

## AlpNet: Alpine tourism gathers its strength

**Ten leading alpine tourist organisations from Austria, Germany, Italy, France and Switzerland join forces to meet the challenges they have in common even better in future.**

Economic crises and unpredictable events – unstable conditions have almost become the norm for the tourist industry. Military conflicts on Europe's doorstep, extreme fluctuations in exchange rates, freak weather events, climate change and, last but not least, bargain-hunting guests who increasingly book at the last minute – these are only some of the challenges being faced by the industry.

For European tourism in the Alps, rapid responses to these challenges are particularly important: with about 375 million overnight stays per year, the Alps count as one of the most tourism-intense regions in the world, situated in a geographically and climatically sensitive environment. Measured against the rapid growth in world tourism, the alpine region is stagnating in the competition between international destinations.

With the founding of AlpNet, ten of the leading tourist organisations in the Alps have decided to confront the global challenges together, and in so doing to strengthen alpine tourism in all its facets. In the short term, the focus will be on four areas which are equally important for all destinations: the future of winter sports; new alpine summer attractions; sustainability and added value; and new markets for holidays in the Alps.

### About AlpNet

Currently **ten leading tourism organisations** from the European alpine region are behind the initiative: *Allgäu Tourism, Auvergne Rhone-Alpes Tourism, BE! Tourism, Graubünden Ferien, Luzern-Vierwaldstättersee, IDM Südtirol – Alto Adige, Tirol Werbung, Trentino Turismo, and Valais Promotion* have all come together under the umbrella of **AlpNet**. With more than 250 million overnight stays, the members of AlpNet collectively represent more than two third of the 375 million overnight stays in the alpine region.

One of the first AlpNet initiatives was to represent the international specialist tourist event **theALPS**. theALPS was held for the first time in Innsbruck in 2011 at the initiative of Tirol in collaboration with other leading alpine regions, with theALPS Trading room, theALPS Symposium and theALPS Award. In 2013 the AlpNet partner *Rhône Alpes Tourisme* (France) took on the role of host, in 2014 the event was held for the first time in Graubünden in the Swiss Alps, followed by Trentino (Italy) in 2015. The Tirol Werbung hosted theALPS 2016 in Innsbruck (Austria.), the last time for the time being.

### Board Members:

President Josef Margreiter (*Tirol Werbung*), Damian Constantin, (*Valais Promotion*), Thomas Aichner, (*IDM Südtirol-Alto Adige*)

### General Secretary:

Bettina Haas, AlpNet General Secretariat c/o HMC – Haas Marketing & Communications, office@the-alps.eu