Interreg Alpine Space

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BeyondSnow

ARCTUR

VISUAL STORYTELLING REPORT on national /regional capacity building events

D.3.1.1 – October 2025

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BeyondSnow

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BeyondSnow is an Interreg - Alpine Space project co-funded by the European Union. It aims at decreasing the snow-dependency of Alpine Space snow tourism destinations, strengthen their resilience to climate change and retain/increase the viability for residents and their attractiveness for tourists.

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1 Context and Objectives

This report presents the narrative of the national and regional capacity building events held as part of Activity A3.1 of the BeyondSnow project. The aim was to support the dissemination and practical uptake of the Resilience Decision-Making Digital Tool (RDMDT) through a coordinated set of training activities targeting Alpine Space (AS) and EU-level professionals, destination management organisations (DMOs), journalists, local stakeholders, and authorities.

The objectives of these activities were to:

1. Educate local and regional professionals and stakeholders on RDMDT and its application.
2. Facilitate project results supporting regional, national, and EU-level policies.
3. Raise awareness among journalists and opinion leaders about socioeconomic resilience for Snow Tourism Destinations (STDs) through sustainable development alternatives.

2 Structure of Activity A3.1

Activity A3.1 was organized into a series of tasks, each outlined and illustrated with country- or language-specific examples where relevant. The corresponding short reports, which include visual elements, are attached to this document and collectively serve as the final report. Project Partners (PPs) from each participating country were invited to collaborate on these tasks. While they received guidance on the expected outcomes, the implementation was left to their discretion, allowing them to tailor their approach to their specific local contexts.

2.1 RDMDT Tutorial Video Production

The instructional video explaining RDMDT features and usage video was developed to enhance the usability of the tool. It was subtitled in the partner languages to allow DMO managers who are not fluent in English to use the tool. As noted in the additional task, the tool itself was also translated into several partner languages. The video was presented during each local technical webinar and uploaded to YouTube to provide users with easy and convenient access.

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Video and the subtitled versions:

- English: https://youtu.be/NJcUsY7niDI?si=-PjCzjfmamSB8WO3
- French: https://youtu.be/DOZUK_qp9C4?si=vDt99e1URfqzwY1O
- German: https://youtu.be/JrnSa0wmEYs?si=2vRxPGlO9pwkg-bV
- Italian: https://youtu.be/plnX_QDks50?si=zY9SC6vON0AgWEmV
- Slovene: https://youtu.be/zjoQk85m1LU?si=w56M9gniWO8Lg3eA

2.2 Local Technical Webinars (per Country)

The purpose of the webinars was to introduce and explain the Climate Resilience Tool (RDMDT) to Alpine Space tourism destinations, demonstrating its benefits and technical functionality. It aimed to encourage as many destinations as possible to use the tool and provide feedback, thereby supporting their climate resilience planning and practical application at the local level.

Each project country hosted one webinar, prepared by its respective Project Partner (PP). A template presentation was provided, along with a subtitled instructional video on using the tool, which was shown during the webinar and shared via link. PPs also collected feedback from attendees. The webinars were designed to last 30 minutes.

- **Target Group**: Alpine space professionals, DMOs, tourism strategists and decisionmakers.
- **Delivery**: Online webinars implemented by Project Partners (PPs) for each country.

Individual reports per country:

- France: Appendix 4.1.1
- Switzerland: Appendix 4.1.2
- Germany: Appendix 4.1.3
- Italy: Appendix 4.1.4
- Slovenia: Appendix 4.1.5
- Austria: Appendix 4.1.6

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2.3 EU-Level Webinar for Journalists and Key Authorities

The purpose of the EU-level webinar was to introduce and disseminate the Climate Resilience Tool to a broader European audience. The aim was to engage journalists, EU professionals, Alpine Convention observers, and related networks, encouraging them to learn about the tool, share the information, and potentially influence public discourse and policy. The session was intended to raise awareness about the project, the tool, the underlying challenges, and the resilience goals being pursued.

- **Target Group**: Journalists, EU professionals, Alpine Convention observers, related networks
- **Format**: Live online webinar in English (7–10 mins + Q&A)
- **Participants**: 49
- **Feedback**: Participants showed strong interest and engagement throughout the event. The session concluded with an active discussion focusing on data, the practical usability of the tool, and its sustainability. A key topic was how destinations can apply the tool effectively to support their improvement and long-term resilience strategies.

2.4 National Capacity Building Seminars with Educational Field Trips

The national capacity building seminars were designed to introduce the Climate Resilience Tool to destinations outside the project's Pilot Working Areas (PWAs). The aim was to give these destinations an opportunity to use the tool and, through that, to learn more about the challenges and solutions developed during the project. PPs in each country had already collaborated closely with the PWAs, building valuable expertise that they could now share with a broader audience. The seminars consisted of a live session with representatives from the destinations, followed by an educational field trip showcasing a good practice example in the region, intended to inspire, inform, and encourage collaboration.

- **Structure**:
    - Technical meeting on RDMDT usage and findings
    - Field trips showcasing local adaptation strategies and climate resilience measures
    - "BeyondSnow on Tour" elements included where relevant.

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- **Target groups:** Local and regional DMO managers, municipal and regional authorities, local development agencies and planners, environmental and climate resilience professionals, community leaders and stakeholders in mountain regions, NGOs and civil society organisations focused on sustainable tourism, academic and research institutions involved in climate adaptation.

Individual reports per country:

- France: Appendix 4.2.1
- Switzerland: Appendix 4.2.2
- Germany: Appendix 4.2.3
- Italy: Appendix 4.2.4
- Slovenia: Appendix 4.2.5
- Austria: Appendix 4.2.6

2.5 Additional Activities

Translation of RDMDT tool into partner languages (non-mandatory, completed where feasible)

The RDMDT tool was translated into partner languages where feasible, even though this task was not mandatory. At the time of the finalization of this deliverable, the German and French versions have been completed, while the Italian version was still in development. The goal of these translations is to make the tool more accessible and useful for destinations where English is not widely used, ensuring broader adoption and effective implementation. This also increases the longevity of the tool.

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3 Lessons learned and takeaways

3.1 FAQ

Throughout the local webinars and national events, participants from various countries raised insightful and practical questions about the RDMDT tool—its structure, application, limitations, and future use. These questions reflect the real concerns and interests of tourism professionals, local authorities, and stakeholders. Below is a compiled and organised list of these questions, which were addressed.

1. Tool Access & Language Availability

- Q: Is the tool available in languages other than English?
  - A: Yes—RDMDT is being made available in multiple languages. German and French versions are fully available, and the Italian version is currently in development to better serve non-English users.

