from September 2023 to February 2028

## *Main objective*

Support EU regions and communities in mountain areas to **improve their capacity to adapt to climate change**, fostering a transition to climate-resilient society.

To achieve this, MountResilience will develop, test and **upscale** innovative climate adaptation solutions in their regional and local settings.



# MountResilience – The project

MountResilience aims to accelerate the climate resilient transformation of mountain areas of 9 EU countries.

 **6** Regional demonstrator sites

 **4** Regional replicator sites

- Within the project → regular knowledge transfer between partners
- But what about **beyond the project** and with other mountain stakeholders?



**MOUNT  
RESILIENCE**



# MountResilience – Community of Practice

- Community of Practice: A community of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly



Improve the capacity to adapt to climate change  
in European mountain ranges

- **Main target audience:** experts on climate adaptation and stakeholders willing to engage in climate adaptation processes and learn from the activities of the project

# MountResilience – Community of Practice

Your opportunity to **learn, share, network, and influence the policies and practices** that will guide our transition toward resilient mountain communities



Engage in **capacity-building** sessions with experts, designed to tackle the complexities of climate transitions in mountain regions



Get to know the latest findings by MountResilience and share your own **knowledge and experiences** with the community



**Connect** with a diverse range of organisations and practitioners working on climate adaptation in mountain areas



Contribute to discussions on the future of mountain areas in **climate policy**



# MountResilience – Join us!

## Who can join?

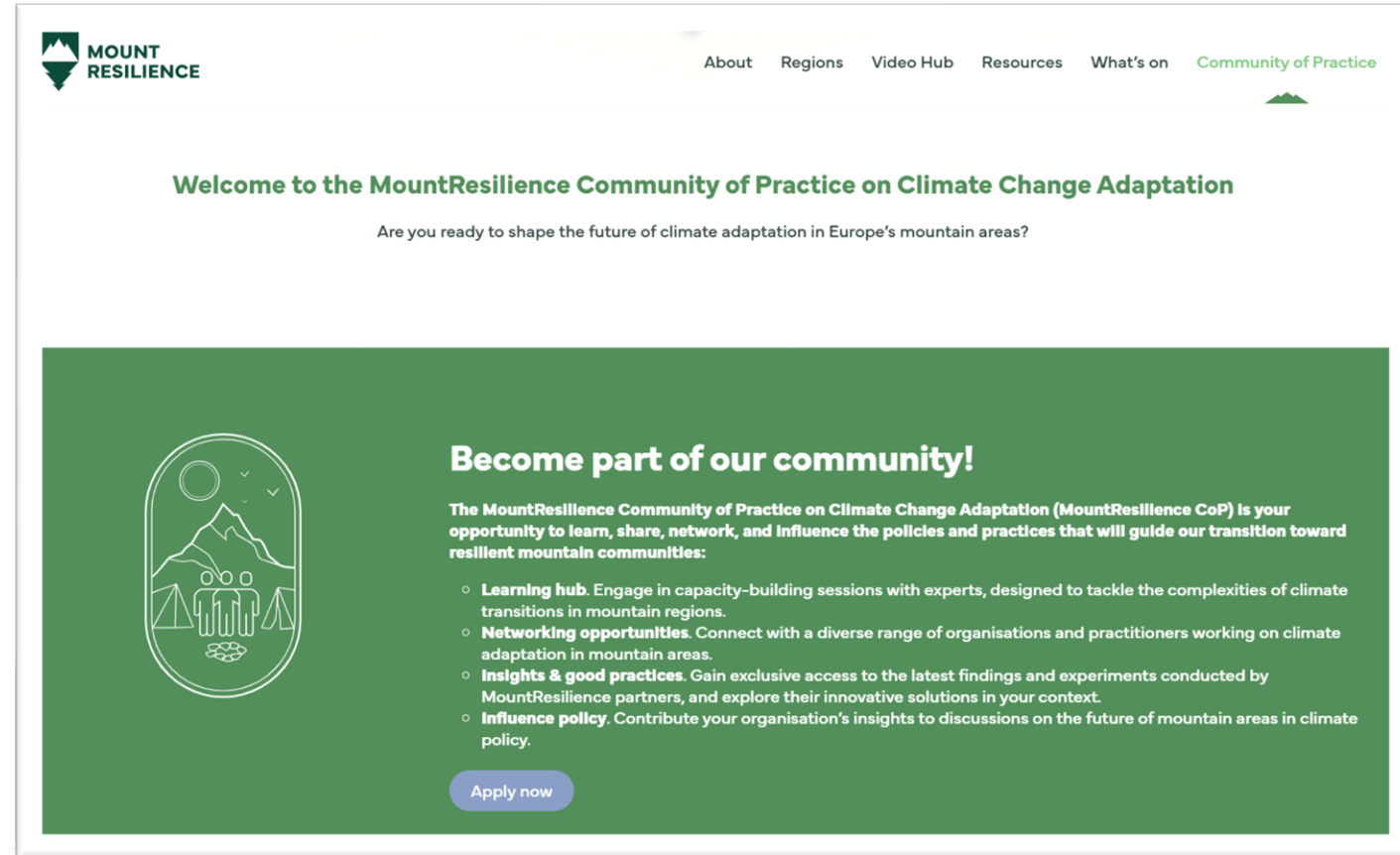
The Community is open to **organisations and projects** — no individual memberships are allowed

Eligible applicants include: NGOs, public authorities, private sector actors, research institutions, other stakeholders working on climate change adaptation

## How can I join?

**Express your interest** → complete the registration form

Selection process → applications will be reviewed, with responses provided within a month



Click here to join!

# Calendar 2025

- Rethinking winter tourism
- Knowledge platforms and tools to support climate change adaptation
- Developing regional and local climate adaptation plans

# Calendar 2026-2027

Let us know your interests through the registration form!



## Expression of interest to join the CoP:

Choose the topics that matter the most to you

Please let us know which topics you find most relevant or interesting. Your input will directly influence the focus of the upcoming sessions and help us better serve the community.

Topics \*

- ☐ Mountain tourism
- ☐ Regional and local adaptation planning
- ☐ Land use planning
- ☐ Agriculture and pastoralism
- ☐ Forestry
- ☐ Water management
- ☐ Knowledge platforms and decision-support tools
- ☐ Financing for climate change adaptation
- ☐ Innovative business models for climate change adaptation





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

Alicia Moreno, Euromontana



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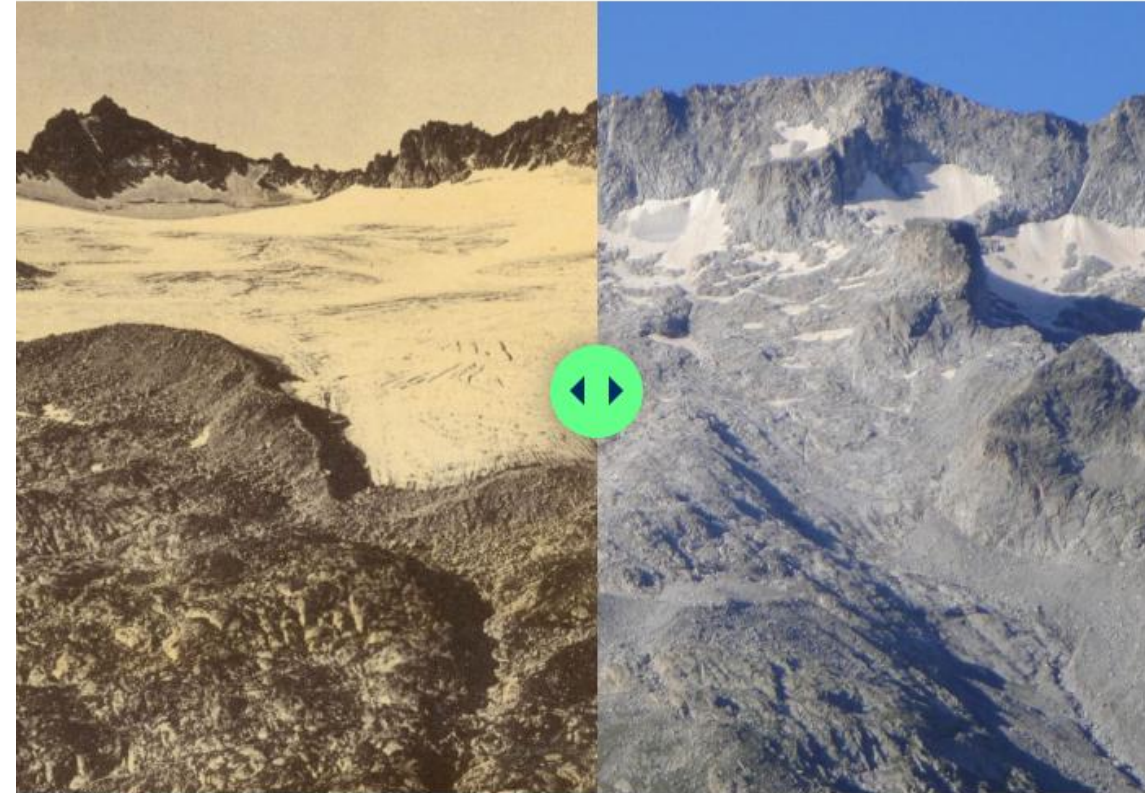
## CLIMATE CHANGE IN MOUNTAIN AREAS: MEETING THE CHALLENGE OF ADAPTING WATER MANAGEMENT AND TOURISM

Diverse perspectives on practices and policies in Europe



# The need for adaptation of winter tourism

- Global warming: Temperatures are rising more quickly in mountainous areas than in lowland regions
  - Since the end of the 19<sup>th</sup> century, temperatures in the Alps have increased by almost 2°C
  - In the Pyrenees, the temperature has increased 1.2°C in the last 50 years
- Snowfall and snow cover are decreasing over time
  - In Italy, the duration of snow cover at 2,000 metres has shortened by 36 days over the last century
- European glaciers are shrinking and disappearing
  - In 2022, the snow blanket on all of France's Alpine and Pyrenean glaciers disappeared from altitudes below 3,500m



Credit: OPCC



# Towards a transformation of the tourism model

## Rethink the traditional winter tourism model

### Diversification of tourism activities

- Offering outdoor and cultural activities all year round
- A transition from ski resorts to “mountain resorts”
- Diversification of mountain economies beyond the tourism sector to reduce dependence on activities with high environmental impact



#### ITALY

*Development of a 4-season tourism model in the **Valsassina region**: hiking and biking trails, climbing spots, and use of renewable energy in hotels*



# Towards a transformation of the tourism model

## Environmental impacts to anticipate

- Degradation of ecosystems and natural spaces, pressure on soils and natural resources
- Management of tourist flows



*EMbleMatiC Project – Creation of routes on the foothills of 9 Mediterranean mountains, for better distribution of tourist flows*



## Decarbonisation of tourism

- Mobility: accessibility of mountain areas, development of public transport solutions (train, bus, car sharing or ride sharing)
- Local food and short supply chains
- Encourage the use of renewable energy, reduction of energy consumption
  - Labels and certifications to improve the practices of tourism professionals (such as Slovenian Green and Flocon Vert in France)





# A close-up on ski resorts

“Without artificial snowmaking, 53% and 98% of the 2,334 ski resorts studied in 28 European countries would be exposed to critical operational risks, under a warming of 2°C and 4°C respectively.”  
(Nature Climate Change, 2023)

## Percentage of ski slopes covered by artificial snow

- AT: 70% (2023)
- ES: 50% (2021)
- FR: 39% (2022)
- IT: 90% (2023)
- RO: 70% (2020)
- SI: 40% (2022)



- **Environmental dimension:** increased demand for water and electricity and risks of usage conflicts
  - *1 million litres of water needed to cover 1 hectare with artificial snow*

- **Economic dimension:** jobs dependent on skiing, economic activity (hotels, restaurants, etc.)
- **Societal dimension:** firmly anchored Alpine identity that has close ties with skiing and the “ski holiday” image still very present



**Difficulties for the transition**

# Implementing adaptation strategies in mountains: Governance

## Multi-level territorial governance dedicated to mountains

- Horizontal cooperation through coverage of numerous sectors: water management, land use and urban planning, renewable energy, agriculture, tourism
- Vertical cooperation through multi-level involvement of public authorities: ministries, regional and local authorities
- Cooperation at the mountain range level: Alpine Convention, European Union Strategy for the Alpine Region, Pyrenees Working Community



# Implementation of adaptation strategies in the mountains: Awareness and engagement

**An acculturation challenge to facilitate adherence to these transitions**

- Improving knowledge: identifying the vulnerabilities in these territories, collecting local data, understanding the perspectives of the local communities
- Involve local communities in the design of solutions that address their needs





# Implementation of adaptation strategies in the mountains: Sources of funding



- **National programs**

- A unique and specific Future Mountain Plan for France (Avenir Montagnes)
- Key priorities include **promoting year-round tourism** (encourage a two- or four-season model), accelerating the green transition of mountain tourism through sustainable tourism, and revitalising holiday housing to prevent accommodations from being left empty outside peak seasons.



- A combination of **European funding**: EAFRD, ERDF and Next Generation EU for investments/infrastructures and the sectoral programs LIFE, Horizon Europe, Erasmus+, INTERREG...



# Recommendations



Climate change in mountain areas: meeting the challenge of adapting water management and tourism – Euromontana

- 1 Use converging approaches towards more resilient tourism
  - *Diversify tourist and economic activities, anticipate the ecological impact of tourists and support ski resorts according to their needs*
- 2 Encourage public policies specifically targeting mountain areas
  - *Develop mountain-specific financing programs and create strategic frameworks for mountain areas taking into account local issues (economy climate, water...)*
- 3 Facilitate knowledge and acceptance of transitions in mountain territories
  - *Improve territorial knowledge of climate change, raise awareness and set up training programs dedicated to all stakeholders for a transformation that is desirable for all*
- 4 Initiate transitions in mountain areas
  - *Support the development of mountain capabilities and engineering and combine different sources of funding to test solutions*
- 5 Measure and monitor in order to adjust adaptation policies in a context of uncertainty
  - *Define measurable indicators and use "mountain" governance bodies to ensure the monitoring and possible reorientations*

# Thank you for your attention



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**PYRÉNÉES INNOVATION TRANSITION HOLISTIQUE  
DE LA MONTAGNE**

**PIRINEOS INNOVACIÓN TRANSICIÓN HOLÍSTICA  
EN LA MONTAÑA**

Le projet PITON a été cofinancé à 65% par l'Union européenne. Il associe les partenaires suivants :

**L'AGENCE  
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PYRÉNÉES**

**IST-HIA**  
UNIVERSITÉ TOULOUSE  
Jean Jaurès



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**CIPRA  
VIVRE DANS  
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de Catalunya

**inefc**  
Institut  
d'Innovació  
de l'Educació

**COUSERANS**  
Pyénées



# **Innovative Participatory Approaches for Mountain Territory Transitions.**

## **A Systemic Methodology with Spatial and Temporal Projections**





# PITON : a collective climb towards a desirable future



A mountain expedition in a changing and complex environment, without a ready-made map.

A collective ascent, roles rotations, and a lead position that can turn according to skills

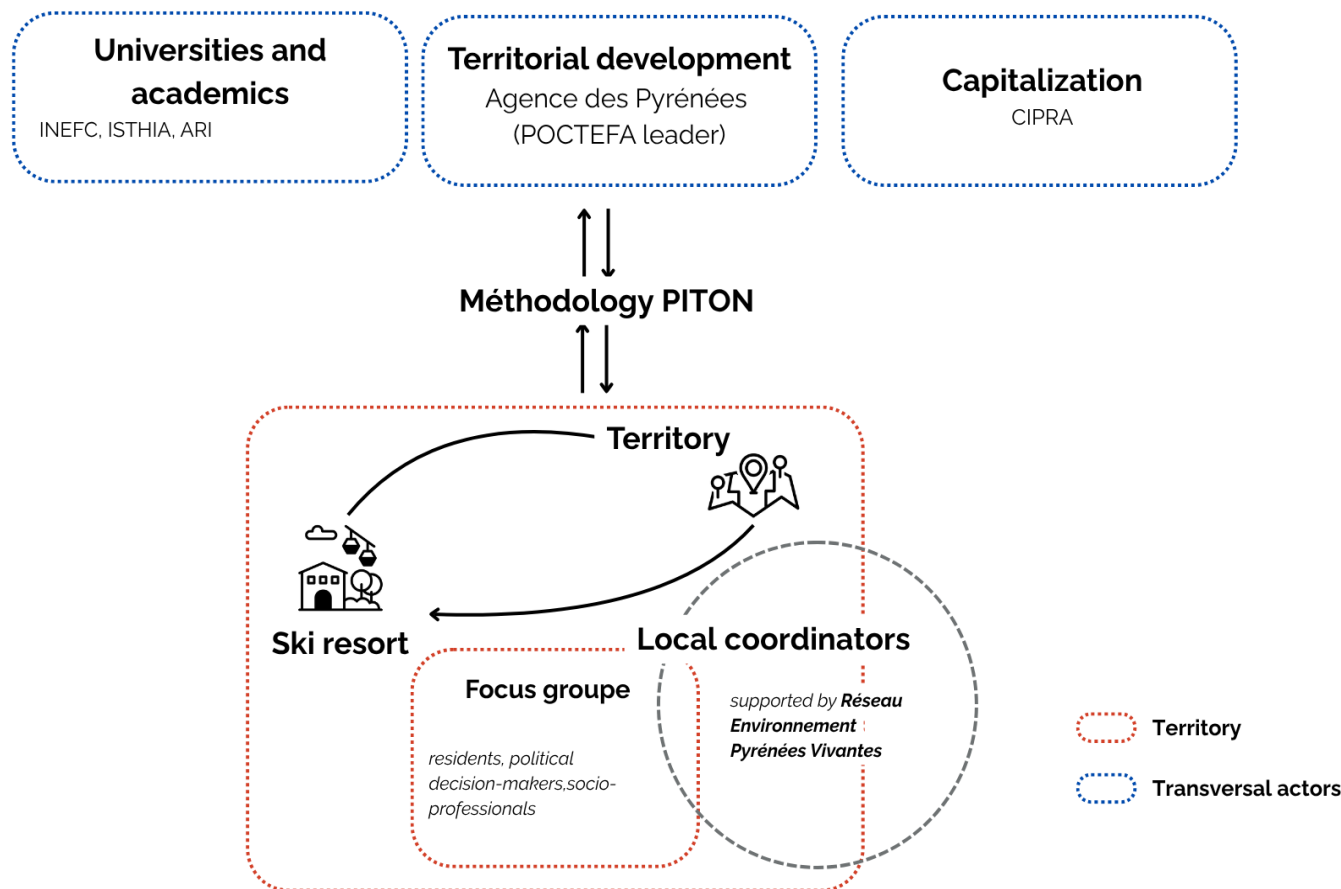


First pebbles are decisive anchors, enabling to test routes, secure steps and choose a trajectory in the midst of uncertainty

