

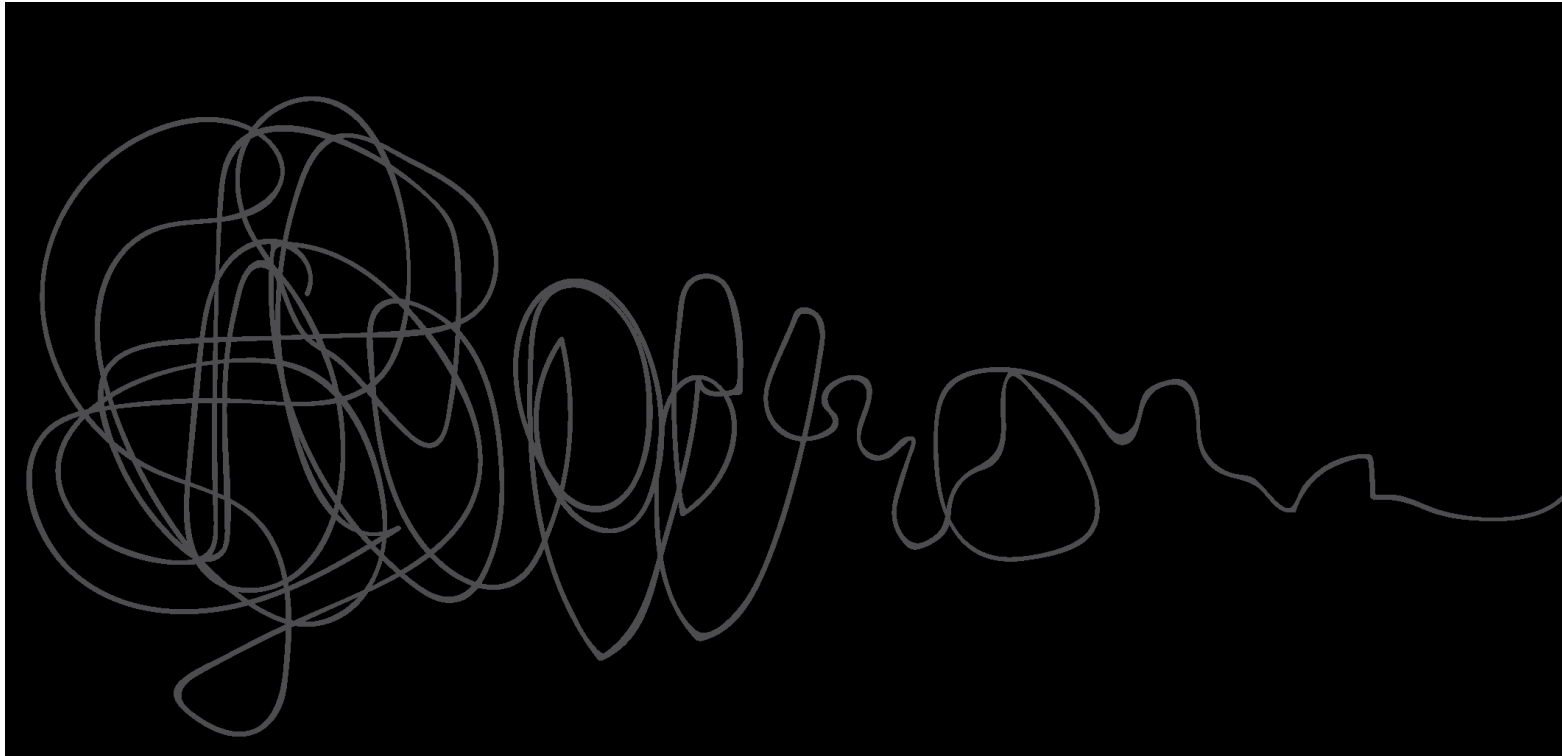
Seasonality – what is seasonality?

