



WINTER TOURISM in the ALPS

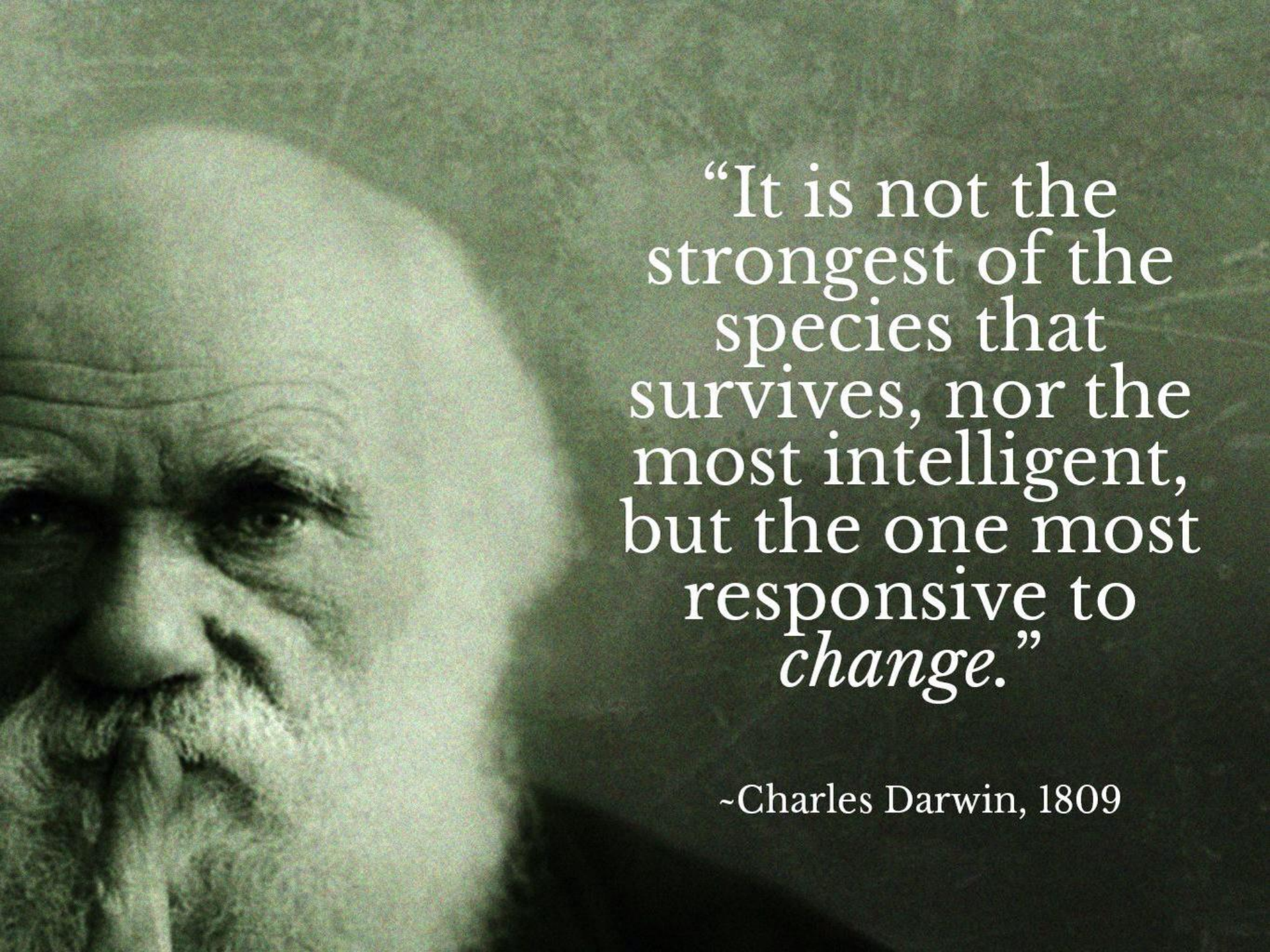
How to capture the opportunities of a
changing paradigm in winter tourism

Second I-LivAlps workshop - Lecco, 2nd-4th September 2016

AGENDA

- ✓ What is the customer looking for?
- ✓ From mass tourism to a profiled tourism
multi-niches
- ✓ Val di Fiemme attempts – adaptation to
change





“It is not the
strongest of the
species that
survives, nor the
most intelligent,
but the one most
responsive to
change.”