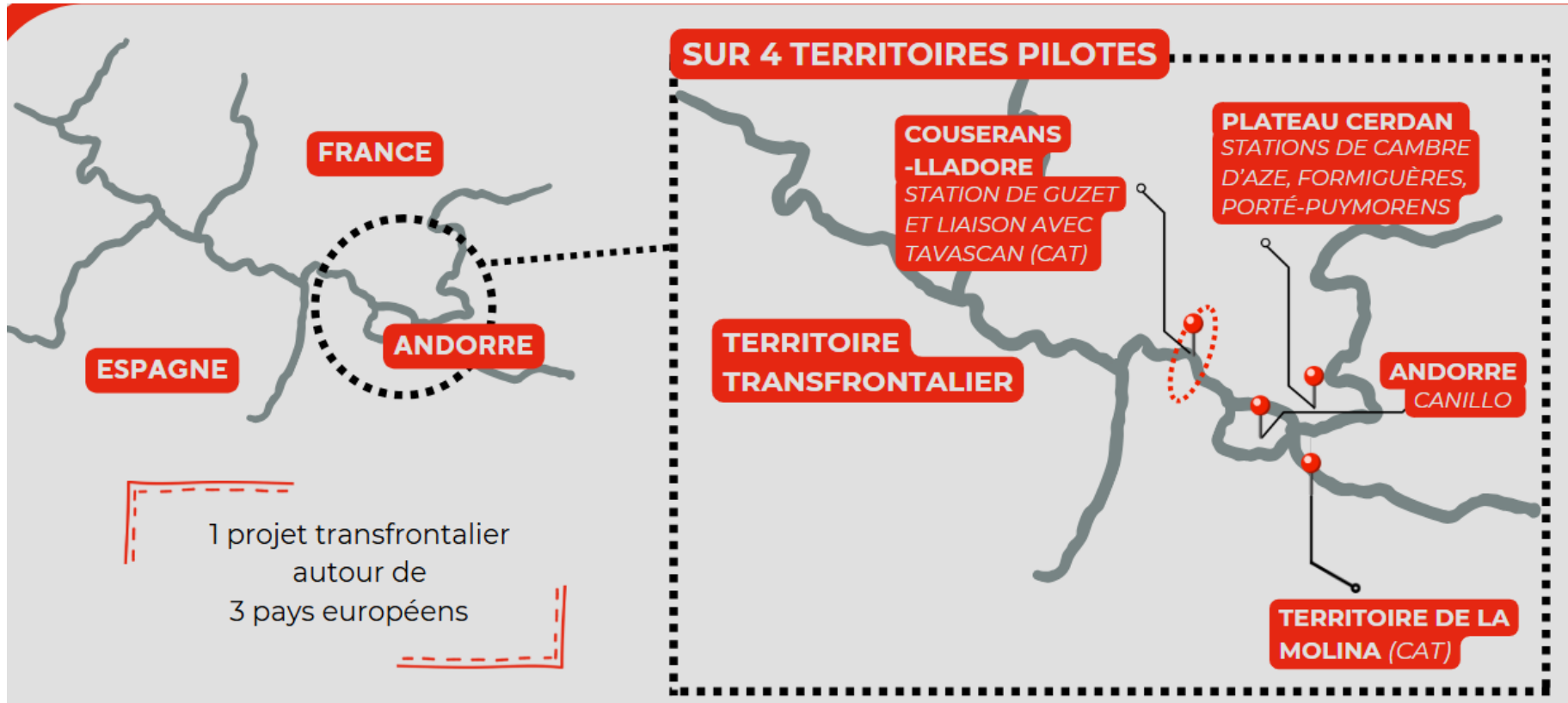




# The team on the climb



# The pilot projects



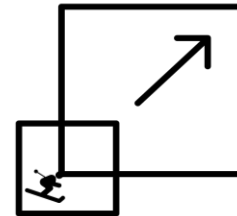


# New way of looking



Rethinking the interrelationships between socio-economic areas (agriculture, services, residential economy, health, housing), breaking down the traditional focus on tourism

Changing scale, from the ski resort to the territory and its relationship with its ski resort(s)



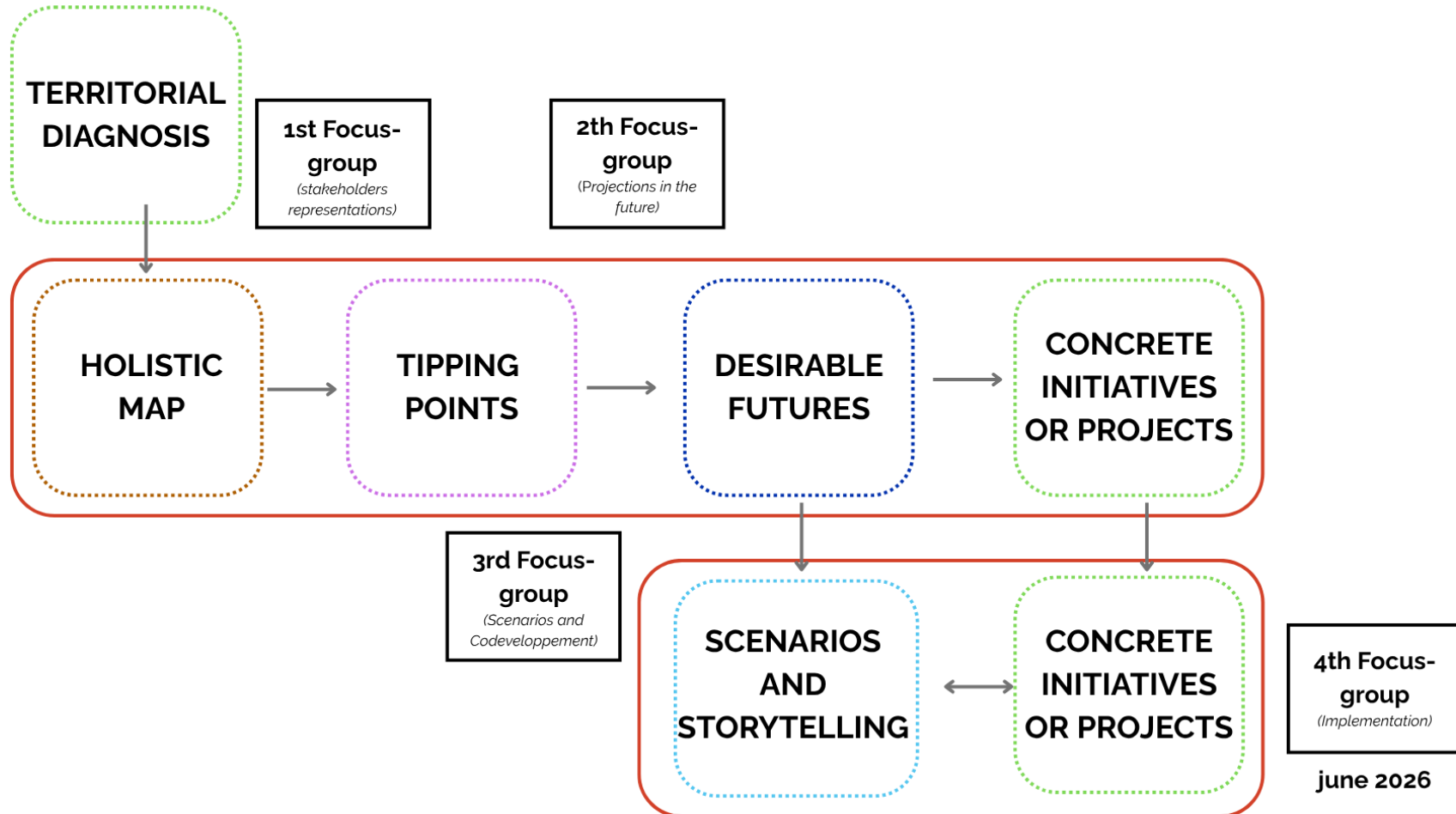
Looking to the future to talk about today's issues (Design-Fiction)





# Participatory methodology

june 2024



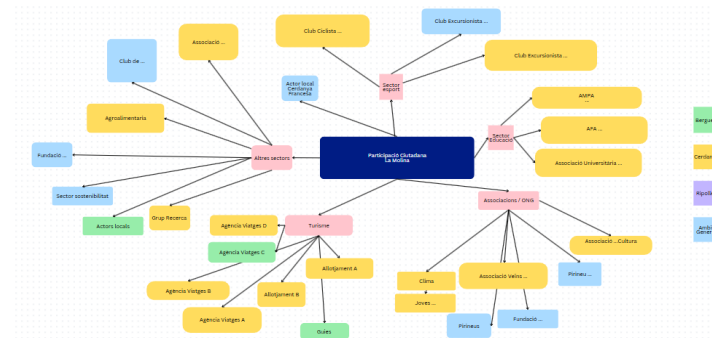




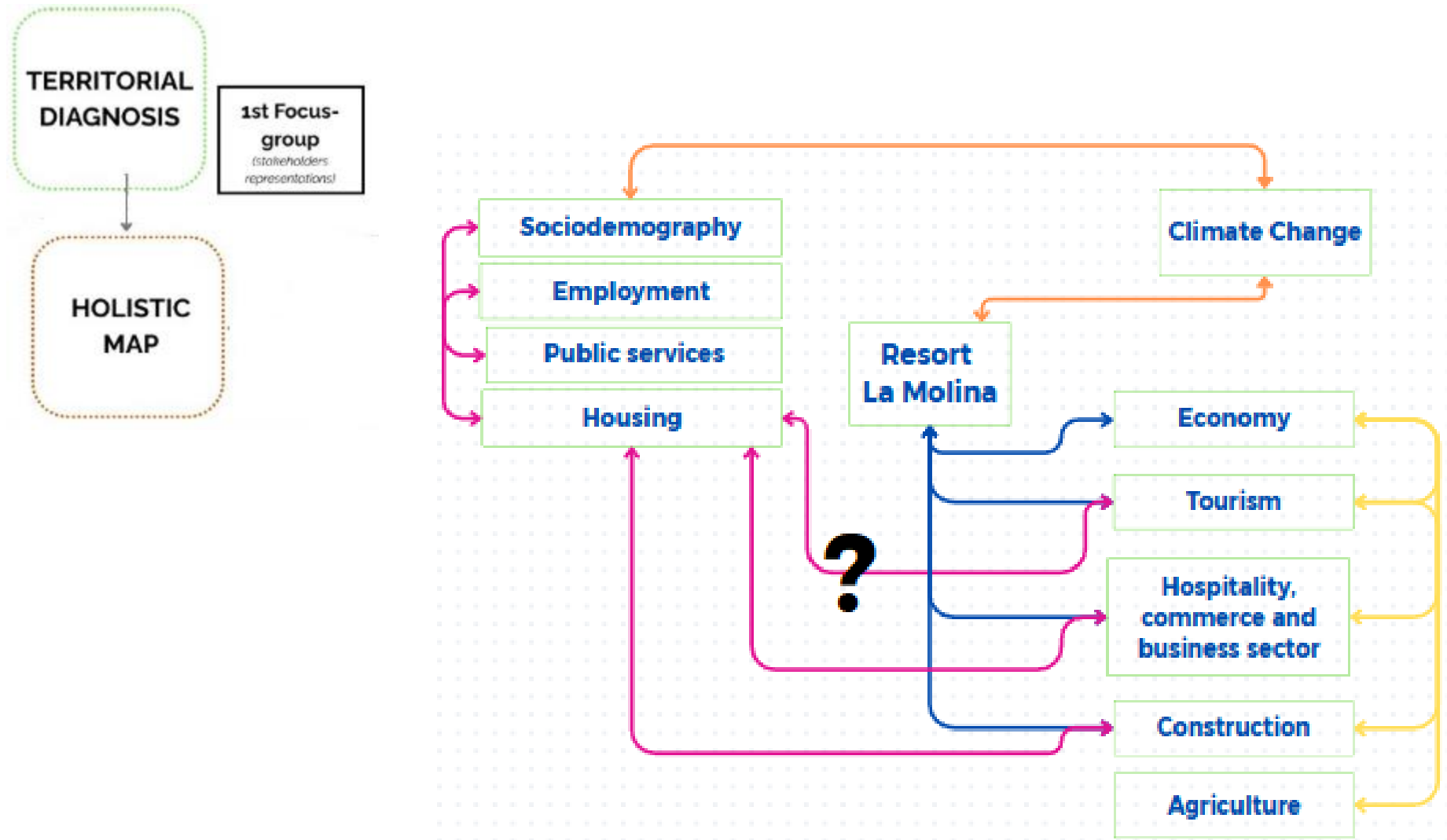
## Definition of the Focus Groups in La Molina.

- Public authorities
- Private organisations
- Citizenship.

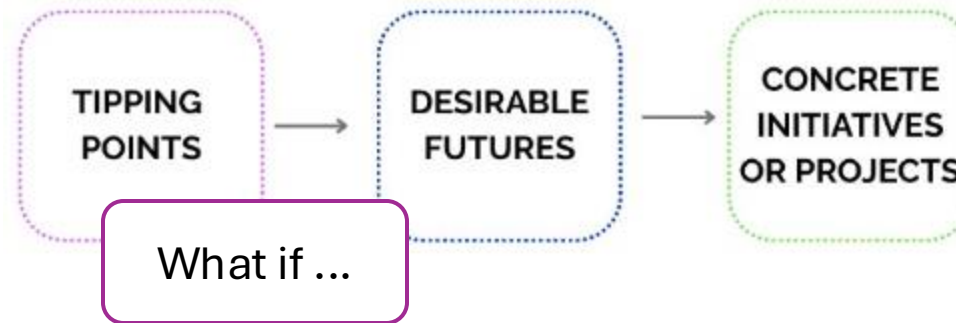
- Map of stakeholders
- Identification of specific organisations considering different opinions
- Selection of participants (from 5 to 7 per group)



# Synthetic analysis at pilot site









# Experience up to date in La Molina

## So far:

- First Focus Group had a very good acceptance. All the persons invited accepted and attended the first session.
- The feeling of the attendants was satisfactory. They expressed to leave the meeting with higher expectations than initially.
- They all participated actively.

## Challenges:

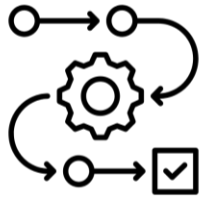
- To keep the expectations during the four Focus Groups.
- To put together the three groups to join points of view.
- To get relevant results that can be further implemented.





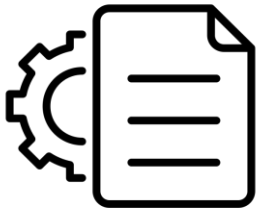
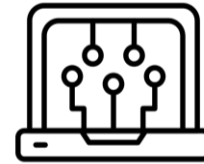


# Results and Deliverables



A proven methodology for mobilising stakeholders to project the region into a desirable future

Digital decision-making tools and monitoring of developments in areas connected to their ski resorts



Concrete, inspiring initiatives emerging in the 4 regions and connected ski resorts



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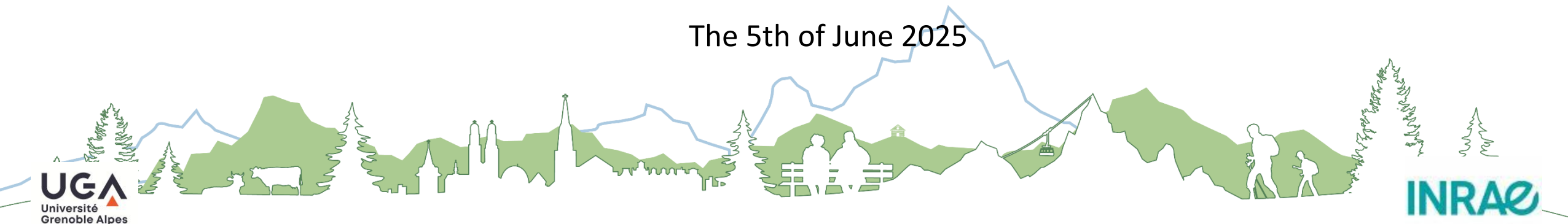
# Rethinking together winter tourism

## The case of St Pierre-de-Chartreuse/Le Planolet Mountain Resort

Emmanuelle George, INRAE-LESSEM

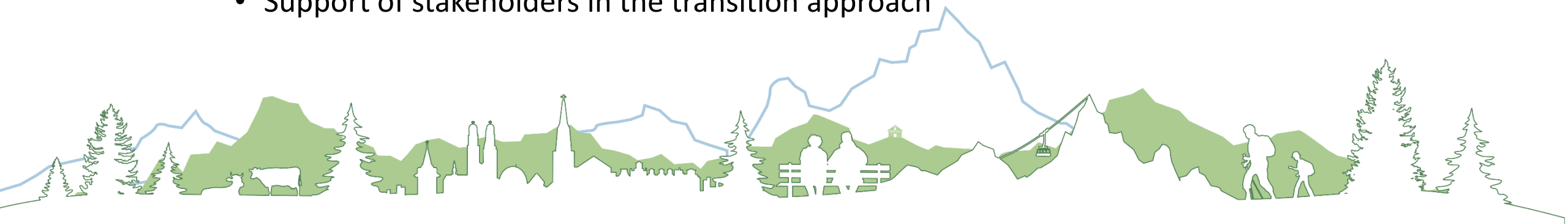
With M. Schoendoerffer (Inrae), R. Balzarini (Inrae), V. Reynier (UGA)

The 5th of June 2025



# What is TranStat ?

- Project TranStat, Transitions to Sustainable Ski Tourism in the Alps of Tomorrow, project coordinated by INRAE-LESSEM Grenoble (2022-2025)
- Project 3 years, funded by Interreg programm 2021-2027, priority 1 (a green and climate resilient Alpine region)
- Focus on the future of the ski resorts and the touristic mountain areas
- 2 key objective
  - Better characterise the transition processes, touristic as territorial, without any transition references framework
  - Support of stakeholders in the transition approach





