

## **INTERALPIN strengthens its international network in North America at the NSAA Convention & Tradeshow**

*The NSAA National Convention & Tradeshow 2026 brought together key players from the North American cable car and winter sports industry in California. INTERALPIN, the world's leading trade fair for alpine technologies, used the event to foster international industry dialogue and to strengthen its long-standing partnership with the National Ski Areas Association (NSAA), thereby further demonstrating its international brand presence.*

**Innsbruck/Carlsbad, 13/05/2026.** INTERALPIN was represented at the NSAA National Convention & Tradeshow in Carlsbad, California, from 4 to 7 May 2026. Organised by the National Ski Areas Association (NSAA), the event is regarded as the key industry gathering for the North American cable car and winter sports sector, bringing together around 850 industry professionals from ski resorts, the manufacturing sector and infrastructure providers. The professional programme focused on current challenges and future topics facing the industry, including sustainability, technological innovations, artificial intelligence, the guest experience, and operational and safety concepts for mountain destinations.

### ***INTERALPIN strengthens its partnership with the NSAA***

By exhibiting at the NSAA Convention & Tradeshow, INTERALPIN is underlining its international focus and close ties with the American market, which in turn is strongly represented at INTERALPIN: according to an independent visitor survey, over 500 trade visitors, almost exclusively executives and decision-makers, travelled from North and South America to attend INTERALPIN 2025.

On the sidelines of the event, INTERALPIN project manager Stefan Kleinlercher met with NSAA President and CEO Michael Reitzell. During their discussion, they reaffirmed the decades-long partnership between the NSAA and INTERALPIN and agreed to further strengthen their international exchange. CITY CABLE CAR SOLUTIONS 3CS was also presented in North America for the first time as part of the convention. "The long-standing partnership with the NSAA is an important part of INTERALPIN's international networking within the industry. The face-to-face exchange in Carlsbad has once again demonstrated how valuable this connection is for both sides," emphasises **Stefan Kleinlercher**.

### ***Next meeting point: INTERALPIN 2027***

All eyes are already turning to the upcoming industry events in 2027: INTERALPIN, taking place from 20 to 23 April 2027 at Messe Innsbruck, and the NSAA National Convention, which will be held from 2 to 5 May 2027 on Amelia Island, FL.

For more information visit [www.interalpin.eu](http://www.interalpin.eu)

Please do not hesitate to contact me if you have any questions. We look forward to your coverage!

**Julia Zachenhofer, BA**  
Communication & PR

**PRESS RELEASE**

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**Messe Innsbruck**

Kapuzinergasse 11, 6020 Innsbruck, Austria

☎ +43 (0) 512 5383 2178

✉ [j.zachenhofer@cmi.at](mailto:j.zachenhofer@cmi.at)

**[www.cmi.at](http://www.cmi.at)**