

# Seasonality – what is seasonality?

Pathways to 365-day operations in mountain destinations

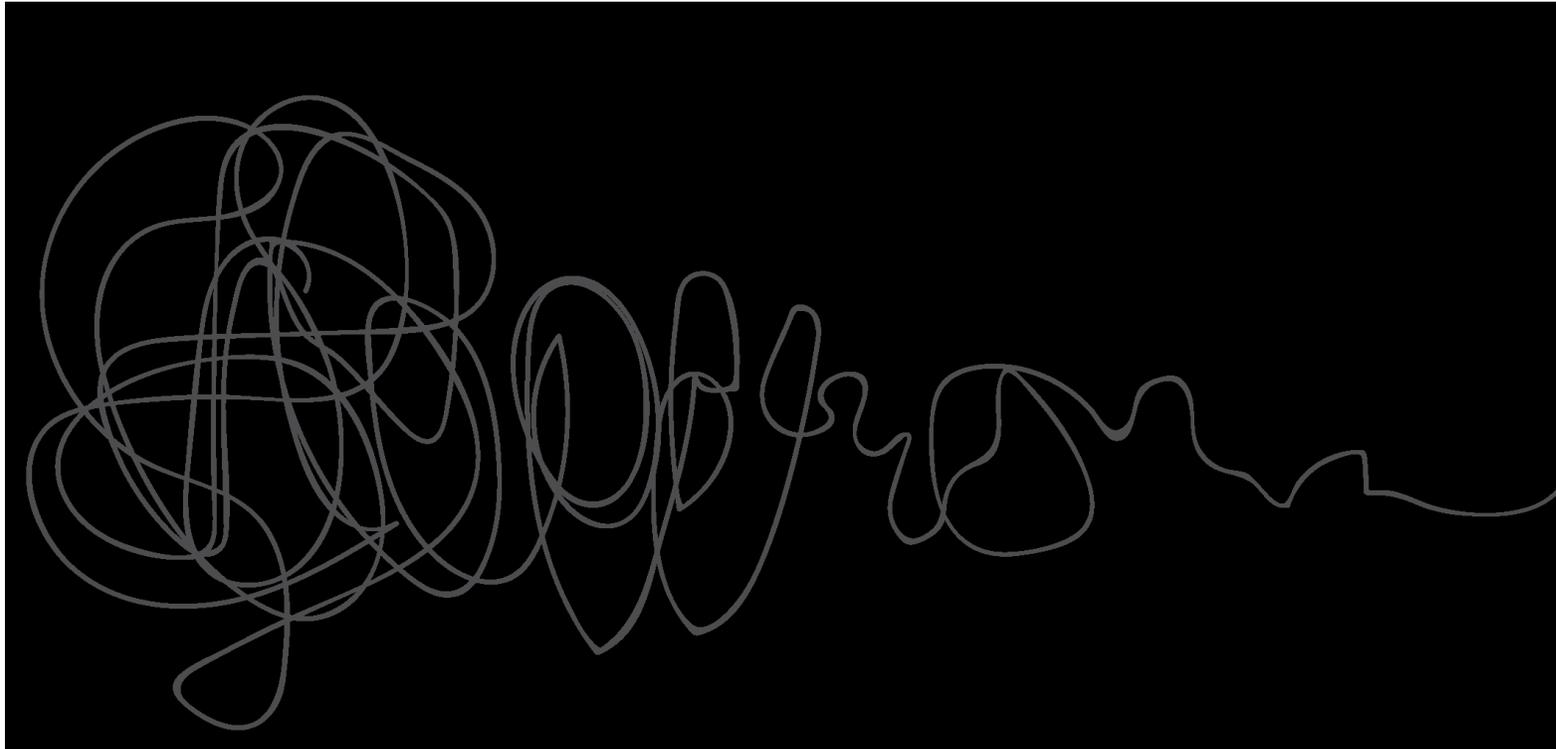
Prof. Dr. Harald Pechlaner

Dr. Michael Volgger

Dott. Gerhard Vanzi



# Models of product development



(Source: Newman)