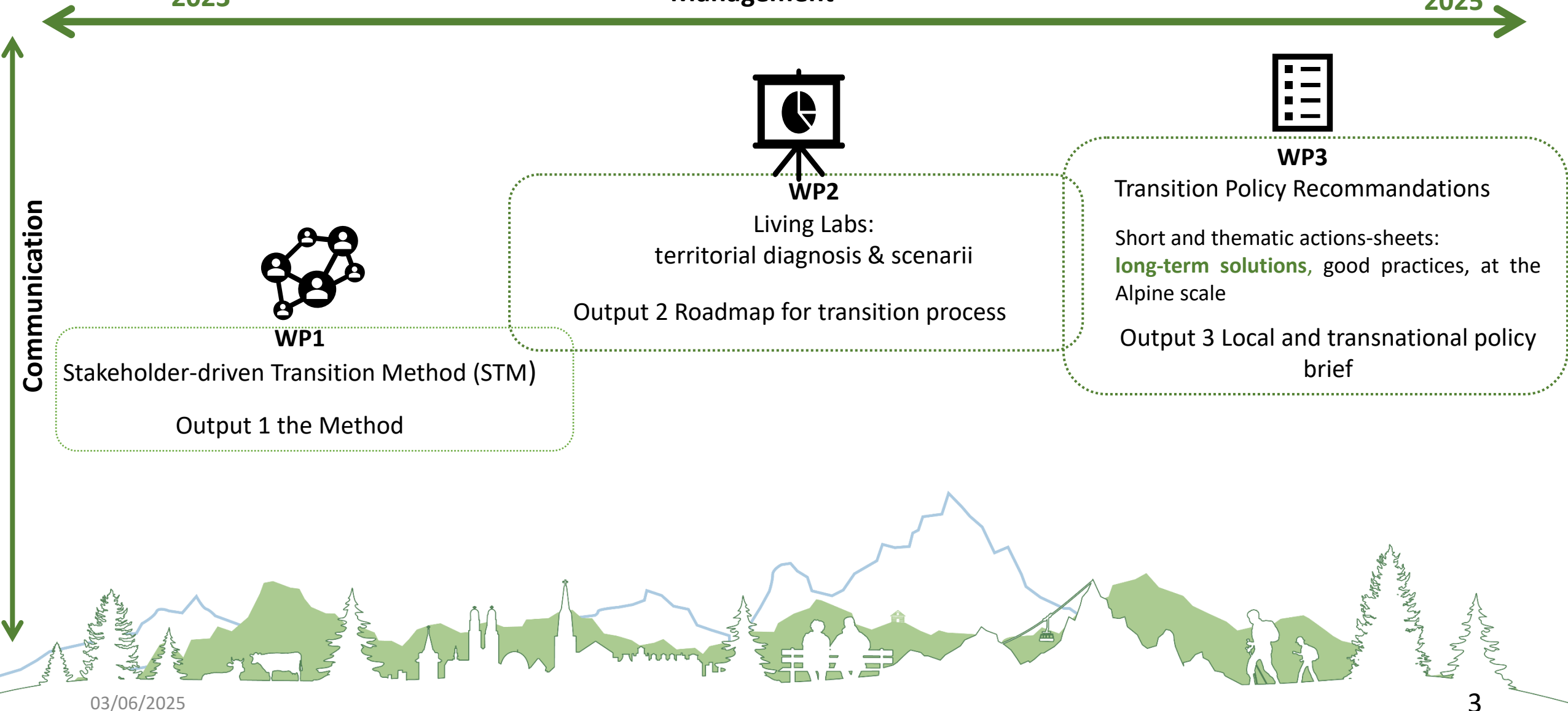
# Reminders of project expectations

Project co-financed by the European  
Regional Development Fund

TranStat 2023

Management










2025



# The network of our Mountain Resorts

Project co-financed by the European Regional Development Fund



-  Saint-Pierre-de-Chartreuse
-  Megève
-  Maniva SKI
-  Chiesa in Valmalenco
-  Sankt Corona
-  Grosses Wassertal
-  Kranjska Gora
-  Rogla
-  Surselva



# St Pierre-de-Chartreuse

## Spatial organization of the ski area

Project co-financed by the European  
Regional Development Fund

### St Pierre de Chartreuse/Le Planolet : a medium-sized ski area



- 26 ski slopes, 35 km
- 14 cable cars
  - 1 gondola lift
  - 3 chairlifts
  - 10 ski lifts

3 doors for the ski area

A medium ski resort (2958  
people/km/h)  
A family resort but a challenging ski  
area

Ski area 2023/2024  
5 ski lifts, area of the Planolet

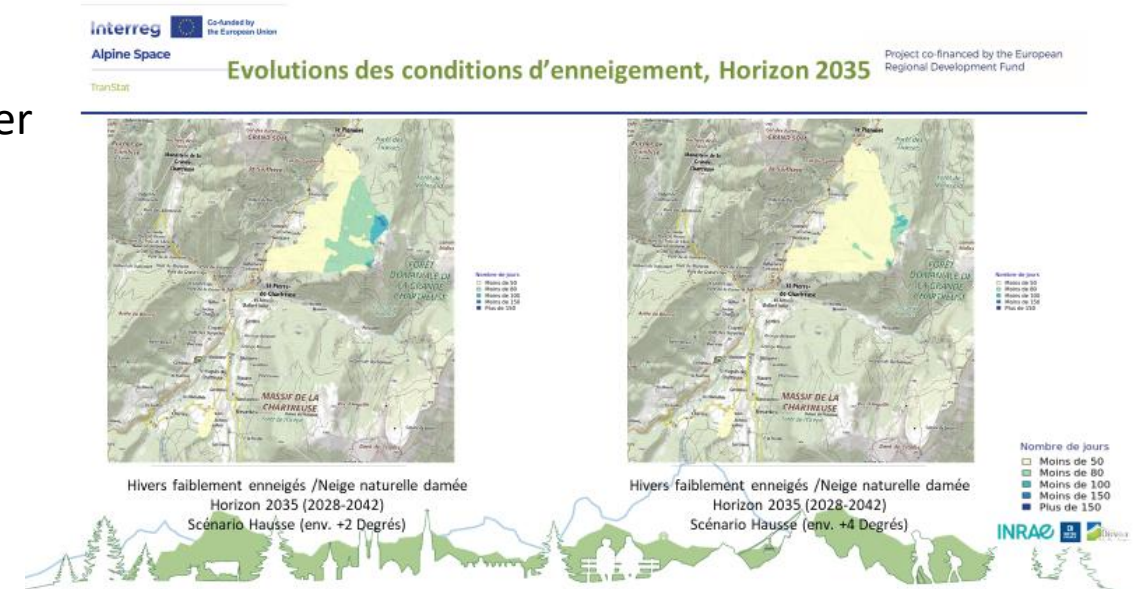
- In region Auvergne Rhône-Alpes, near Grenoble
- Localized in a protected area (Regional Natural Park)
- A long history for this ski resort built at the beginning of the 20<sup>th</sup> century
- In 2016, the tourism competency transferred to the intercommunality **Coeur de Chartreuse**





# Current challenges

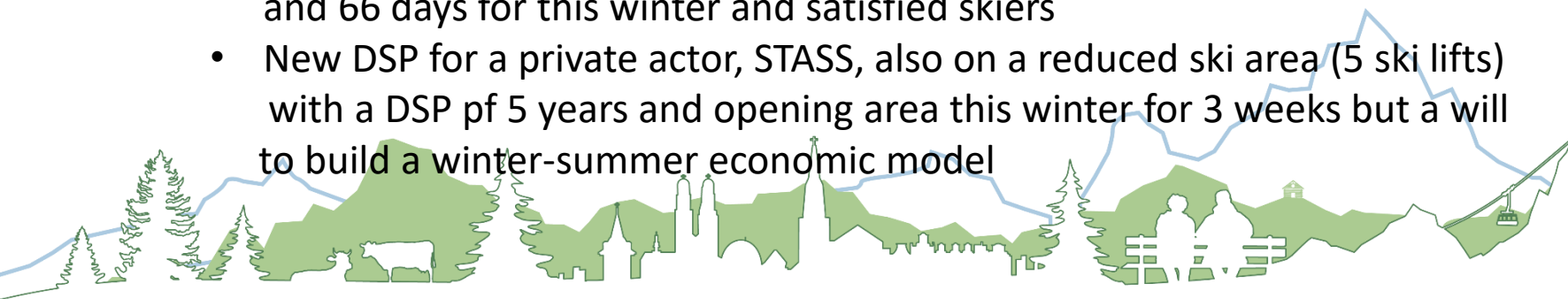
- Climate change and their impacts on snow cover
  - 73 days ski area open (100 days as target for a ski area's profitability)
  - Unfavorable projections of snow cover by 2035 and only 2 snow guns : an increase of “bad winters”
- A business model in difficulty
  - Only 130 000 skier days and 1,3 Meuros average turnover
  - A high level of debt (ski area) : more than 2 Meuros of loan repayment for the local authorities
  - Financial difficulties for the local communities
- A lot of conflicts about the future of the ski area/ski resort
  - Close the ski area or reinvest in the equipment ?
  - How to imagine the tourism, the area's future ?





## A collective and participatory approach

- From 2020, Covid's period to now
  - Bottom-up initiatives (Working Group Nouvelles Traces en Chartreuse) to think about the ski resort, how to open the ski area in the hard context ?
  - Winter 2021/2022, management one year by a private actor (SSIT) and a will to find a ski-lift operator to continue but failure
  - Winter 2022/2023, decision by the intercommunal body to manage the ski area directly in the absence of an operator
  - Winter 2023/2024, creation of the association Nouvelles Traces en Chartreuse (NTC) and a Delegation of Public Service (DSP) for 1 year on a reduced ski area (only 5 ski-lifts)
- Current governance of the ski area
  - New DSP for NTC for 5 years, always on a reduced ski area (ski lifts)- > 6 days of opening ski area in 2023/2024 and 66 days for this winter and satisfied skiers
  - New DSP for a private actor, STASS, also on a reduced ski area (5 ski lifts) with a DSP pf 5 years and opening area this winter for 3 weeks but a will to build a winter-summer economic model



## St Pierre de Chartreuse/Le Planolet : a medium-sized ski area

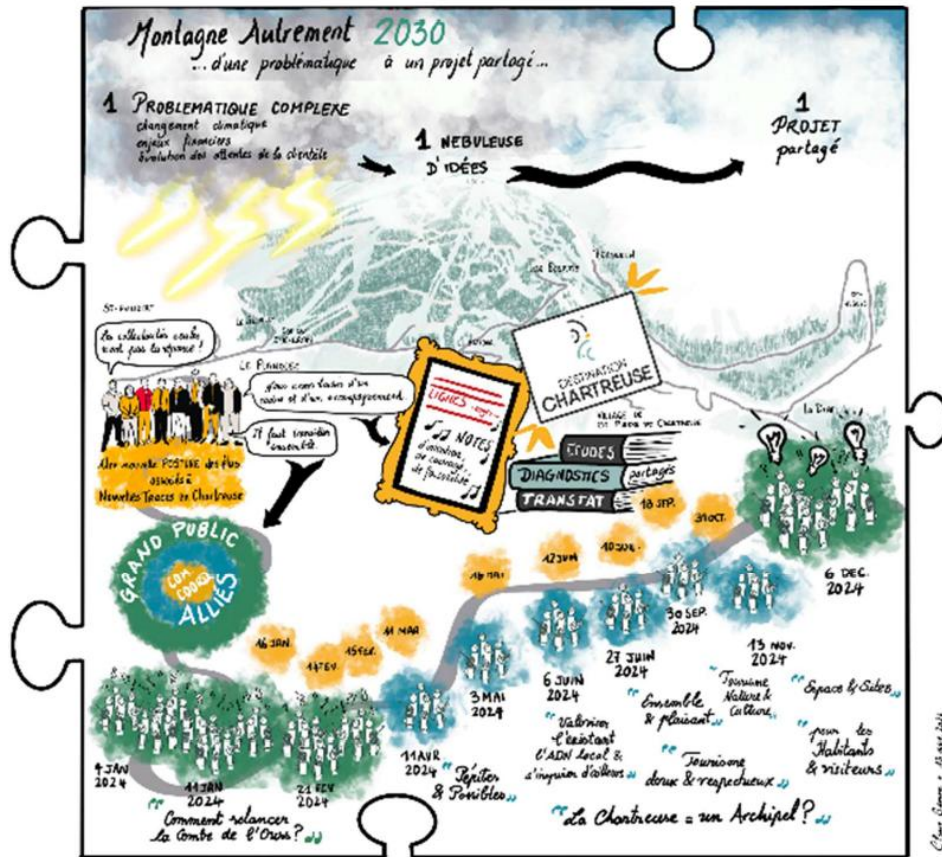


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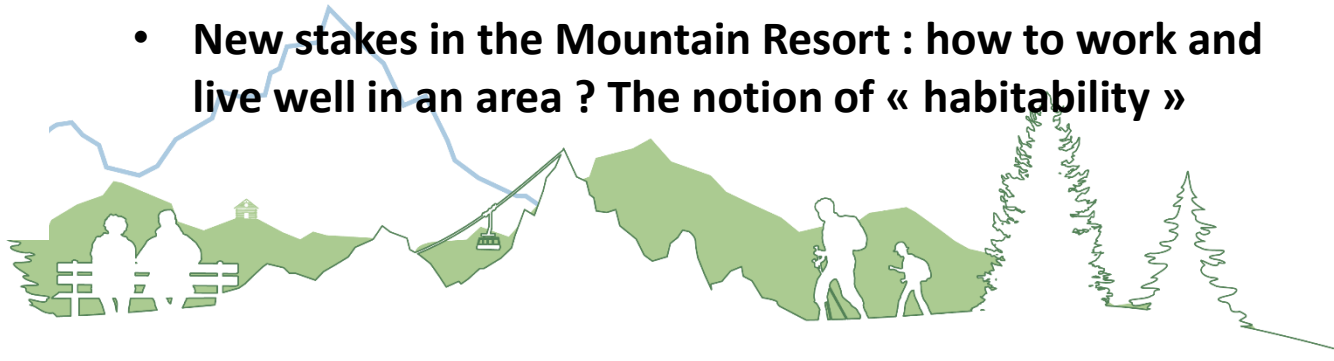
3 doors for the ski area

A medium ski resort (2958  
people/km/h)  
A family resort but a challenging ski  
area

Ski area 2023/2024  
5 ski lifts, area of the Planolet



- **A degrowth** of the ski area with 2 skilift operators
  - A need to monitor their economic model
  - Which complementarity between the 2 skilift operators : touristic offer, type of clients, capacity of resilience ?
- But not a degrowth in **tourism offer at the wider scale**
  - A will to better link the touristic operators and activities at the Chartreuse scale
  - Not welcome more but better the tourists
- **New stakes in the Mountain Resort : how to work and live well in an area ? The notion of « habitability »**





## Lessons learned

- A real sharing of the diagnosis of the current situation, with the vulnerabilities and the favorable elements -> this sharing process could take time but it's an obligation and it could be shared at different steps of the collective approach
  - > A public meeting for the diagnostic(s) presentation with 130 participants
    - Current situation not only due to climate change but rooted in a long history.
    - Some structural problems, embedded in the ski area history
    - Objectivizing reality, deconstructing “conventional wisdom” and building a common base for all stakeholders
- Some focus on specific them
  - Analysis of the touristic demand with B to B questionnaires to to better understand the tourists' motivations and perceptions
  - A questionnaire for the inhabitants and their representation and motivations (towards ski resort, tourism and also habitability)
- From the diagnosis to the scenarisation approach





## Lessons learned

- A need to structure the participatory approach with different governance circles : in St Pierre de Chartreuse, different groups, Coordination Group, Allied Group, Wider audience
- A need to define the transition process : what are the principles (sobriety, objectives of the target of tourist attendance, link between nature and culture...) ? The place of the ski area, the tourism in this transition pathway and the need to work on its specific transition process, with its own narrative
- The importance of the Local communities and their representatives to support the political vision of the transition
- A key point of sharing the experiences, the initiatives inside a network and a monitoring process of these experiences (with quantitative but also immaterial criteria to show the impact of involving in transition process) -> to build a transition framework



Thank for your attention  
[emmanuelle.george@inrae.fr](mailto:emmanuelle.george@inrae.fr)



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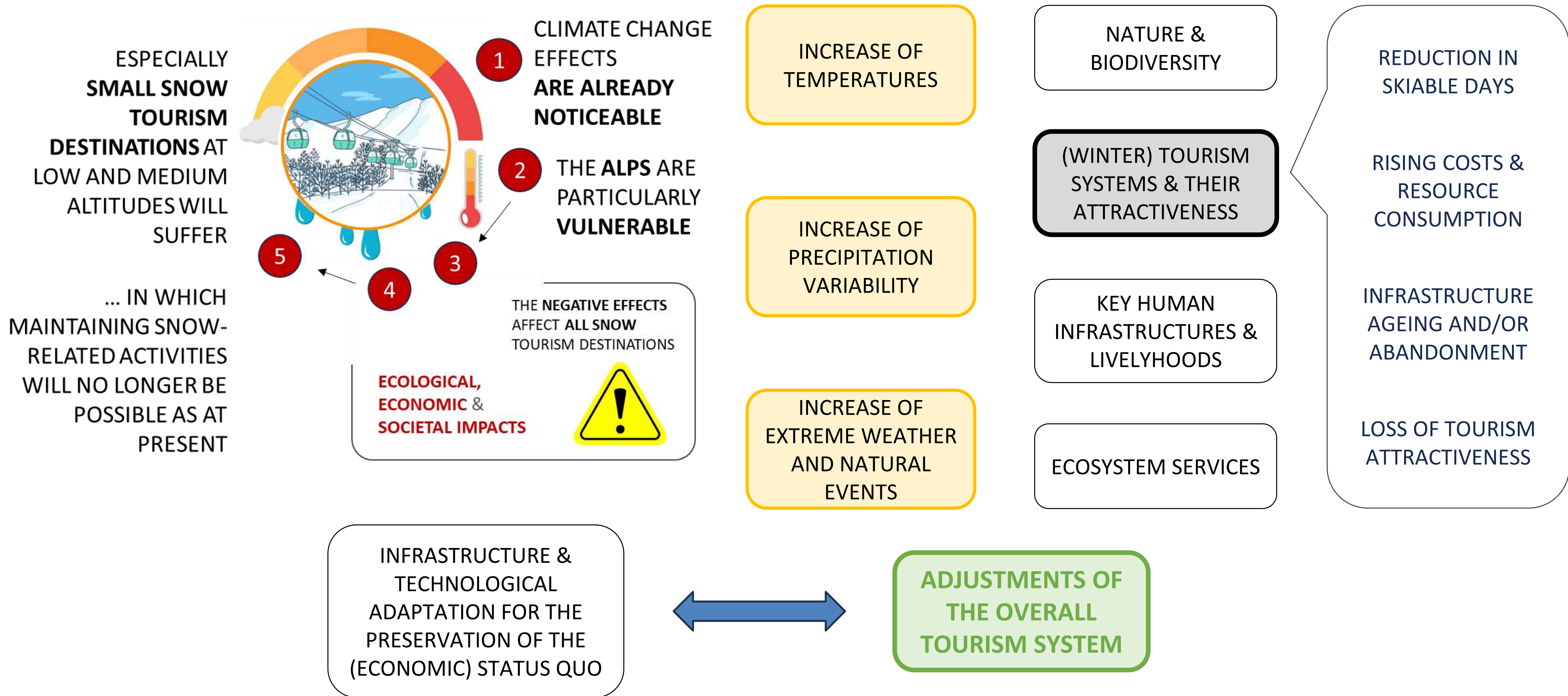
**BeyondSnow**

**eurac**  
research

# Interreg AS project “BeyondSnow”

Enhancing the Resilience of Alpine Space small medium-altitude Snow Tourism Destinations (STDs) and their Communities

Philipp Corradini, Andrea Omizzolo  
Eurac Research, Institute for Regional Development





# The overall project objective

Enhancing the Resilience of Alpine Space  
small medium-altitude Snow Tourism Destinations (STDs) and their  
Communities facing climate change (CC) issues,  
especially regarding the diminishment of snow coverage.



