

Innovative Mountain Tourism

Study Tour:

Innovation, Business Models and Sustainability in Mountain Resorts

Draft – 11th of February 2009



General information

The project organising this study tour is Innovative Mountain Tourism (www.fjellturisme.no). This is a project in the Norwegian national Arena-program for regional cluster development (www.arenaprogrammet.no).

The project aims at attracting more foreign visitors to the mountain region in the summer period. Since 2004 seven typical ski destinations around the Hardangervidda National Park have worked with innovation in network. Their common target is to get a stronger position as summer destinations. The Innovativ Mountain Tourism project includes four major activities:

- Networks and knowledge
- Entrepreneurship and product development
- Conceptualizing and sales
- Framework conditions

Please look [here](#) for a brief presentation of the project in English.

The project period ends in 2009 and the study trip to USA will be the final trip organised by the project. Innovative Mountain Tourism has arranged several study trips during the project period (Austria/Switzerland, Sweden, Canada/Rocky Mountains, New Zealand, Scotland and South Tyrol/Italy).

Participants

The participants on this study trip are from mountain destinations/regions or organisations engaged in developing mountain tourism:

- Public actors (locally and regionally), politicians etc.
- Research & Development, Academia
- Private tourism companies (hotels, lift companies, investors, developers, event/activity companies etc.)
- Destination marketing companies

The participants are mainly from the mountain destination cluster;

[Geilo](#), [Hemsedal](#), [Gol](#), [Rauland](#), [Rjukan](#), [Hovden](#) and [Vrådal](#).

Some participants will join the group from winter destinations in Western Norway ([Voss](#) etc).

Flight schedule (confirmed 45 seats)

Departure	Arrival	Flight	Departure date / time	Arrival date / time
Oslo	Philadelphia	US789	27.05.2009 13:00	27.05.2009 15:45
Philadelphia	Denver	US751	27.05.2009 18:10	27.05.2009 20:34
Denver	Philadelphia	US750	03.06.2009 13:30	03.06.2009 18:53
Philadelphia	Oslo	US788	03.06.2009 20:35	04.06.2009 10:35

Price

NOK 21.000 pr person included:

- Flight Oslo - Denver t/r
- Program and presentations
- Buss and tour leader
- Accomodation and breakfast (7 days)
- Dinner (Group dinner for at least 4 out of 7 days is included. Dinner on individual basis is extra)
- Lunch (Group lunch for at least 4 out of 7 days is included. Lunch on individual basis is extra)
- Product testing (Group activities is included. Activities on individual basis is extra)

Focus and issues

The main topic is to learn more about how to make successful Mountain Tourism resorts. The target for the Innovativ Mountain Tourism project is to develop the tourism traffic to the destinations the **whole year** through. Issues like Sustainable Tourism, National Parks, local/regional planning, develop and commercialize new Summer Activities/Concepts and are of great interest. Different local/regional partnerships and business models used in product development and sale/distribution are other issues we would like to learn more about.

A detailed study trip program is under planning (see draft page 4-6). These are some of issues the program will cover:

- Mountain destinations with focus on sustainable development
- Mountain destinations and making successful whole year
- National Park tourism – managing/developing communities and towns within the parks
- Destination planning / area structuring/re-structuring
- Tourism Development and also the importance of redevelopment
- “Best Cases” of targeted and segmented product development and market communication to different segments (From the Very Upper Marked/Posh to the Young Snowboarders).
- Trends within mountain tourism. Growing niche markets
- The importance of using new/social media as marketing tool
- The “inner commercial life” on a destination / Owning and managing the Cash Points
- The health and sports segment
- Developing old mining cities into successful tourism destinations
- Cluster effects
- Events and activities
- The importance of a village/resort town

Meetings / presentations:

We will like to arrange meetings / presentations with:

- researchers / University staff
- the Mayor and planners at each location
- the local tourism manager (Chamber of Commerce in the US)
- the General Manager (if possible) and resort department heads - summer activities, marketing, environment
- Tourism Business like hotels, restaurants etc
- some one from the Province tourism board

Program

- General lectures, presentations and visits for everybody
- Specialised program for smaller groups, for example half day with choices like:
 - National Park Administration
 - Sports/Health Segment
 - Town and Destination planning
- Product testing on individual basis and/or group basis
- Individual time for own activities/meetings

Study tour planning team:**Ingrid Solberg Sætre**

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Suggested literature:

T. Clark; A Gill & R. Hartmann: "Mountain Resort Planning and Development in an Era of Globalization". Cognizant Communication Corporation. NY. 2006.