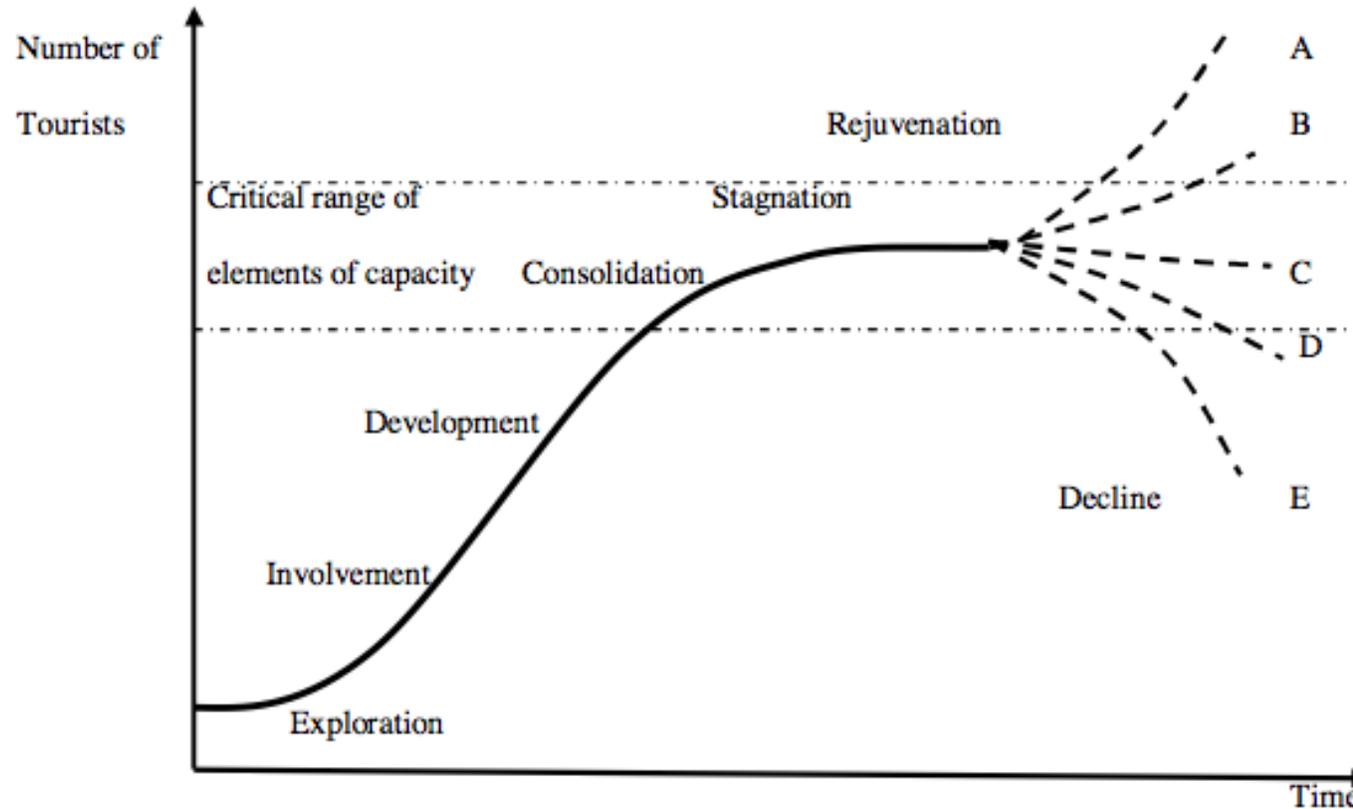
# Ansoff-Matrix: Avenues of development



(Ansoff, 1957)



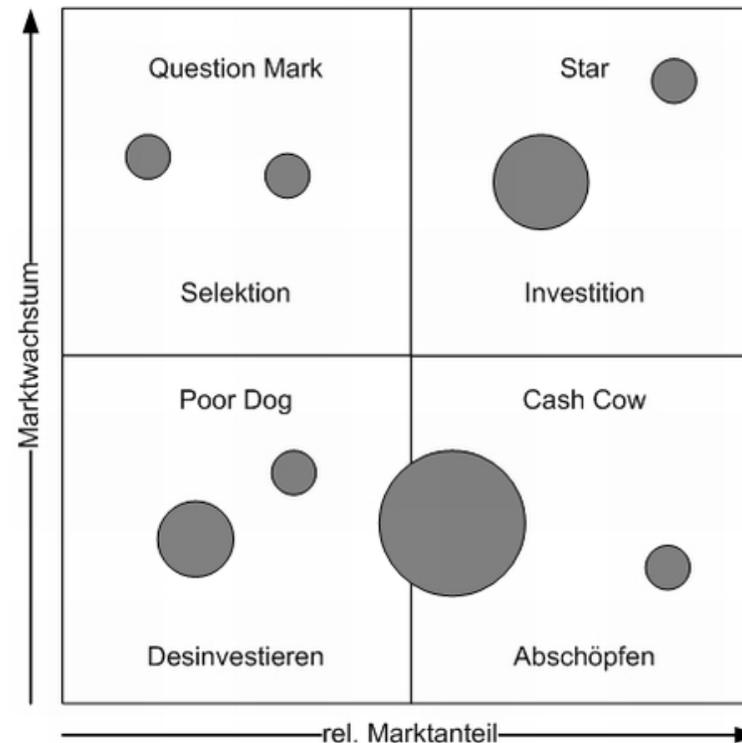
# Lifecycle models: All products stagnate sooner or later...



(Butler, 1980)

