

# PRESS RELEASE



## **Mountain Planet 2026: a strategic event addressing the key challenges facing mountain regions of the future**

Grenoble (France), 23 April 2026 – The Mountain Planet international mountain development exhibition concludes today after three days of intense discussions, confirming more than ever its role as the leading international event for professionals in mountain development. The exhibition brought together public decision-makers, manufacturers and operators in Grenoble. The 2026 edition highlighted the major changes taking place in the sector: technological innovations, the energy transition and the diversification of tourism models. These themes were at the heart of the debates, conferences and business meetings that punctuated the exhibition. Mountain Planet 2026 recorded excellent results, driven by a 4.5% increase in visitor numbers.

### **Strong political commitment to the sector**

The strong presence of the State and local authorities confirmed the attention being paid to mountain regions. The exhibition was opened by Marina Ferrari, Minister for Sport, Youth and Community Life, and featured speeches by Michel Fournier, Minister of State for Rural Affairs, on natural risk management, and Gaël Le Bourgeois, Ministerial Delegate for Accessibility and Senior Official for Disability Inclusion, who spoke on mountain accessibility. Fabrice Pannekoucke, President of the Auvergne-Rhône-Alpes Region, was present and reaffirmed the region's support for a sector that is key to the regional economy. He officially launched the Tremplin 2030 label for businesses ahead of the 2030 Winter Olympic and Paralympic Games.

The presence of Edgar Grospron, President of the Organising Committee for the 2030 French Alps Winter Olympic and Paralympic Games, was also a highlight.

### **With 399 million skier days worldwide, the 2024/25 season is set to be the best since the start of the 21st century**

During the conference on market dynamics, Laurent Vanat highlighted the performance of the global ski industry, with 399 million skier days recorded. This high figure confirms the appeal and desirability of the sport, despite climatic and economic uncertainties. He did, however, highlight significant disparities across different regions of the world, with some destinations returning to pre-crisis levels whilst others remain vulnerable.

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## **Focus on the 2030 Winter Olympic and Paralympic Games in the French Alps**

With three and a half years to go, Mountain Planet is establishing itself as a testing ground for the Olympic and Paralympic Games: infrastructure, transport, accessibility, visitor experience and legacy were at the heart of discussions, with a shared ambition: to make this event a model for sustainable and innovative Games.

## **The CITY CABLE CAR SOLUTIONS 3CS conference, a first in France for urban cable transport.**

Among the highlights of the exhibition, the event on urban cable transport, CITY CABLE CAR SOLUTIONS 3CS, gave the floor to international experts and transport authorities from the Île-de-France and Toulouse regions, which operate the Câble C1 and Téléo cable cars respectively. They highlighted in particular how these new lines are transforming passengers' daily lives: bright, quiet and uncrowded cabins significantly reduce the stress of the commute and improve overall satisfaction with travel.

## **A trade fair that confirms its role as a barometer for the sector**

Beyond the excellent attendance figures, this 2026 edition confirms the vitality and adaptability of a rapidly evolving sector. Mountain Planet has once again played its role as a catalyst, bringing together the entire ecosystem around a shared vision of the mountains of tomorrow.

In Grenoble, one thing is certain: faced with challenges, the mountains do not simply endure; they have organised themselves through an industry that is inventing an ever more responsible, diverse and resilient future. The next edition of Mountain Planet will take place in Grenoble from 11 to 13 April 2028.

**About Mountain Planet:** MOUNTAIN PLANET is the global trade fair for mountain development and industry, held at ALPEXPO, the event venue in Grenoble, in Auvergne-Rhône-Alpes (France). An international gathering for mountain development and a showcase for the latest innovations and market trends, this major event for mountain professionals brings together the entire global mountain ecosystem (manufacturers, elected officials, local authorities, accommodation providers, ski resort operators, etc.) every two years. It enables industry professionals to unveil innovations and the latest trends and technologies for the sustainable development of mountain regions in both summer and winter. At each edition, MOUNTAIN PLANET welcomes over 900 international exhibitors and brands. Its exhibition space covers 60,000 m<sup>2</sup>. More than 21,000 trade visitors from over 65 countries attend. The 2028 edition of the MOUNTAIN PLANET trade fair will take place from 11 to 13 April 2028 at Grenoble-ALPEXPO (France). More info at: [mountain-planet.com](https://www.mountain-planet.com)

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