~Charles Darwin, 1809



Our DMO

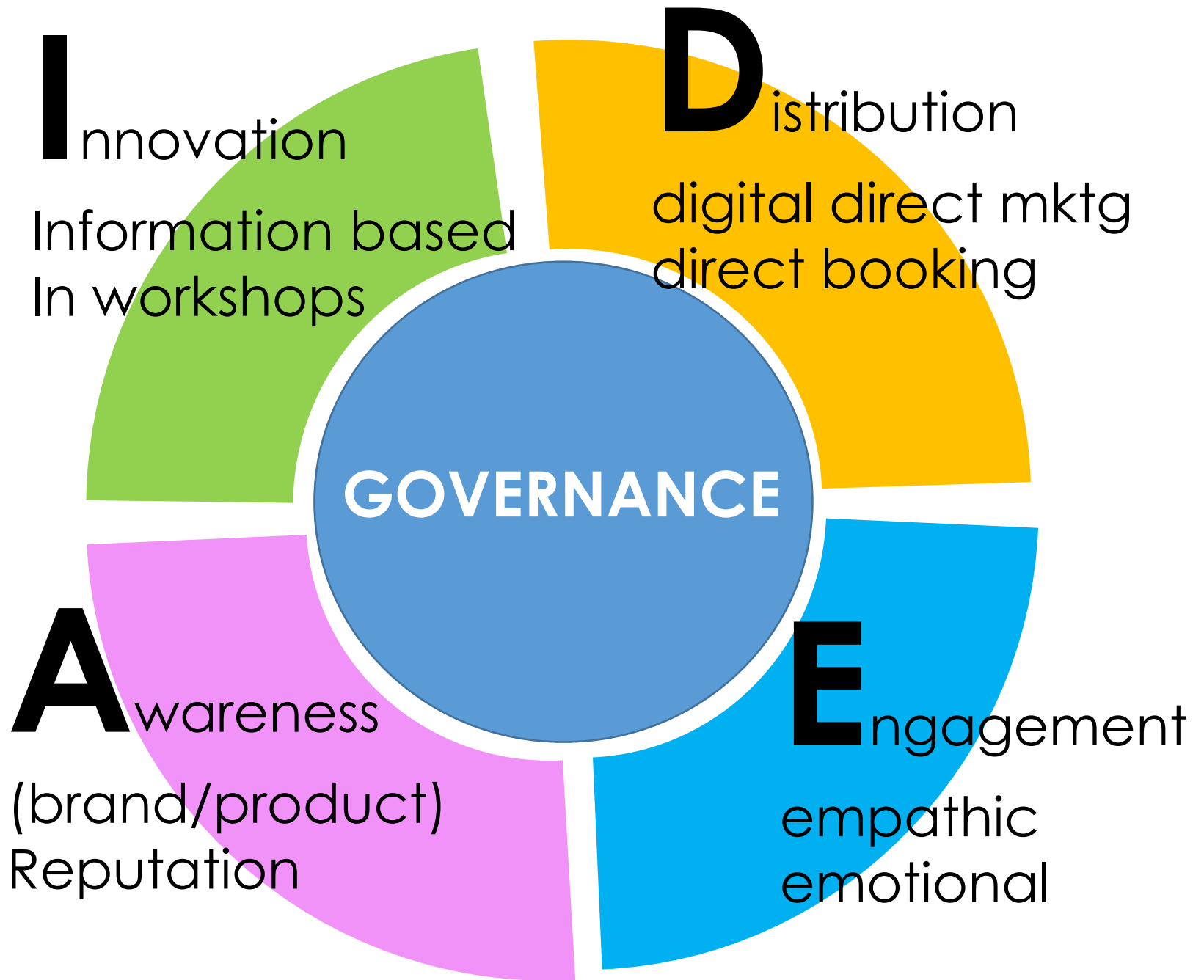
(**D**estination **M**anagement **O**rganisation)

shares with local stakeholders

a new IDEA of sustainable
development and the
strategy to fulfil it



We need an **IDEA**
to be shared





What is exactly the
customer looking for?



