

THE LEADING INTERNATIONAL TRADE FAIR FOR
ALPINE TECHNOLOGIES SINCE 1974

April 19–21, 2023

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New horizons for alpine technologies: INTERALPIN Inspiration Days 2023 to offer a high-quality programme including keynote speech by Eduardo Santander

INTERALPIN, the world's leading trade fair for alpine technologies, will be held at Messe Innsbruck from 19 to 21 April 2023. The successful premiere of the INTERALPIN Inspiration Days during INTERALPIN 2019 has prompted the decision to continue this new and innovative conference format. The second INTERALPIN Inspiration Days will therefore form part of this international leading trade fair once again. On 20 and 21 April 2023, industry experts will present a first-rate programme all about innovation, marketing, sustainability and digitalisation for setting the scene, marketing and focusing on the future on and in the mountains.

Innsbruck, 21 March 2023. As the most important summit for the global alpine technologies industry, INTERALPIN is once again set to welcome all the key decision-makers from over 100 countries to Messe Innsbruck this year. "The INTERALPIN Inspiration Days are a fresh and successful format that was very well received by the industry even as it made its début in 2019," explains **Christian Mayerhofer**, Managing Director of event organizer Congress Messe Innsbruck. "This second edition is intended to underline INTERALPIN's leading position in the sector and consolidate it further." Issues relating to positioning, marketing and digitalisation will be discussed in even greater depth at the world's leading trade fair, while sustainability will also be a major topic of conversation. A series of keynote speeches, panel debates and company presentations will help the audience of industry specialists tap into the latest findings and solutions.

Keynote speech from the director of Europe's umbrella organisation for tourism

The INTERALPIN Inspiration Days will open with a keynote address by Eduardo Santander, Executive Director of the Brussels-based European Travel Commission. His speech, entitled "Looking into the future of tourism in Europe", will explore the future of alpine tourism against the backdrop of Europe's current political and economic situation. The two days will see no fewer than 14 talks on the topics of marketing and data, sustainability in alpine tourism and innovation on and in the mountains, each of them with a highly practical bent. More keynote speeches, including "Overcoming challenges in building data-driven business models" by Andreas Tauschner (Auveria) and "Electromobility and alternative drives under extreme conditions" by Professor Timo Jacob (Ulm University), will reinforce INTERALPIN's position as the leading innovation platform in the industry.

Advance registration requested

"Participants have sufficient time between the individual sessions to explore everything the trade fair has to offer," says INTERALPIN Project Manager **Stefan Kleinlercher**. Noting that this enables trade fair visitor to pick and choose the specific presentations that are of greatest interest to them. "This ensures terrific added value for participants and companies at INTERALPIN in the form of knowledge transfer, while the participating companies also have the chance to make a big impression on all those in attendance," explains Kleinlercher. For visitors, participation in the INTERALPIN Inspiration Days can be booked at a rate of only € 5.00 per session. Online bookings in advance of the trade fair are requested and advisable due to the limited number of places.



INFO on the trade fair and the supporting program can be found at: www.interalpin.eu

I will be happy to answer any questions you may have, and we look forward to your reporting.

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