2. Data Input & Management

- Q: Can historical data be included, and is periodic monitoring possible?
  - A: RDMDT is designed for repeated use (e.g. every 2 years) to monitor changes over time. It allows to create multiple assessments for one destination. The user can then utilize the results to create a trend analysis.
- Q: Can participants skip questions or provide estimates?
  - A: Users are asked to estimate values when exact figures are unavailable. Skipping questions is not possible. The purpose of the tool is the first step and is not supposed to be used for detailed analysis so even estimated data is welcome.
- Q: How long does it take to fill out the tool?
  - A: Many find that with good preparation and having the data available in advance, the questionnaire takes about 1 hour to be completed.
- Q: Can the questionnaire be shortened?
  - A: Not at this time since all of the important sections are included but a future update may offer an even more simplified version of the questionnaire.
- Can users return to previous questions?
  - A: The tool includes progress indicators and allows navigation between sections as well as returning to the previous questions.

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- Q: Can a list of required data be shared in advance?
    - A: Yes, the list is available as an output of the project (O1.1).

3. Tool Outputs & Practical Application

- Q: Does RDMDT work for non-ski or day-trip destinations?
    - A: Yes. RDMDT is designed for STDs but can also be used by other tourism destinations. In that case, they might find the "snow and snowmaking" section redundant.
- Q: Why must all questions be completed before viewing the report?
    - A: Completing all inputs ensures that the automated output is comprehensive. The tool serves both educational and analytical purposes. It only asks for essential data that destinations should ideally already know. If certain data is missing, the process encourages destinations to begin asking the right questions and to develop informed estimates—an important step toward building long-term monitoring capacity.
- Q: Can multiple reports be generated for different resorts within a region?
    - A: Yes—users can complete separate reports for each destination or test area. A regional analysis is possible but may dilute specific site data.
- Q: Can reports be shared? Who owns the data?
    - A: Reports are generated per user and can be downloaded and shared freely. Users maintain full ownership of their input and output. The project reserves the right to analyse the data for research purposes but will never openly share it.

4. Data Structure, Ownership & Privacy

- Q: How is legitimacy managed when multiple users work on the same area?
    - A: Each user creates their own login, and results are tied to the individual input. Collaboration is encouraged, but joint entries aren't merged automatically.
- Q: How is the tool's geographical perimeter defined?
    - A: Users define the perimeter at the start—whether it's a ski resort, municipality, or wider region—enabling tailored analysis.

5. Tool Design & Technical Features

- Q: Can the tool's structure and indicator rationale be shared?
    - A: Yes—background documentation (the RAM compendium) explains the indicator choices, data structure, and analytical methods
- Q: How is data stored?

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- A: Data is securely stored on servers located within the EU, in compliance with all relevant data protection and security requirements.

- Q: Is there AI available?
  - A: Currently, the tool does not use AI.

6. Stakeholder Engagement & Future Use

- Q: Who was involved and how can others get in touch?
  - A: PPs collaborated closely with PWAs and local authorities. For more information, participants were directed to official websites and contact points, and a Q&A follow-up document was shared after each session.
- Q: What happens after the project ends?
  - A: The project aims to keep the tool publicly accessible for as long as possible and is working on a sustainable solution to ensure this. If successful, further updates and additional language versions will be introduced to maintain its relevance and usability.
- Q: Can RDMDT build a long-term database?
  - A: Yes. User entries create a valuable dataset over time, supporting aggregate insights and future resilience planning.

3.2 Recommendations and Next Steps

The national capacity building seminars and local webinars provided valuable insight into how tourism destinations engage with the RDMDT. While the tool is designed to be user-friendly and educational—with questions that require only basic, commonly known data—many destinations still faced challenges in collecting the necessary information. In several cases, even when encouraged to use reasonable estimates, participants struggled due to time constraints or limited coordination among local actors.

Despite these obstacles, the seminars revealed clear interest and appreciation for the tool's structure and potential. Many destinations expressed that the tool opened new perspectives on long-term planning and encouraged internal reflection about their resilience and vulnerabilities. However, others were more hesitant, citing limited staff capacity and uncertainty about the tool's direct relevance to their daily work.

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3.2.1 Key Recommendations for destinations

- **Treat the tool as a learning exercise:** Focus on understanding your destination's resilience, even if some data must be estimated. The tool is designed to guide reflection and strategic thinking, not to audit.
- **Start with what you know:** Use readily available data to complete the assessment. Approximate where necessary—it's better to begin with estimates than to delay due to data gaps.
- **Involve colleagues and local partners early:** Collaborate with colleagues in tourism, environment, and/or planning departments. This can help fill in missing data and build internal awareness.
- **Use the results to start conversations:** Share the output with your team or stakeholders to spark discussion about risks, priorities, and planning actions.
- **Schedule regular updates:** Repeat the assessment periodically (e.g. every 1–2 years) to track progress and adjust strategies as needed.
- **Document your assumptions:** If you estimate a figure, make a note of it. This will help you refine the data next time and track improvements in data accuracy.
- **Look at the big picture:** The tool is not just about numbers—it's about how your destination is positioned to face climate and economic changes.
- **Build the data availability list:** Start using the tool now to build the list of the data. The tool asks questions about data sources and gives you a list in the report.

3.2.2 Next Steps

- **Tool maintenance and access:** The project team is exploring sustainable options to ensure the RDMDT remains publicly available beyond the project's duration.
- **Further development:** Depending on available resources, the tool may be expanded with new features, languages, or AI-supported functions to reduce user workload.
- **Continued dissemination:** Efforts will continue to promote the tool at national and EU levels, including through partnerships with Alpine and tourism networks.
- **Long-term impact monitoring:** Destinations that use the tool regularly will help build a larger dataset, improving understanding of trends and adaptation strategies across the Alpine region.

In conclusion, while the tool has clear value, its success depends on how well it is integrated into the operational routines of destination managers. Strengthening support, simplifying engagement, and continuing outreach are key to unlocking its full potential.

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4 Appendices

4.1 Local Technical Webinars (Per Country)

4.1.1 France

Date

20.03.25

Participants

21 attendees in total

- Alice DE CHILLY, Communauté de communes pays d'Évian - vallée d'Abondance, Chargée projet Espaces Valléens
- Arnaud PIERREDON, Mountain Wilderness France
- Catherine PISTOLET, Commissaire adjoint au Massif du Jura
- Bertrand CAZAL, Commissariat Massif Central
- Céline SALVI, Terres Valserhône Tourisme, chargée des éditions et partenariats
- Commissariat de Massif des Pyrénées
- Corentin TARDIVEL, Parc Naturel Régional du Haut Jura
- Florian MARGUET, Parc Naturel Régional du Haut Jura
- Julien RUELLE, Parc Naturel Régional du Haut Jura
- Alain LANGELEZ, Espace Nordique Jurassien, chef de projet Avenir Montagnes Ingénierie
- Madeline ABRY, Département de l'Ain, cheffe de projet Ingénierie Montagne
- Paul COLLE, Communauté de Communes Station des Rousses, responsable développement territorial tourisme
- Philippe BURGUIERE, Mountain Wilderness
- Quentin PECAUD, Office du Tourisme Haut Jura, animateur partenaires
- Réjane CALVI, Pays de Gex Agglo, Cheffe de projet avenir montagnes ingénierie
- Rwana ETIENNE, Communauté de Communes Maurienne Galibier, Cheffe de projet avenir montagnes ingénierie
- Serge TUAZ, Région Auvergne Rhône Alpes, Chargé de Mission Filières Sport-Montagne-Tourisme et Chimie-Environnement
- Stéphane RENE, Commissariat de Massif des Alpes, coordinateur politiques montagne
- Tania DESFOSSEZ, Région Grand Est, Directrice de la cohésion du territoire