EMOTIONS





EMOTIONS

made of:

ECO-SUSTAINABILITY

AUTHENTIC THINGS

MOVE-MEN(T)S

RELATIONS

ORGANISATION

EMOTIONS

made of:

AUTHENTIC THINGS

MOVE-MEN(T)S

ORGANISATION

RELATIONS

ECO-SUSTAINABILITY



OUR FUTURE CHALLENGE

A man in a dark suit stands on a path of stepping stones that leads across a calm body of water towards the horizon. The sky is a pale, hazy blue, and the water reflects the light. The man is seen from the back, looking out over the vast expanse of water.

The competition between destinations will be played more and more on two items:

SMART MOBILITY and
SUSTAINABILITY

QUALITY of LIFE
for per LOCALS and TOURISTS

A NEW PARADIGM IN WINTER TOURISM

from «**SKI- ONLY GUESTS**»

to

«**SNOW GUESTS**» with new expectations and requirements not only depending on number of uphill facilities and km of ski slopes



A NEW PARADIGM IN WINTER TOURISM

Therefore we need a new winter offer (product) from

SKI ONLY

to

SNOW OFFER

Oriented to different requirements in different market niches



A NEW PARADIGM IN WINTER TOURISM

from

MASS TOURISM

to

PROFILED GUESTS

belonging to different

MARKET NICHEs

A MULTI-NICHEs MARKETING



A NEW PARADIGM IN WINTER TOURISM

A NEW MATRIX

from

One product for many marketplaces

to

Many specific offers (products) for
many market-niches



SOME NICHES

DSV Ski Atlas rates all destinations according to the services offered to different target groups:

SKI & APRÉS SKI

Benchmark: f.e. Ischgl «Relax if you can», Davos-Klosters, Sellaronda / Campiglio / Bormio / Livigno / Sestriere / Trois Vallées etc.

FAMILIES

Benchmark: Serfaus Fiss Ladis, Val Gardena Alpe di Siusi / Aletsch Arena / La Plagne/Les Arcs / etc. Fiemme?

GENUSS FAHRER / SKI & TASTE «SLOW SNOW»

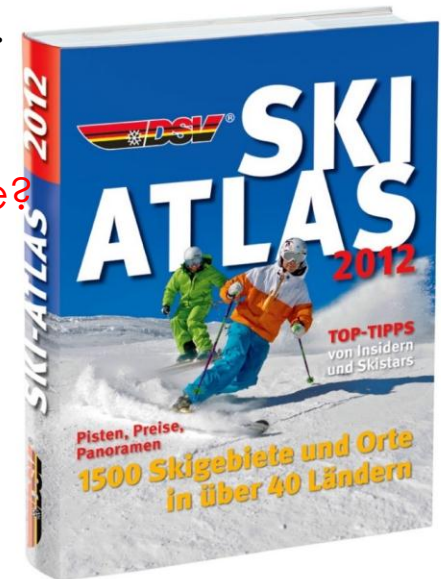
Benchmark: Grossarlal / Zermatt / Megeve Val Badia / Trevalli / Val d'Isere/Tigne etc. Fiemme?

NORDIC FITNESS

Benchmark: Ramsau am Dachstein / Seefeld Dobbiaco / Val di Fiemme, St. Moritz, Gstaad etc.

