

PRESS RELEASE



The International Report on Snow and Mountain Tourism will be unveiled during the Mountain Planet trade show

Swiss expert Laurent Vanat has chosen Mountain Planet, the international mountain development and industry trade show, to unveil the data contained in his "International Report on Snow and Mountain Tourism". The presentation will be given at the opening ceremony for Mountain Planet on 18 April 2018 in Grenoble. The report will be published in French, English, and Chinese.

All international players in the mountain development industry will come together to meet in Grenoble from 18 to 20 April 2018. They will share their best experiences from ski areas all over the world—exposing their points of view, expertise, and showing off their latest innovations in mountain development, environment, safety, software, services, and so much more. Mountain Planet, the international mountain development and industry trade show is lifting the veil on recent developments and innovations. The show also provides a sneak peek into the mountain of tomorrow. Mountain Planet organises conferences, workshops, B2B meetings, awards, and on-site visits with all the major players and partners in the industry. The detailed program will be announced at <http://www.mountain-planet.com>

For 10 years, Swiss consultant Laurent Vanat has been tracking and analysing the international ski and mountain market. In April of every year, he publishes his International Report on Snow and Mountain Tourism. Recognized as the industry's leading authority, Laurent Vanat's annual report, the "INTERNATIONAL REPORT ON SNOW & MOUNTAIN TOURISM" catalogues and analyses data from over 2,000 ski resorts in 67 countries all over the world.

Facts, figures, investments, skier days, trends, snow data, and more: the report provides a detailed analysis of the ski industry—from snow on the mountain to the mountains themselves and the evolutions in the market. The report provides information on resorts in the Alps and North America, newcomers like China, and even lesser known countries like India and Turkey. Every year, the International Report on Snow and Mountain Tourism provides the status of what's going on in the industry, what trends are occurring, and what is to come for the market to help the international players in the Snow and Mountain Tourism industry face the important challenges of the day. In 2017, Laurent Vanat illustrated the "revolution in the classic business model in the ski industry and the leap forward experienced by Chinese ski resorts". Join us on 18 April 2018 in Grenoble at the Mountain Planet trade show and be the first to discover the report's findings.

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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**APRIL
18-20
2018
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