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- Taous ZAIDI, Alternante Projet Européen Transfrontalier POCTEFA PITON · ISTHIA - Université Toulouse - Jean Jaurès

Questions & Comments

- What's the point of a questionnaire on a regional or departmental scale? Or even an inter-communal one? I represent a département, and we have 5 Nordic and/or Alpine sites. I imagine it would be better to carry out the questionnaire 5 times rather than just once for the 5 EPCIs concerned? Because the field data (snow accumulation, snow cover on slopes, etc.) will inevitably be diluted on a macro scale.
- How do we manage the "legitimacy" of the user? For example, if several people/institutions/associations, etc. take the initiative to use the tool on the same territory (ski resort).
- Can reports be shared directly or do they remain the sole property of the person who entered the data?
- Would it be possible to include data from previous years to get a broader view, and would this give a more accurate trend?
- Wouldn't it be better to respond regularly (e.g. every 2 years?) to monitor progress over time?
- You mentioned "salaried employees". I imagine you mean all jobs (e.g. ski instructors/self-employed workers, craftsmen, farmers, etc.).
- Perhaps the use of this tool over the next few years could constitute a powerful database that will make it possible to see evolutions. I was just wondering, though, how is the data formatted, recorded and then disseminated?

Short overview

- Benoît Nenert PP13 presented the climate change context and the BeyondSnow Project.
- Video presenting the CRT tutorial has been broadcasted.
- Julien Vrignon PP10 presented the CRT and the report.
- Julien and Benoît answered questions from attendees.

Recording

Available here: https://us02web.zoom.us/rec/share/8yPqkZx0PgryinqWuv-RmMaKl5HgBNq46lXWpZZ-252QHBr8UqcnzPUiamx_IGD-.QdEBNmkYS8mdctjr - Password : +$uMT99?

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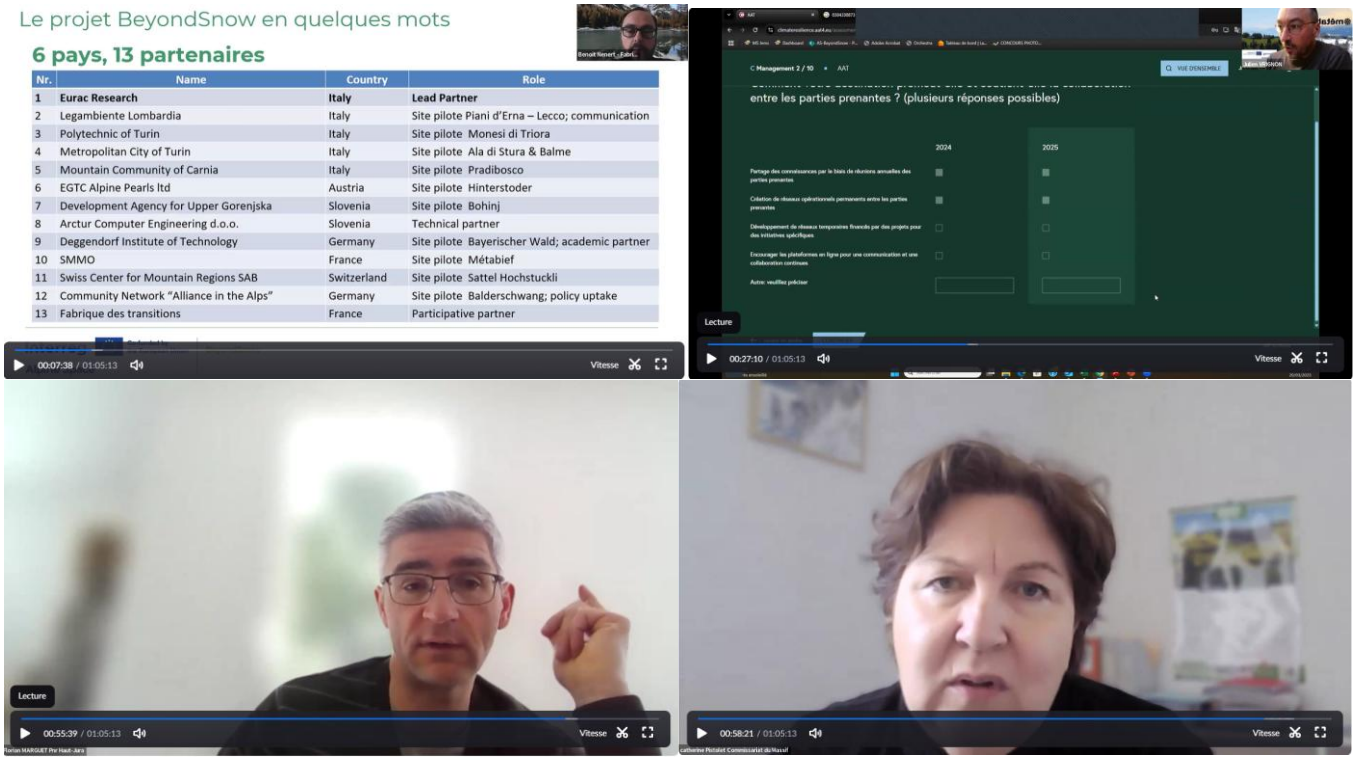

Figure 1. French Technical Webinar on 20.03.25

4.1.2 Switzerland

Date

12.03.25

Participants

One representative of Sattel-Hochstuckli DMO and one of Ägerital DMO

Questions & Comments

- Will the tool be available in German?
- What about typical day tourism destinations, how does the tool handle this?
- Data collection is quite an endeavour, can it be simplified or shortened somehow?
- Perimeter definition where does a test area or DMO perimeter end?
- It is a pity that the report can only be seen after having answered all the questions.

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4.1.3 Germany

Dates

25.02.25, 08.05.25, 07.07.25

Participants

a) Stakeholders from the regional tourism associations of project region Großer Arber and Tourism Association of DMO Bayerischer Wald / Ostbayern Tourismus
b) A mix of DMO managers, mayors, NGO employees, researchers attending the "tourism & municipalities" webinar organised by AidA
c) Balderschwang's mayor, municipality staff, DMO managers, tourism stakeholders from the region, local and regional administration, media, inhabitants

Questions & Comments

- Can the RDMDT be also used for non-ski-destinations?
- How long does it take to answer all the questions?
- Do we get support to compile all the relevant figures and statistics?
- When will the German tool be ready for testing?
- Can you also leave out to answer some of the questions if you don't have the answer?