SNOWBOARD / FREERIDE

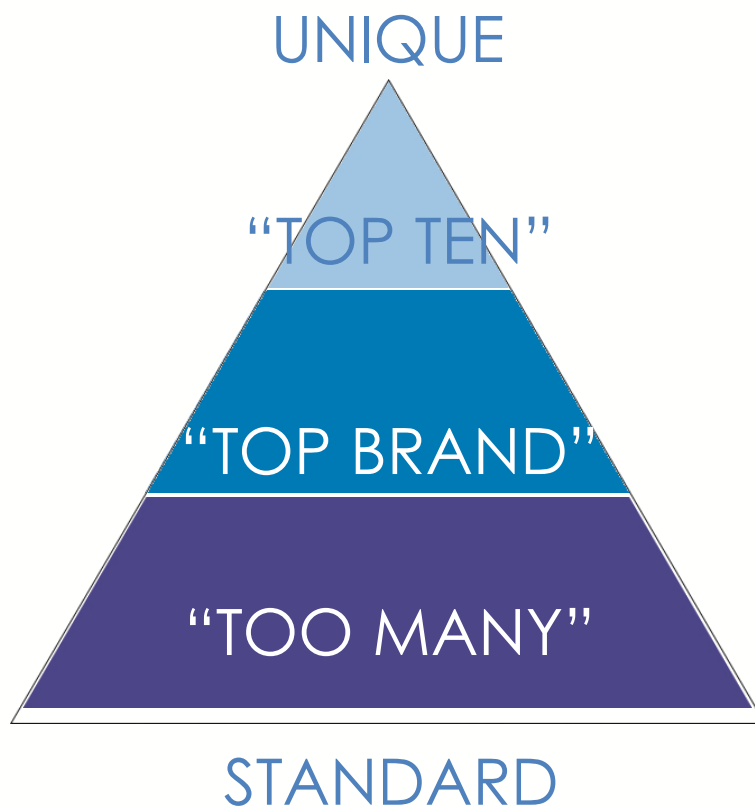
Benchmark: Soelden / Zurs / Livigno Plan de Corones / Tonale / Monte Rosa /Laax, La Plagne/ Les Arcs etc.



