

PRESS RELEASE - FEBRUARY 13, 2018



The international mountain industry is meeting at Mountain Planet from April 18 to 20, 2018 at Alpexpo-Grenoble, France.

Innovations, trends and the latest developments in all-season mountain industry and development will be showcased at Mountain Planet. All of the international industry players will be meeting from April 18 to 20, 2018 for the 23rd edition of the show focusing this year on what tomorrow has in hold for our industry.

With over 900 exhibiting brands and 18,000 professional visitors, Mountain Planet has built on our long-standing presence and our partners' loyalty, becoming the meeting place for the international mountain development economy. This B2B trade show provides mountain professionals and operators from all over the world the opportunity to see the latest innovations in expertise, products, and services on the market. It is also ideal for finding partners to bring new projects to fruition by meeting players from all sides of the industry.

Among business sectors present at Mountain Planet is ropeway transportation—aerial tramways, gondola and chairlifts, etc.—representing an international market estimated in 2016 at over €1.524 billion (\$1.9 billion) and with expectations exceeding €3.6 billion (\$4.6 billion) by 2024 according to the consulting agency Persistence Market Research Pvt. Ltd in New York City, USA.

Being open to the world and building the future: Mountain Planet is true to the spirit of innovation that abounds in the city of Grenoble. In 2018, the trade show will be offering round table conferences covering the diverse issues at hand in the industry and mountain tourism. On April 18, the first round table will unveil the numbers from Laurent Vanat's International Report on Snow and Mountain Tourism: news, numbers, investments, visits, trends, snow level, etc. This report details the ski, snow, and mountain industry and how it is changing. The report includes information from every mountain resort, from the Alps to North America, including emerging markets like China, and brand new markets like India or Turkey. The report provides a snapshot of what the situation is today and provides trends for where the market is going tomorrow.

Taking France as an example, where 23% of the territory is made up of mountains, the mountain economy is vital. French ski areas represent a winter market estimated at €9 billion for 10 million tourists and 51.1 million skier days during the 2016/2017 season. Winter tourism provides jobs across all French resorts to an estimated 120,000 people (French National Ski Areas Association data).

Eyes on the 2018 Pyeongchang and 1968 Grenoble Winter Olympics

2018 is a historic year for Grenoble due to celebrations for the 50th anniversary of the 1968 Winter Olympics and the organization of this trade show—a time that brought spectacular transformations to the city as well as the ski and mountain industries. French companies such as Rossignol, POMA, Petzl, and Montaz Mautino became international references and inspired the creation of the Mountain Planet trade show held at Alpexpo in 1974. This Olympic Anniversary is also an anniversary for the Alpexpo exhibition hall which was built in 1968 for the Games and welcomed athletes during the year. 50 years later, on February 26, 2018, French athletes leaving for the Pyeongchang Winter Olympics in South Korea will come directly to the Summit Alpexpo in Grenoble to celebrate the French delegation's return. A unique event co-organized by Alpexpo teams and the French National Olympic and Sports Committee.

Mountain Planet: facts and figures

Created in 1974 in Grenoble, France, Mountain Planet is the international trade show for the mountain development industry. It provides industry professionals with the opportunity to reveal their latest innovations and recent trends and technologies to bring sustainable development to mountains in all seasons. Mountain Planet welcomes over 900 international exhibitors and brands. The exhibition hall covers over 42,000 sq. m. Over 18,000 professional visitors from over 60 countries come every year.

For more information: www.mountain-planet.com

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