Pathways to 365-day operations in mountain destinations

Prof. Dr. Harald Pechlaner
Dr. Michael Volgger
Dott. Gerhard Vanzi



Models of product development



(Source: Newman)



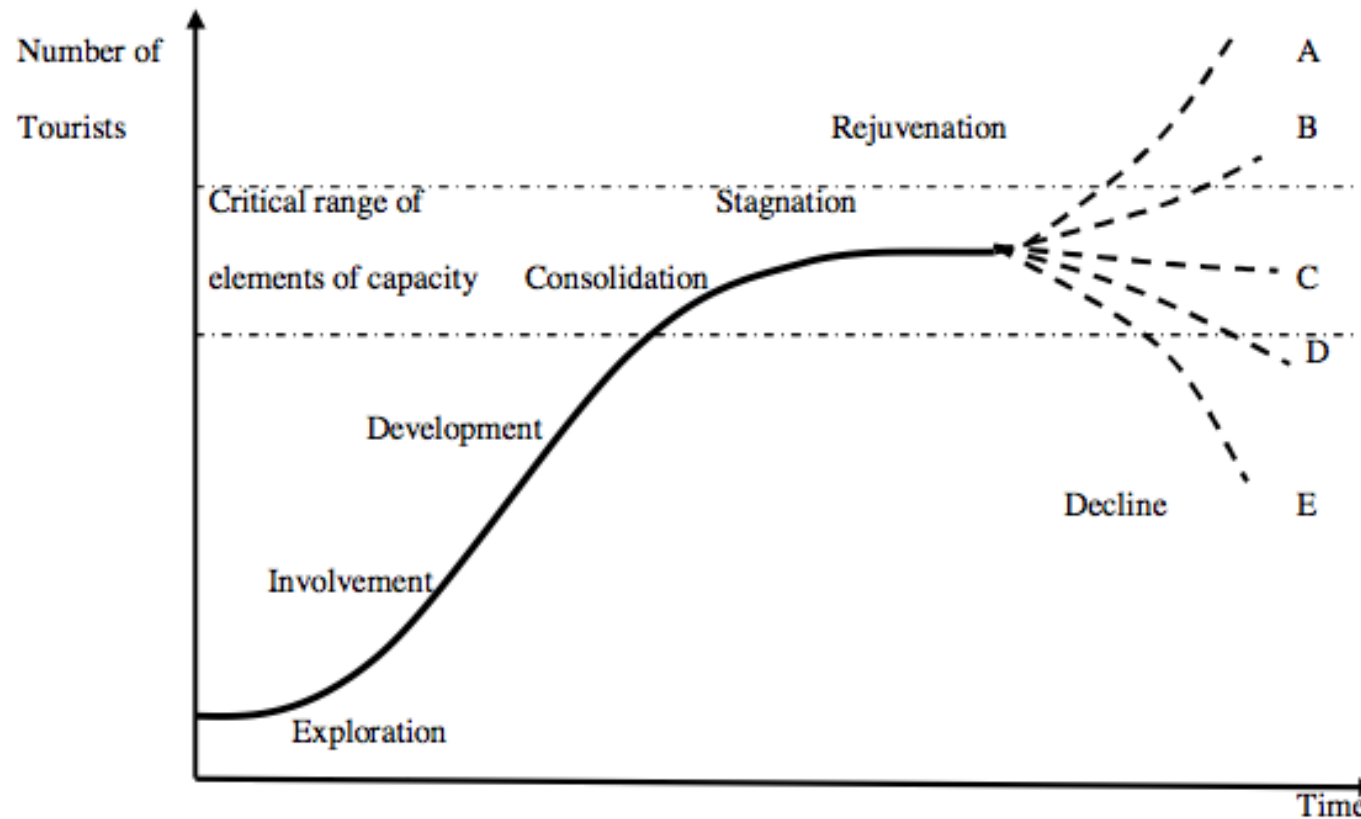
Ansoff-Matrix: Avenues of development



(Ansoff, 1957)



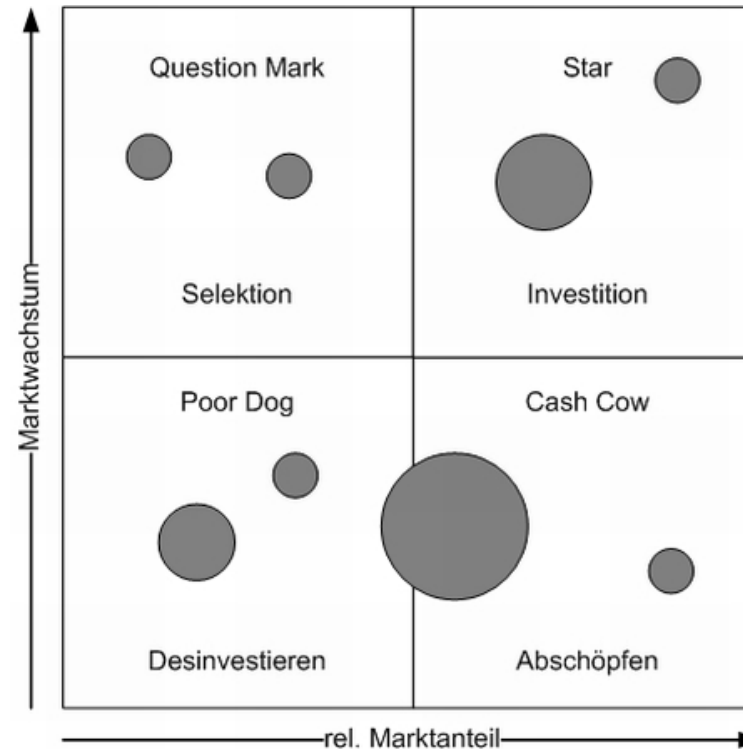
Lifecycle models: All products stagnate sooner or later...