Overview:

Concerning the webinar, the participants were interested to hear about the RDMDT. The handling seemed not too difficult. The main concern was the gathering and compilation of all the data. The participants asked to be informed about the next steps in this project. The recording of the webinar was not possible due to technical obstacles (the webinar was held in a public building with restricted zoom-access).

Figure 2. Webinar organised by AidA on the 08.05.25

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4.1.4 Italy

Date
27.03.25

Location
Online

Participants
Number: 26 people attended

Besides the project partners from Italy (PP02 LEGAMBIENTE, PP04 CMTO, PP03 POLITO and PP05 COMMUNITY OF CARNIA), also observers joined the webinar and many other institutes of research (Università di Bergamo, Milano and Udine). In addition, other entities invited by the partners were also able to join (such as: CARNIA EXPRESS - European Coach Tours & Travel International, ANEF Unione Industriali Torino, Unione Montana Comuni Olimpici Via Lattea, Regione Piemonte).

Short overview
The project and the partners hosting the event were presented and the reason of the webinar was highlighted: presenting the RDMDT (clarifying for who and why it was created). The video explaining the tool and its use was then projected. Afterwards, the discussion was held and the contacts of the project and of the project managers were made available for further or future doubts. The organizers invited the participants to rewatch the video available on YouTube to understand it better and also to spread the word to other colleagues/institutions and other organizations that might benefit from the use of the tool.

Questions & Comments
Besides the question from the organizers why enrol with their original name and organization, a participant asked if the regional/local authorities/consortiums were involved or interested in the project. PP05 responded by explaining the partnership and the authorities involved or who had shown interest. In addition, people asked for more contacts and means to obtain information about the project. Therefore, the links of the official pages were shared on the chat by the organizations.

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4.1.5 Slovenia

Date

11.03.25

Participants

Besides ARCTUR and RAGOR, there were stakeholders from the pilot working area Bohinj (representative from the DMO and Bohinj Tourism Association). The webinar was also attended by regional (Local Tourist Organization Rogla-Zreče) and national stakeholders (Slovenian Tourist Board).

Number: 13 people attended

- Andraž Orehar	ARCTUR
- Katarina Ceglar	ARCTUR
- Jedrt Mikelj	ARCTUR
- Eva Štravs Podlogar	RAGOR
- Jelka Popović Gužvić	RAGOR
- Staša Polajnar	RAGOR
- Ana Morticia Štempihar	RAGOR
- Boštjan Mencinger	Bohinj Tourist Association
- Matjaž Stare	DMO
- Maša Klemenčič	Slovenian Tourist Board
- Aleksandra Golob	Local Tourist Organization Rogla-Zreče
- Jernej Jarc	/
- S Hartman	/

Presentation & Discussion

At the beginning, the tool was presented to the participants along with instructions for completion. The importance of collecting destination data in one place and the necessity of planning for the future and upcoming seasons using relevant information were emphasized. It was stressed, that through the tool, planning the future of tourism at the destination level was possible more easily and with greater confidence. The DMO representative pointed out that, during the completion process in the tool, they realized that some data for the destination is not available at all, and some are not even being recorded. The tool encouraged destinations to collect relevant data and empowered them with a report that showed the current state of the destination in areas such as management, climate resilience, and more. During the webinar, other destinations were encouraged to complete the tool as well, especially those that had automatic weather stations at their ski resorts.

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Afterwards, further questions and assessments from the destinations were received.

Questions & Comments

- Is it necessary to complete the report for each ski resort or ski center individually?
- Can I go back to previous questions in the tool?

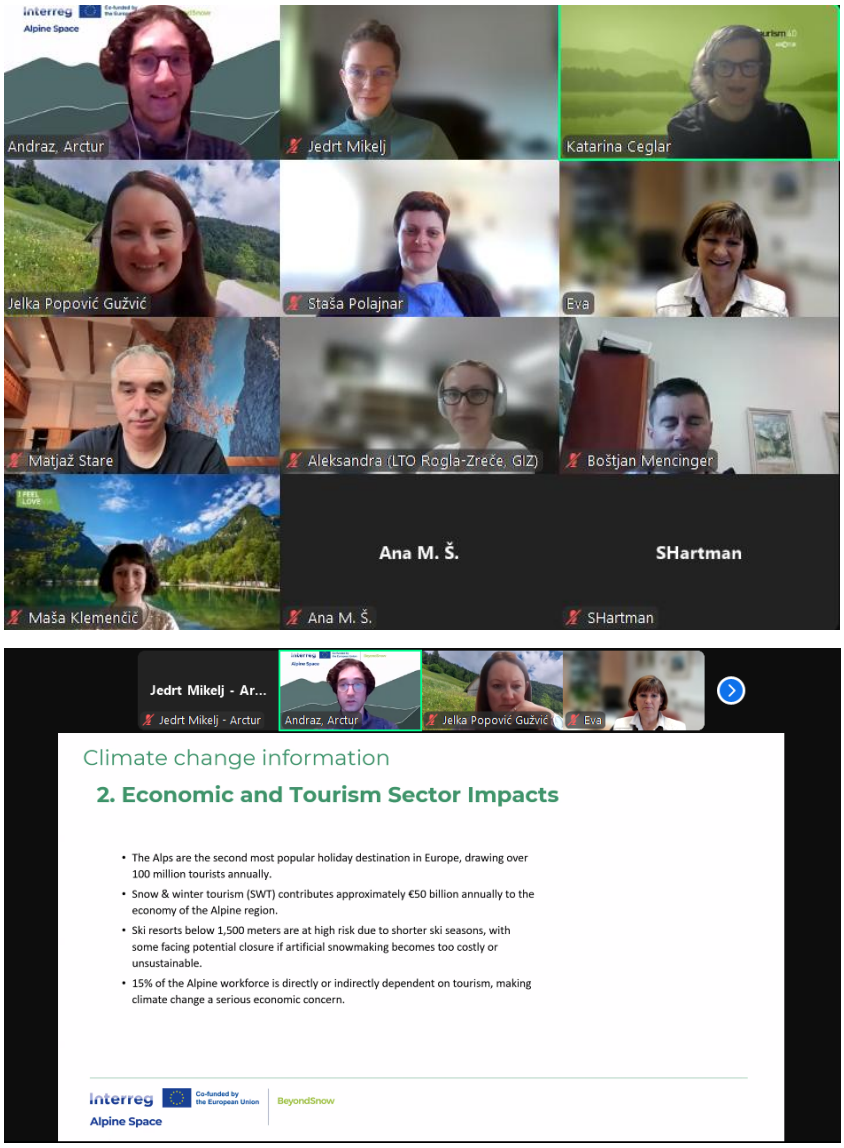

Figure 3. Slovenian Technical Webinar on 11.3.2025

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4.1.6 Austria

Date

19.03.25

Participants

Besides PP06 Alpine Pearls staff, there were stakeholders from the pilot working area Werfenweng (representatives from the regional tourism association, a hotel and the local cable car company) as well as a representative of another DMO, the Tourism Association of Saalfelden Leogang.

