

## PRESS RELEASE

Alpexpo Grenoble (France), January 2, 2024

### Mountain Planet, the International Show Dedicated to Mountain Development Unveils Its Program

For its 50th anniversary from April 16 to 18, 2024, Mountain Planet, the international trade show for mountain development and innovation, unveils its program.

Mountain Planet, the world's largest trade show dedicated to mountain innovation and development, will take place from April 16 to 18, 2024 in Grenoble's ALPEXPO event park. The 2024 edition will also celebrate the 50th anniversary of this industry-defining event, recognized as a global crossroads and essential business, exchange, and foresight hub for mountain professionals and industries. Each edition welcomes all global players from the mountain ecosystem—manufacturers, elected officials, local authorities, accommodation providers, ski area operators, associations, farmers, and other mountain professionals—representing 23,000 professionals with 2,900 international visitors from 71 countries.

#### 50 YEARS OF IMAGINING THE FUTURE OF MOUNTAINS

Celebrating its 50th anniversary, Mountain Planet, an essential meeting point for the international mountain community, explores the future of mountains. The event, spanning 50,000 m<sup>2</sup> with over 900 exhibiting brands, delves into mountain-related economic, sociological changes, environmental challenges, mobility, pastoralism, big data, and communication.

#### INTERNATIONAL REPORT ON SNOW AND MOUNTAIN TOURISM

Kicking off the trade show on Tuesday, April 16, 2024, at 10 am, Swiss international expert Laurent Vanat will present his International Report on Snow and Mountain Tourism 2024. This annual report, published in partnership with Mountain Planet, lists and analyzes data from over 2,000 ski resorts in 68 countries. Covering facts, figures, investments, attendance, trends, snow conditions, it scrutinizes and details the ski, snow, and mountain industry and its evolution. It highlights the situation, trends, and potential of the ski and mountain market.

#### CONFERENCE PROGRAM

The event features numerous daily conferences and panel discussions on a variety of topics. The first major conferences, led by international speakers, will focus on:

- 1/ CSR related to mountain resorts in winter and summer.
- 2/ Customer loyalty or the challenge of hyper satisfaction
- 3/ The new superpowers of data



## **MOUNTAIN PLANET AWARDS**

The «Mountain Planet Awards» are back, honoring collaborative projects between exhibiting brands and ski area managers in resorts, both in France and abroad. Applications will open soon, and details are available from the event's website.

## **FOREIGN DELEGATIONS VISITING THE SHOW AND MOUNTAINS**

Delegations from across five continents—including the United States, India, Colombia, Mexico, Argentina, Japan, China, Australia, the United Arab Emirates, Africa, Poland, and more—attend each edition of Mountain Planet. Around thirty foreign delegations with ongoing investment projects participate. Besides attending the event, these delegations also visit various French mountain ski resorts, organized in conjunction with Cluster Montagne, the association representing the French mountain development industry. This year, La Rosière and Les Arcs ski resorts will welcome over 250 international decision-makers to explore the latest mountain innovations.

## **A FRENCH OLYMPIC BID FOR 2030**

The French Alps, backed by the Auvergne-Rhône-Alpes and South Provence-Alpes-Côte d'Azur regions, have been selected by the International Olympic Committee for «targeted dialogue» for hosting the 2030 Winter Olympics and Paralympics. France, with the world's largest skiing area, includes 238 ski and mountain resorts, generating 120,000 jobs annually and hosting over 10 million tourists (26% international). The economic impact of French winter mountain tourism amounts to 10 billion euros per year, representing 15% of the national tourism revenue. France also boasts one of the most significant and renowned mountain development industries in the world, featuring various groups, mid-sized enterprises, and many companies globally recognized for their expertise in this field. As the Paris Olympic Games approach and with the final decision announcement set for July 2024, Mountain Planet will undoubtedly mark a new milestone for the French bid.

## **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 m<sup>2</sup>. More than 23.000 professional visitors from over 71 countries participate. For more info, visit [mountain-planet.com](http://mountain-planet.com)

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