

Seasonality – what is seasonality?

Pathways to 365-day operations in mountain destinations

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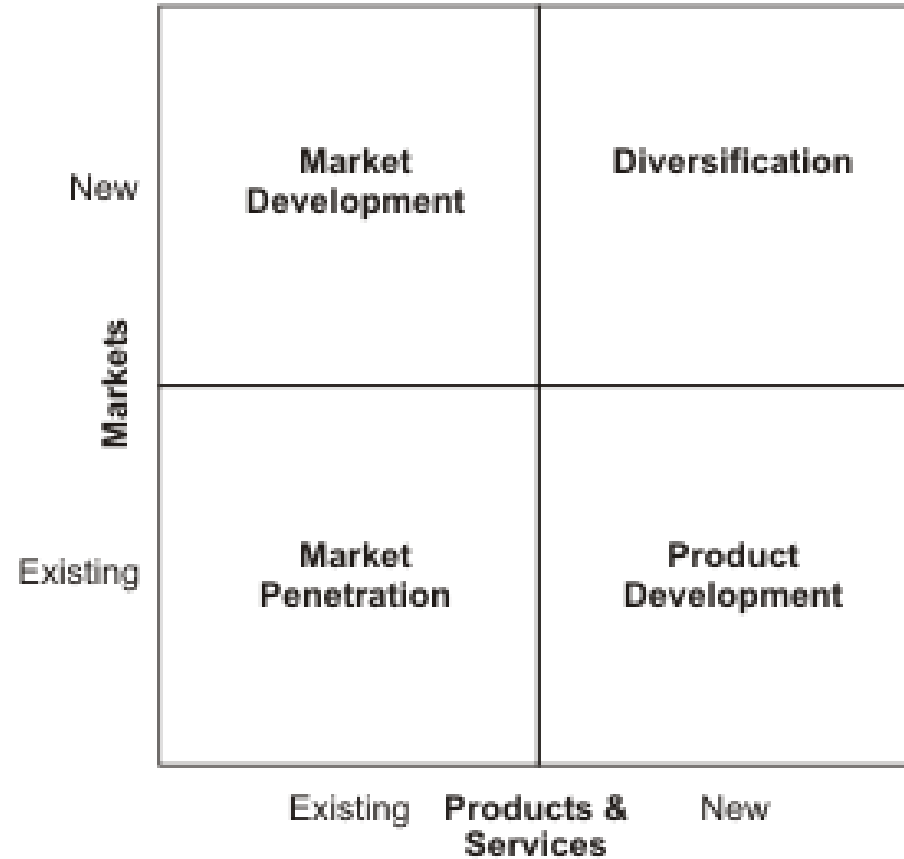
Models of product development



(Source: Newman)