Number: 6 people attended

- Sarah Twardella EVTZ Alpine Pearls
- Giovanni Vassena EVTZ Alpine Pearls
- Carina Mitteregger Bergbahnen Werfenweng
- Vanessa Sucio Gut Wenhof
- Thomas Wurzinger Saalfelden Leogang Touristik GmbH
- Josef Holzmann Werfenweng Tourismus

Presentation & Discussion

There was interest from the participants regarding the tool, which was first summarised by the PP06 and then presented in more detail with the help of the instruction video. There was an opportunity to ask questions during the webinar, but the whole event was kept very short as the date was set at very short notice. Afterwards, further questions and assessments from the destinations were received.

Questions & Comments

- It is sometimes difficult to compile the figures at very short notice (e.g. second homes)
- The estimation option is very good and helpful
- Selection of years not conclusive at the beginning. Some figures are not yet available.
- Planning in advance: Since you don't know which figures are needed, it is difficult to prepare and involve relevant stakeholders. Possible solution: List of figures that are needed.
- Progress bars in per cent are very good, so you have an overview of how far you are already.
- Summary of the development of the tool, the background, would be interesting (why did you choose which number and what should it say or can be derived from it).
- What happens after the project and how can other destinations use the tool?
- Is the tool also available in languages other than English?
- The handling and structure are very good.

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4.2 National Capacity Building Seminars with Educational Field Trips

4.2.1 France

Date: 21.05.25

Educational field trip

On May 21st, 2025, the Syndicat Mixte du Mont d'Or (SMMO) organized an educational field trip to Switzerland aimed at exploring innovative approaches to mountain tourism. The event brought together employees of the Syndicate, elected officials, technical staff from partner municipalities, and selected private tourism stakeholders. The goal was to discover inspiring practices in the diversification of mountain activities, business models, and governance, while also fostering a constructive and collegial atmosphere for future collaboration.

The first stop was the mountain station in Charmey, in the Canton of Fribourg, operated by Télécharmey SA since 2019. The visit offered a comprehensive overview of the company's development and its mixed-economy structure, which combines public and private interests. Participants were introduced to Télécharmey's strategic choice to operate nearly year-round (280 days), supported by a flexible and efficient management of snow production and maintenance services. The company's business model integrates ski lift operations with leisure and catering activities, and places strong emphasis on the balance between paid and free tourism products, highlighting their respective impacts on visitor engagement. The visit also included a presentation of diversification initiatives, showcasing how the station is evolving beyond traditional winter sports.

In the afternoon, the group travelled to the Terrasses du Lavaux in the Canton of Vaud, a UNESCO World Heritage site managed by the Lavaux World Heritage Association. Here, the focus shifted to cultural landscape preservation and wine tourism. The association illustrated its collaborative approach to governance, working closely with winegrowers and local authorities to maintain both the cultural and economic vitality of the region. Topics such as visitor flow management, volunteer coordination for events, and the role of the wine tourism committee were discussed, offering valuable insights into how heritage and tourism can be harmoniously integrated.

Participant feedback

This educational experience provided concrete examples of how mountain areas can adapt to changing conditions and expectations through strategic planning, stakeholder collaboration, and diversification. It

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reinforced the relevance of these practices for the ongoing transformation of the Métabief mountain station, offering inspiration for new products, services, and partnerships to help shape a resilient and attractive mountain destination.

4.2.2 Switzerland

Date: 31.03.25

On the 31st of March 2025 SAB and DMO Sattel-Hochstuckli organised a technical meeting and an educational field trip for 60 representatives of the tourism sector, spatial planners and politicians coming from all over France. On very short notice the plans had to be revised, due to a very early revision of the cable car ropeway which created logistical problems to transport the group. The problem was amplified by the fact that the group was steadily increasing and the French counterpart organiser Ihédate asked for a modification of the programme to meet in nearby Zurich, which resulted in a technical meeting where the RDMT tool was discussed and the presentation by the local BeyondSnow partner team presented of the project “Ultra Trail running as a measure for diversification of tourism”.

Technical meeting

Peter Niederer presented the results of the tool (stemming from local webinar) and insights gained from the PWAs (see pictures).

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In a half an hour discussion moderated by Peter Niederer participants could share their feedback and ask questions.

Participant feedback

- Could such a tool also be used for a municipality in general?
- The RDMT report for Sattel-Hochstuckli appears quite general, to which extend is it useful for a DMO? Will the report be more detailed when data sources are more accurate?
- Is data collection complicated, DMOs are very sensitive on additional workload. Could maybe AI help?

Educational field trip

Pirmin Moser, vice president of Sattel Hochstuckli DMO presented the project on Ultra Trail promotion as a diversification strategy for the touristic offer:

The destinations were inspired by the partner PWA Métabief in the field of ultra trail running and wants to promote this activity, leading to professional trail runners tracking and describing potential trails in the Sattel-Hochstuckli area. This data will be evaluated and integrated into the https://trail-stations.com/ website. Together with the trail station a “peak challenge” was launched at beginning of June 2025. This involved the installation of a particular stone with a QR code on it on the top of the Hochstuckli peak and for 2 weeks a competition were opened in which trail runners reaching the peak registered themselves as participants in the competition. The destination provided different awards. The “peak challenge” helped to mobilise people interested in ultra trail running and increased the attractiveness of the destination in a field

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of activity that has seen an increasing popularity in Switzerland. Furthermore, it was also a test for further potential ultra trail running events. Steps:

- Gathering of gps data of trail running routes until April 2025
- Preparation of peak challenge event (Gipfelchallenge) April/May 2025
- Promotion of peak challenge event (Gipfelchallenge) in April/May 2025 via Sattel-Hochstuckli destination, trailstation and trailmaniacs Switzerland
- Holding of the peak challenge event beginning of June 2025,
- Assessment and preparation of further ultra trail running events.

Participant feedback

It was very positive. In France trail running is already a big issue and the participants see a great potential for Sattel-Hochstuckli.

Figure 4. Pirmin Moser presents the case Trail running as a touristic diversification strategy.

Figure 5. Professional trail runners give insights in this fast growing sport.

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4.2.3 Germany

Date: 27.03.25

Location: Pfarrkirchen, Germany

Technical Meeting
Overview of Discussion Points:

An in-person technical meeting was held to introduce the Climate Resilience Tool to students enrolled in the bachelor's programme *International Tourism Management* at the Deggendorf Institute of Technology (DIT), Germany, as well as to DIT research assistants. During the session, a video tutorial on the tool was presented alongside key findings and insights from DIT's PWA Großer Arber, Germany. Particular emphasis was placed on mobility-related measures within the PWA, given the module's focus on *Transport and Mobility Management*. Following the presentation and hands-on testing of the tool, a brief discussion was facilitated.

