Sports tourism: a key factor in the international positioning of Andorra as a destination
Francesc Camp
02/03/2016
## Visitor goals 2015-2019

### Visitors 2011-2014 (000)

<table>
<thead>
<tr>
<th>Year</th>
<th>Day trip visitors</th>
<th>Tourists</th>
<th>Overnights</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>5.742</td>
<td>2.245</td>
<td>3.497</td>
</tr>
<tr>
<td>2014</td>
<td>5.439</td>
<td>2.398</td>
<td>3.041</td>
</tr>
</tbody>
</table>

- **Day trip visitors** decreased by 5.3%.
- **Tourists** increased by 6.8%.
- **Overnights** increased by 4.4%.

**7.8 million visitors**

### Visitor goals 2014-2019 (000)

|------|---------------------------------------------|-----------------------------------|-------------------------------------|

- **Day trip visitors** increased by 12.2%.
- **Tourists** increased by 21.1%.
- **Overnights** increased by 33.0%.

**To 9 million visitors**

Andorra – a 5-star destination

- Winter Tourism
- Nature and Mountain Tourism
- Health and Well-being Tourism
- Cultural Tourism
- Shopping Tourism

All year round
Andorra – a 5 star destination

Sports tourism

Permanent offerings + Events
Permanent Offer + Events: an inseparable pair

Permanent offer

More than 300 km of slopes
Guaranteed minimum opening of 60% of the skiable area thanks to snow cannons
Grandvalira: among the world's top 20
Vallnord: global leadership in social networks

Events

World and European Cups:
alpine skiing
snowboard
ski mountaineering
speed skiing

Freeride World Tour

2 Bike Parks
Green infrastructure plan

World cups and World championships
Permanent Offer + Events: an inseparable pair

**Permanent offerings**

- 2 nature parks
- 4 Grand Routes
- 26 mountain shelters (3 guarded)
- 21 cycling routes

**Events**

- Andorra Ultratrail
- 2,900 Alpine Run
- Tour de France
- Vuelta a Espanya
- Volta als Ports
- La Purito
- Andorra Basketball Club
- Andorra Outdoor Games
- Trial World Cup
- Andros Trophy
Commitment to events requires funding

Events

<table>
<thead>
<tr>
<th>Year</th>
<th>esportius</th>
<th>culturals</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>1%</td>
<td>99%</td>
<td>828,000</td>
</tr>
<tr>
<td>2013</td>
<td>74%</td>
<td>26%</td>
<td>4,150,000</td>
</tr>
<tr>
<td>2014</td>
<td>38%</td>
<td>62%</td>
<td>5,500,000</td>
</tr>
<tr>
<td>2015</td>
<td>45,5%</td>
<td>54,5%</td>
<td>6,852,000</td>
</tr>
<tr>
<td>2016</td>
<td>46,2%</td>
<td>53,8%</td>
<td>7,374,000</td>
</tr>
</tbody>
</table>

€820,000 × 4.2 = €3,407,000

sports events

Communication of Permanent offerings

<table>
<thead>
<tr>
<th>Year</th>
<th>Espanya</th>
<th>Franca</th>
<th>INTL</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>15%</td>
<td>40%</td>
<td>45%</td>
<td>6,777,497</td>
</tr>
<tr>
<td>2013</td>
<td>16%</td>
<td>41%</td>
<td>41%</td>
<td>7,460,938</td>
</tr>
<tr>
<td>2014</td>
<td>16%</td>
<td>41%</td>
<td>41%</td>
<td>6,491,016</td>
</tr>
<tr>
<td>2015</td>
<td>18,6%</td>
<td>45,8%</td>
<td>45,8%</td>
<td>5,324,499</td>
</tr>
<tr>
<td>2016</td>
<td>18,5%</td>
<td>45,8%</td>
<td>45,8%</td>
<td>4,775,000</td>
</tr>
</tbody>
</table>

€6,777,497 - 30% = €4,775,000

Source: Marketing and Commercial Plan 2016 - Andorra Turisme
2016: 4 world-class events!

- 15-17/01: ISMF SKI MOUNTAINEERING WORLD CUP
- 22-27/01: FREERIDE WORLD TOUR
- 30/01-04/02: FWT SKIERS CUP
- 27-28/02: FIS LADIES ALPINE SKIING WORLD CUP
- 10-13/03: FIS SPEED SKI WORLD CUP
- 25-26/03: SNOWBOARD 01-02/04: ESI TOTAL FIGHT
- 11-12/06: PIM TRAIL WORLD CHAMPIONSHIP
- 03/07: VOLTA ALS PORTS D’ANDORRA
- 10-12/07: TOUR DE FRANCE
- 14-17/07: ANDORRA ULTRA TRAIL VALLNORD
- 23-24/07: ANDORRA OUTDOOR GAMES
- 14/08: LA PURITO ANDORRA
- 03-04/09: UCI MTB WORLD CUP
- 15/10: 2900 ALPINE RUN ANDORRA
- DECEMBER: ANDROS TROPHY
But the investment is worth it

**Investment**

- UCI Mountain Bike & Trials World Championships: €950,000
- La Vuelta Staff Expenditure in Andorra: €265,000
- Swatch Freeride World Tour: €300,000

**Total audience**

- 40 million (64% in France)
- Hours of broadcast: 488 hours
- Number of countries broadcast to: 29
- Total number of spectators: 70,000

**Stage completely in Andorra**

- Stage with highest audience: Average audience of 2 million in Spain. Up to 3.6 million viewers in Europe at the end of the stage.
- La Vuelta staff expenditure in Andorra (3 nights): €825,000

**Economic impact (on & offline)**

- Total: $2m
- VallnordArcalis brand: $1.1 m
- Andorra brand: $0.9 m

*Source: REPUCOM for UCI MTB World Championships, UNIPUBLIC for La Vuelta*
But the investment is worth it

Investment

Registration numbers multiplied by 4 between the 1st and 7th editions 2015:
- 2,707 registered covering 40 nationalities
- 4,750 visitors / 14,293 overnight stays /
- €2.3 m spent
TV sports report: 680,000 spectators
324,000 website visits / 31,900 video views /
124,000 web-tv connections from 65 countries /
coverage in 13 foreign specialist magazines

1st edition in 2015
- 1,120 participants
- 2,387 visitors / 4,107 overnight stays /
- €550,000 spent

Source: CIMS MÀGICS for Andorra Ultratrail, Andorra Turisme for Andorra Outdoor Games
Sport as another economic growth factor

Top athletes

Sports Cluster
Summer Events 2015
"Andorra is an ideal country to live, train and compete"

But above all, it's a country to enjoy!!

Thank you for your attention