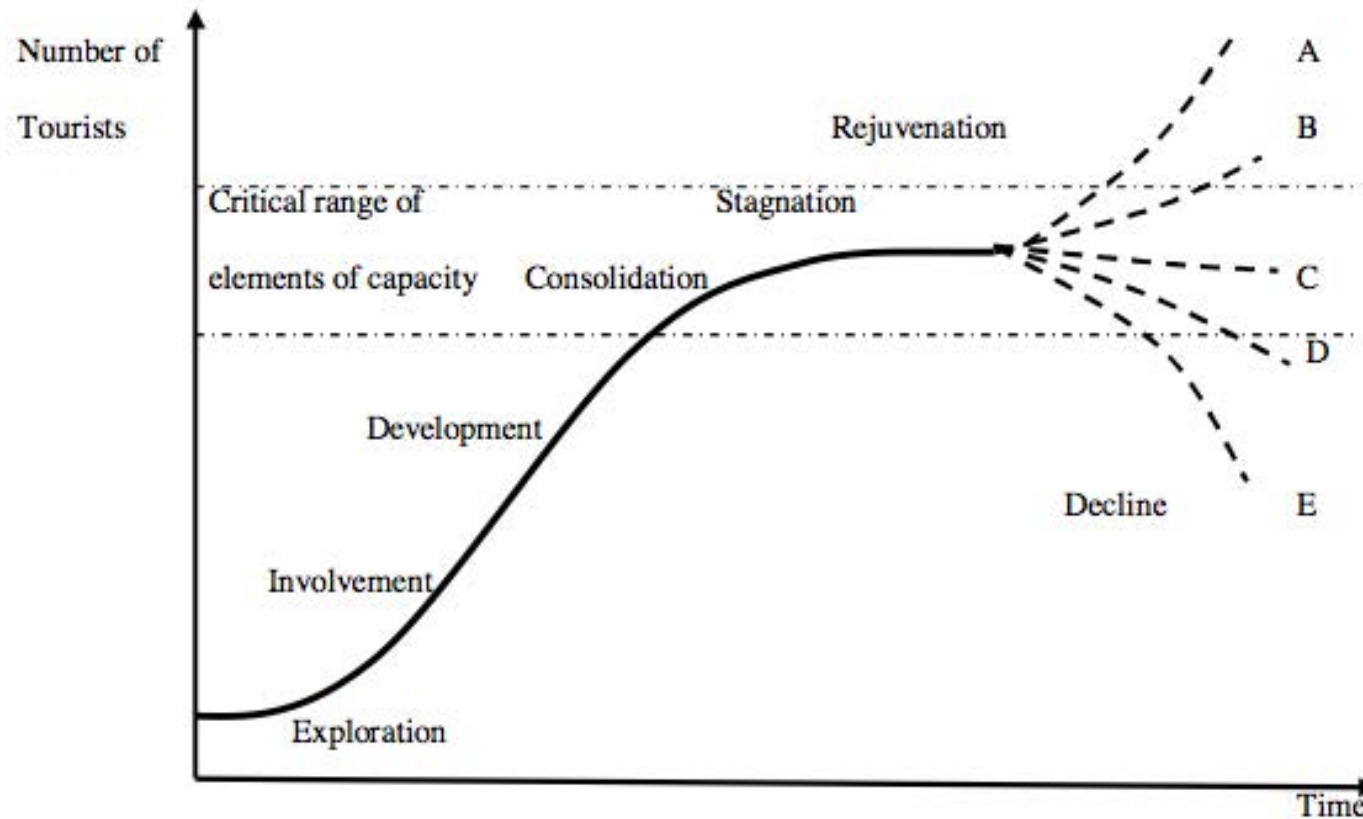
Ansoff-Matrix: Avenues of development



(Ansoff, 1957)



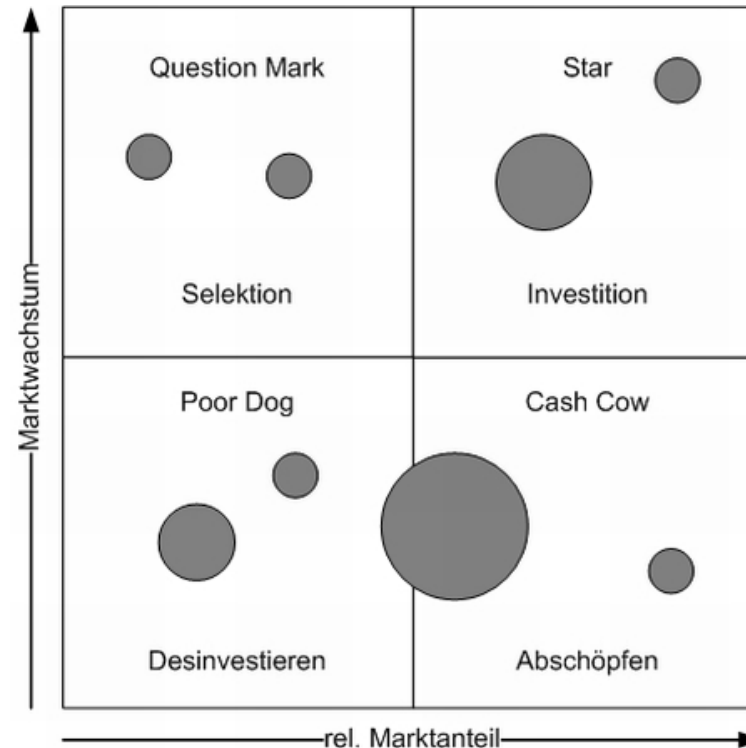
Lifecycle models: All products stagnate sooner or later...



(Butler, 1980)