Key Feedback from Participants:

Participants generally viewed the Climate Resilience Tool as a well-structured and accessible framework for assessing adaptation readiness in tourism destinations. The tool was praised for its usability and the questions posed were considered both interesting and relevant. However, a concern was expressed regarding the specificity of the required data and the associated difficulty in finding reliable sources. This raised questions about whether the tool is appropriately tailored to its intended user group and there was some ambiguity regarding the definition of this target audience.

Notable Outcomes and Recommendations:

Although the Climate Resilience Tool was recognised for its high usability, it was noted that the integration of several practical features could significantly enhance its long-term utility – particularly for new users or resource-limited stakeholders. The following key recommendations were proposed:

- **Export Functionality:** It would be very helpful to have the option to generate a downloadable document summarising all responses entered during the assessment. This feature could support internal company documentation as well as future review and comparison of results across time or with different teams.

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- **Enhanced Overview Section:** Including a detailed drop-down or an expandable menu within the overview tab could improve navigation and data management, particularly for users coordinating input from multiple departments or external partners. A quick reference to key sections and required data points would be especially valuable during preparation and potentially save time and resources.

- **Alternative Comparison Points for New Destinations:** Currently, the tool encourages comparison with previous years, which may not apply to new destinations or recently launched businesses. Introducing an optional benchmarking feature – comparing new entries with idealised or average resilience metrics – could offer guidance and relevance for first-time users. While this may be complex to implement, it would provide meaningful value to newer or less-established destinations.

Educational Field Trip
Visited Location: Mobility service infrastructure in Pfarrkirchen, Bavaria.

Good Practice Observed:

The field trip aimed to highlight effective practices in sustainable mobility within tourism destinations, using the city of Pfarrkirchen as a case study. A tour of the city was conducted, during which students examined various mobility services and assessed their user-friendliness and accessibility. Key locations included:

- **Bike and Car Parking Facilities** at the European Campus Rottal-Inn, where students explored utilisation patterns and infrastructure integration.

- **Pfarrkirchen Train Station**, featuring the *DB Video-Reisezentrum* (German Railways' Video Travel Centre), an interactive system that enables passengers to access information and purchase tickets through live communication with railway staff.

- **E-Car Charging Stations** distributed throughout the city.

- **E-Bike Shelters**, located next to the train station parking area, providing weather-protected storage for electric bicycles.

- A **Modern Residential Complex**, equipped with duplex parking systems, shared e-bikes and e-cars, integrated e-charging points, and a digital reservation system.

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Key Learnings and Relevance to the Project:

Sustainable mobility is an essential component of destination sustainability and was recognised as a core theme during both the field trip and the elaboration of the transition strategy for the PWA Großer Arber. The transition strategy outlines several targeted mobility-related measures to enhance sustainability in the PWA, including:

- **Optimisation of Mobility Services:** The development of a comprehensive concept for e-car sharing systems and e-charging infrastructure, in collaboration with local municipalities and the districts of Regen and Cham, with a parallel focus on securing appropriate funding.
- **Mobility Information Terminals and "Future Stations":** The implementation of DB Video Travel Centres at unstaffed train stations, enhancing information accessibility and passenger services through tele-counselling systems, in cooperation with Deutsche Bahn and regional authorities (districts of Regen and Cham).

The field trip in Pfarrkirchen directly contextualised these measures. Students examined functional examples of e-car sharing stations, e-bike infrastructure, and e-charging points, which offered concrete insights into how such systems can be operationalised in similar regional contexts. The visit to a DB Video Travel Centre provided hands-on experience with a model that aligns with the PWA's vision for mobility service enhancement. As such, the field trip offered valuable insights into the implementation of sustainable mobility solutions and encouraged reflection on their transferability to other destinations.

Figure 7. German Technical Seminar on 27.03.25

Figure 6. Educational field trip in Pfarrkirchen

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4.2.4 Italy

Date: 11.04.25

Location: Sutrio, UD

Technical Meeting
Overview of discussion points:

In the organized event, Italian partners organized an exchange with a local organization in order to present the RDMDT and invite them to use the tool to improve their awareness and also to have inspiration about measures to implement in their destination to lower risks and vulnerabilities connected to climate change. Furthermore, they were able to introduce visitors to their activities and structures and show their services and good practices.

Key feedback from participants:

The participants, at first, manifested their concerns about gathering all the data required. However, the partners explained that the possibility to indicate if data are precise or estimated could help to have usable data without leaving open questions in the questionnaire. In addition, the contacts of the RDMDT development team were made available in order to contact them for any additional doubts.

Notable outcomes or decisions:

The involved participants agreed on the usefulness of the tool and accepted to try it for their location, sharing also the news with local and non-local organizations collaborating with them.

Educational Field Trip

- Visited site/location: During the meeting in Sutrio a consortium and network of enterprises and, specifically, their president and the employees hosted the Italian partners of the project in their office in Sutrio.

- Description of the good practice observed: Sutrio applied the concept of diffused hospitality, through a method called “Albergo diffuso”. This means that through a network, partners were able to renovate small apartments and buildings of their properties to make them touristic hosting facilities. The consortium office, then, managed all the touristic flows for all the partners. The result is a spread-hosted facility among the town. In addition, they shared the organization of events and the valorisation of the cultural heritage (mostly valorising de-sensationalized activities). A visit to

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the local cheese factory was also carried out to focus on the enogastronomic offer of the valley, valorised by the consortium.

- Key learnings and relevance to the project: The networking experience of Sutrio showed that small communities can face difficulties and challenges only by gathering forces and sharing dues, valorising the touristic offer that already exist in the territory, highlighting its uniqueness.

Photos & Additional Notes

- Total number of photos submitted: 83 photos submitted

Figure 8. Technical Seminar and Education field trip in Sudrio (Italy) on 11.04.25

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4.2.5 Slovenia

Date: 25.3.2025

Location: Leogang

Technical meeting

The technical meeting took place on March 25th, 2025, in the Biohotel Rupertus in the town Leogang, in the Saalbach Hinterglemm / Leogang / Fieberbrunn region, with the director of the local tourism organization, Mr. Marco Pointner. The local tourism organization focuses its investments on product development rather than marketing. Their goal is to create high-performance tourism products. The shoulder seasons—autumn and spring—are filled with events such as a jazz festival and a mountain biking championship. Currently, the destination ranks number one among cycling destinations in Europe. The development of the bike park began 25 years ago, with continuous investments in innovative tourism approaches in cooperation with lift operators, hotels, the municipality, and banks. He believes that the digital tool is a welcome innovation and an innovative approach that will support destinations in the context of climate change. Destinations are often unaware that being equipped with relevant statistical data is essential to present the real situation and enable further planning.

"BEYOND THE SEASON IS YEAR-ROUND EXCELLENCE" is the region's goal.