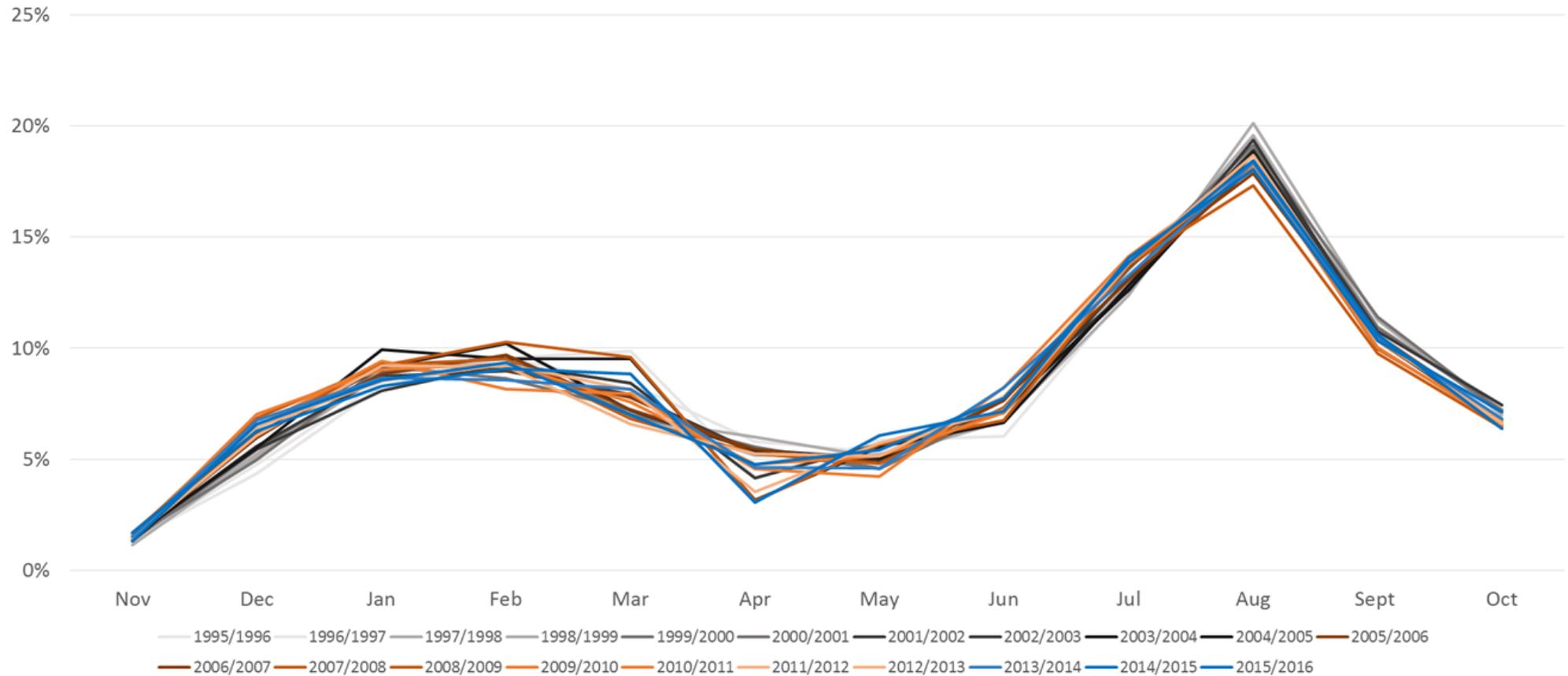


# Lifecycle models: ...responding with balanced portfolios



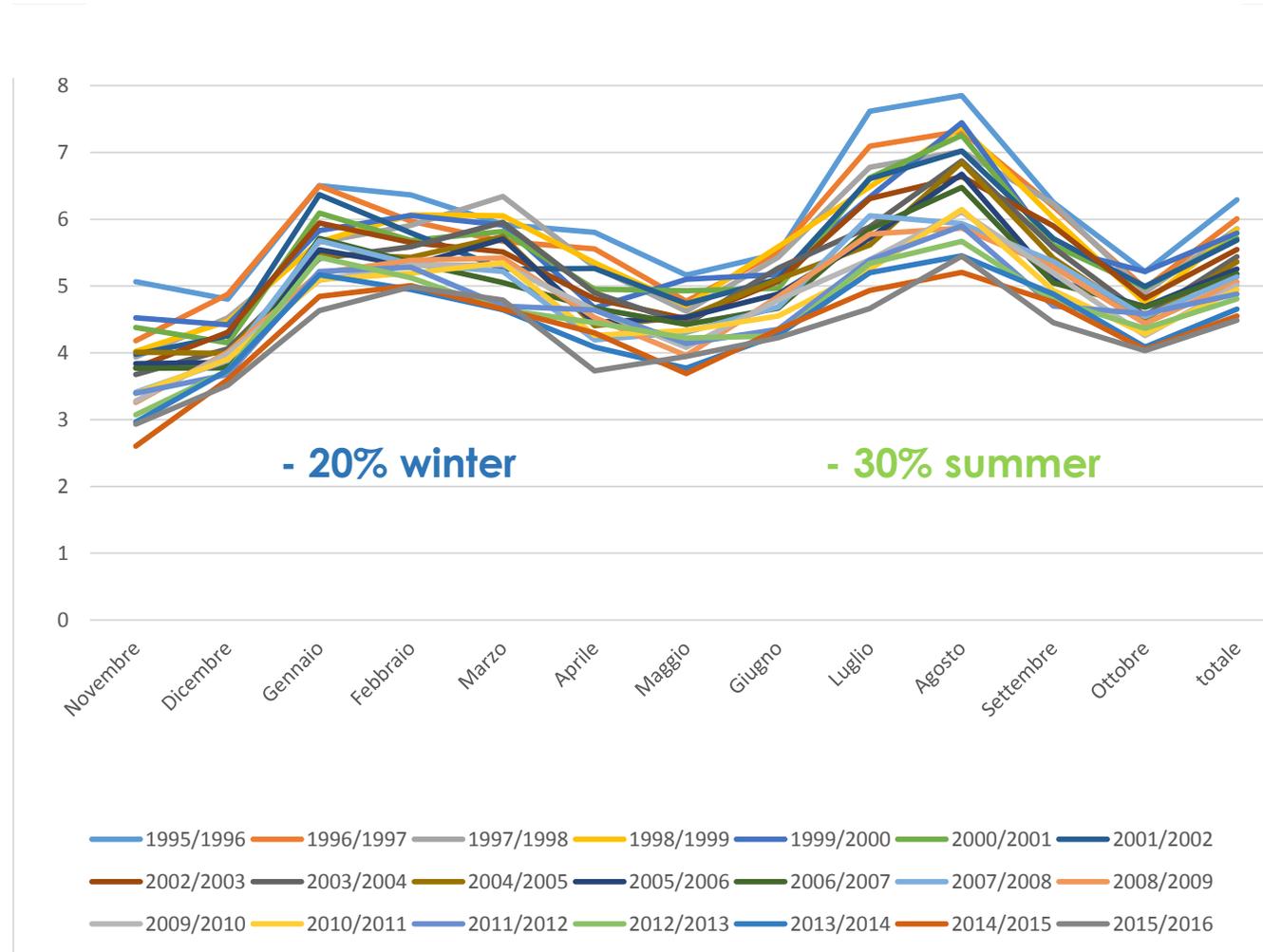
# Monthly distribution of overnights (1995/96-2015/16)