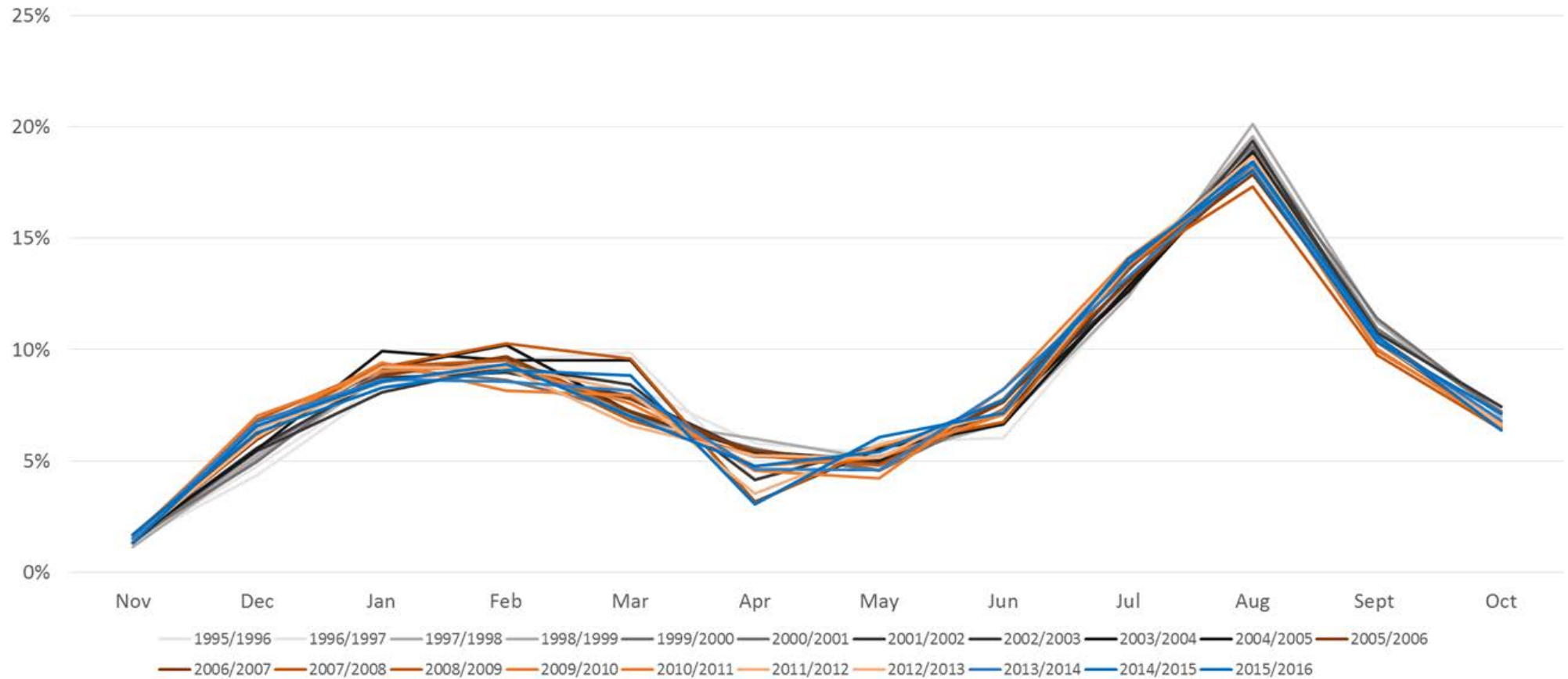


Lifecycle models: ...responding with balanced portfolios



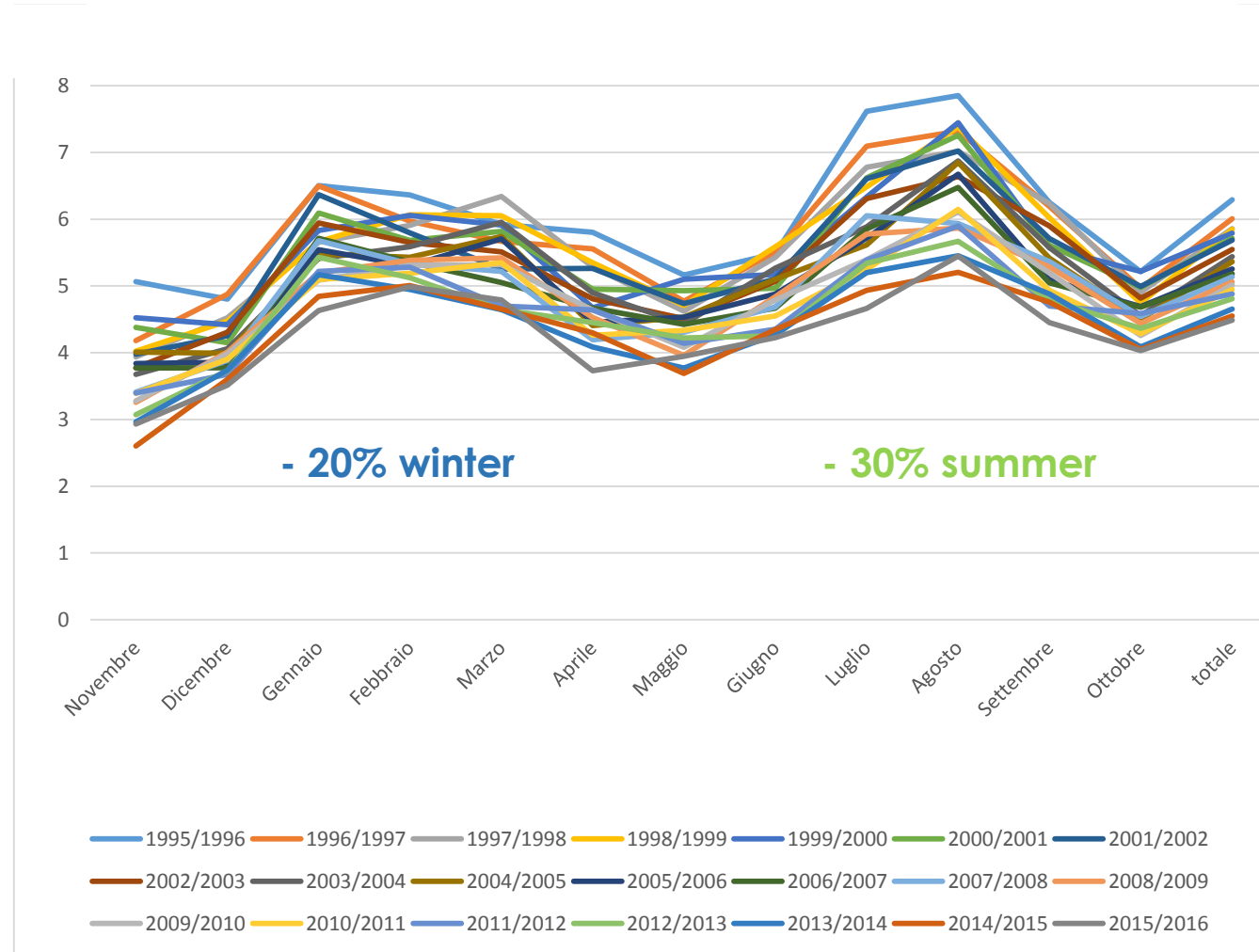
Monthly distribution of overnights (1995/96-2015/16)