Educational field trip

The entire region is strongly committed to offering guests products and services that enable year-round experiences. After the technical meeting, the Hotel Krallerhof was visited, a five-star hotel in Leogang that combines a rich family tradition with modern luxury. Located directly at the foot of the ski slopes, the hotel offers a premium wellness experience that allows it to operate throughout the year. The hotel is owned by the Altenberger family, who have been running Krallerhof for three generations with vision and dedication.

In 2023, the hotel opened a new wellness complex, ATMOSPHERE by Krallerhof, the result of an ambitious investment and collaboration with architect Hadi Teherani. The wellness center includes a 50-meter infinity pool merging with a natural swimming lake, numerous saunas, steam baths, an ice and blue cave, and a yoga space. The interior is designed using Austrian linden wood, creating a unique and relaxing environment.

<u>Year-round offering and sustainable approach</u>

Hotel Krallerhof is directly connected to the ski area via the Steinbergbahn valley station, providing easy access to 270 km of interconnected ski slopes. In addition to winter activities, the hotel also offers summer activities such as hiking, cycling, and golf. The hotel is committed to sustainable development, including the

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use of a biomass heating system, a 100 kW photovoltaic system, its own gardens, and electric vehicle charging stations. With its combination of family tradition, luxury services, and a sustainable approach, Hotel Krallerhof represents a top-tier destination for guests year-round.

Opinion of Tourism Stakeholders on the Tool

"I definitely support digital development in tourism. It is important that the tool includes relevant data and not estimates. In general, destinations do not monitor all the necessary data for tourism development, and it is useful to have existing data collected in one place (e.g., destination visits, tourist fluctuation, demographic changes…). For future investors, this is a valuable tool, as it facilitates decision-making and provides guidelines for the future. It will also make it easier to assess investment risk. I would also emphasize the importance of stakeholder collaboration—especially with the municipality in the case of investments—so that investors can obtain information on the municipality's future development plans." (Boštjan Mencinger, President of the Bohinj Tourist Association and Municipal Councillor).

"As a municipality, we are aware that action is necessary, as the effects of climate change are evident. Therefore, it is essential to plan for the future swiftly, yet thoughtfully. I am convinced that the establishment of such a tool is crucial for effective planning and decision-making related to the development of infrastructure, transport, and tourism." (Jože Sodja, Mayor of the Municipality of Bohinj).

"I watched the webinar recording where the tool was presented. We will complete the tool for the Kranjska Gora destination and compare it with the Bohinj destination report. I believe the tool contains many indicators that are important for reviewing the current situation and suggest the development of alternative tourism products. I continue to believe in winter tourism and am of the opinion that Kranjska Gora and the Julian Alps have not yet fully exploited all opportunities to preserve winter tourism. The knowledge we have has not been fully utilized to withstand climate change. The climate reality is that there is less snow and it falls later than expected. Planning the winter season and related products is more challenging than it was a few years ago. Although the tool is very useful, collecting all relevant data will be a challenge, and these data are essential for the final report outcome." (Luka Vrančič, Director of the Kranjska Gora Tourism Board and Representative of the Julian Alps Association).