## SOUTH TYROL/SÜDTIROL

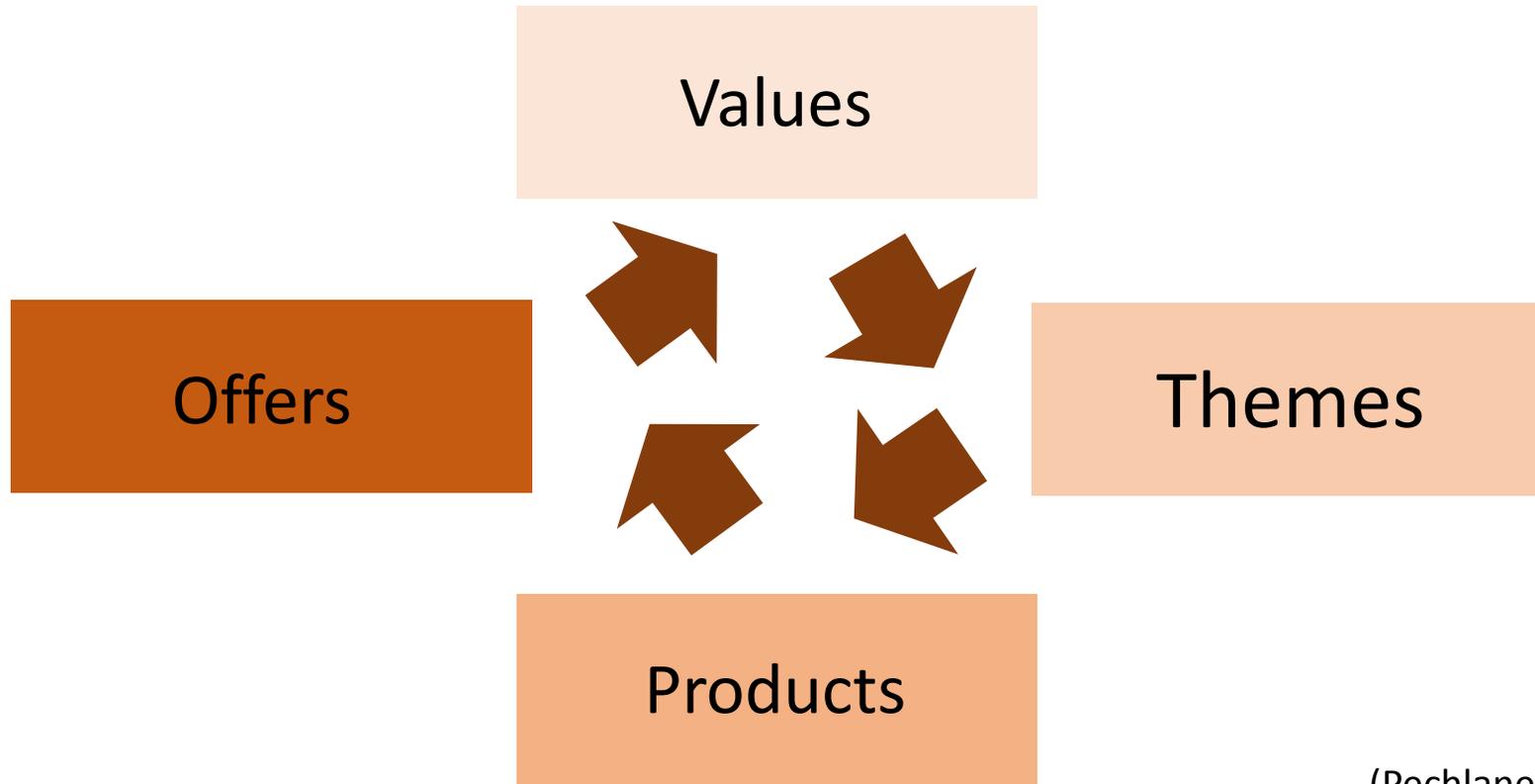


# Average stay 1995-2016

## SOUTH