SOUTH TYROL/SÜDTIROL

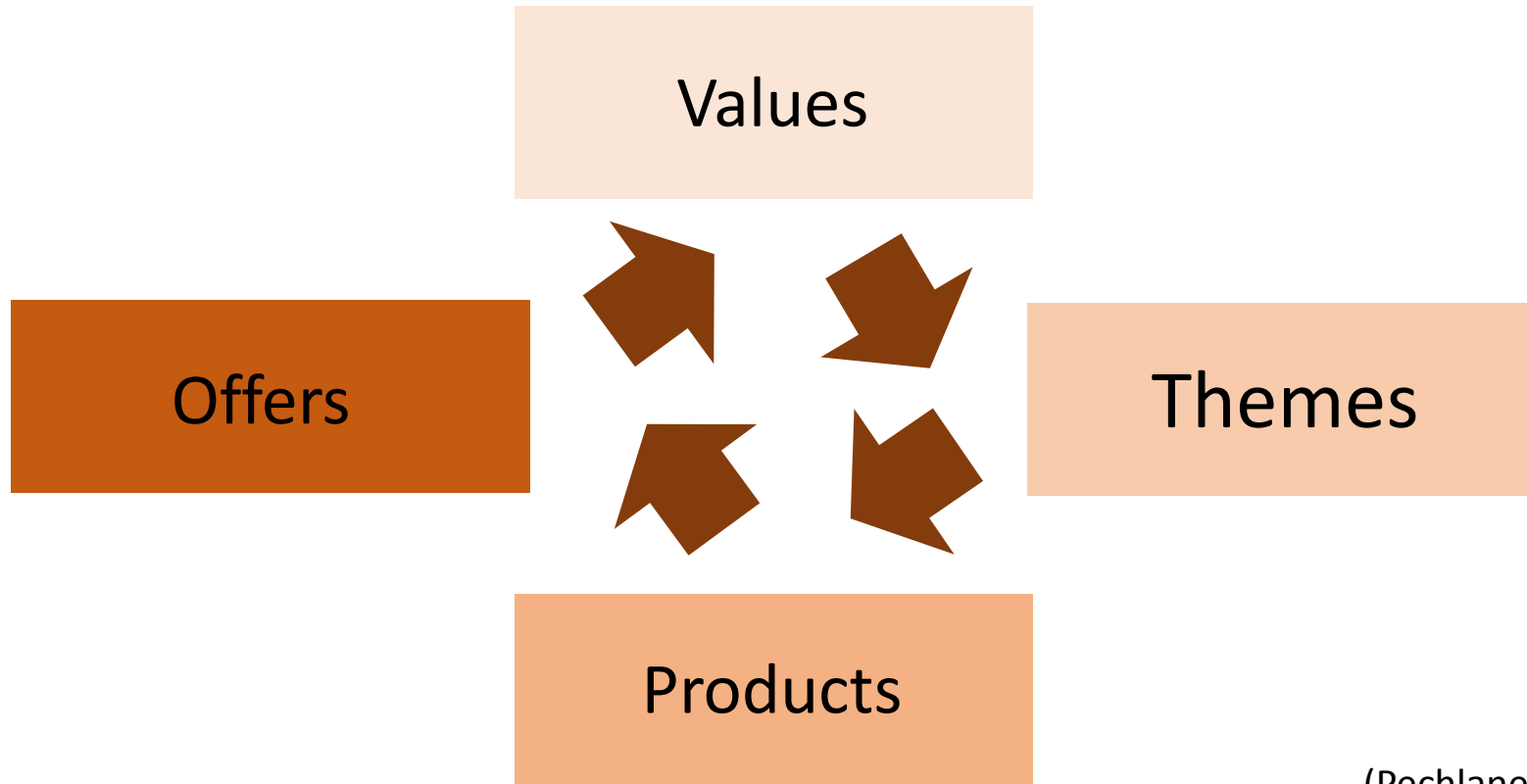


Average stay 1995-2016

SOUTH TYROL/SÜDTIROL



