

PRESS RELEASE

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The 2024 International Report on Snow and Mountain Tourism will be unveiled at Mountain Planet next April.



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Swiss expert Laurent Vanat will unveil his “2022/23 International Report on Snow and Mountain Tourism” during Mountain Planet, the world’s leading trade show for the mountain industry, which will be held at Grenoble-Alpeexpo from April 16 to 18, 2024. This annual report lists and analyzes data from nearly 2,000 ski resorts in 68 countries around the world. The report will be presented at the trade show’s opening ceremony Tuesday, April 16 at 10 a.m. and will be broadcast live on the internet in French and English.

International players in the mountain development industry will meet in Grenoble from April 16 to 18, 2024 to share ski resort best practices and experiences from around the world, compare their points of view and expertise, and discover the latest international innovations in planning, environment, ski lift technology, safety, software, services, and more. Mountain Planet is the world’s leading trade show for the mountain development industry and will reveal the latest innovations from around the world. It also provides insights into future trends. Mountain Planet organizes conferences, workshops, roundtables, B2B meetings, award ceremonies, on-site tours, etc. with all the market’s main stakeholders. The detailed program will be announced on <https://www.mountain-planet.com/en/programme/>

For 16 years, the Swiss consultant Laurent Vanat has been monitoring and analyzing the world ski and mountain market by publishing his International Report on Snow and Mountain Tourism every April. Internationally recognized, Laurent Vanat’s annual report «INTERNATIONAL REPORT ON SNOW & MOUNTAIN TOURISM» lists and analyses data from nearly 2,000 ski resorts in 68 countries around the world.

Facts, figures, investments, visits, trends, snowfall, and more: the report examines and details the ski, snow, and mountain industry and its evolution to fuel strategic reflexion and a real public debate. It contains information on all destinations in the Alps and North America, new arrivals, such as China or Eastern Europe, or the less well-known destinations, such as India or Pakistan. Each year, the International Report on Snow and Mountain Tourism highlights the situation, evolution trends, and potential of the ski market to help international players in the snow and mountain tourism industry meet the important challenges ahead. See you on April 16, 2024, at Mountain Planet in Grenoble to discover a preview of the conclusions of the 16th edition of the report.

About MOUNTAIN PLANET: Created in 1974 in Grenoble, France, MOUNTAIN PLANET is a trade show for mountain development and industry. The next edition will take place from April 16 to 18, 2022 at ALPEXPO , the event park in Grenoble, 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 23.000 professional visitors from over 71 countries participate. For more info, visit [mountain-planet.com](https://www.mountain-planet.com)

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