TYROL/SÜDTIROL



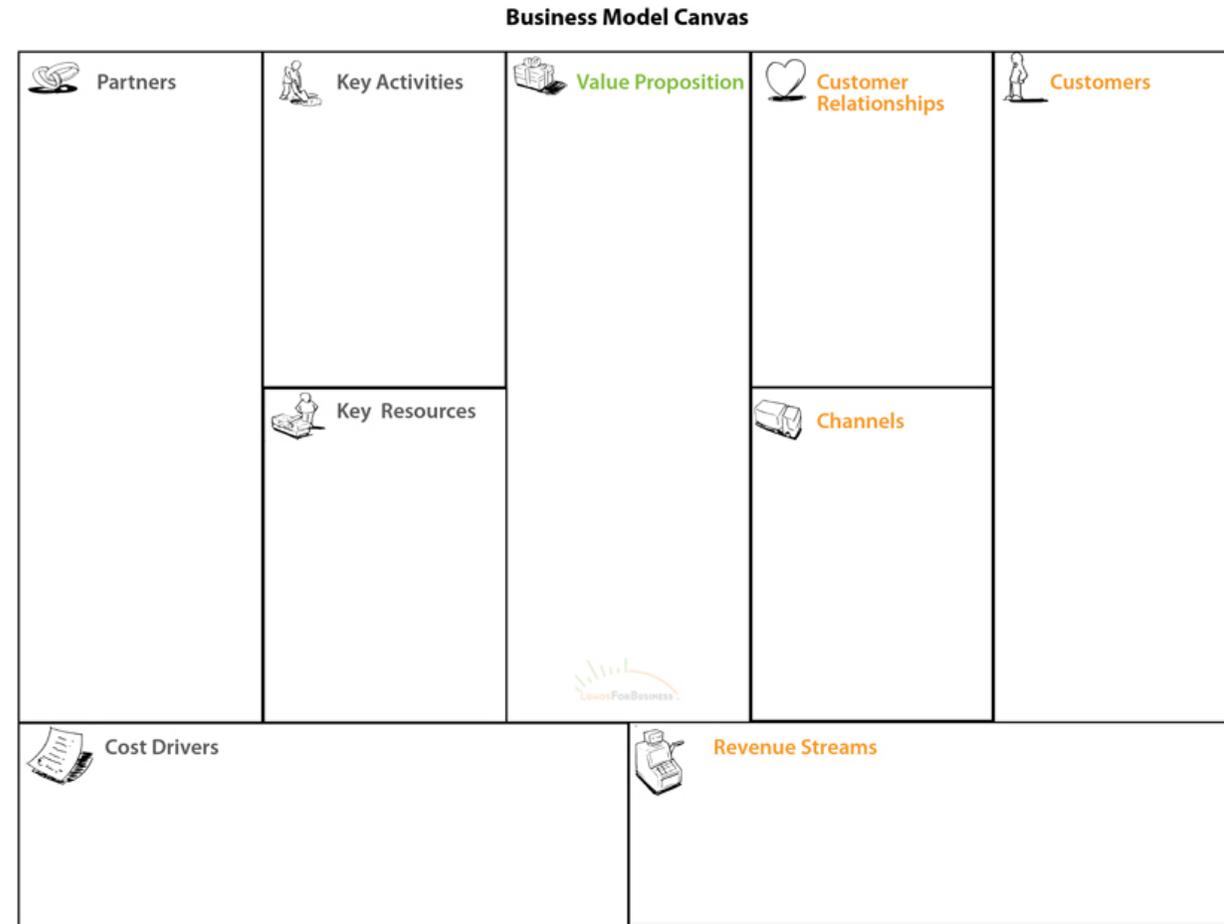
# Competence based models: Link with strategy