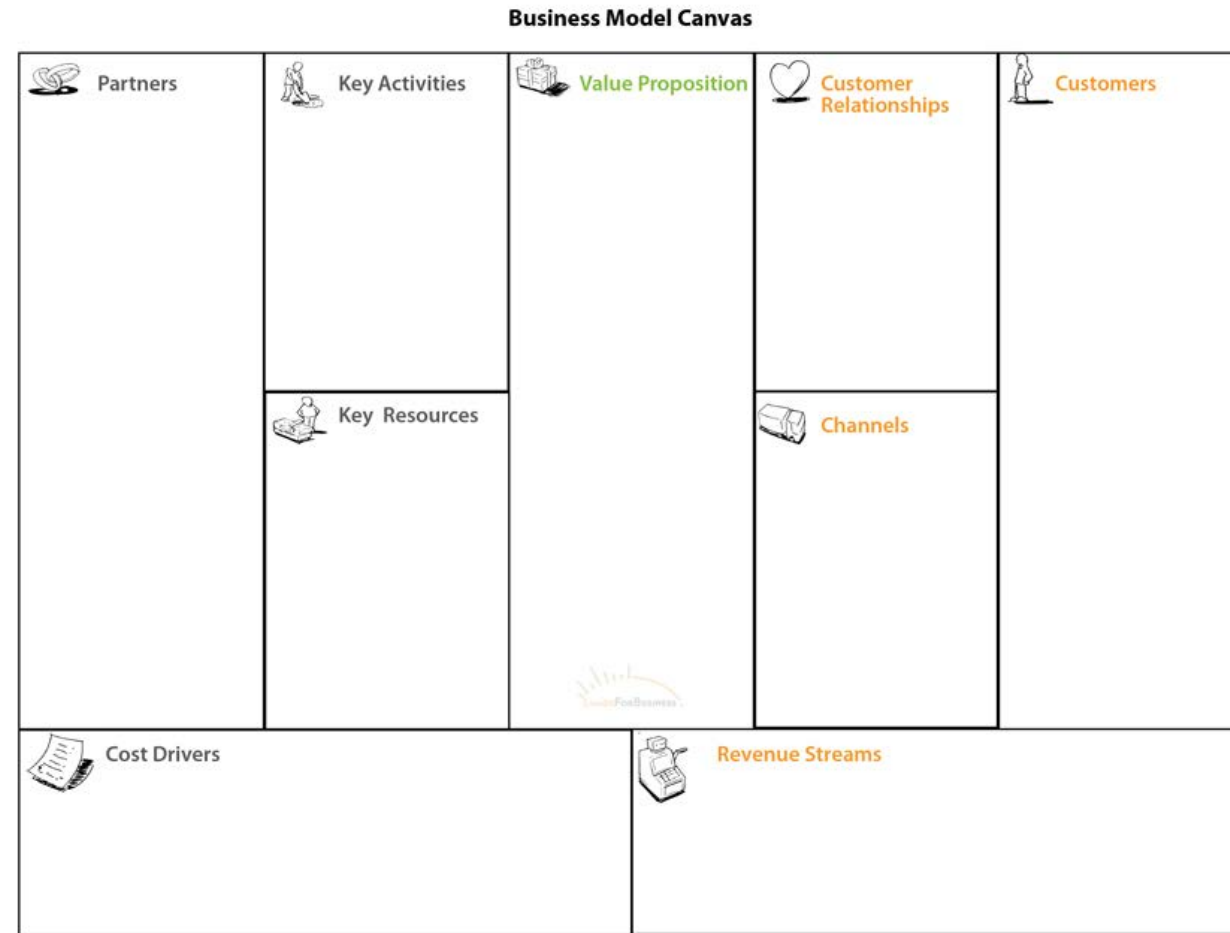
Competence based models: Link with strategy



(Pechlaner/Döpfer, 2008)