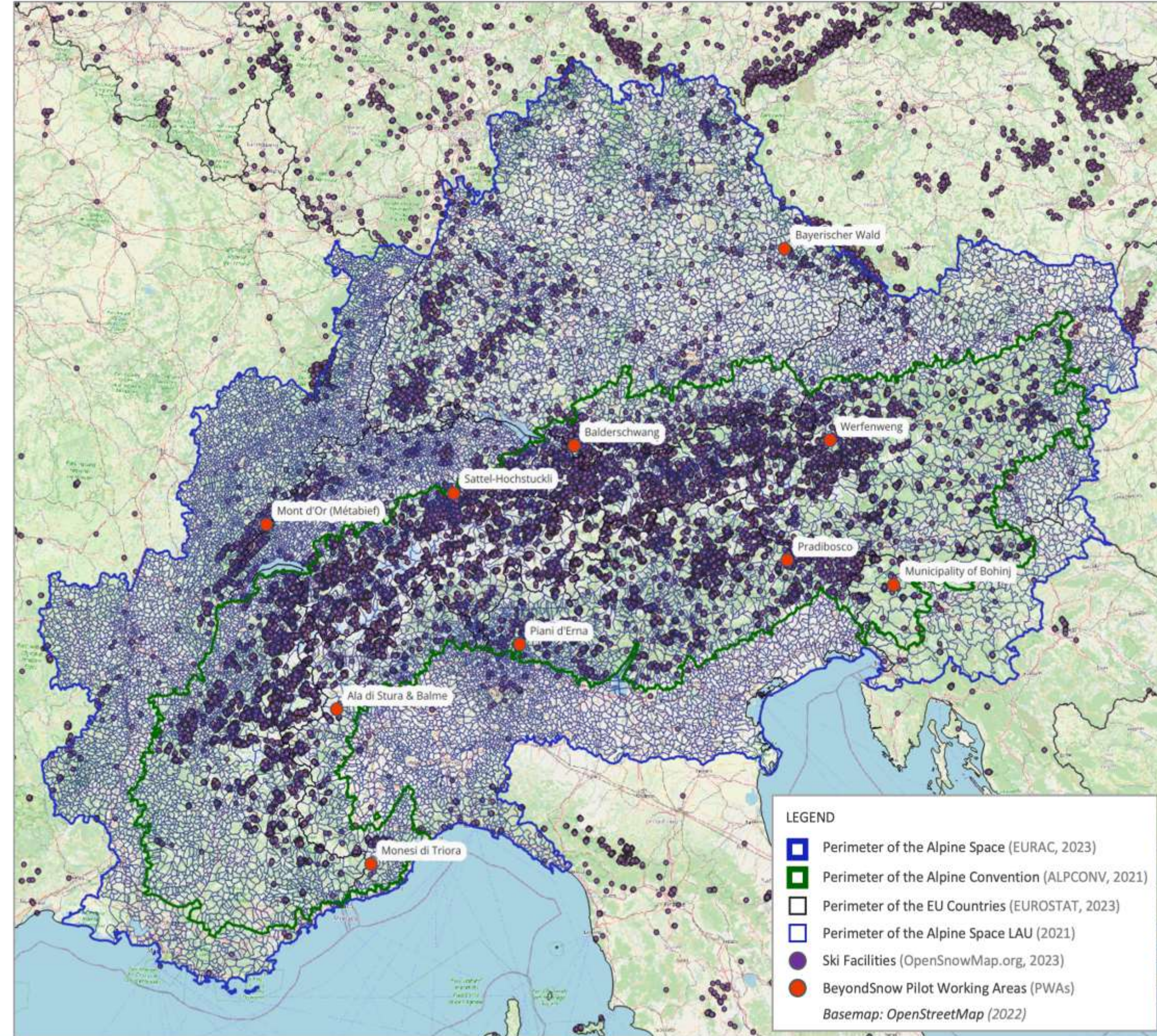
# 13 Partners & 10 Pilot areas (PWAs)

In 6 different countries



Very diverse in terms of characteristics, altitude and current development status

Nr.	NAME	COUNTRY
PP01	Eurac Research (Lead Partner)	Italy
PP02	Legambiente Lombardy Aps/Onlus	Italy
PP03	Polytechnic University of Turin	Italy
PP04	Metropolitan City of Turin	Italy
PP05	Mountain Community of Carnia	Italy
PP06	EGTC Alpine Pearls	Austria
PP07	Development Agency for Upper Gorenjska	Slovenia
PP08	Arctur Computer Engineering d.o.o.	Slovenia
PP09	Deggendorf Institute of Technology	Germany
PP10	METABIEF Ski Resort	France
PP11	Swiss Group for Mountain Regions	Switzerland
PP12	Community Network “Alliance in the Alps”	Germany
PP13	Fabrique de Transitions	France





# Guiding questions

**WP1 - Assessment of STD resilience connected to CC, PWA analysis and design of the RAM**

*What are the prerequisites for climate change adaptation of STDs?*

- Thorough understanding of the
- (potential) climate change effects
  - STD's systemic properties and peculiarities

**WP2 - RDMDT and Pilot Actions for enhancing the Resilience of STDs to CC**

*How can climate change adaption strategies be developed at the local level?  
What measures can be developed and implemented?*

- Participatory development of strategies
- Development of measures including pilot actions, which need to be implementable during the project lifetime

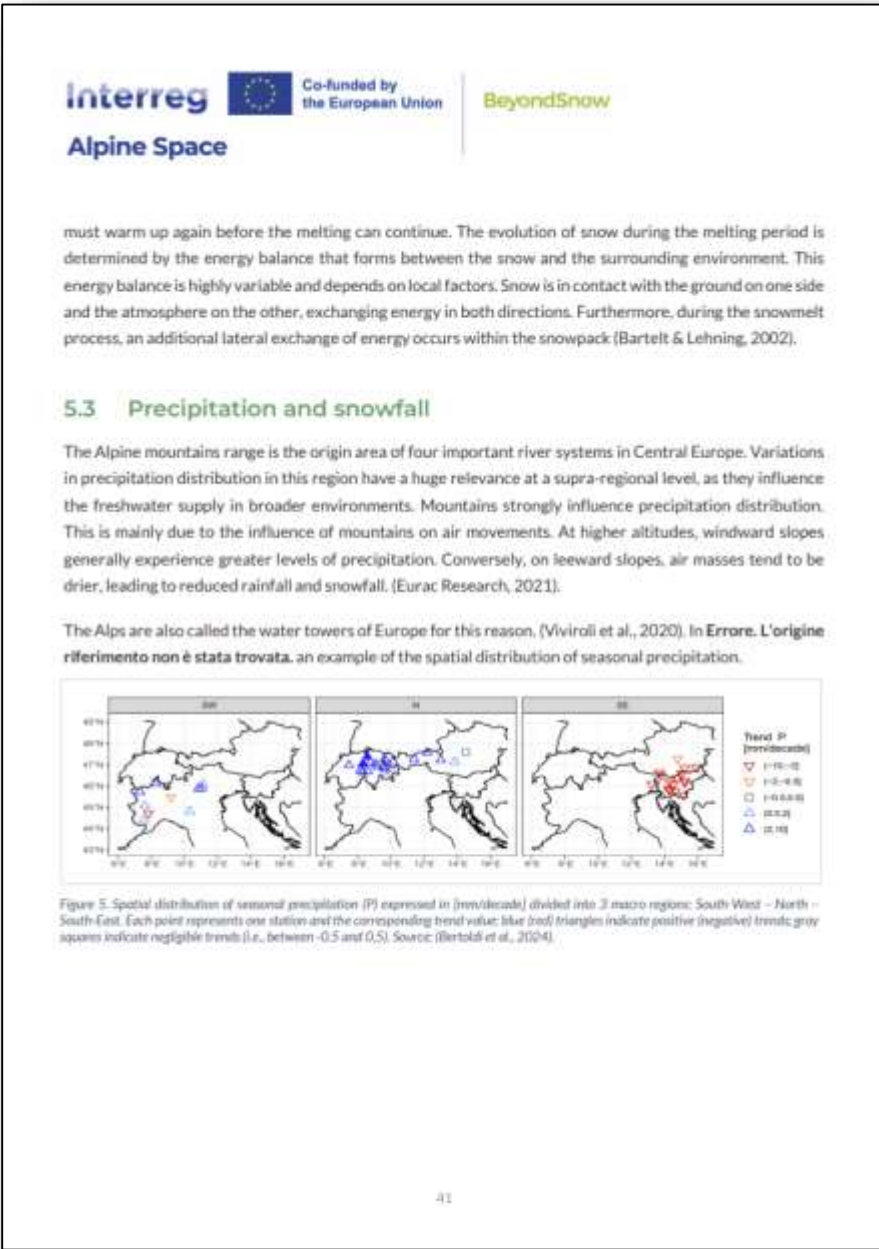
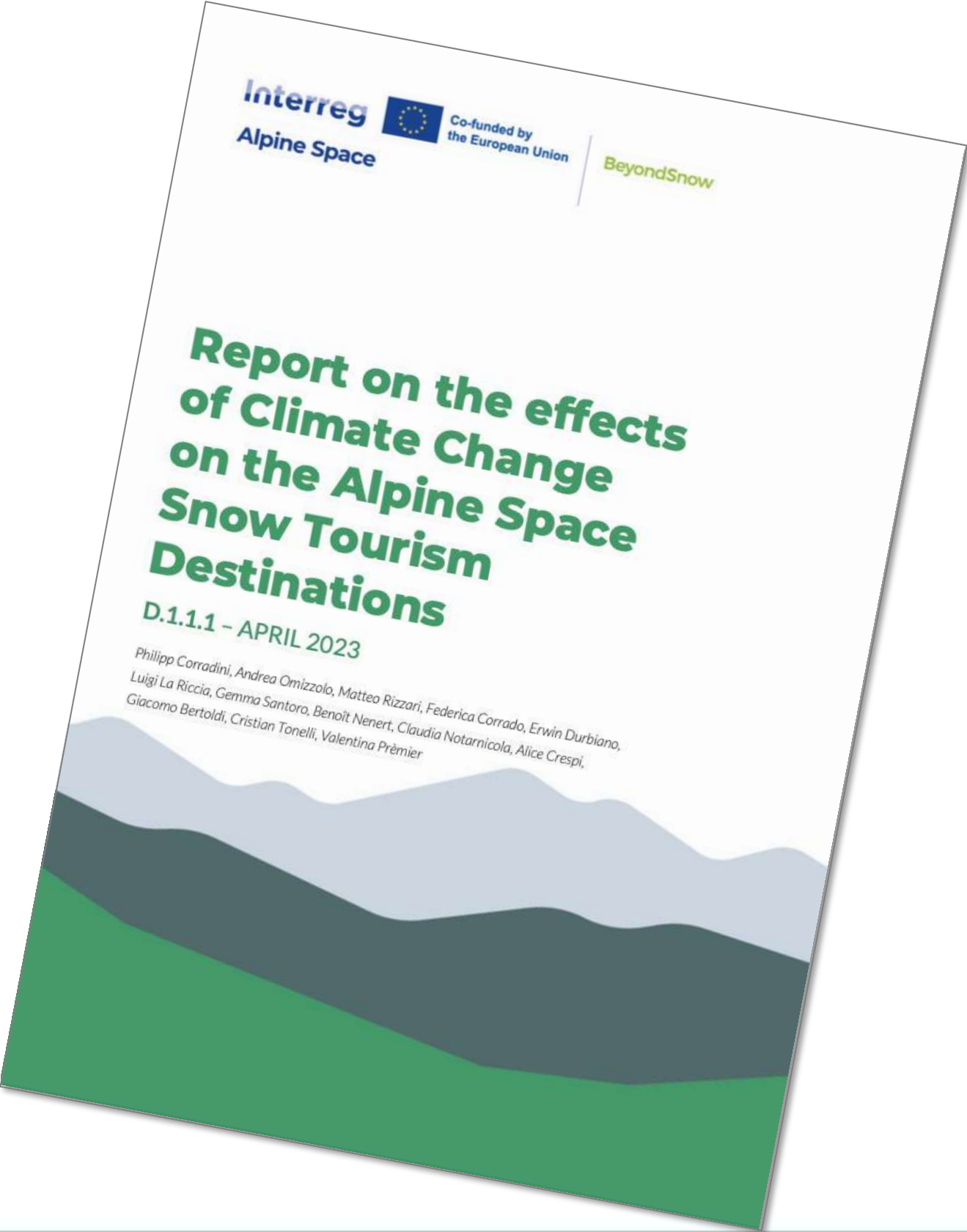
**WP3 - Awareness Raising Measures for enhancing the resilience of Alpine STDs to CC**

*How can the strategies, developed at the local level, be translated into policy recommendations for higher administrative and geographical entities?*

- Generalisation of the lessons learned during the strategy development process
- Strong communication efforts towards Alpine convention, EUSALP & EU

# D.1.1.1 – Report on the effects of CC...

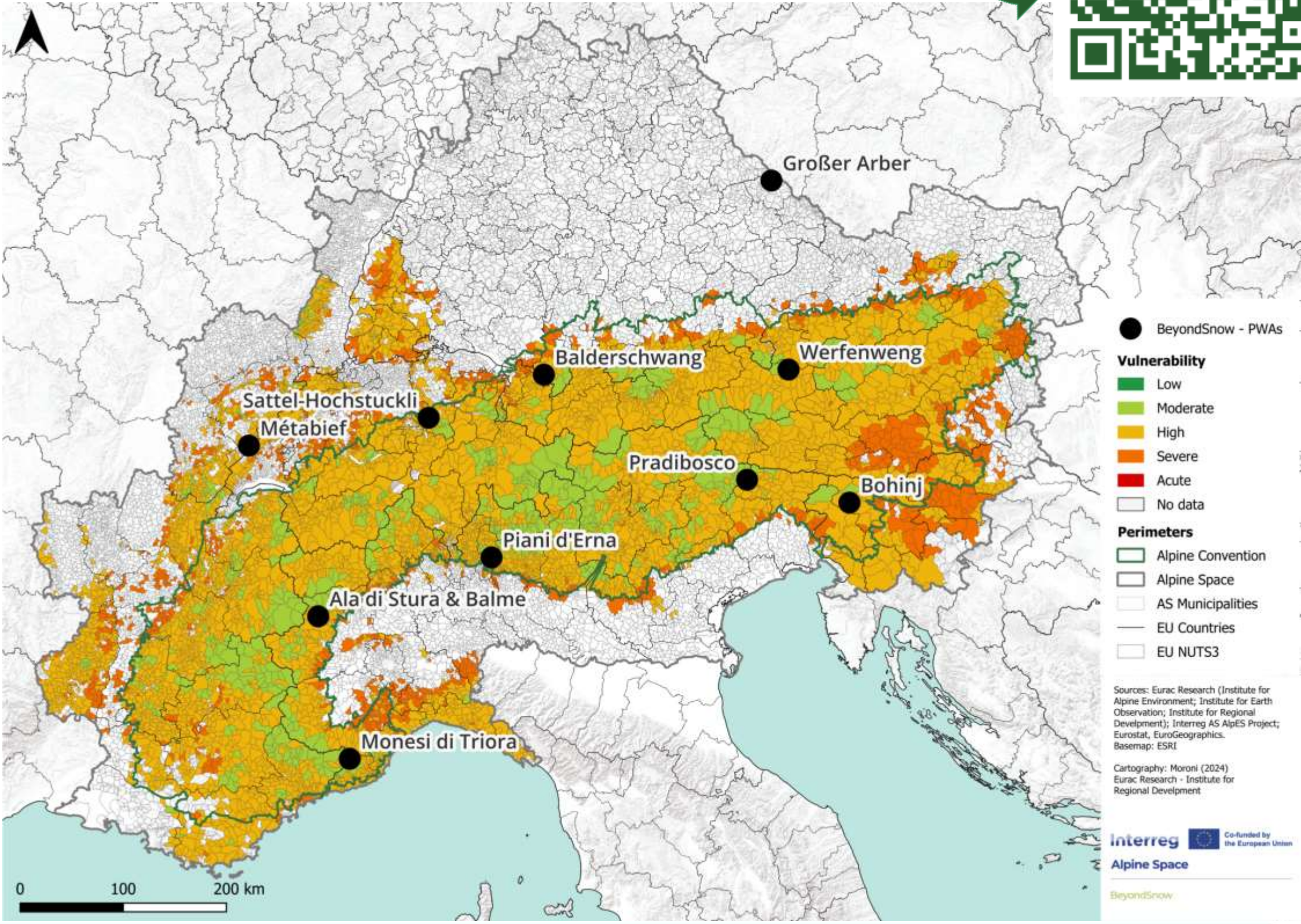
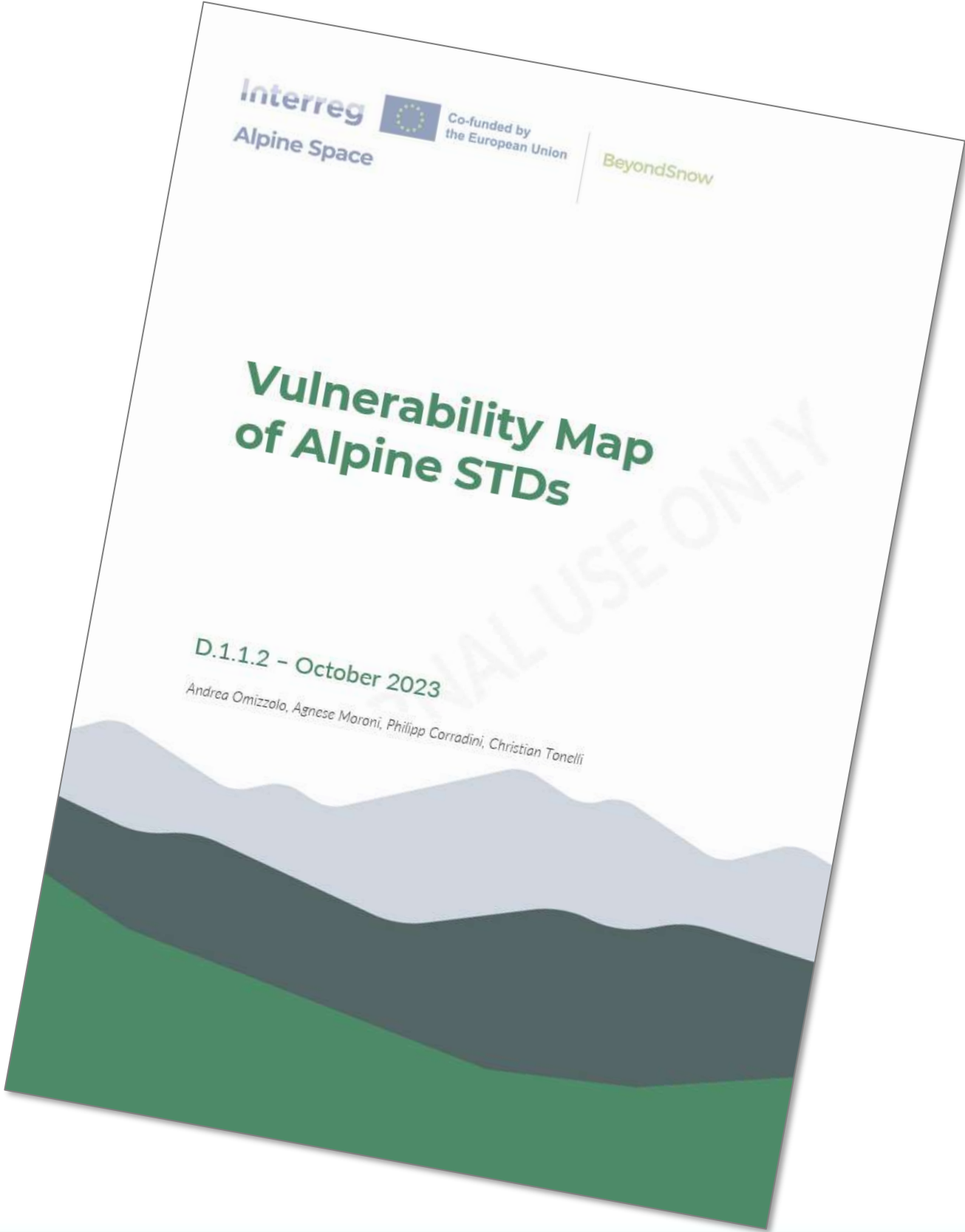
Available on  
project website