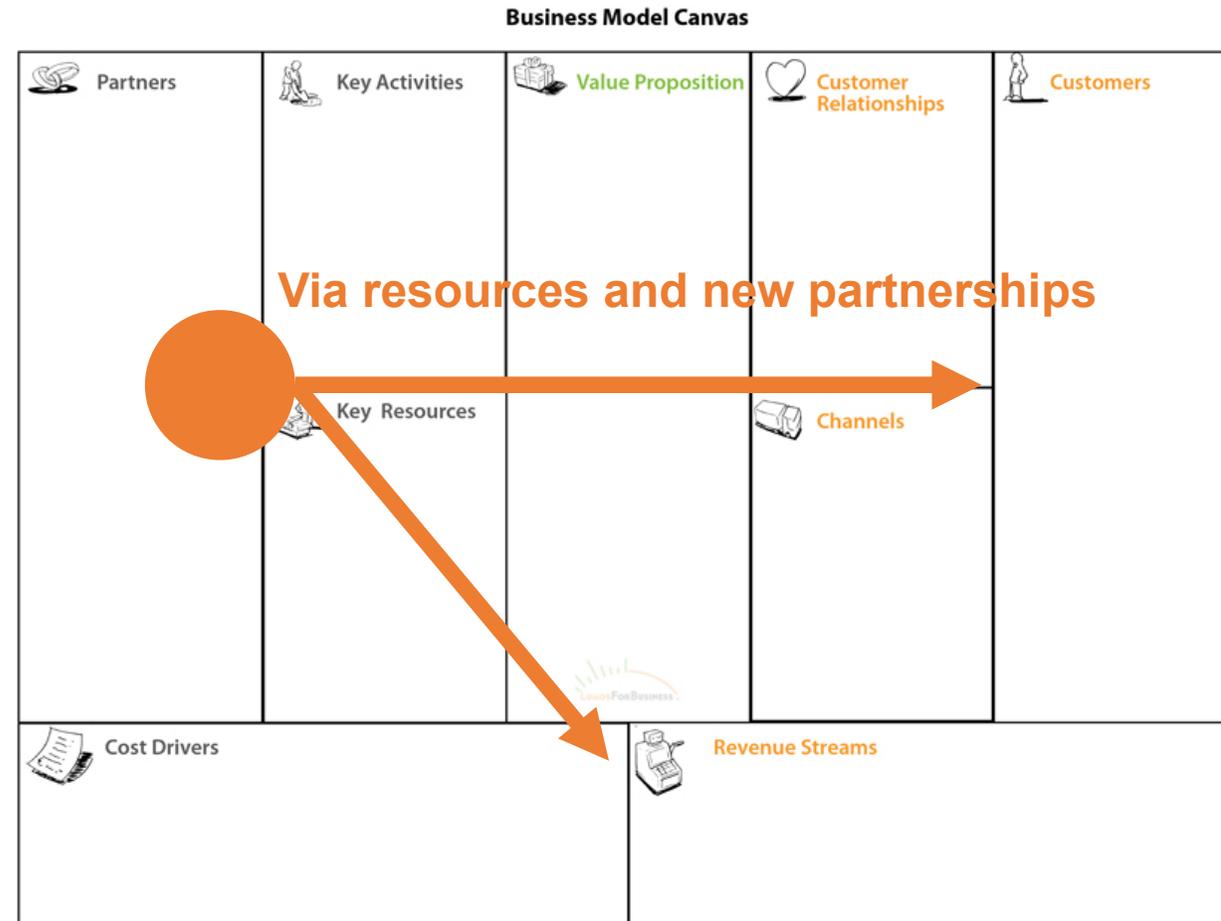
(Pechlaner/Döpfer, 2008)