Business model innovation: New ways to earn money

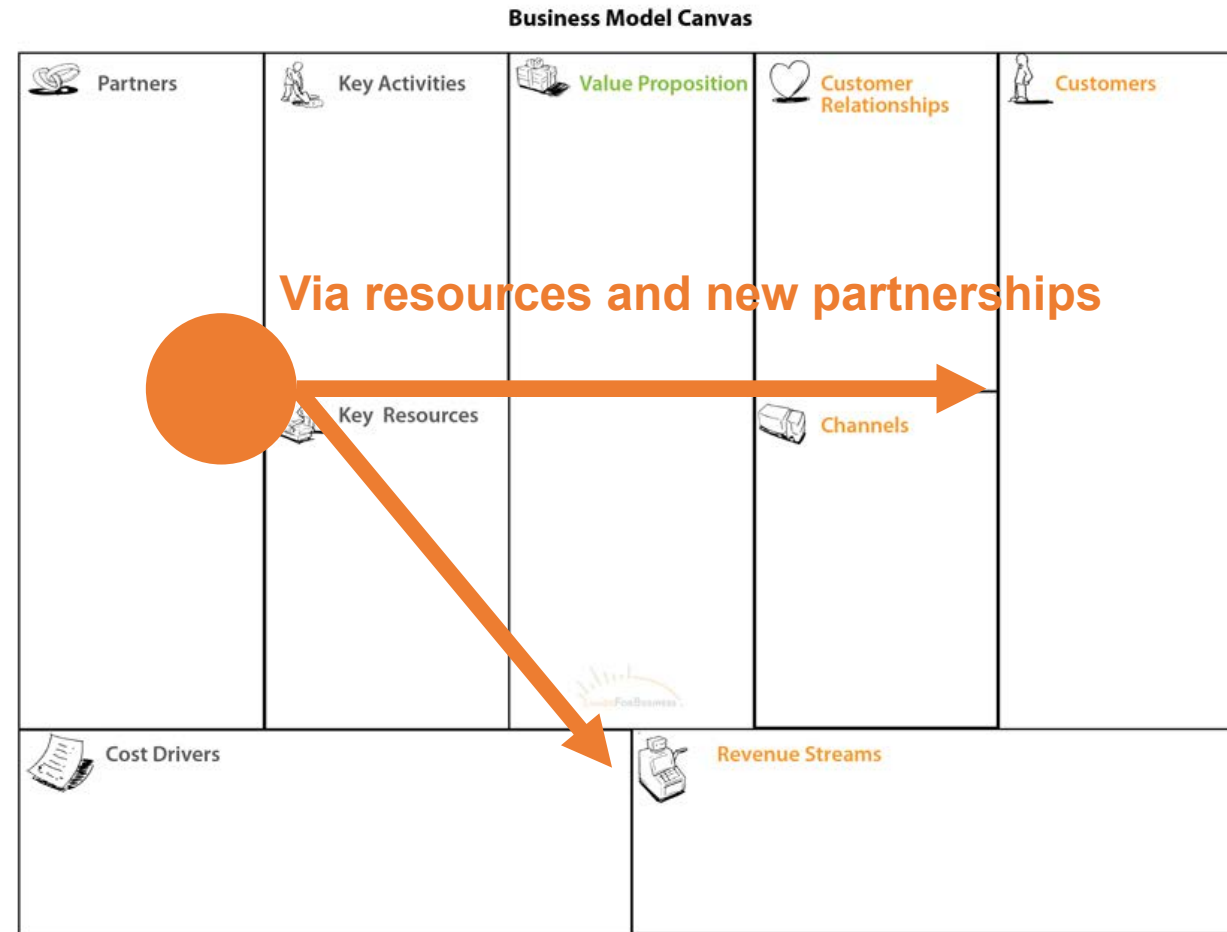


canvas developed by Business Model Generation

(Osterwalder/Pigneur, 2011)



Business model innovation: New ways to earn money

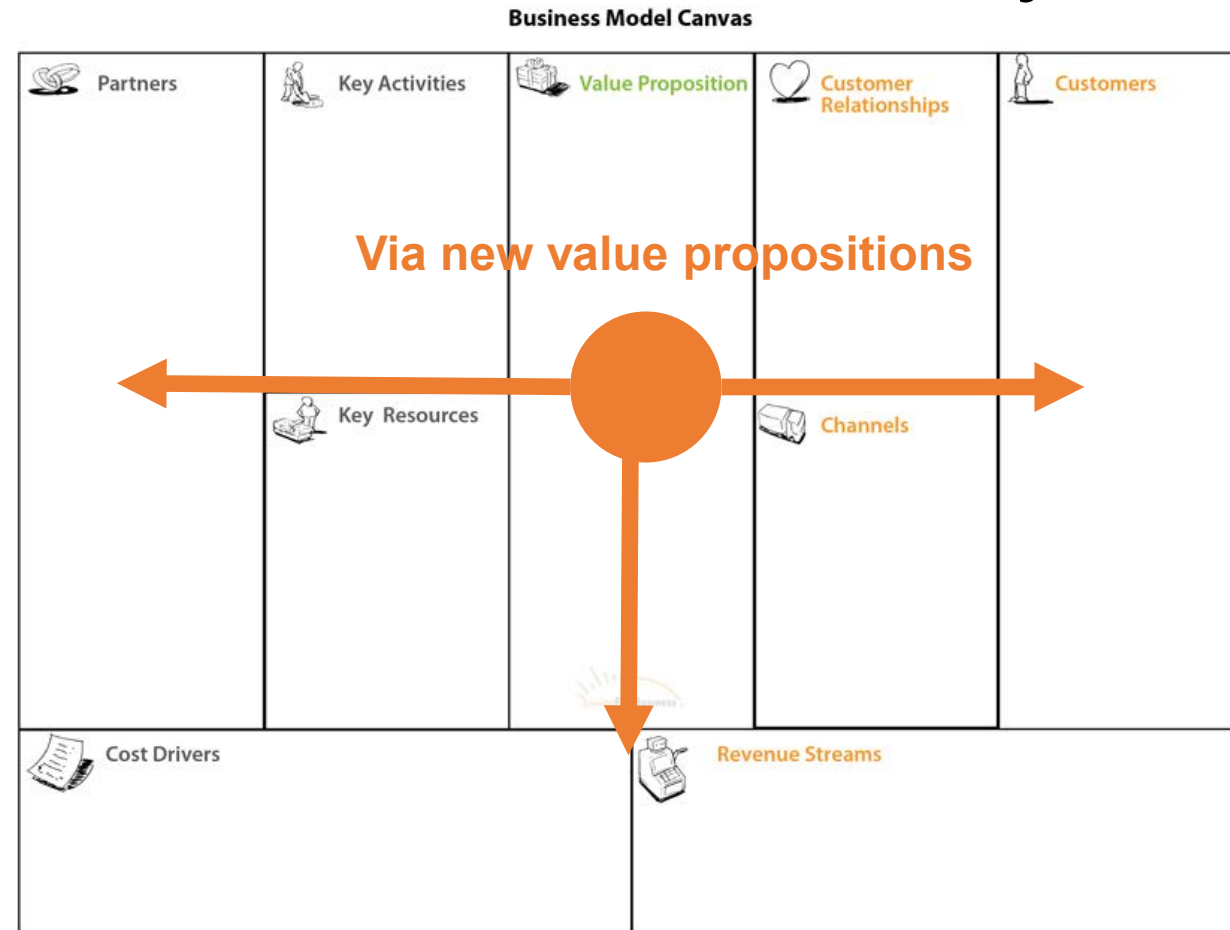


canvas developed by Business Model Generation

(Osterwalder/Pigneur, 2011)