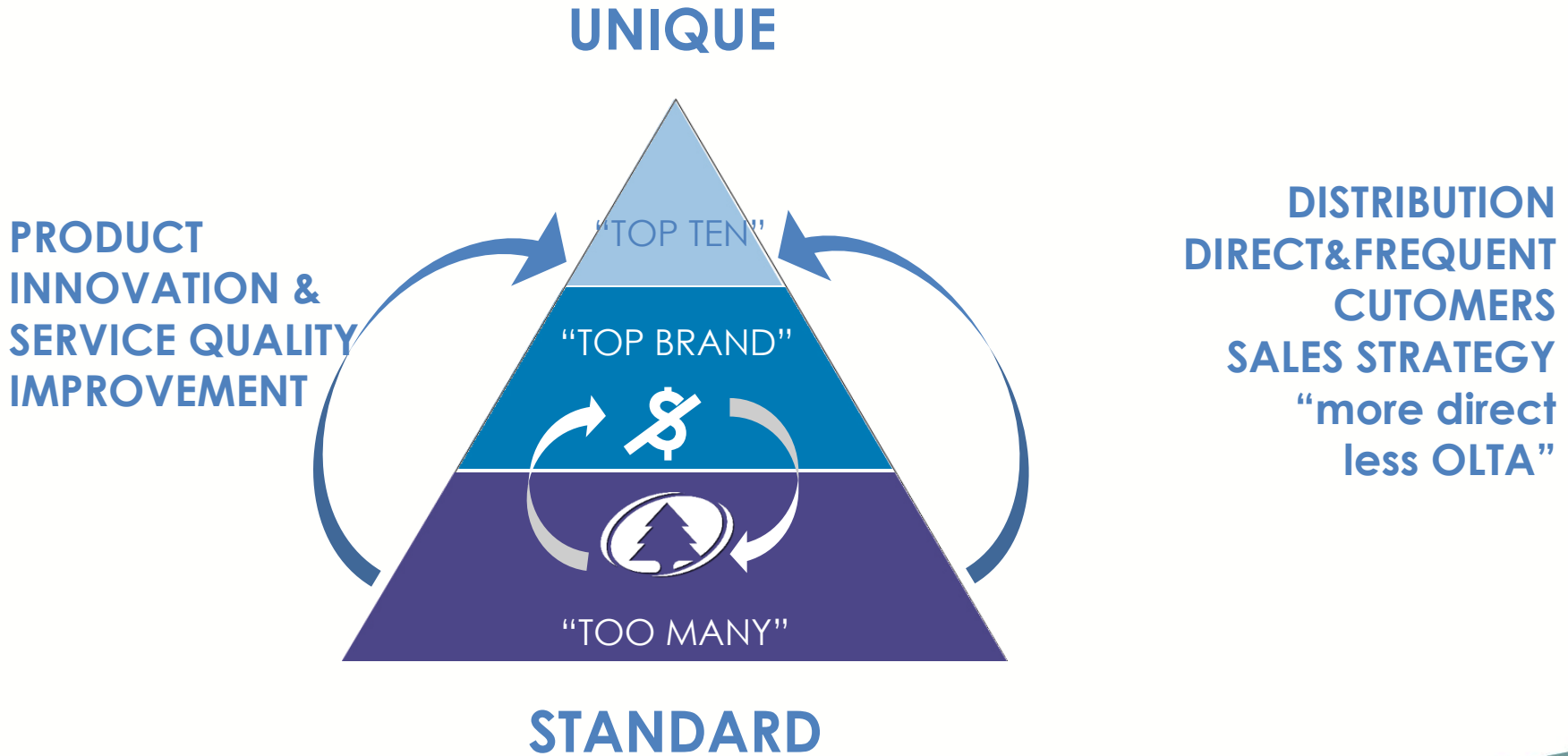
VAL DI FIEMME ATTEMPTS



TO BE OR NOT TO BE... UNIQUE



WHERE IS VAL DI FIEMME?



WHICH PROFILES and NICHES?

Families: invest to create new **SNOW ENTHUSIASTS** and a loyalty program. A recent research made in the top 55 ski destinations of the Alps has detected a loss of 2.5% of skiers every year in the last 5 years.

Genuss fahrer / ski & taste «slow snow»: dedicated to senior or "evergreen"; the same research states that only 5% of senior goes to ski (most of them is afraid of getting injured during a skiing holiday)

Nordic Fitness: cross country skiing, ski touring on safe tracks, snowshooing, nordic walking. Small numbers, small niches which has to be integrated in a global offer ski & not only ski





INNOVATION

Trentino & FiemmeE-motion Guest Card: From a **CITY TAX** to an **ALL INCLUSIVE GUEST CARD**





A NEW PROJECT to COMBINE:

- **SMART MOBILITY**
- **QUALITY OF LIFE**
- **EMOTIONAL GREEN ACTIVITIES**

A new offer both for
LOCALS & GUESTS

A New opportunity of
internationalization and
enrichment
for off season offer

CITY TAX= GUEST CARD

Lifts, Mobility, Trentino Museums
and castles and more than 100
emotional activities

FREE OF CHARGE!



GUESTCARD

 **TRENTINO**

www.visitfiemme.it



WHO DOES IT PAY? OUR CUSTOMERS

INCLUDED IN THE CITY TAX





FiemmE-Motion Winter Edition



2 EURO FOR THE ENVIRONMENT
AND FOR YOU



CITY TAX = GUEST CARD

Over 50 exciting extra-skiing activities;
Val di Fiemme Skibus;
Discounts on shuttles and taxi;
Mobility in Trentino;
Entrance to Trentino
museums and castles

www.visitfiemme.it

FiemmE-Motion

Weekly Program



SUNDAY



GUIDED WALK: "FROM THE SEE THROUGH BRIDGE TO THE SUSPENDED BRIDGE"

10.00 - 11.30 am Paneveggio

MONDAY



SNOW SHOING: "YOUR STEPS IN THE WHITE SILENCE"

10.00 am-4.00 pm Passo Ocina



STRADIVARI'S SECRET

3.00 - 6.00 pm Tesero - Guided visit

TUESDAY



GUIDED TOUR: "SCULPTURE, ART AND GEOLOGY IN THE DOLOMITES"

10.00 am - 12.30pm Predazzo



CROSS-COUNTRY SKI LESSON: "YOUR FIRST TIME... ON CROSS-COUNTRY SKI!"

