

Press release

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Transition and innovation—The two challenges for ski resorts at the heart of the next Mountain Planet trade show

Mountain Planet, the unmissable international mountain development trade show showcasing the most recent innovations and trends in the market, will take place at Alpexpo—the Grenoble exhibition center in the French Alps—from April 22 to 24, 2020. A major event for mountain professionals bringing together international mountain industry players—manufacturers, elected officials, local authorities, hospitality establishments, ski area operators, and more. Mountain planet will host three international master classes and several conferences, opening with the highly anticipated presentation by Laurent Vanat, the "International Report on Mountain & Snow Tourism", which identifies and analyses world data from almost 2,000 ski resorts in 67 countries.

With four months to go until its opening, the Mountain Planet trade show is already almost fully booked with 85% of the booking capacity for a 50,000 m² trade show hall already attributed. 900 exhibitors and brands are represented as well as 18,000 French and international visitors are expected to attend the three days at Alpexpo-Grenoble. As a trade show that showcases the evolution of tomorrow's mountains, Mountain Planet will be organising three master classes with international speakers presenting issues at the heart of the mountain industry:

"How to rejuvenate your customer base: A challenge for the future" - Wednesday, April 22

"The challenge of sustainable development for resorts in the future" - Thursday, April 23

"The new challenges for the customer journey and experience in the mountains" - Friday, April 24

Mountain manufacturers and businesses are taking part in Mountain Planet

The high-quality exhibitors that perfectly represent the sector make this show an international crossroads—a place of business, of exchange and of unmissable future ideas with businesses exhibiting such as: POMA, MND Group, Doppelmayr, Leitner, PistenBully, Prinoth, Skis Rossignol, LumiPlan, Skidata, Villeton, DCSA, Technoalpin, Demac, Axess AG, MDP Consulting, as well as start-ups like Alpinov. As a major player in research, development and innovation, the CEA will present technologies that will resolve the challenges of mountain trades to their exacting conditions of excellency.

The various competitive clusters are a source of dynamic energy and cooperation for the different players and will be gathered on the Auvergne-Rhône-Alpes stand: Cluster Montagne, Auvergne-Rhône-Alpes Entreprises, Cluster Outdoor Sports Valley, Cluster Indura, Cluster Eco-Bâtiment AURA, Digital League, Cluster Lumière.

French mountain partners will also be there with ANEM (The French National Association for Elected Officials in Mountainous Regions), DSF (French Ski Areas Association) and the ANMSM (The National Association for Mayors of Ski Resort Towns).

A new feature at Mountain Planet 2020 is the publishing of an "Innovation Book" which compiles the technological advancements which lead us into the future of mountains. Digital transformation and new technological tools, the future of resorts, and how mountains can become year-round attractions are just some of the subjects covered in this first "Innovation book".

The "Transition Village" is a new space to host innovative companies specialized in mobility, energy, and resource and waste management.

One of the highlights of the Mountain Planet trade show will be Domaine Skiable de France (DSF)—an association of over 250 French ski resorts amounting to over €1 billion in revenue and 18,000 employees—unveiling its finance sharing system to protect French mountains, by researching concrete solutions around water resources, biodiversity, waste and the reduction of greenhouse gases.

Find out more about Mountain Planet's exhibitors, programme and conferences online at mountain-planet.com.

About Mountain Planet: *Created in 1974 in Grenoble, France, Mountain Planet is a trade show on mountain industry and development. It allows industry professionals to unveil their latest innovations and technological advancements to bring economic and environmental sustainability to mountain development. Mountain Planet hosts over 900 exhibitors and international brands. It covers a surface area of 50,000 m². More than 18,000 professional visitors from over 60 countries go to every edition. For more info, visit mountain-planet.com*