Business model innovation: New ways to earn money

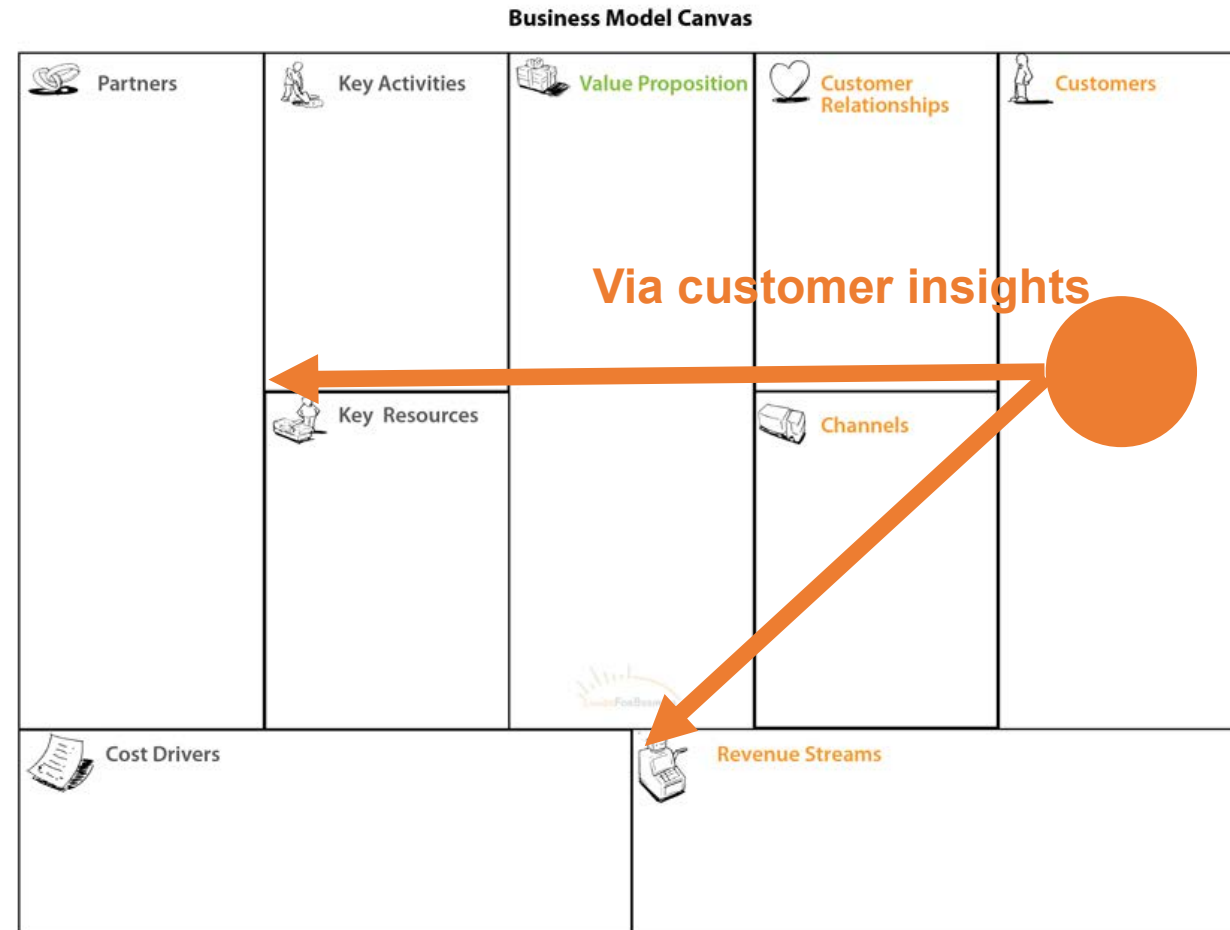


canvas developed by Business Model Generation

(Osterwalder/Pigneur, 2011)