# D.1.1.2 – Vulnerability Map

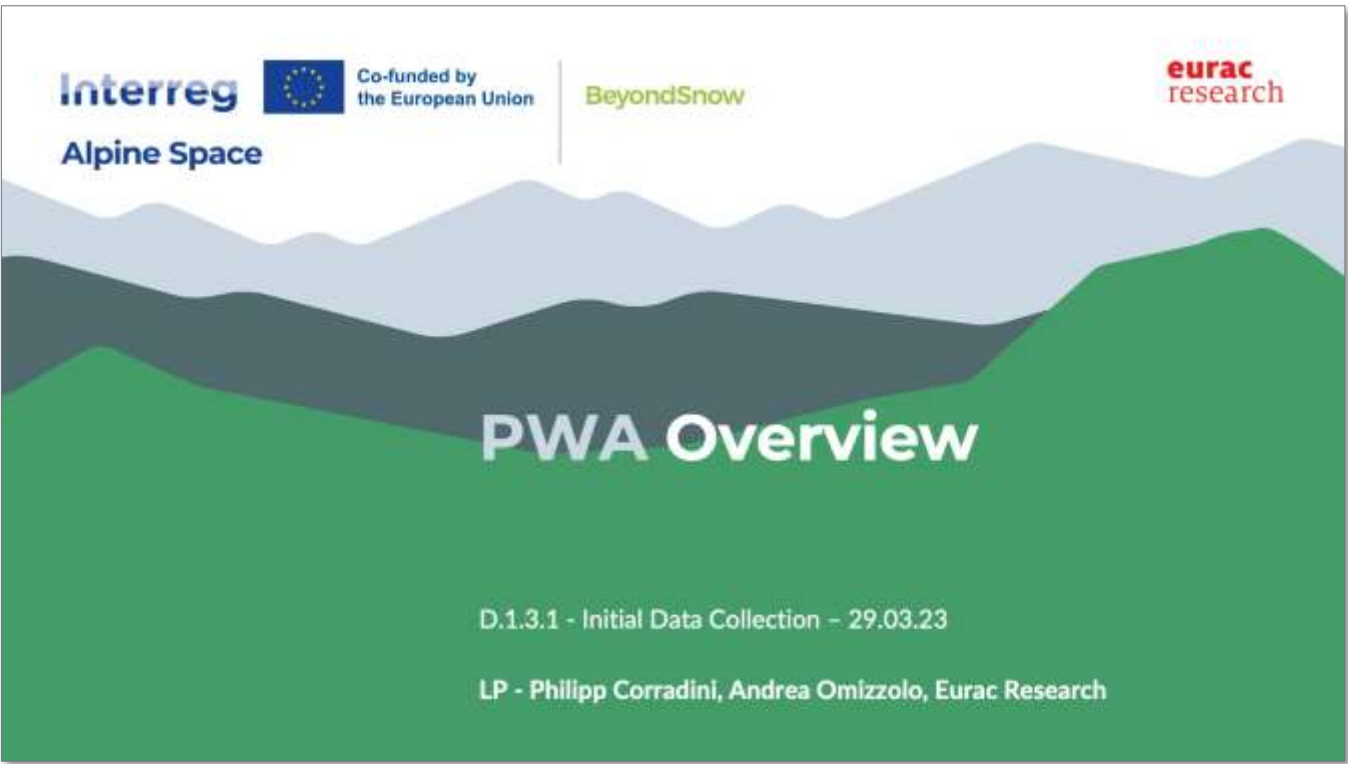
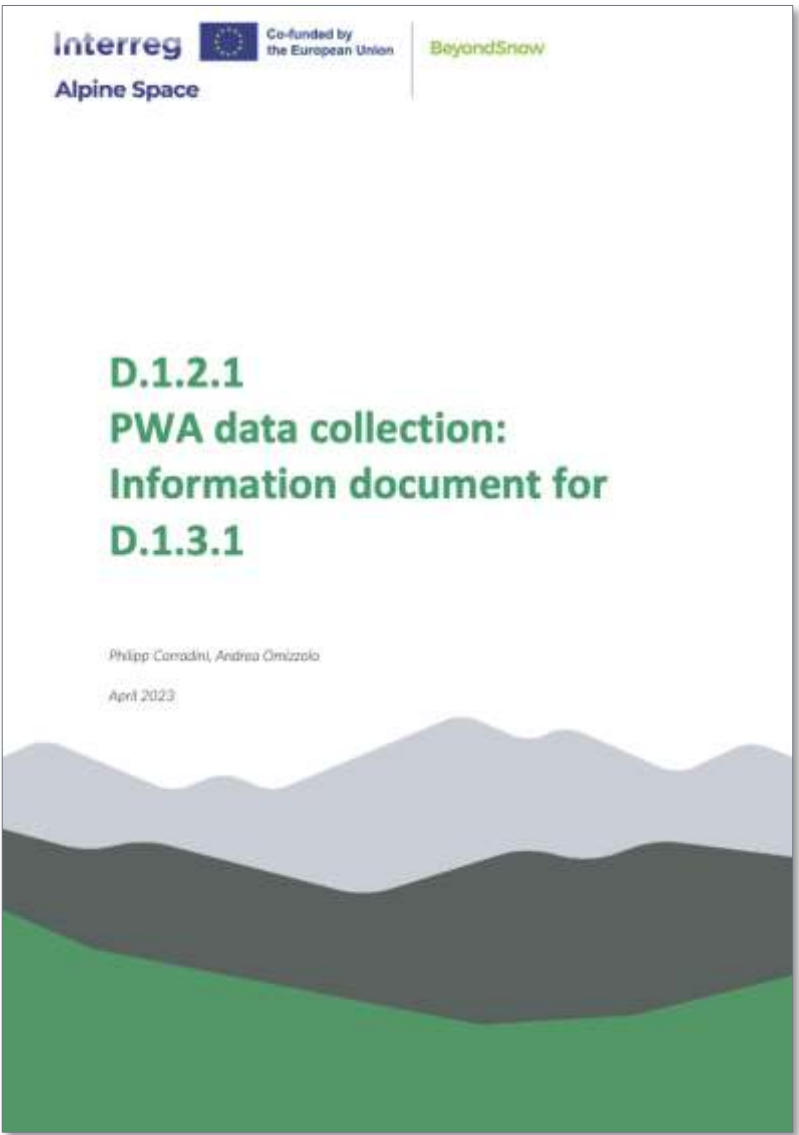
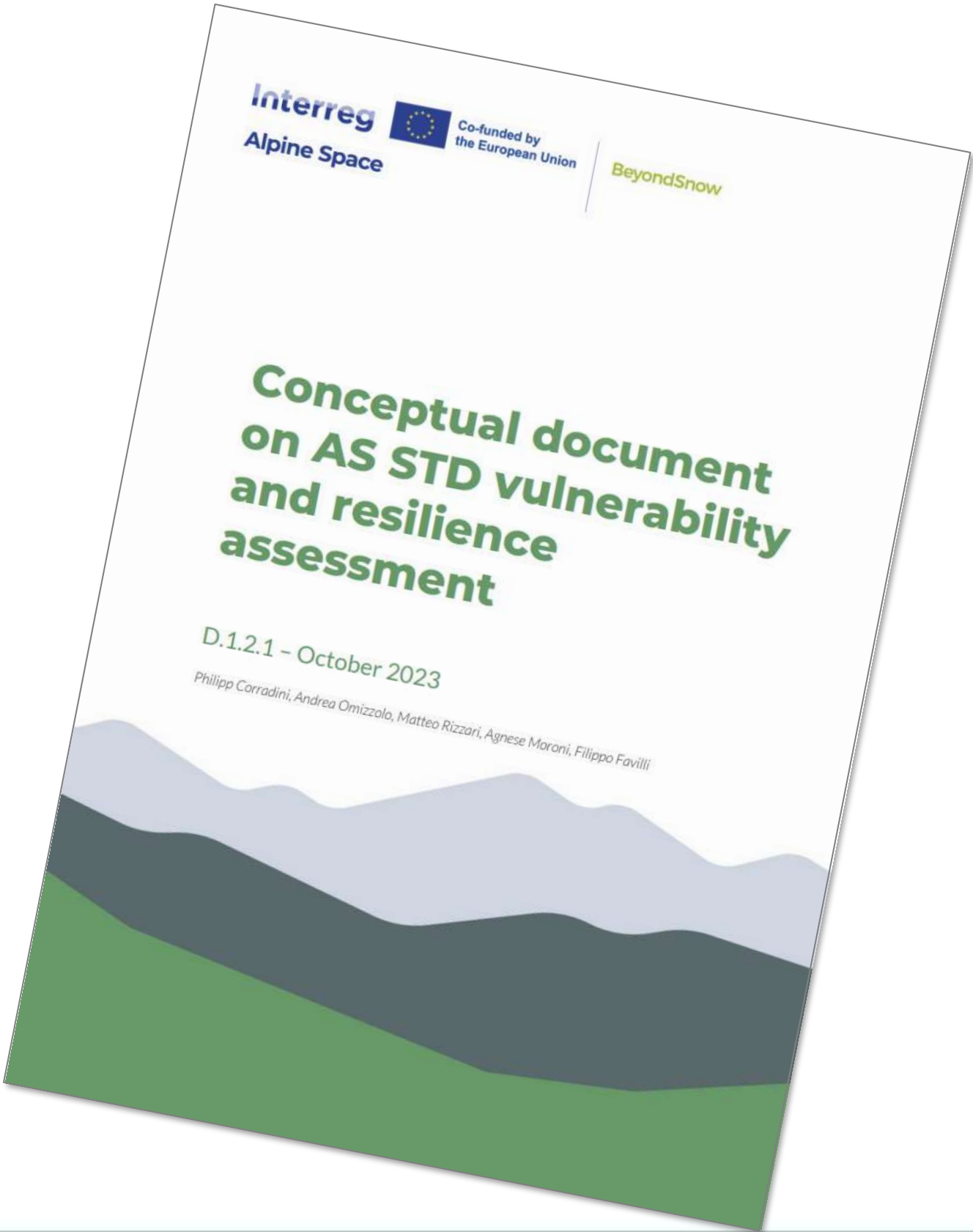
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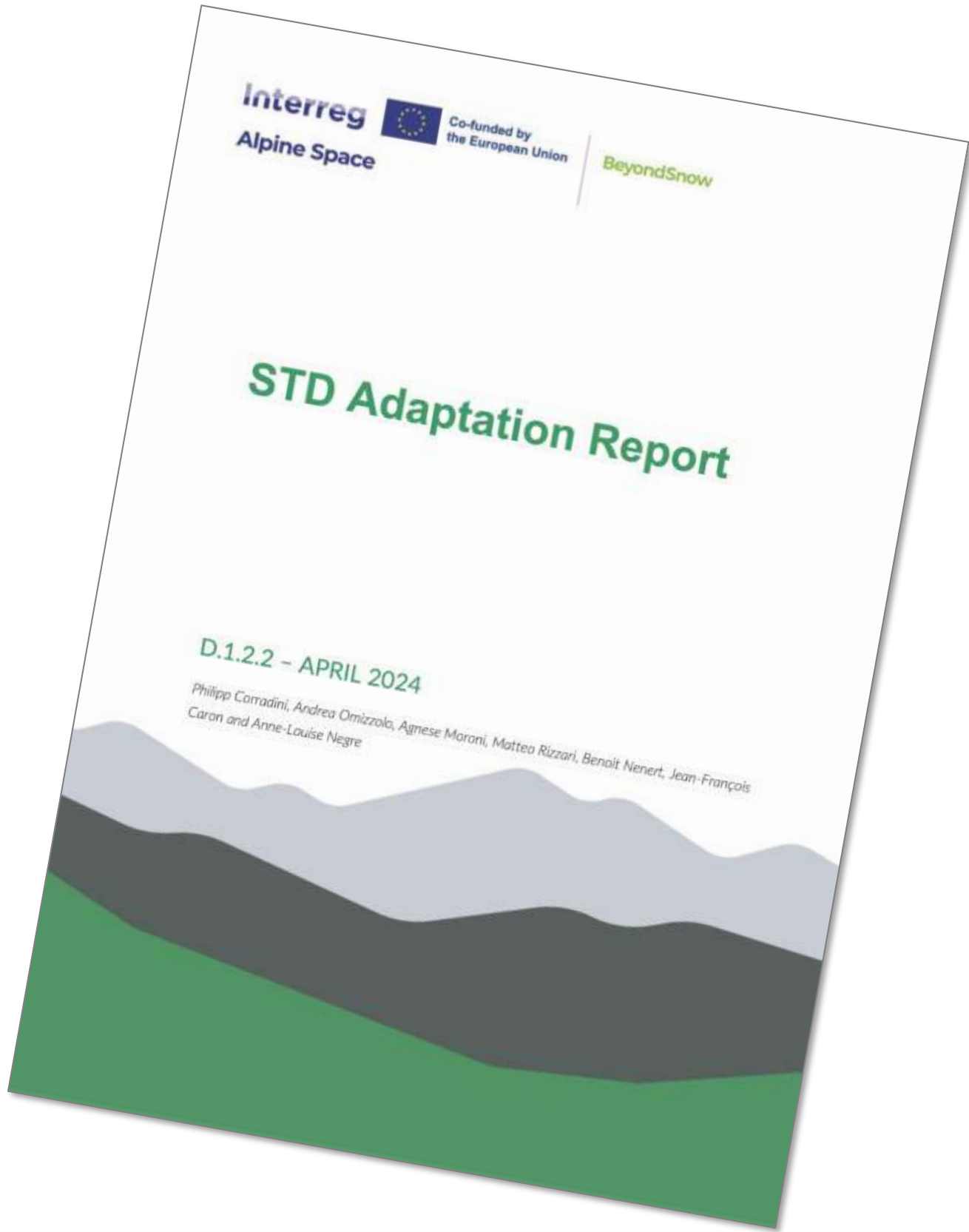
# D.1.2.1 – Conceptual document on AS STD ...

Available on  
project website



# D.1.2.2 – STD Adaptation Report

Available on  
project website



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1.3.4 Austrian Strategy for Adaptation to Climate Change

Type of resource  
CC adaptation strategy

Fields of interventions  
All sectors

Context  
In Austria, CC is making itself more and more clearly noticeable. Its existence is demonstrated by measurements and observations, and it is proceeding faster than the global average (APCC14).

Vision  
Avoiding adverse effects of CC on the environment, society and economy, and taking advantage of opportunities which arise in Austria.