10.45 am-1.00 pm Lago di Tesero or Passo Lavazè



CROSS-COUNTRY EXCURSION: "DISCOVER THE MOST BEAUTIFUL TRACKS"

11.00 am-2.00 pm Passo Lavazè

WEDNESDAY



SNOW SHOING: "ENCHANTED BY THE DOLOMITES"

10.00 am-4.00 pm Passo Rolle



GUIDED VISIT: "THE ECO-FRIENDLY HOUSE SMELLS OF WOOD"

4.45-6.15 pm Predazzo

THURSDAY



GUIDED WALK: "FOLLOW TRAILS, DISCOVER LIVES"

10.00 am-12.30 pm Passo Lavazè



CROSS-COUNTRY EXCURSION: "DISCOVER THE MOST BEAUTIFUL TRACKS"

11.00 am-2.00 pm Passo Lavazè



GUIDED VISIT: "ART OF TASTE IN VARENA AND DAIANO"

3.00-5.30 pm Varena

FRIDAY



GUIDED VISIT: "HOW MILK BECOMES CHEESE"

9.30 am Cavalese and 10.00 am Predazzo



GUIDED VISIT: "ONE MORNING AS SWEET AS HONEY"

10.00-12.00 am Castello di Fiemme



VISIT AND TASTING: "LET'S DISCOVER THIS WINE CELLAR"

3.00 pm Cembra or Verla di Giovo



WALK AND GUIDED VISIT: "ONCE UPON A TIME... CASA BEGNA"

3.00-5.00 pm Carano

SATURDAY



SNOW SHOING: "SLOWLY SLOWLY... THROUGH THE UPLAND"

10.00 am-4.00 pm Passo Lavazè



CROSS-COUNTRY EXCURSION: "DISCOVER THE MOST BEAUTIFUL TRACKS"

11.00 am-2.00 pm Passo Lavazè

Active &
Relax

Family
Paradise

Green E-
Motion

Hotels & Co
Offers

Italian Style &
Events

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25°C
today



4
4



13



look &
book

WINTER   SUMMER

WELCOME TO

Val di Fiemme in Trentino

ALL ABOUT SKI IN
VAL DI FIEMME

WINTER EARLY BIRD
SPECIAL -30% BY
30.08.2016

LOOK&BOOK

Arrival

Departure



ALL ABOUT SKI IN VAL DI FIEMME



WINTER EARLY BIRD SPECIAL -30% BY 30.08.2016



MORE

LOOK&BOOK

Arrival

26.08.2016



Departure

27.08.2016



Guests

2 adults

Kids

no kids

Accommodation

All accommodations

[Booking request](#)

SEARCH

booking center



+39 0462 341419



map



contact



Fiemme Now

BEYOND SKI!

A sweet wellness week-end.

FIEMME FAMILY PARADISE

A Magic offer for the entire family!

Skipass included and CHILDREN FREE OF CHARGE!

NEW

2 EURO PER NIGHT FOR THE ENVIRONMENT AND FOR YOU!

With just 2 euro per night free Ski-bus, many discounts and activities!



WHERE TASTE MEETS TRADITION

Atmosfere autentiche e antichi sapori, fra menù km 0 e bioarchitetture di charme.



From
€ 139,-
p.p. 2 nights



From
€ 414,-
per person



CROSS COUNTRY IN A NATURAL PARADISE

150 km of Cross Country "World" slopes in Val di Fiemme

from
€ 159,-
pp 3 or 4 nights

SKI IN VAL DI FIEMME DURING DAY AND NIGHT!



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A sweet wellness week-end.



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150 km of Cross Country "World" slopes in Val di Fiemme

SKI IN VAL DI FIEMME DURING DAY AND NIGHT!

NEW

SKI OPENING: MUSICA AND FUN ALL AROUND

With aperitifs, parties, concerts, and ski on the slopes we have everything ready to celebrate the first runs of the winter season





THANK YOU FOR YOUR KIND ATTENTION