Business model innovation: New ways to earn money

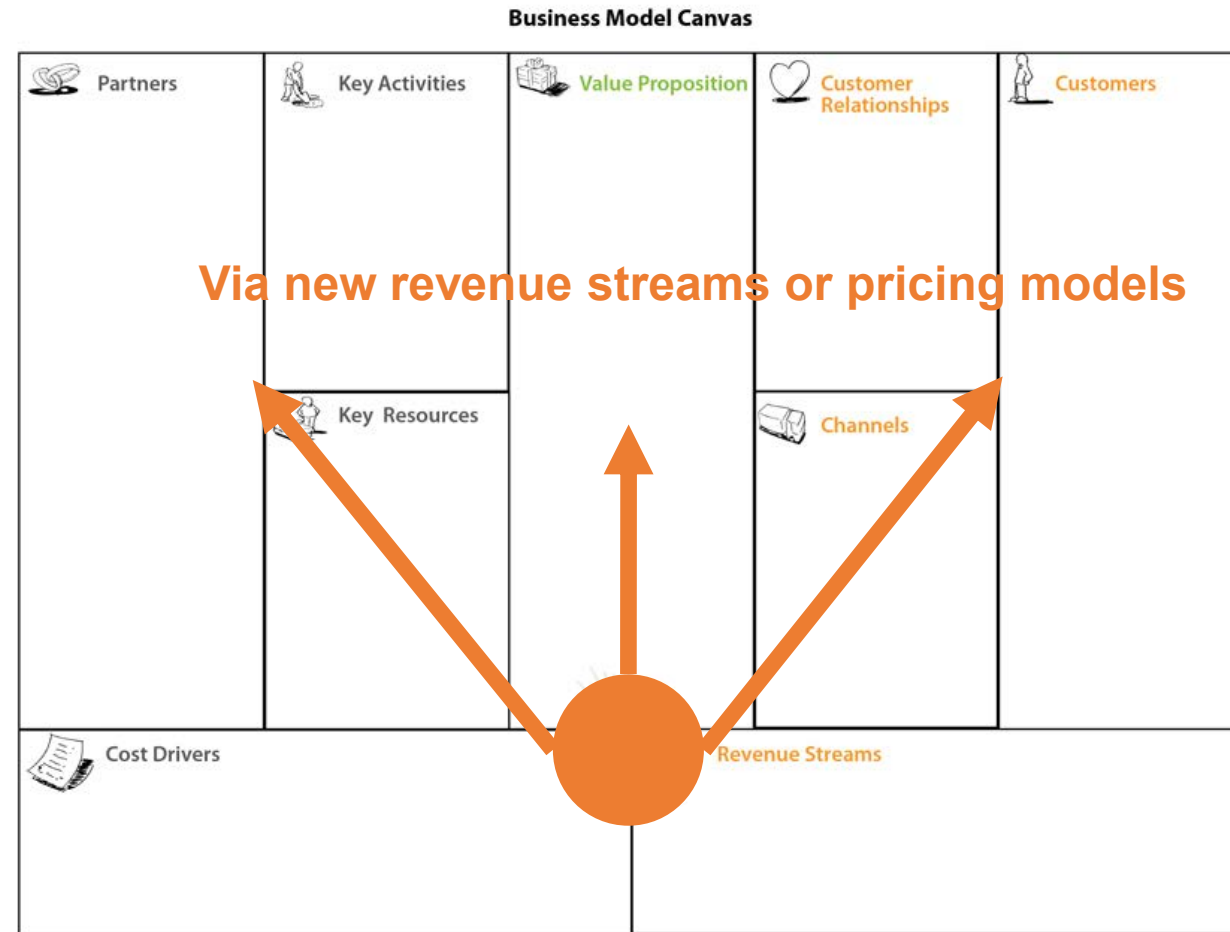


canvas developed by Business Model Generation

(Osterwalder/Pigneur, 2011)



Business model innovation: New ways to earn money



canvas developed by Business Model Generation

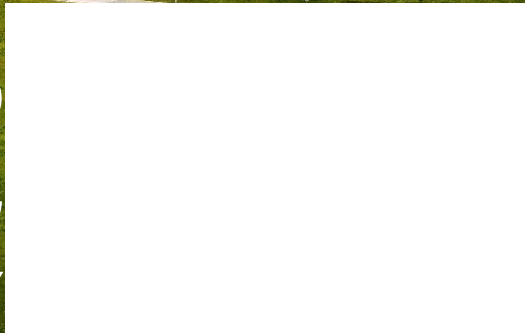
(Osterwalder/Pigneur, 2011)



THE DOLOMITES

Italy

BE INSPIRED
BY THE OVERWHELMING
NATURAL BEAUTY



„Skiing will remain the core product of winter holidays in the Alps in the future, complementary movement and relaxation offers are indispensable for a sustainable development.“

THE FUTURE OF WINTER TRAVELLING IN THE ALPS, 2016

Mountain competence in summer



eurac
research

100 LIFTS OPEN
IN **SUMMER**



eurac
research

Lagazuoi

explore

war history



MMM Coronas
discover mountain
culture & art



A family of four is enjoying a hike on a grassy mountain trail. In the foreground, a child is interacting with a large wooden butterfly sculpture. In the middle ground, another child is standing with their arms outstretched, wearing a large wooden butterfly costume. To the left, a man and a woman are walking away from the camera. The background features a vast mountain range with snow-capped peaks under a clear blue sky.

Movimënt
emotions for
the whole family

eurac
research

Fly Line Catinaccio *adrenaline* for height lovers included



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research

E-Bike Tour Tre Cime

be astonished
by ***the scenery***



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Latemarium touch *nature*



San Martino Bike park

be brave



Mountain Biking *new potential target*



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**#DOLO
MITES
VIVES**

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Move electric



eurac
research

Enjoy the sound
of *silence*

 **#DOLOMITES
VIVES**




DOLOMITI
DOLOMITES
DOLOMITIS
FONDAZIONE UNESCO
SOCIO
SOSTENITORE

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The *authentic* *tastes* of the region





DOLOMITI SUPERSUMMER

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From April till November





#EMOTIONMAKERS



1 1 OITAF
Bozen/Bolzano
Congress 2017

Bozen/Bolzano 6 - 9 June 2017

An aerial photograph of a rugged mountain range during sunset. The sun is low on the horizon to the right, casting a warm, golden glow across the mountain peaks and ridges. The sky transitions from a deep blue at the top to a bright orange near the horizon. The foreground shows green valleys with winding roads and small buildings. The word "THANKS!" is written in large, white, sans-serif capital letters across the center of the image.

THANKS!