Status	Adopted
Year(s)	2017 - ongoing
Region/Country	Austria
Geographic dimension	National
Developer	Austrian Federal Ministry for Sustainability and Tourism
Target groups	National, Länder, regional and local authorities, economic sectors, NGOs, citizens

Link to online resource

Overview and main objectives

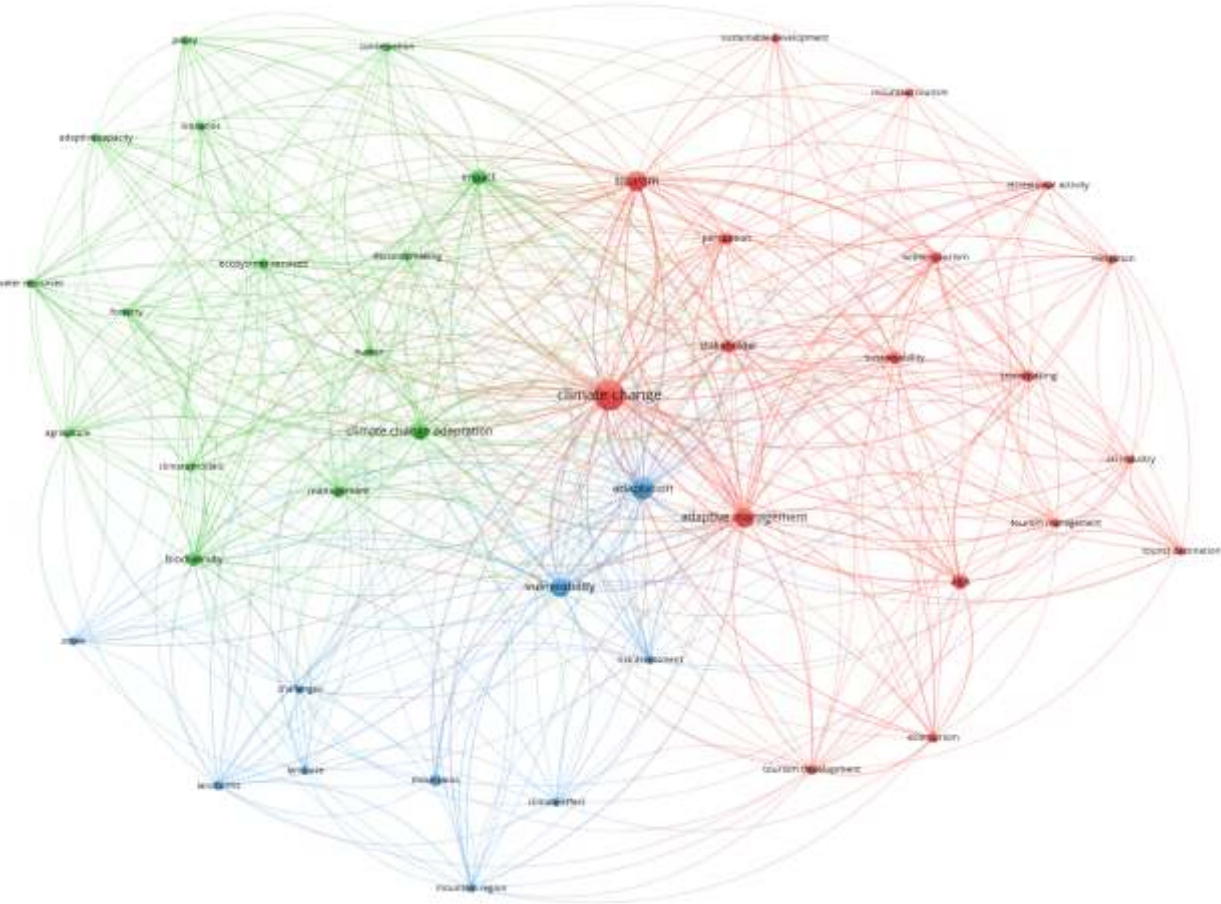
The strategy was adopted by the Council of Ministers in August 2017 and acknowledged by the Conference of the Provincial Governors on the 10<sup>th</sup> of November 2017. It represents the comprehensive guiding document for all of Austria's activities concerning CC adaptation. The strategy aims at strengthening the natural, social and technical capacity to adapt. Adaptation measures should thus involve no social downsides; rather, they should minimize risks to democracy, health, security, and social justice.

Relevant actions

The strategy is divided into two parts: a strategic part (Context) and an Action Plan with concrete recommendations for action. 14 fields of activity are addressed in detail: agriculture, forestry, water resources, tourism, energy, construction and housing, protection from natural hazards, disaster risk management, health, ecosystems/ biodiversity, transport infrastructure, spatial planning, business/ industry/ trade, and cities. The Austrian Adaptation Strategy is one of the strategies in Europe which particularly considers social aspects and includes a cross-sectional analysis in order to accelerate synergies between areas of action and recommendations for action while actively trying to avoid negative interdependencies.

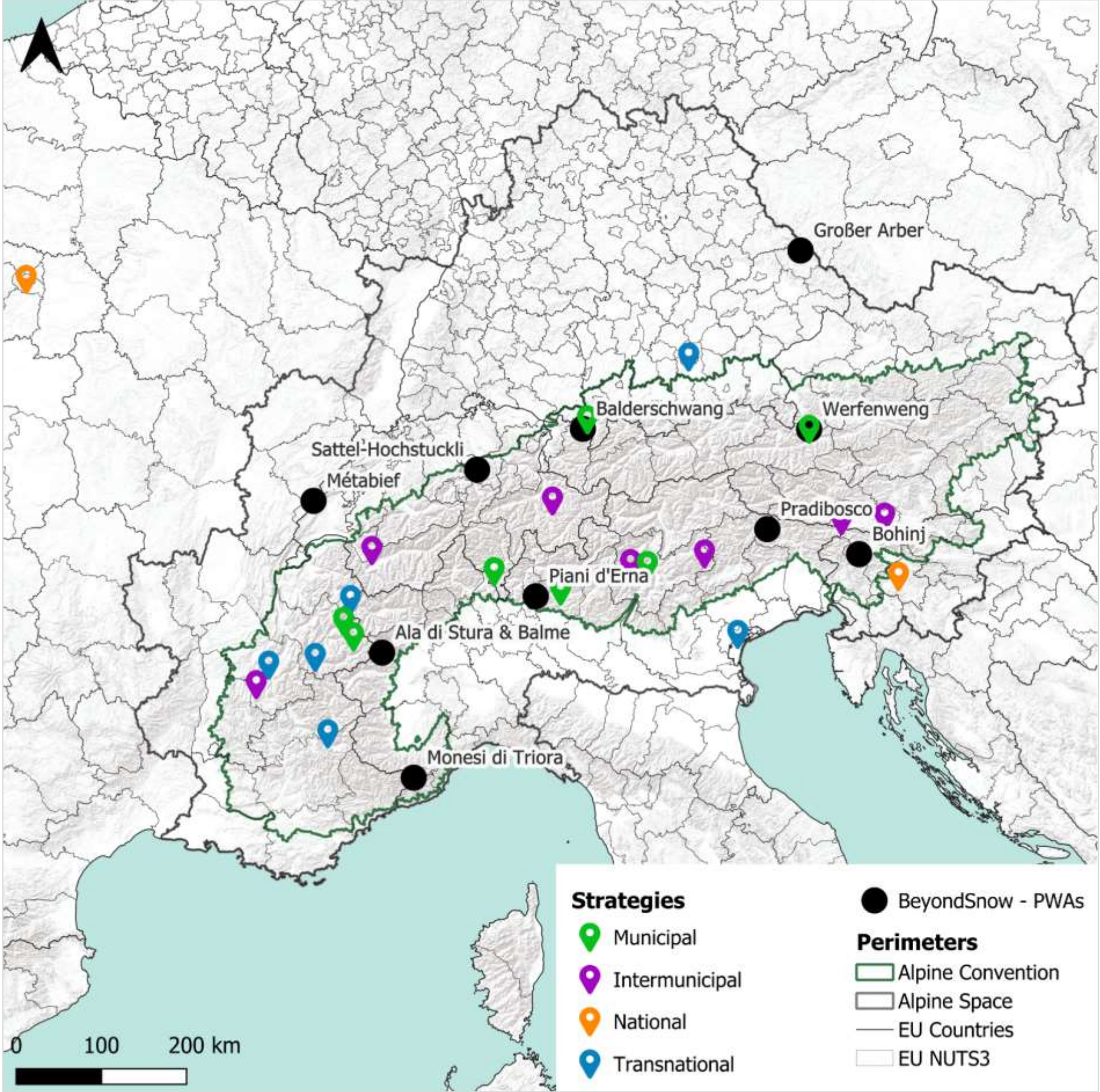
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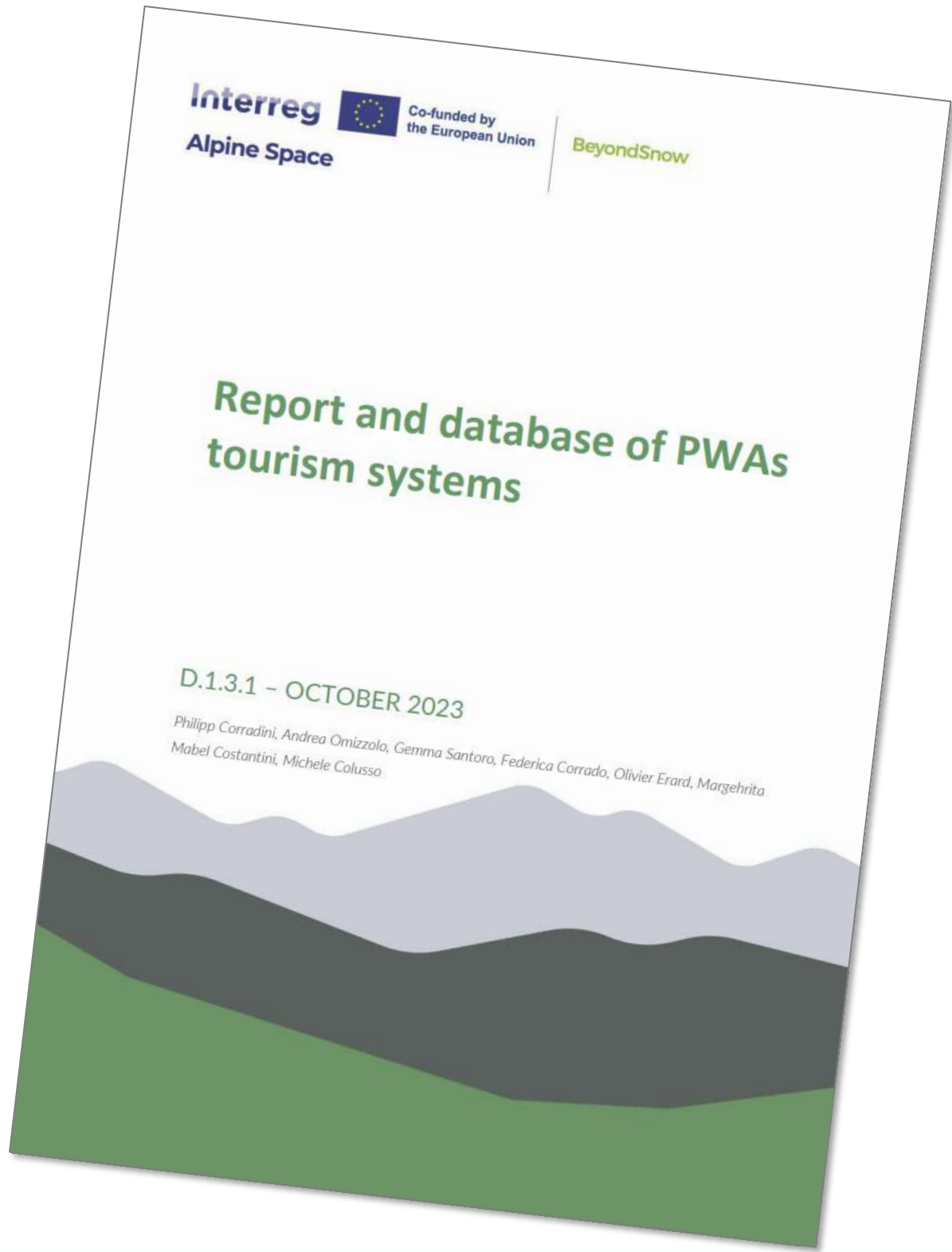
MUNICIPAL		
Gschwender Horn	Bavaria (DE)	Project
Dolomiti Paganella Future Lab	Trentino (IT)	Project
Werfenweng Card	Salzburg (AT)	Initiative
Imaginons Tignes in 2050	Auvergne-Rhône-Alpes (FR)	Initiative
Commune de Peisey Vallandry	Savoie (FR)	Strategy
Monte Tamaro	Canton Ticino (CH)	Strategy
Bourg-Saint-Maurice	Auvergne-Rhône-Alpes (FR)	Strategy
Arera 1600	Lombardy (IT)	Project
INTERMUNICIPAL		
Dobratsch Nature Park	Carinthia (AT)	Project
Adamello Brenta Nature Park	Trentino (IT)	Strategy
Beyond Skiing – Pale di San Martino	Trentino (IT)	Initiative
KLAR! Programm	Carinthia (AT)	Program
Arosa 2030	Graubünden (CH)	Strategy
Alpes Vaudoises	Vaud (CH)	Strategy
Vercors Citoyens, Ecouvent	Massif du Vercors (FR)	Initiative
NATIONAL		
Le Flocon Vert	France	Label
Slovenian Ski Resorts	Slovenia	Policy
TRANSNATIONAL		
Boîte à outils - AdaPT Mont Blanc	Mont Blanc (FR-IT-CH)	Project
ClimAlpTour	Alpine Space	Project
High Valleys Smart Destination	FR & IT	Strategy
SmartAltitude	Alpine Space	Project
ClimChAlp	Alpine Space	Project
Transtat	Alpine Space	Project





# D.1.3.1 – Report and database of PWAs tourism system

Available on project website



### 8 PP07 – Bohinj (SI)

The minimum altitude of the destination is 500, the maximum 1,800m, its height difference being therefore 1,250m. It offers 17 ascent facilities, 27 slopes and 35.5 slope km. Its 5 separate ski centres, connected by ski busses are:

- Vogel ski centre (8 ski lifts, altitude 569 m – 1,800 m)
  - Vogel ski centre hasn't system for making artificial snow (Triglav National Park)
  - Vogel - 8.5 million investment in new cable car and a more varied summer offer (archaeological park, bike park) started in summer 2023.
- Soriška planina ski centre (5 ski lifts, altitude 1270 - 1549 m)
- Kozji hrib ski centre (1 ski lift, altitude 555 - 633 m)
- Senožeča ski centre (1 ski lift, altitude 580 - 690 m)
- Pokljuka family ski centre (2 ski lifts, altitude 1283 - 1330 m)

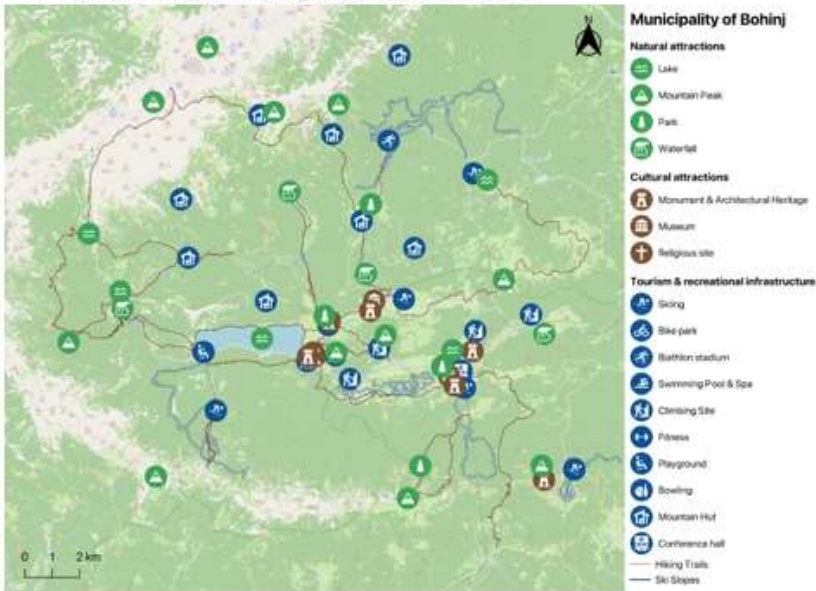


Figure 15: Overview of the PWA Bohinj

### 8.2 T2 – Tourism accommodation

#### 8.2.1 Accommodation structures & bed places

Bohinj features an accommodation sector, which has been steadily growing until the year 2023, where it saw a minor diminishment of bed places.

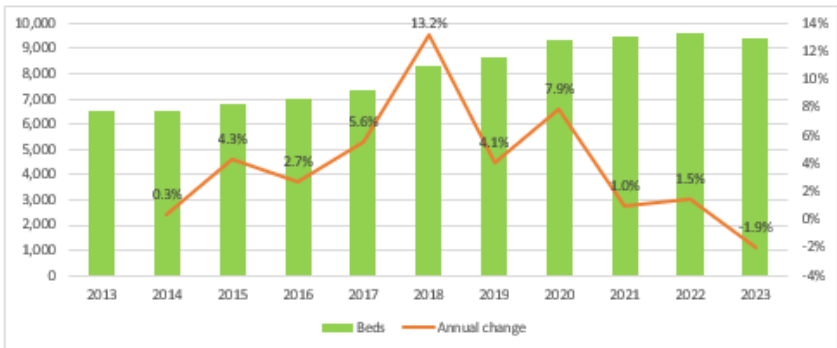


Figure 23: Number of beds from 2013 to 2023, and the annual change (Own elaboration, based on data from Statistics Slovenia).

In general, the number of bed places in Bohinj grew by 44.5% between 2013 (6,503 beds) and 2023 (9,426 beds). Bohinj's accommodation sector is varied concerning the presence of different accommodation types, although specific accommodation structures seem to dominate in terms of the overall bed places.

2023	Number of structures	Number of beds	Avg. beds x structure	Share of overall beds
4 Star Hotels	3	505	168	5.4%
3 Star Hotels	9	446	50	4.7%
1-2 Star Hotels	1	36	36	0.4%
Residence/Pension/B&B	10	282	28	3.0%
Apartments	476	3,916	8	41.5%
Camping	4	2,350	588	24.9%
Agritourism	11	148	13	1.6%
Mountain huts	15	831	55	8.8%
Hostels	6	299	50	3.2%
Holiday Homes	49	381	8	4.0%
Other	10	232	23	2.5%
Total	594	9,426		100.0%

Table 4: Number of structures and beds per accommodation type in 2023 (Own elaboration, based on data from Statistics Slovenia).

# Climate Resilience Tool

Free digital platform

to assess climate risks and identify  
vulnerabilities of tourist  
destinations

Intuitive and  
fast

Strengths and  
weaknesses

Support for  
decision-making

From challenges  
to opportunities

[Log in to Resilience Decision-Making Digital Tool \(RDMDT\)](#)

The screenshot shows the login interface of the BeyondSnow Climate Resilience Tool. At the top, there is a dark header with 'English' and a dropdown arrow, and a link to 'Terms and conditions'. The main heading reads 'WELCOME TO BEYONDSNOW CLIMATE RESILIENCE TOOL'. Below this, there are two input fields: 'Username or email' and 'Password'. A 'Forgot Password' link is positioned below the password field. A 'Remember me' checkbox is located below the login fields. A blue 'LOG IN' button is centered below the checkbox. Below the button, there is a link for 'New user? REGISTER'. At the bottom of the page, there are logos for 'Interreg Alpine Space' and the European Union, along with a small text line stating: 'This project is co-funded by the European Union through the Interreg Alpine Space programme.'