Links:

<http://www.colorado-directory.com/maps/index.html>

Colorado USA Study Tour – May/June 2009

Date	Location	Focus and Study Issues	Possibilities for Product Testing
<p>27.05.2009 – Wednesday</p> <p>Hotel - Best Western Boulder Inn www.boulderinn.com/</p>	<p>20:34 Arrive from Oslo Bus To Boulder</p> <p>Overnight Boulder</p>	<p>Rest</p>	
<p>28.05.2009 – Thursday</p> <p>Hotel - Best Western Boulder Inn www.boulderinn.com/</p>	<p>Boulder, Colorado</p> <p>Overnight Boulder</p>	<p>Location: Chautauqua www.chautauqua.com</p> <p>Morning Study Session with Chuck Goulder (if available) Nolan Rosall (RRC Associates consultants to National Ski Areas Association) University of Wyoming representative</p> <p>Break</p> <p>Presentation from Chautauqua manager</p> <p>Afternoon – Product Testing</p>	<p>Walking tour of Boulder “torget” Pearl Street Mall</p> <p>Boulder Climbing Gym www.flatironsclimbing.com</p> <p>Bicycle pathway system</p> <p>Seminar on Health and Fitness destination as economic development stimulus</p>

<p>29.05.2009 – Friday</p> <p>Hotel – The historic Stanley Hotel www.stanleyhotel.com/</p>	<p>Estes Park, Colorado</p> <p>Overnight Estes Park</p>	<p>Study Session Meeting – Scandinavian Festival organizers www.estesmidsummer.com</p> <p>Study Session Meeting with National Park and City Representatives – cooperation for Tourism and Sustainability</p>	<p>Rafting</p> <p>Seminar on Stanley Hotel www.stanleyhotel.com and historic tourism and economic development with Economic Development officials</p> <p>Walking tour of tourism streets</p> <p>Bicycle pathway system</p>
<p>30.05.2009 – Saturday</p> <p>Hotel – Great Divine Lodge www.breckresorts.com/greatdividelodge</p>	<p>Breckenridge, Colorado</p> <p>Overnight Breckenridge</p>	<p>Study meeting with County tourism officials</p> <p>Tours of Copper Mountain and Keystone – possible visit to Conference building</p> <p>Afternoon – Product testing</p>	<p>Product Testing Outdoor activities, bikes, rafts, gondola rides, ATV, sport vehicles</p>
<p>31.05.2009 – Sunday</p> <p>Hotel – Great Divine Lodge www.breckresorts.com/greatdividelodge</p>	<p>Breckenridge, Colorado</p> <p>Overnight Breckenridge</p>	<p>Open activities</p>	<p>Gold Mine Tour</p>

<p>1.06.2009 – Monday</p> <p>Hotel – Evergreen Lodge www.evergreenvail.com/</p>	<p>Vail</p> <p>Overnight Vail</p>	<p>Seminar with Town of Vail Economics and Planning Departments</p> <p>Break</p> <p>Seminar with Vail Resort Representatives – guest services / cash points (possibility only – normally charge fee)</p> <p>Afternoon – Product Testing</p>	<p>Product testing Gondola Ride, mountain bike,</p>
<p>2.06.2009 – Tuesday</p> <p>Hotel – Evergreen Lodge www.evergreenvail.com/</p>	<p>Vail</p> <p>Overnight Vail</p>	<p>Tour Beaver Creek and Avon gondola</p> <p>Town of Avon presentation - summer tourism at the base of a ski resort</p> <p>Afternoon</p> <p>No activities – Summary and Farwell Dinner 19:00</p>	<p>Possible small group trip to Aspen (in rent cars) – festivals and planning / health and fitness</p> <p>Vail Product testing</p>
<p>3.06.2009 – Wednesday</p>	<p>07:30 Return from Vail – 13:30 Depart from Denver</p>		
<p>4.06.2009 – Thursday</p>	<p>Arrive in Oslo</p>		