

PRESS RELEASE - APRIL 11, 2018



## Mountain Planet is giving the first "Mountain Planet Awards" rewarding investments made in mountain resorts

### Investment in resorts is in the spotlight with the first "Mountain Planet Awards"

Mountain Planet will take place from April 18 to 20, 2018 in Grenoble/Alpexpo. With 18,000 visitors and 900 exhibiting brands, it is an essential meeting place for players in the global mountain industry. It is home to all the manufacturers and industrialists in the sector who work to equip ski resorts. For 2018, the organizers wish to highlight "investment" which is a major challenge for the development of business, job creation and the satisfaction of holidaymakers. Mountain Planet, organised by Alpexpo and co-chaired by Anem and Domaines Skiabiles de France (DSF), gives for the first time in partnership with the Cluster Montagne, the "Mountain Planet Awards" which reward the best investments made by ski area operators and managers in mountain resorts, in France and abroad.

Claus Habfast, President of Alpexpo, talks about the creation of the "Mountain Planet Awards": "Mountain development is a dynamic sector that creates jobs as well as economic activity and tourism in these territories. There are 130 million\* skiers worldwide and studies show that for every job in a ski lift and ski area operation, there are five jobs in the resort's other services. The resorts are a source of business and employment not only in winter, but during the entire year. That is why we have decided to honor the companies that are investing for the future of the mountain and its resorts."

The list of winners will be announced in their presence at the first "Mountain Planet Awards" ceremony to be held on Wednesday April 18 during the Mountain Planet Gala Evening at Summum Alpexpo in Grenoble.

\* "International Report on Snow and Mountain Tourism" data.

### Mountain Planet: facts and figures

Created in 1974 in Grenoble, Mountain Planet is the world exhibition for mountain development and industry. It allows professionals in the sector to unveil innovations and the latest trends/technologies for sustainable mountain development in summer and winter. Mountain Planet welcomes more than 900 international brands. Its exhibition area is 42,000 m<sup>2</sup>. More than 18,000 trade visitors from over 60 countries come to each edition. More information at: [mountain-planet.com](http://mountain-planet.com)

For more information: [www.mountain-planet.com](http://www.mountain-planet.com)

### An Alpexpo event



#MountainPlanet

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