# Business model innovation: New ways to earn money



# Business model innovation: New ways to earn money

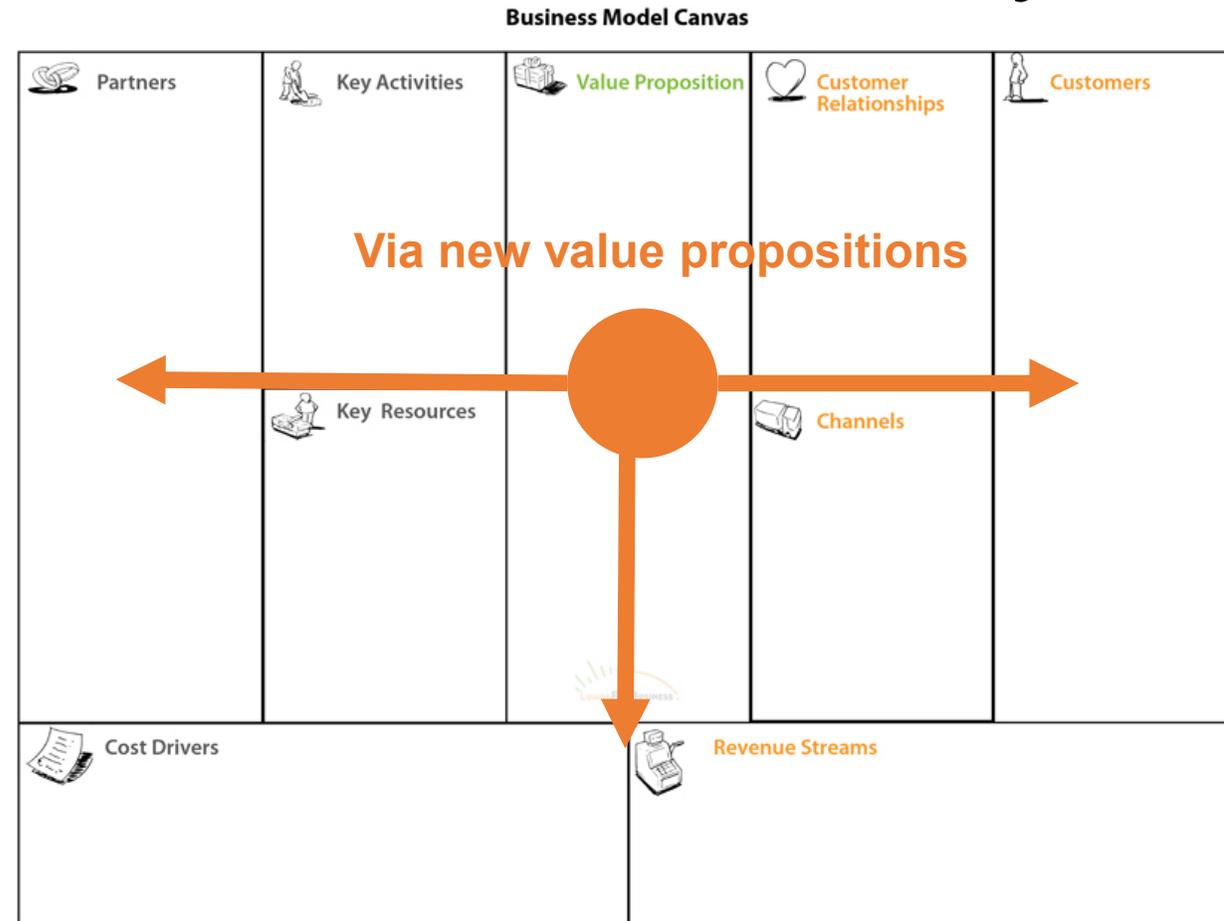


canvas developed by Business Model Generation

(Osterwalder/Pigneur, 2011)



# Business model innovation: New ways to earn money

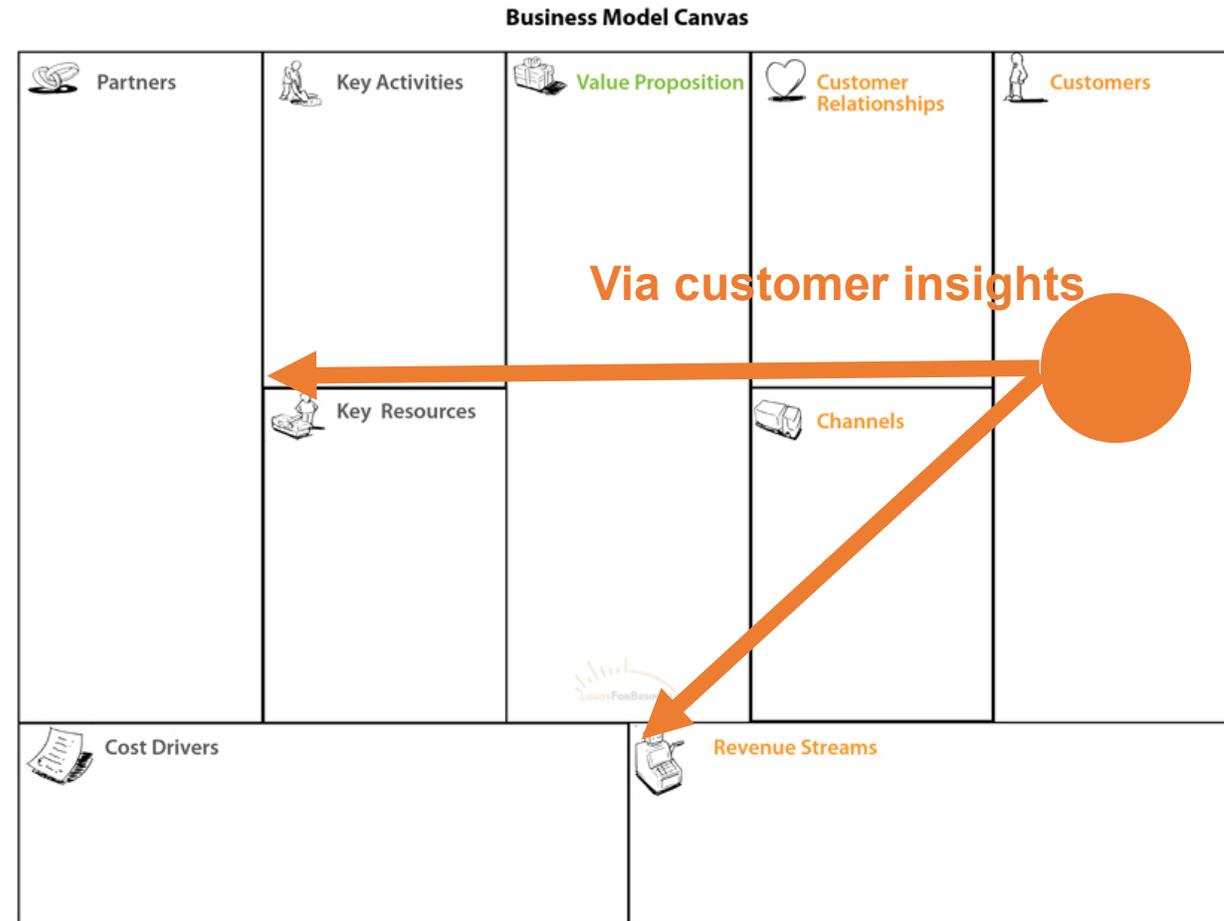


canvas developed by Business Model Generation

(Osterwalder/Pigneur, 2011)