# Climate Resilience Tool

- **FOR WHOM:** For destination managers and those responsible for tourism strategies
- **INPUT:** Data manually entered by the destination manager and/or tourism strategy officer



<https://www.youtube.com/watch?v=NJcUsY7niDI>

- **OUTPUT:**
  - Data assessment – what data the destination has and what is missing
  - General evaluation – where you stand and what the suggested next steps and best practices are



# Implementation of co-design laboratories for the development of transition strategies for strengthening of STD resilience

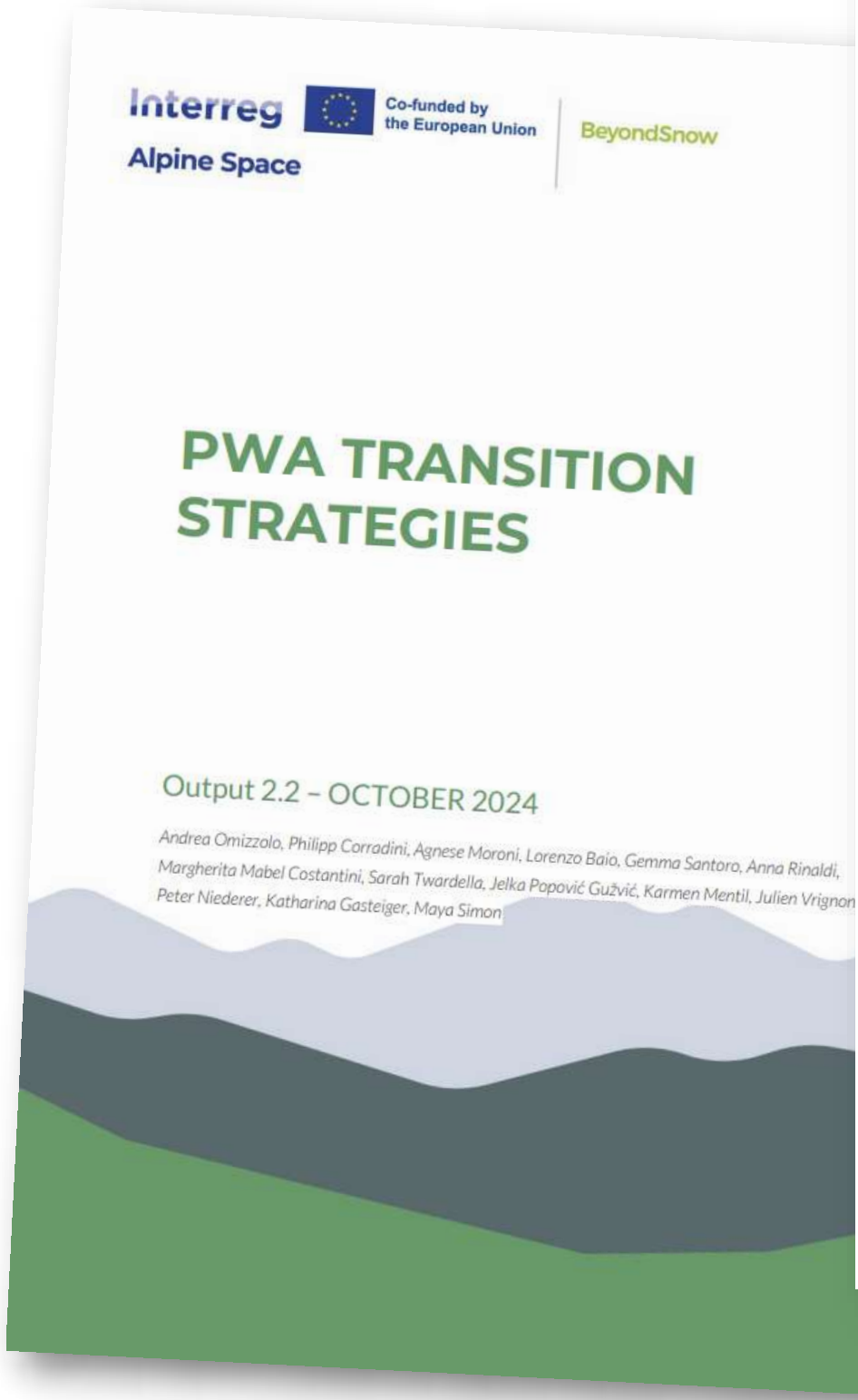
*A2.2 – Organising and conducting co-design laboratories in the 10 PWAs based on the internally developed participatory guidelines and the PWA data previously collected and analysed by the LP*





# Transition Strategies

The *PWA Transition Strategies* Report summarizes practical examples of tourism diversification, sustainability improvement and resilience planning for tourism destinations in the long term



**Interreg**  
**Alpine Space**

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BeyondSnow

## Scheme of the Strategy

Objectives	Fields of action	Measures	Priority	Feasibility
Attractive year-round tourism	Extension of tourism season	Creation and marketing of new tourism products for spring and autumn, based on outdoor, natural and cultural offers	Medium	High
		Increase of marketing efforts in new tourism markets	Medium	Medium
	Extension of average length of stay	Development of hiking tourism and promotion of a natural and wilderness area	Medium	High
		Promotion of the PWA as a destination beneficial for body and mind	Low	High
	Diversification of tourism and accommodation offer	Expansion of the types of accommodation, enhancement of the existing property (e.g. facilities for groups and families)	Medium	During BS project
Adaptation of the accommodation standards to market demand		High	Low	
Image as a sustainable tourism region	Improvement of territorial utilization and reduction of environmental impacts	Applying technologically innovative ideas to travel planning	Medium	Low
		Promotion of Pian della Mussa as a clean and sustainable tourism destination	Low	Medium
		Development of sustainable ski and recreational areas	High	Medium
Outstanding mobility	Management of tourism flows and new mobility	Improvement of public transport system	High	High
		Reduction of the traffic towards Pian della Mussa area as well as parking regulation and management	High	High
		Introduction/enhancement of on-call mobility services	High	During BS project
		Regulation of traffic flows on the main road of the PWA	Medium	Medium
Sharing tourism information and communication	Tourism services	Introduction of digital systems for the communication with tourists and for the accessibility of the area's service offers	Medium	Low
		Digital publication of tourism offers and hiking paths of the valley	High	During BS project
		Increase of the attractiveness and visibility of the existing tourism resources	Medium	Medium
		Consolidating the proposals of nature walks accessible for all	Medium	High
Active and integrated actors in the tourism destination	Participatory approaches	Creation of a unified and shared vision for the future of the valley, through the involvement of a wide range of stakeholders in tourism planning and decision-making processes	High	Medium
Extension of the tourism destination area	Cooperation with surrounding areas to extend the perceived tourism target area	Encouragement of the dialogue with stakeholders/actors outside the Val d'Ala	Low	Medium
		Development of the tourism office of Lanzo as a first reference point for tourists and the municipal tourism offices as hubs for the dissemination of tourism information in the valley	High	Medium
Improvement of infrastructures and facilities for tourism, sports and recreation	Plans and investments in infrastructure	Increase of the regular maintenance, diversification and qualification of the hiking and cycling network as well as its signage	High	Medium
		Planning, equipment and renovation of public outdoor areas	Medium	Low
		Construction/ improvement of spaces, facilities and structures	Finalization or renewal of existing infrastructure and construction of new assembly indoor areas	Medium

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# Measures - Overarching themes



# Diversification/Expansion of tourism offers

Partner	Objective	Fields of action	Measure
PP04	Attractive year-round tourism	Extension of tourism season and average length of stay	Creation and marketing of <b>new tourism products</b> for <b>spring and autumn</b> , based on outdoor, natural and cultural offers
PP06	Attractive year-round tourism	Expansion of the outdoor program with snow-independent offers	(Further) development and marketing of the <b>walking and hiking trails</b> (water trail, climate trail, nature trail, fairytale trail, etc.)
PP09	Positioning as a year-round destination	Unique natural, cultural, and health experiences	Expansion of <b>year-round offers</b> : health-promoting offers in hotels, in the health resort of Bodenmais, forest offers, healing caves
PP10	Restructure the entrances and sectors of the perimeters	Identification of new vocations for each sector and limit resource use conflicts	<b>Tentative closure</b> of the less-frequented difficult ski slope after <b>utilization analysis</b>
PP12	Balderschwang's winter is attractive with or without snow	Product development: Create a variety of alternative offers to skiing	Preparation of a <b>night slope</b> for <b>cross-country skiing</b>



# Inter-destination cooperation

Partner	Objective	Fields of action	Measure
PP03	Building local and supra-local networks	Cooperation between the PWA and surrounding areas to expand the perceived tourism zone as a destination	Implementation of <b>transregional and cross-border cycle tourism connections</b>
PP04	Extension of tourism destination area	Cooperation with surrounding areas to extend the perceived tourism target area	Development of the tourism office of Lanzo as a first reference point for tourists and the municipal tourism offices as <b>hubs for the dissemination of tourism information in the valley</b>
PP05	Deseasonalization	Increase year-round tourism offers	Creation of a <b>coordination network</b> for the whole Carnia region

# Intra-destination cooperation

Partner	Objective	Fields of action	Measure
PP04	Conservation/ restoration of the rural landscape	Agriculture and landscape	Organization of on-site sales of <b>agricultural products</b>
PP06	Promotion of sustainable livelihood management	Active and integrated players in the tourism community	Stakeholder working table/platform, development of a concept for <b>improved stakeholder cooperation</b>

# Local community

Partner	Objective	Fields of action	Measure
PP06	Promotion of sustainable livelihood management	Promotion of local tourism awareness	Development of offers that are aimed <b>at local residents</b> and offer them benefits (ex. Werfenweng-Card -> Citizen card)
PP12	Balderschwang shares a united vision and strong cooperation	Involvement of young people	Provision of budget and support for implementation of <b>youth projects</b> , e.g. summit cross at Siplinger Kopf

# Local economic resilience

Partner	Objective	Fields of action	Measure
PP05	Establishment of an entrepreneurial network	Increase of collaboration within local businesses and other economic operators	Guarantee of <b>year-round accommodation and services</b> , targeting also entrepreneurs and other economic operators
PP06	Attractive year-round tourism	Further development of snow-related services, based on resilience perspective	Development of ideas in the area of <b>staff management</b> concerning possibilities for <b>versatile deployment</b> , sometimes in several areas of expertise (deployment of "all-rounders")
PP06	Promotion of sustainable livelihood management	Active and integrated players in the tourism community	Development/maintenance of attractive, <b>year-round working conditions</b> for the (tourism) labor force

# Supporting infrastructure & services

Partner	Objective	Fields of action	Measure
PP03	Consolidating tourist targets	Extension of the average length of stay	Creation of a <b>structured and centralized offering system</b>
PP09	Positioning as a year-round destination	Großer Arber: A family mountain 365 days a year	Optimization of <b>hiking trails</b> / summer and winter, signposting, climate trail
PP11	Balderschwang is a year-round destination	Product development: Improvement of bike infrastructure	Creation of <b>E-bike charging infrastructure connected to gastronomy</b>

# Sustainable mobility & accessibility

Partner	Objective	Fields of action	Measure
PP02	Sustainable mobility/ accessibility for the region	Accessibility	Integration of the <b>cable car accessibility</b> with <b>local public transport</b>
PP04	Outstanding mobility	Management of tourism flows and new mobility	Introduction/enhancement of <b>on-call mobility services</b>



# Pilot action – Piani d’Erna

Renovation/adaptation of Nature Trail (Sentiero Natura) notice boards	
Objectives	Attractive year-round tourism and economic sustainability of local hospitality
Description	<ul style="list-style-type: none"><li>• The nature trail, along with the shelters, is currently the only attraction that allows visitors to reach the locality.</li><li>• The existing information panels, rich in information, are written in Italian.</li><li>• This project aims to provide for the translation of the texts into English, the retrieval of the images contained in the panels, and the search for other suitable ones.</li><li>• Tourists should be able to download this information to their cell phones upon arrival at the mountain station, which is the only area along the route with an internet signal.</li></ul>
Timeframe	June 2024 to July 2025
Costs	2.000 €

# Pilot action – Valle Arroscia

Implementation of the White Cuisine Road	
Objectives	Generating a positive impact on local tourism by enhancing the gastronomic heritage, diversifying the offer and formalizing a territorial network and an easily identifiable thematic route. Furthermore, a tourism focused on gastronomy could promote sustainable practices, encouraging local products and the protection of the territory and know-how.
Description	<p>The White Cuisine Road has been found as a potential way to integrate various local resources sustainably. The white cuisine of the Ligurian Alps represents not only a collection of recipes, but also a deep identity value for the Arroscia Valley. This gastronomic heritage is rooted in pastoral traditions, where local ingredients are mixed with the culinary practices of mountain communities, telling stories of a deep connection with the territory.</p> <p>The project aims to incorporate this gastronomic heritage within a territorial network with itineraries that lead visitors through local <i>trattorie</i> and restaurants serving traditional dishes. Each stop along the route would offer the opportunity to savor also the local culture and history, with cooking workshops, local product markets, and food and wine events, encouraging collaboration between local entrepreneurs and hospitality businesses.</p>
Timeframe	<p>June 2025: Territorial project</p> <p>July 2025: Integration into local and supra-local networks</p> <p>September 2025: Implementation of the action with a territorial test on the Road aimed at a specific target group invited to try the experience</p>
Costs	3.000 €

# Pilot action – Werfenweng

Development of a new tourism product	
Objectives	(1) Expansion of the tourism offer in the pilot region, (2) Making the low season more attractive and focussing on year-round tourism, (3) Raising awareness of resilience and climate change in a tourism region, and (4) Promoting cooperation between regions and partners.
Description	<p>In Werfenweng, an innovative programme is being developed under the title "<i>BeyondSnow Water Adventure World</i>". Guided hikes are planned, during which sights and natural wonders in Werfenweng and Bischofshofen can be discovered on the theme of water and various combinations and programmes are possible.</p> <p>The offer is intended for the target group of nature-loving tourists, families and locals in order to raise awareness of climate change and the sustainable use of natural resources. The offer is intended to provide a new, unique opportunity to experience the region in a sustainable way. During the tour, information on the BeyondSnow topics is provided in an interesting way, and methods of education for sustainable development are used. Attention will be paid on reducing emissions and promoting sustainable mobility.</p> <p>Stations and themes: Gainfeld waterfall, Pongowe castle ruins, Paul-Außerleitner-Schanze (famous ski jumps), Werfenweng ski resort, Kneipp or (ice) bathing in the Wengsee bathing lake.</p>
Timeframe	May-June 2025
Costs	10,000 €



# Pilot action – Métabief

Reducing ski slope perimeter	
Objectives	Reducing expenses and improving performance.
Description	<p>Considering the necessary reduction in costs linked to snow activity, in light of the impacts of climate change, and the need for agility in the organization of the Métabief resort, it was decided, from the summer of 2024, to initiate a project to reduce the perimeter of the alpine ski area.</p> <ul style="list-style-type: none"><li>Identify the criteria to compare the three areas of the ski area based on a series of items (Human resources, energy, snow production costs, equipment maintenance, loans, etc.; Commercial revenue on average; Attendance: skier days on average per season; Cumulative snowfall over the last 10 years)</li><li>Create 5 operating scenarios based on the data collected, from the lowest scenario (which doesn't touch the perimeter) to the highest scenario (which closes 30% of the ski slopes perimeter)</li><li>Following discussions and preparations by teams and elected officials, the Métabief resort assembly decided on 12 September 2024 to adopt the high scenario by suspending activity in the <i>Piquemiette</i> sector. This sector includes three chairlifts, two ski lifts, and 14 km of ski slopes</li></ul>
Timeframe	September 2024
Costs	Time of work

# Pilot action – Sattel-Hochstuckli

Trail running as a diversification of the destination's tourism offer	
Objectives	Diversifying the destination’s current tourism offering.
Description	<p>The destination got inspired by the partner PWA Métabief in the field of ultra trail running and wants to promote a new activity.</p> <p>Currently, 3 professional trail runners are tracking and describing potential trails in the Sattel-Hochstuckli area. This data will be evaluated and integrated into the <a href="https://trail-stations.com/">https://trail-stations.com/</a> website.</p> <p>As a first initiative, together with Trail Station, a “peak challenge” will be launched beginning of June 2025. This involves the installation of a particular stone with a QR code on the top of the Hochstuckli peak. For 2 weeks, trail runners will be invited to reach the peak, scan the code, and register their participation in the challenge. The destination will provide different awards to participants.</p> <p>The “peak challenge” will help to mobilise people interested in ultra trail running and make the destination more attractive in a field of activity that becomes increasingly popular in Switzerland. Furthermore, it is also a test for further potential ultra trail running events.</p>
Timeframe	April to June 2025
Costs	5,500 €

# Pilot action – Balderschwang

An alternative image of winter in Balderschwang, with or without snow	
Objectives	Showing that winter is attractive with or without snow.
Description	<p>Classic images in Alpine winter tourism show crisp white ski slopes, blue skies and people doing snow-based winter activities. These images evoke an expectation which are often no longer fulfilled with a decreasing snow coverage and leave guests frustrated at their holiday destination. Balderschwang used the same kind of images for their communication material and social media activities.</p> <p>To meet the objective “Balderschwang’s winter is attractive with or without snow” it became clear, that a realistic image of winter in Balderschwang needs to be communicated. They can of course still show the snow-based activities in times when those are possible, but they should be able to show professional images of a realistic winter with little or no snow coverage.</p> <p>A shooting was implemented during the winter season 2024/2025 together with the DMO Hörnerdörfer. Three locations in Balderschwang have been pre-selected with 4-5 motifs each. For the PWA it was important, that the photos would contain a family, as nature-based family holiday is a central message in their transition strategy.</p>
Timeframe	February to April 2025
Costs	2,000 €



# Contacts

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beyondSnow\_alps





# Coffee break

## See you in 10 min ☺



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Swiss partners have received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).







# Skifoan forever *or* The Role of Nature in Tyrolean Winter Tourism?

Elsa Ventruba, University of Innsbruck  
Armin Kratzer, Standortagentur Tirol

Community of Practice  
05.06.2025, 10:00 – 12:45 h



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# Learning objectives

*Setting the baseline for nature-based adaptation in winter tourism*

1. Social empirical research methods applied in the “Understanding” phase
2. Which practices are prevalent in the everyday business of cable car operators?
3. Which challenges have/had to be considered?
4. What are the roles and opinions of other stakeholders?



