

PRESS RELEASE

ALPEXPO, Grenoble (France), April 19, 2024

Mountain Planet: A Resounding Success with Increased Attendance and Strong International Presence

Grenoble (France), April 18, 2024 Celebrating its 50th anniversary at Grenoble-ALPEXPO, Mountain Planet solidified its position as an indispensable meeting point for industry stakeholders. This year's event attracted nearly 20,000 professionals from 67 countries, all keen to discover the latest offerings from exhibiting brands and participate in themed conferences. Exhibitors enjoyed a highly qualified visitorship, with a notable increase in international attendees, comprising a majority of mountain industry players involved in ongoing investment projects and in search of equipment, innovative solutions, and sustainable technologies.

Welcome by Madame Dominique Faure, Minister Delegate in Charge of Local Authorities and Rural Affairs The Minister addressed the key challenges facing mountain areas, particularly in terms of adaptation to climate change. She discussed the major strategies initiated by the government to assist mountain regions in their transitions, emphasizing that «The ski economy is not finished; it makes sense for the territories, including financing the transitions that need to be undertaken.»

International Delegations at Mountain Planet

The attendance of numerous international delegations highlights how Mountain Planet serves as a crossroads for mountain communities from all around the world over three days, with strong participation from India, the United States, Canada, and South America.

2024 International Report of Snow and Mountain Tourism.

The 16th edition of the International Report on Snow and Mountain Tourism, presented by Laurent Vanat at the opening conference, covers the 2022/23 ski season globally. Like the previous season, it indicates that the ski industry remains healthy, with attendance levels consistent with the averages of the last two decades. Only China still experienced reduced visitation due to lingering COVID-19 effects, while in other countries, the pandemic was considered past, and skiers returned to the slopes. The winter of 2022/23 once again recorded more than 370 million skier days worldwide.

Mountain Planet is more than just an international trade show for conducting business; it is a crucial venue where industry actors gather around numerous themes through panel discussions and conferences discussing mobility, sustainability, data, customer service, energy, real estate, accessibility, and the inclusion of people with disabilities, seniors, and youth.

Several exhibitors testify about their participation in Mountain Planet 2024:

«Once again, we observe that regional stakeholders are present, bringing a diverse array of offerings to create an attractive, dynamic, and undoubtedly responsible and sustainable mountain environment. POMA has secured significant contracts at Châtel, Tignes, Val Cenis, and Tian Men Shan, and has reaffirmed support from the FFS. Mountain Planet remains an essential meeting place and a showcase for innovation. The trophy awarded to our Sky rider Aérolyve cabin experience signifies our ability to support the diversification of mountain destination activities,» stated Fabien Felli, President of POMA.

«We are particularly proud to participate in the 2024 edition, which marks a significant turning point for our group with the introduction of ORIZON, our new line of detachable ropeway transport systems designed for both natural and urban mobility. This event also provided an opportunity to showcase our latest innovations to our French and international clients, particularly in avalanche prevention, snowmaking, and four-season recreational activities,» said Xavier Gallot-Lavallée, CEO of MND.

«Doppelmayr, the global leader in ropeway transport, is pleased with its successful participation at Mountain Planet 2024. The event provided our group with an ideal platform to meet various sector actors. By bringing together international leaders and delegations from numerous countries, our presence facilitated fruitful exchanges and the strengthening of partnerships. The third day was particularly conducive to discussions among exhibitors,» noted Clément Nectoux, General Manager of Doppelmayr France.

«The 2024 edition of the Mountain Planet trade show was remarkable. It was a vibrant supplier show that demonstrated the dynamism of the mountain development sector over three days, with various new products and innovations reflecting the affirmed attractiveness of skiing. This show, aware of current challenges, provided pragmatic responses to today's issues, steering clear of political platforms,» commented Denis Ribot, General Manager of LEITNER France and PRINOTH France.

«The 2024 edition was a great success. We felt significant enthusiasm from our clients and noted an increase in international presence. This was an opportunity for us to showcase our flagship products, the PistenBully 800 and our electric machine, the PistenBully 100E, to announce Montgenèvre as the next ski resort to host our 25th challenge, to extend our partnership contract with the FFS, and to highlight women groomer drivers,» said Gilles Fournier, General Manager of Kässbohrer ESE.

«This edition of Mountain Planet was extremely successful. The show was highly dynamic, with a significant presence of international visitors! Our sales team was able to finalize many important projects. The success of this edition sends a very strong and positive signal for the future of the entire ski industry as well as for the development of mountain activities and territories,» said Erich Gummerer, CEO of TechnoAlpin.

«It was a great first for the Netherlands with a collective pavilion showcasing Dutch companies on the French market, including SolarWoodle and Hydraloop, as well as BigAirBag and Bike.box, which had their own booths. The show is very international, and we are very pleased to have represented the Netherlands and highlighted our innovative solutions with our partners SportsNL and the Dutch Cycling Embassy. We are committed to returning in 2026 with a focus more oriented towards sports, particularly in light of the upcoming 2030 Winter Olympics,» stated Joris Houtman, Director of the Netherlands Business Support Office Lyon.

«We are very satisfied with our first participation at the Mountain Planet show. We were pleased to welcome many people to our booths; there were many international visitors, truly making the show international. We felt a real attraction from mountain professionals for our various displayed products. It is clear that drones will be increasingly used. Mountain Planet allowed us to develop our contacts in France but also in Andorra, Switzerland, Italy... We look forward to returning in the next edition,» said Loïc Richard for the new Drone Village.

Their sights are now set on the 2026 edition, which will be from April 21 - 23, 2026, in Grenoble/Alpeexpo.

About Mountain Planet: Created in 1974 in Grenoble, France, MOUNTAIN PLANET is the global trade show for mountain development and industry, held at ALPEXPO, the exhibition park in Grenoble, Auvergne-Rhône-Alpes, France. It is a major event and international meeting place for mountain development, showcasing the most recent innovations and trends in the market, and taking place every two years. Every two years, it brings the entire global mountain ecosystem—manufacturers, elected representatives, local authorities, accommodation providers, ski area operators, and more—together. It allows industry professionals to unveil their latest innovations and technological advancements to bring economic and environmental sustainability to mountain development. Every edition of MOUNTAIN PLANET hosts over 900 exhibitors and international brands. It covers a surface area of 50,000 m². More than 20,000 professional visitors from over 67 countries participate. For more info: mountain-planet.com

Press contacts: Alternative media agency

Alexandre Bérard – Tel. +33 (0)6 45 42 95 46 – alex@alternativemedia.fr

Marie Lourdel – Tel. +33 (0)6 85 94 50 27 – marie@alternativemedia.fr

Press room: alternativemedia.fr