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Photos

1. Technical meeting

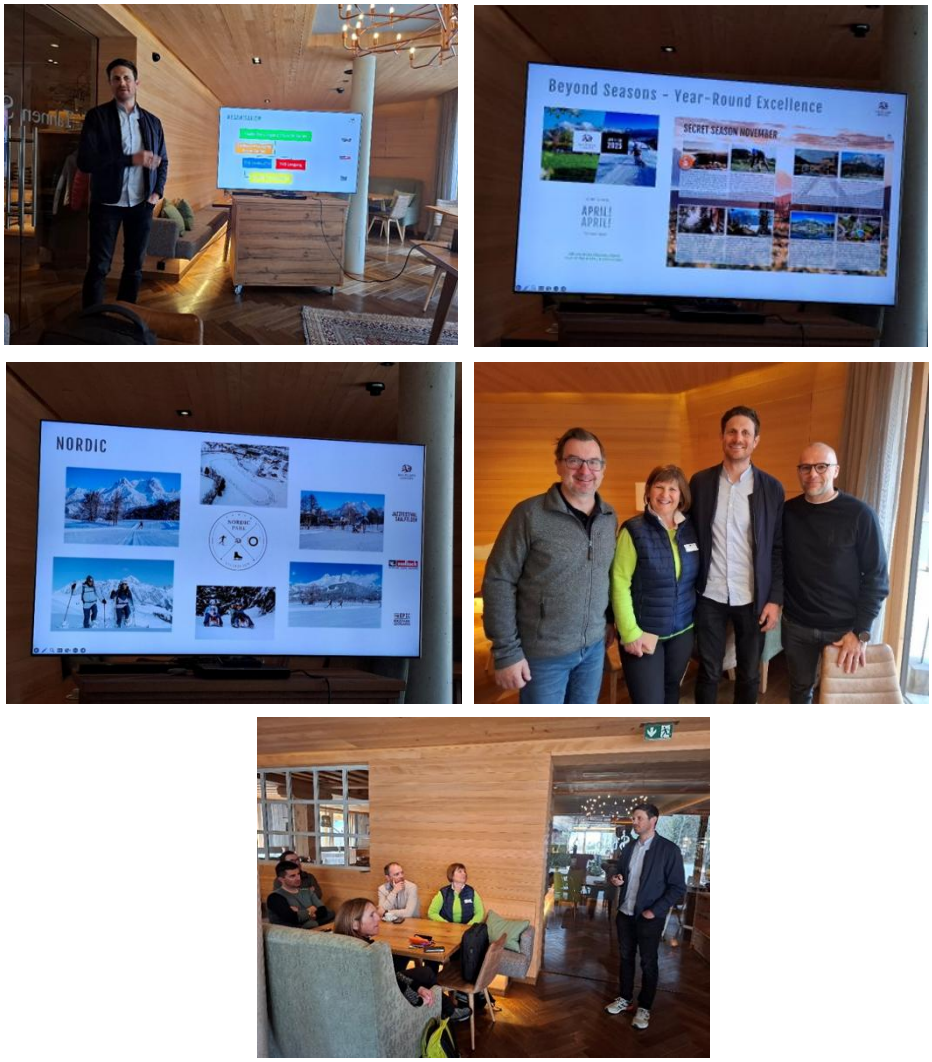

Figure 9. Slovenian Technical Seminar on 25.03.25

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2. Educational Trip

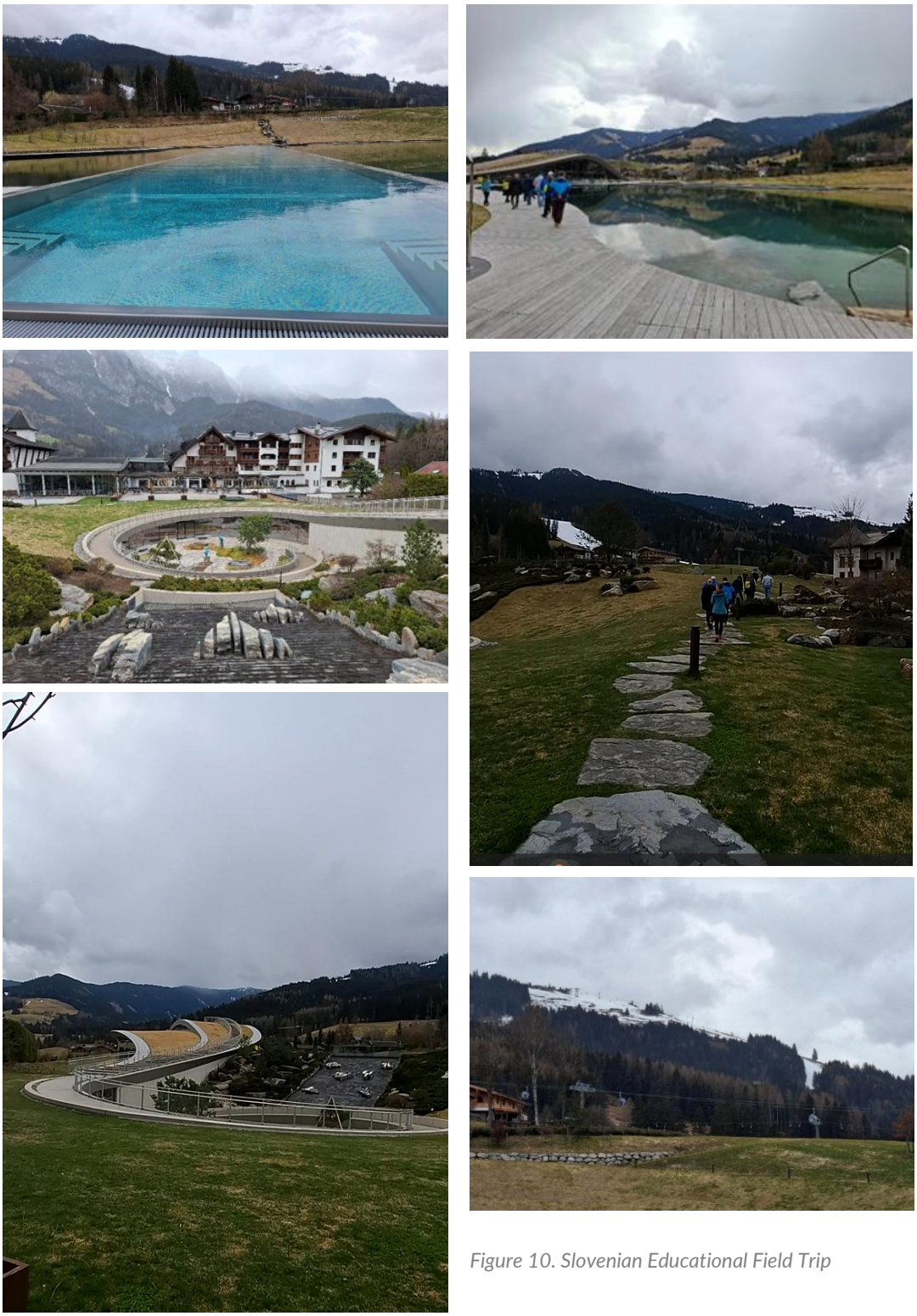

Figure 10. Slovenian Educational Field Trip

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4.2.6 Austria

Date: 21.03.25

Location: Werfenweng

Technical meeting

Following the introductory local webinar (19th of March 2025), there was significant interest from the stakeholders, who expressed the need for further discussions and meetings. The Technical Meeting took place on the 21st of March 2025 in Werfenweng and thus provided a wonderful opportunity to engage more deeply, especially after the stakeholders had already familiarised themselves with the Resilience Tool. Through using the tool while completing it, several questions arose. The Technical Meeting focused on addressing these questions, as well as on the overall usability of the tool. Discussions included how the tool and its results could also assist others beyond the stakeholders already involved, and how it might, for example, encourage more people and destinations to approach the impacts of climate change.

Werfenweng continues to emphasise a twofold approach: on the one hand, strengthening year-round tourism and implementing adaptations in the ski areas, on the other hand, actively promoting climate protection by making the main source of tourism emissions (mobility) as climate-friendly as possible.

Educational field trip

After the Technical meeting, during the Educational Field Trip, the Werfenweng ski area was visited, along with several locations where new investments and adaptations are planned. One of the sites visited in the ski area was a water storage reservoir, which is planned to be expanded due to increasing demand. In summer, the reservoir blends well into the landscape and is a popular spot for visitors. Alongside the expansion of the water reservoir, the snow-making equipment will be upgraded to more energy-efficient systems. Another area identified for development is active tourism activities during the summer season, specifically cycling and mountain biking, where further improvements are planned. Among the best practice sites are also the walking paths for those who prefer to stay in the valley. These paths present a great opportunity to be made more attractive, in winter as snow-covered winter walking trails, and when there is no snow, combined with other offers. In summer and autumn, they form a network of routes that can serve as starting points for other attractions, which, of course, are easier to access without snow. Another location discussed was a mountain hut with the mountain restaurant "Minimal:isst", which has been newly managed since last winter and is situated directly on the ski slope. It enhances the area's appeal from a culinary perspective. This topic was already addressed in the participatory workshops in 2024, where it was recognised that the gastronomy and catering on the mountain is a central issue for year-round tourism.

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During both the technical meeting and the field trip, the enhancement of climate and socioeconomic resilience in Werfenweng was discussed as described above, and it became clear that the Resilience tool can support the stakeholders significantly.

Opinion of Tourism Stakeholders on the Tool

The Managing Director of the Werfenweng Tourism Association, Josef Holzmann, together with his colleague Antonia Breljak, as well as Carina Mitteregger from the cable car operators and Vanessa Suciu from Gut Wenghof, regarded the tool as a helpful resource. Several meetings were held with the relevant stakeholders, particularly the cable car operators and local businesses. Praise was given especially to the tool's ease of use and the very good overview it provides, particularly for regions that are just beginning their journey towards climate change adaptation.

Possible enhancements mentioned included a manual to simplify the coordination and completion of the tool. There was also discussion about the extent to which the results could be customised further, and whether, in the future, the tool's outcomes could go beyond a summary and recommendations. This is seen as a significant development opportunity, as it appears very interesting for everyone to see how their destination compares with other regions and how they can learn from others. It was noted that, in general, the network created through the BeyondSnow project represents a great asset and that this could also be offered to regions less directly involved in the project in some form (it would be necessary to consider processes and possibilities, as well as to develop a business idea).

Photos

Figure 11. Werfenweng valley

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Figure 12. Cable car visit with managing director

Figure 13. Ski area in (late) March

Figure 14. Managing director Josef Holzmann and Alpine Pearls contact point Antonia Breljak

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