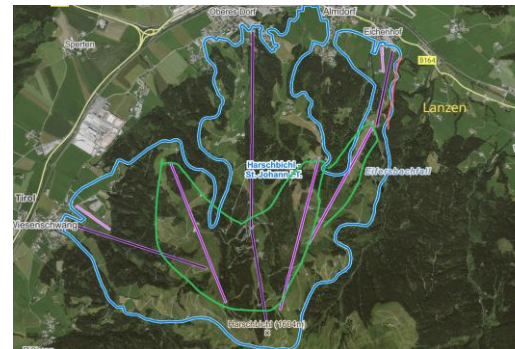
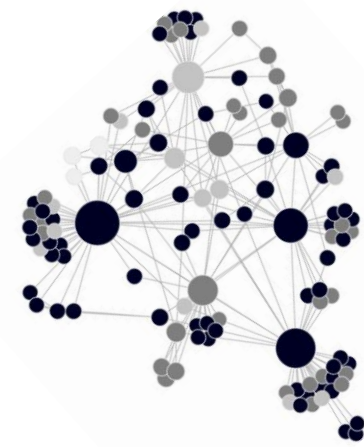
# Social empirical research methods applied in the “Understanding” phase

==> Long process of Case Study selection

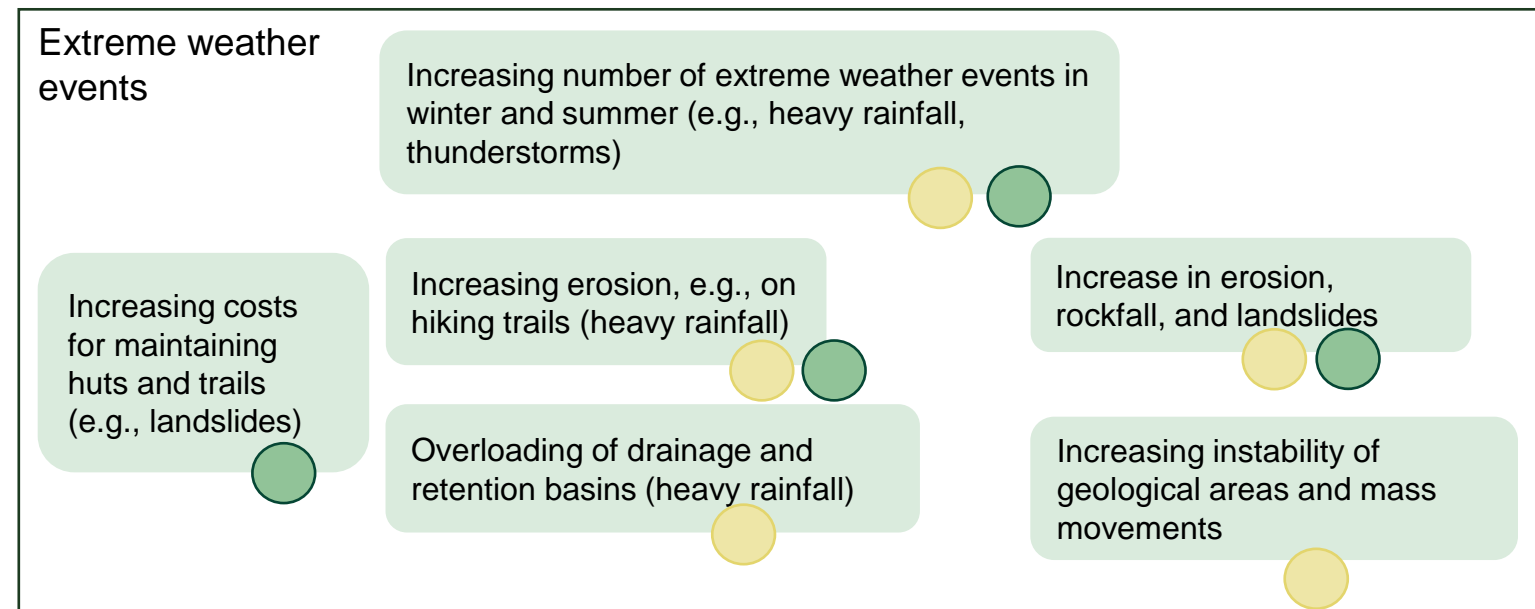
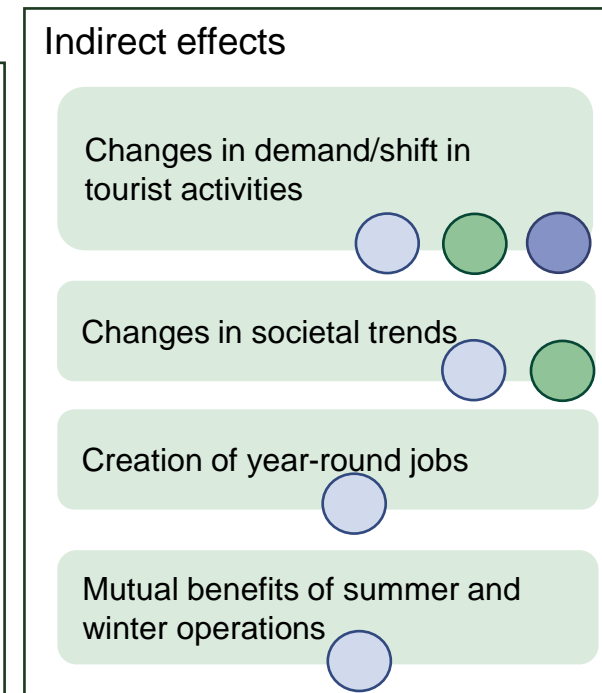
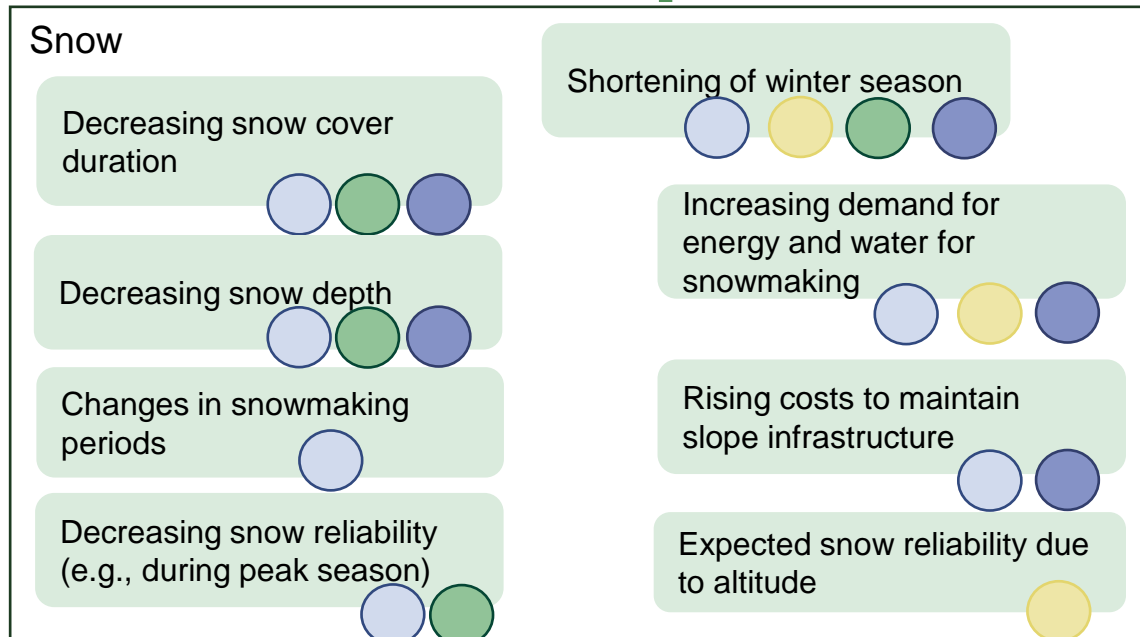
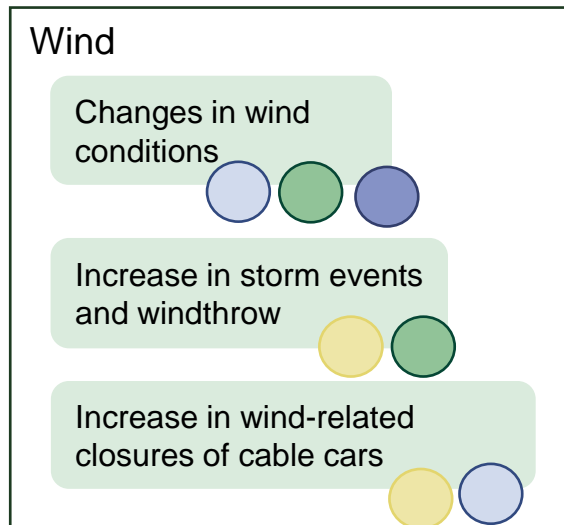
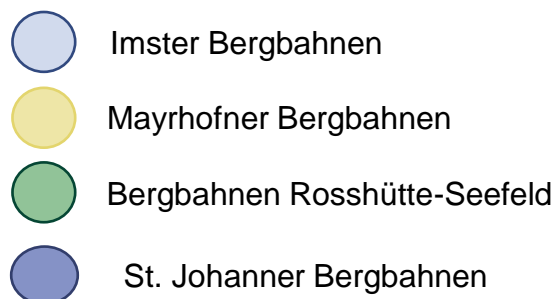
- expert interviews,
- Survey among cable car companies in Tyrol,
- Stakeholder Network analysis,
- Participant Observation in case studies
- Workshops "Risk Assessment and Mission"



## *Setting the baseline for nature-based adaptation in winter tourism*



# Survey Results - Climate impacts



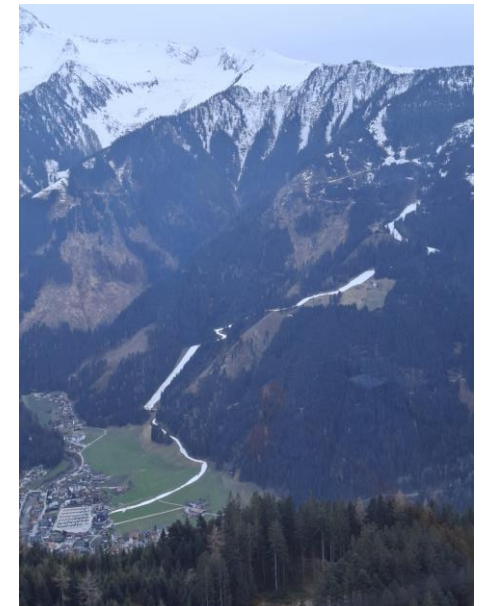
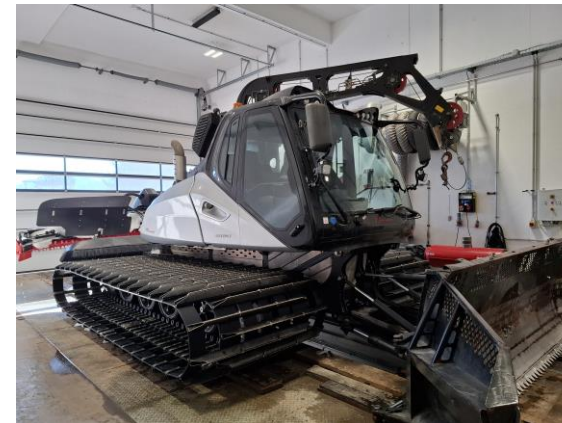


## Which practices are prevalent in the everyday business of cable car operators?

*Setting the baseline for nature-based adaptation in winter tourism*

- Spatial relevance is limited to ski resort boundaries
- Technical Adaptation, i.e., artificial snow, expansion of slopes/lifts etc. Ongoing process
- CCA is a management topic – other stakeholders in cable car companies do not see CC as a risk driver
- NbS irrelevant; adaptation mainly diversification of tourism offers and expansion of summer season
- Role of nature minimal for cable car operators. Nature seen as...
  - (marketable) scenery
  - Natural hazards
  - "capital"

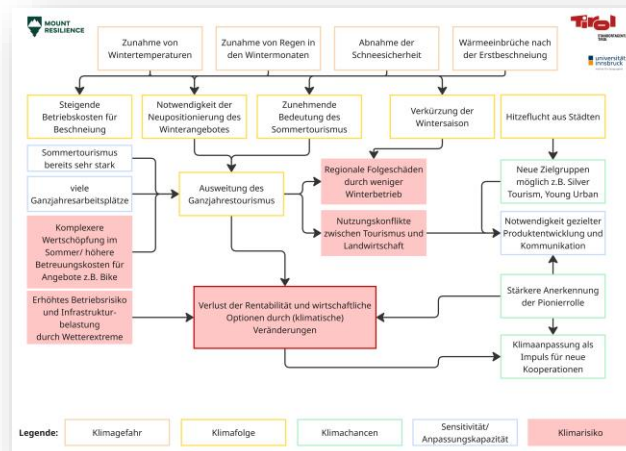
➤ **Further analysis of practices planned to develop place-based measures.**



# Workshop "Risk Assessment and Mission"

## Risk Assessment

1. Based on analysis of case study data, interviews, observation etc.
2. Collection of parameters for exposure, vulnerability, hazards
3. Draft of place-based climate impacts/ risks
4. Discussion with extended stakeholder group in 2 hour workshop
5. Definition of **key risks & climate impact chains**



## Setting the baseline for nature-based adaptation in winter tourism

## Mission Statement

1. Participatory discussion of visions for the region ("Zukunftsreise")
2. Clustering of key phrases (Goals and impacts, Role of cable car company, Principles, Framework conditions, Target groups)
3. Mission Draft (*What is the role of the ski resort in a climate-adapted future?*)

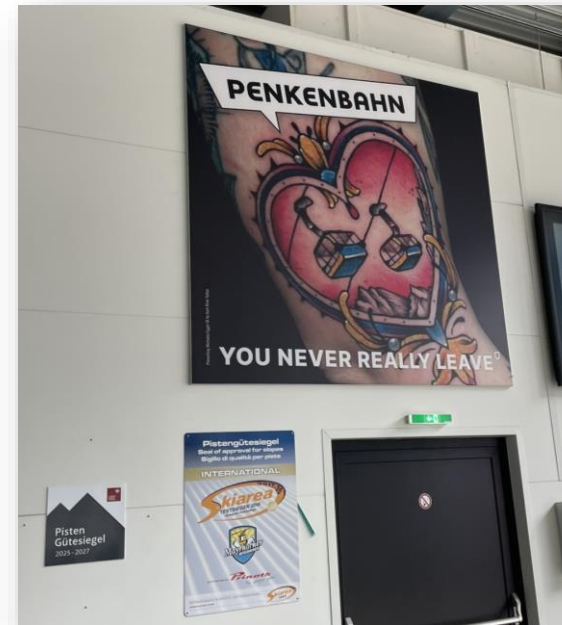


# Which challenges must be considered?

*Setting the baseline for nature-based adaptation in winter tourism*

Development of **CCA** in mountain tourism regions:

1. Adaptation going beyond infrastructure and technology?
2. Adaptation measures have to (should?) offer a viable alternative to skiing  
==> economic dependencies.
3. Leveraging ecosystems (applying NbS) to respond to societal challenges in European Alpine tourism difficult





# Skifoan forever or The Role of Nature in Tyrolean Winter Tourism?

1. **Long process of case study selection** and "Understanding" phase improved collaboration
2. Concept of **NbS in tourism** still a black box
3. Acknowledgement of **CC as a risk for cable car companies still lacking** – location specific climate data needed to communicate climatic changes
4. **Role of nature** for cable car companies not integral to their strategies and everyday practices
5. **Next steps:**
  - Summary of case-study specific findings and results from "Understanding" phase and Workshop on Risk and Mission with Case studies
  - Preselection of potential adaptation options tailored to local needs
  - Workshop on the development of measures with case studies



# Thank you for your attention



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Swiss partners have received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

## About MountResilience



## Get in touch

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**MOUNT  
RESILIENCE**

# **Community of Practice launch event: Rethinking Winter Tourism MountResilience: Lapland**

**Laura Hokajärvi, Finnish Lapland Tourist Board**  
**5<sup>th</sup> June, 2025**



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# Finnish Lapland Tourist Board

**Finnish Lapland Tourist Board** is the dedicated association for tourism businesses operating in the Lapland region. It acts as an advocate and collaborative body within the diverse field of tourism. Established in 2010, the association's mission is to represent the general and shared interests of tourism entrepreneurs, promote cooperation among its members, improve the overall operating conditions of the industry, and elevate the status and appreciation of the tourism sector.

Association gives a voice to Lapland's tourism businesses in strategic planning, development projects, and legislative reforms. It works in close cooperation with other advocacy organizations, the education and research sector, and public authorities. We have two ongoing projects: Arctic Europe Tourism Cluster and MountResilience.



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# MountResilience project in Finnish Lapland

- ▲ **Lapland is the northernmost region of Finland.**
  - It is a **sparsely populated area** with long distances between settlements.
  - Lapland has approximately 180,000 inhabitants (about 3% of Finland's total population), and the region covers around 100,366 square kilometers — roughly **one third of Finland's total land area**.
- ▲ **Two municipalities in Lapland serve as project partners and demonstration areas.**
  - Enontekiö has approximately 1,800 residents, and Utsjoki around 1,200.
  - These are the **most sparsely populated** municipalities in Finland, with only 0.2 inhabitants per square kilometer.
  - **Protected nature reserves and wilderness areas** cover about 80% of Utsjoki's territory and around 70% of Enontekiö's.
  - **The local economies** rely heavily on the service sector (approximately 77%), including both direct and indirect tourism, as well as on primary production (around 10%), such as reindeer herding.





# Why does Lapland Tourism need Adaptation?

- ▲ **Rapid growth of winter tourism, especially international arrivals.**
- ▲ **Increasing risks: snow insecurity, extreme weather, infrastructure stress.**
- ▲ **Adaptation is essential for safety, continuity and year-round viability.**
- ▲ Extreme weather events: the ability to operate in the current climate
- ▲ Rising average temperatures
- ▲ Impacts on nature and society
- ▲ Tourism sector vulnerability
- ▲ Adaptation measures and opportunities



# How MountResilience supports Arctic Tourism?

- ▲ **Focus on SME training and regional adaptation planning in Lapland.**
- ▲ **Activities so far: 3 workshops, 4 webinars, 10 pilot companies. Yet to come:**
  - Company-specific meetings.
  - Training modules and workshops tailored to the wishes and needs of the businesses.
  - Includes both individual and joint sessions delivered in a hybrid model, with multiple trainers.
  - Preparation of an adaptation plan is developed alongside the coaching program.
  - A written publication, including a coaching journal.
  - Feedback and evaluation.
- ▲ **Goal: company-level adaptation plans and scalable regional models.**



# Rethinking Tourism in Practice – Beyond Snow

- ▲ **Shifting from snow-dependence to year-round and safer experiences.**
  - Growing need to diversify tourism offerings.
  - Cultural experiences, wellness tourism, nature hikes, and autumn and summer products.
  - Enhanced risk management and planning.
- ▲ **Nature-based solutions integrated into tourism operations and planning.**
  - Using natural landscapes enhancing visitor experience and biodiversity.
  - Supports both climate adaptation and sustainability goals.
- ▲ **From short-term fixes to long-term value and sustainability.**
  - Embedding sustainability and climate adaptation into business models.





# What have we learned – and what comes next?

- ▲ **Companies need hands-on tools, not just strategies.**
  - Concrete tools to implement climate adaptation in practice.
  - Checklists, planning templates, case examples, and practical coaching.
  - Help on sustainability and adaptation certificates and programs.
- ▲ **Adaptation is about safety, awareness, and collaboration.**
  - Protecting people, infrastructure, and livelihoods.
  - Awareness among staff and visitors.
  - Collaboration between businesses, authorities, and local communities.
- ▲ **Next: pilot testing of the training program, feedback, personal adaptation plans.**
- ▲ **Later: regional adaptation models for training and plans.**



## MountResilience Project Page

<https://mountresilience.eu/fi/kotisivu/>



Let's be in touch!

<http://www.lme.fi>

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