

## PRESS RELEASE

**ALPEXPO, Grenoble (France), March 14, 2024**

### **At the international Mountain Planet trade show, panel discussions are building tomorrow's mountains.**

On April 16, 2024 Planet, the international mountain development trade show, will open its doors at Grenoble-ALPEXPO (France) and unveil the latest technological innovations and trends in mountain development. This must-attend international event, held every two years in the heart of the French Alps, brings together 900 exhibitors and brands as well as 23,000 professionals from more than 70 countries over a 50,000m2 exhibition space.

The trade show also offers an opportunity for professionals to share their experiences through round table discussions. Visitors, exhibitors, and the entire mountain sector benefit from valuable international insights. Each morning at 11 a.m., the panel discussion is one of the highlights of the show shaping the mountain of tomorrow. **"The New Superpowers of Data"**, **"CSR: An Opportunity to Seize?"**, and **"Customer Loyalty or the Challenge of Hyper Satisfaction"** are the three main themes of the panel discussions for the 2024 edition.

#### **ROUND TABLE #1: The New Superpowers of Data**

*Tuesday, April 16 - 11 a.m. - 12 p.m.*

Summary: "Mass personalization in real time" is the key to the future of tourism destination marketing. Delve into a world where personalization becomes the norm, using data that caters to individual needs, weather, and real-time people flows in a region. Industry experts will present the opportunities offered by the latest major developments to sell and shape the experiences of tomorrow's travelers.

*Speakers: Thomas ISNARD (CEO of Apollo Plus – France), Sébastien TRAVELLETTI (Vice President of the Board of Directors at Magic Mountain Cooperation – Switzerland), Kelly PAWLAK (CEO of NSAA – USA)*  
*Moderator: Armelle SOLELHAC (CEO of Switch – France)*

#### **ROUND TABLE #2: CSR: An Opportunity to Seize?**

*Wednesday, April 17 - 11 a.m. - 12 p.m.*

Summary: Corporate Social Responsibility (CSR) Three letters that spark interest and just as many questions when starting this voluntary approach. What are the benefits? Where to start? What resources to implement? Is the tourism economy truly compatible with CSR? And is this the right time to initiate it? Companies share the contributions of CSR to their future, their employees, and their environment.

*Speakers: Laure JARLAUD (CSR Manager at Rossignol Group – France), Fabienne CARROSCO (Director of CSR & Finance at MMV – France), Marie-Clémence VALLIER (QSE Manager at Les Arcs resort – France)*  
*Moderator: Armelle SOLELHAC (CEO of Switch – France)*

### **ROUND TABLE #3: Customer loyalty or the challenge of hyper satisfaction**

Thursday, April 18 - 11 a.m. - 12 p.m.

Summary: Discover the secrets to delighting and retaining the most demanding travelers in a world where competition among tourist destinations is intensifying. Speakers will decode innovative strategies and tools used to anticipate expectations and retain customers seeking memorable experiences.

*Speakers: Julie CHARRIER (Marketing Manager at CDA – France), Estelle VERDIER (Managing Director at Decathlon Travel – France), Peter VAN DER SCHANS (Executive Director & Vice President at IAAPA – Netherlands)*

*Moderator: Marie-Hélène BOISSIEUX (Founder and Manager of Adeo consulting firm)*

Find all the highlights of the show at <https://www.mountain-planet.com/programme/>



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](https://www.mountain-planet.com)

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