# Business model innovation: New ways to earn money

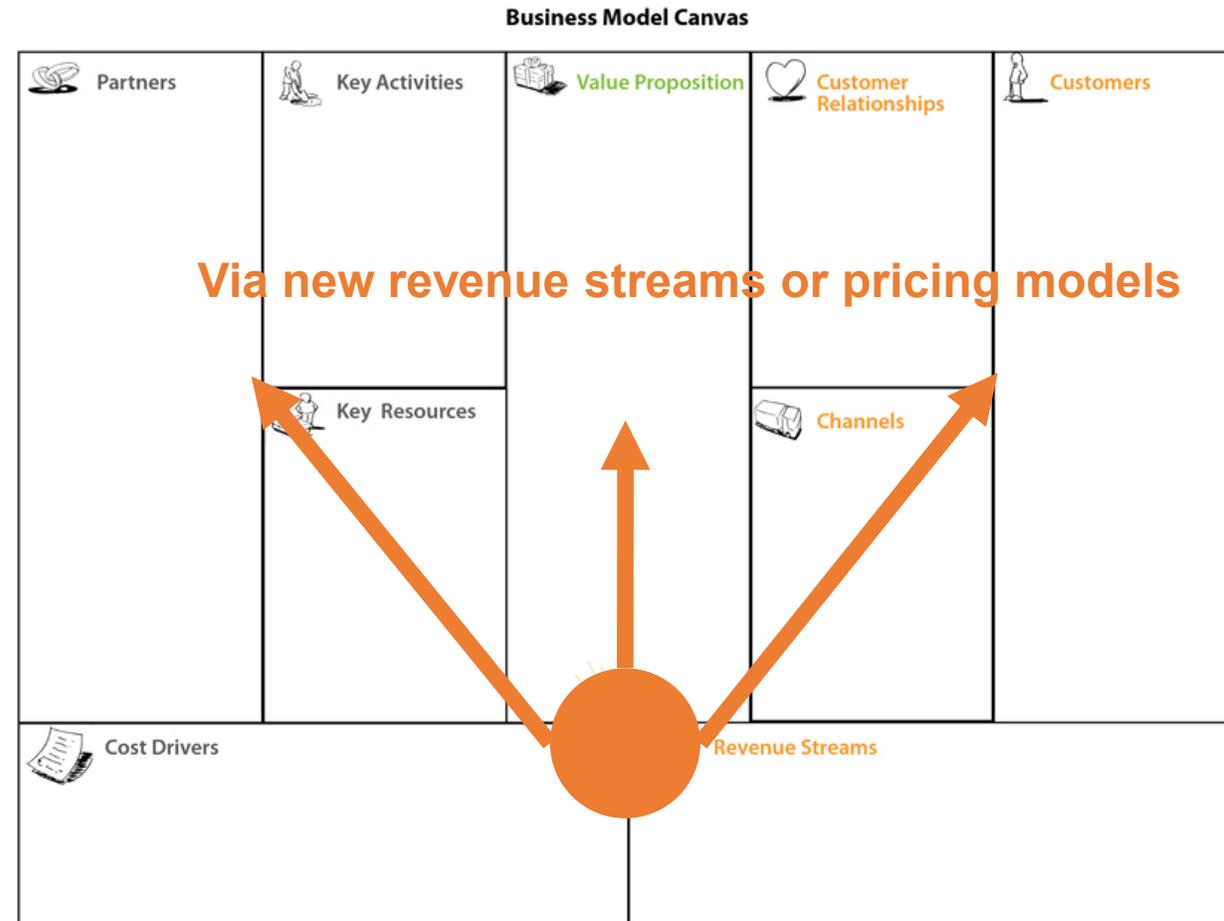


canvas developed by Business Model Generation

(Osterwalder/Pigneur, 2011)



# Business model innovation: New ways to earn money



canvas developed by Business Model Generation

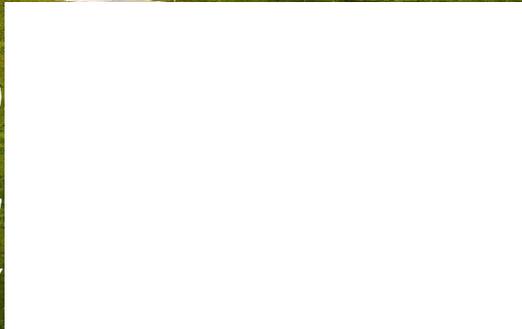
(Osterwalder/Pigneur, 2011)



# 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, also wearing a large wooden butterfly sculpture. 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**

# Fly Line Catinaccio

*adrenaline* for height  
lovers included



eurac  
research

# E-Bike Tour Tre Cime

*be astonished*  
by ***the scenery***



eurac  
research

# Latemarium touch *nature*



eurac  
research

# San Martino Bike park

*be brave*



# Mountain Biking *new potential target*



**eurac**  
research



**#DOLO  
MITES  
VIVES**

eurac  
research



*Move electric*



eurac  
research

Enjoy the sound  
of *silence*

#DOLO  
MITES  
VIVES

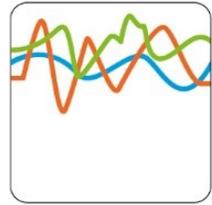


  
DOLOMITI  
DOLOMITES  
DOLOMITIS  
fondazione unesco  
SOCIO  
SOSTENITORE

**eurac**  
research

# The *authentic* *tastes* of the region





# DOLOMITI SUPERSUMMER

1 Card for 100 Lifts

From April till November





#EMOTIONMAKERS



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

THANKS!