

# SUR PRIS INGLY INGE NIOUS



**Sustainability and Digitalization of Skiing Resorts** ... Year-round mountain experience

Åre / Hotel Holiday Club and TirolBerg

15 February 2019

[www.advantageaustria.org](http://www.advantageaustria.org)

Seminar with Swedish and Austrian experts followed by lunch...

...on the occasion of the FIS Alpine World Ski Championships in Åre 2019



## PROGRAM

FRIDAY 15 FEB. 2019		MORNING (FREE OF CHARGE)
10.30 – 11.00 <b>Hotel Holiday Club</b> <b>Room „Solskog“</b>	<b>COFFEE</b> Coffee and snacks	
11.00 – 11.05 <b>Hotel Holiday Club</b> <b>Room „Solskog“</b>	<b>WELCOME</b> Welcome address by Albrecht Zimburg (Handelsråd)	Albrecht Zimburg ( <b>ADVANTAGE AUSTRIA Stockholm</b> )
11.05 – 11.15 <b>Hotel Holiday Club</b> <b>Room „Solskog“</b>	<b>YEAR-ROUND MOUNTAIN EXPERIENCE</b> ... ways to make skiing resorts economically sustainable ... opportunities for summer – mountain experiences from Austria Incentive speech by Patrick Sagmeister (Deputy Director General, Advantage Austria)	Patrick Sagmeister ( <b>ADVANTAGE AUSTRIA</b> )
11.15 – 11.30 <b>Hotel Holiday Club</b> <b>Room „Solskog“</b>	<b>DIGITALIZATION</b> ...digitalization in winter sports ...business intelligence in tourism Incentive speech by Lars-Börje Eriksson	Lars-Börje Eriksson ( <b>Geztio</b> )
11.30 – 11.45 <b>Hotel Holiday Club</b> <b>Room „Solskog“</b>	<b>THE FUTURE OF SNOW</b> ...how does climate change affect winter tourism in Scandinavian mountains ...what will the situation for Nordic winter sports industry and ski resorts be like in the future Incentive speech by Prof. Per Holmlund	Per Holmlund ( <b>Stockholm University, Dep. for Physical Geography</b> )
11.45 – 12.30 <b>Hotel Holiday Club</b> <b>Room „Solskog“</b>	<b>PANEL DISCUSSION</b> Lars-Börje Eriksson and Per Holmlund discuss together with Oliver Suter, Erich Gummerer, Andreas Muigg, Robert Schelander and our audience.	Oliver Suter ( <b>Axess</b> ) Erich Gummerer ( <b>TechnoAlpin</b> ) Andreas Muigg ( <b>Prinoth</b> ) Robert Schelander ( <b>Web Media Solutions</b> )
12.30 – 13.30 <b>TirolBerg</b>	<b>LUNCH TirolBerg</b> Lunch in Tyrolean style and opportunity to network	
FRIDAY 15 FEB. 2019		AFTERNOON (OPTIONAL – AT YOUR OWN COST)
14.15 <b>Alpina Nationalarena</b>	<b>GIANT SLALOM MEN (First Run)</b> FIS Alpine World Ski Championships Åre 2019	
17.45 <b>Alpina Nationalarena</b>	<b>GIANT SLALOM MEN (Second Run)</b> FIS Alpine World Ski Championships Åre 2019	
FRIDAY 15 FEB. 2019		EVENING (OPTIONAL - AT YOUR OWN COST)
approx. 19.30 <b>TirolBerg</b>	<b>DINNER</b> Exclusive dinner in Tyrolean style and opportunity to network	

Program is subject to change.

The attendance at the seminar and the lunch are free of charge but **require registration via E-Mail** ([stockholm@advantageaustria.org](mailto:stockholm@advantageaustria.org)) beforehand. Tickets for the ski race can be organized via ADVANTAGE AUSTRIA at your own cost (reduced price). Also the attendance at the dinner is at your own cost. In addition, tickets and dinner require registration via E-Mail as well.

Find your way:

- Hotel Holiday Club Åre, Åre Strand
- TirolBerg Åre, Åre Strand (next to Holiday Club Åre)