(Butler, 1980)



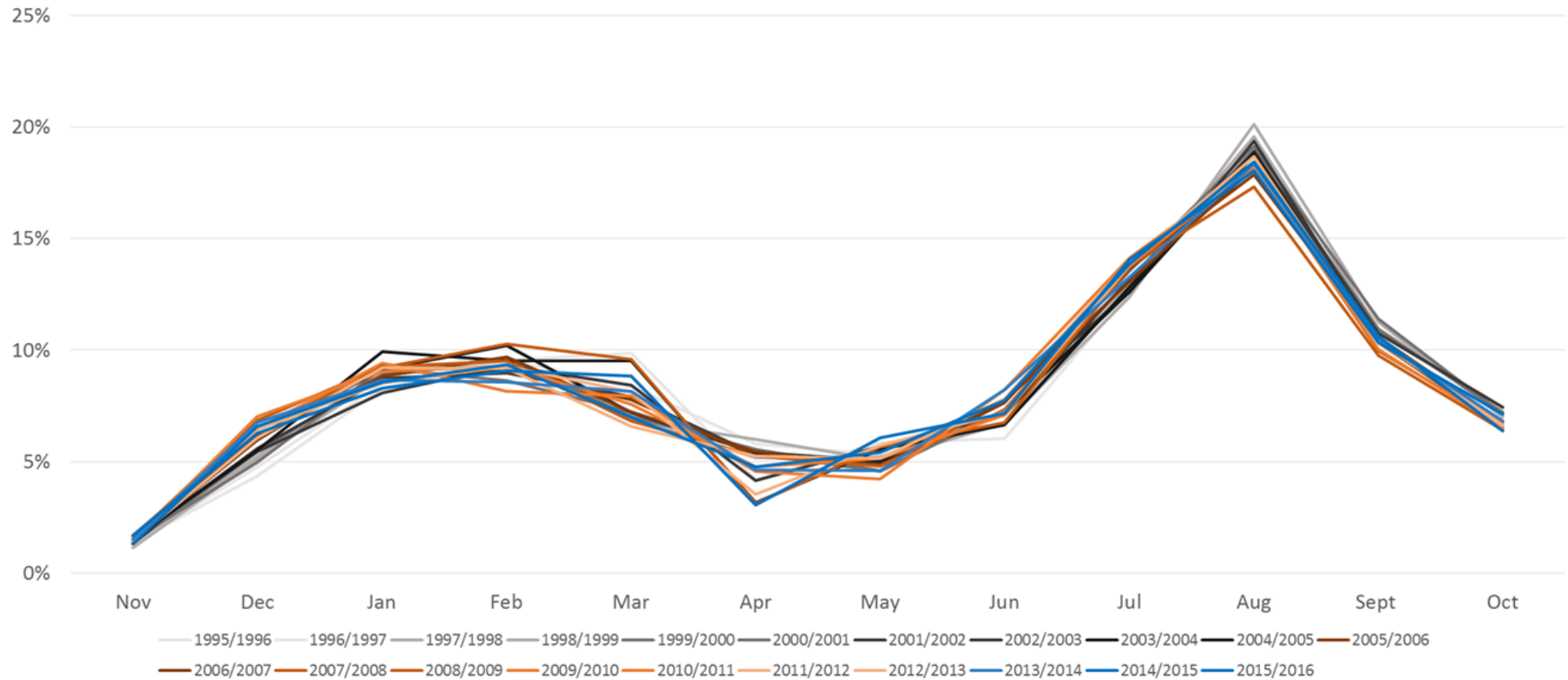
Lifecycle models: ...responding with balanced portfolios



(BCG, 1970)

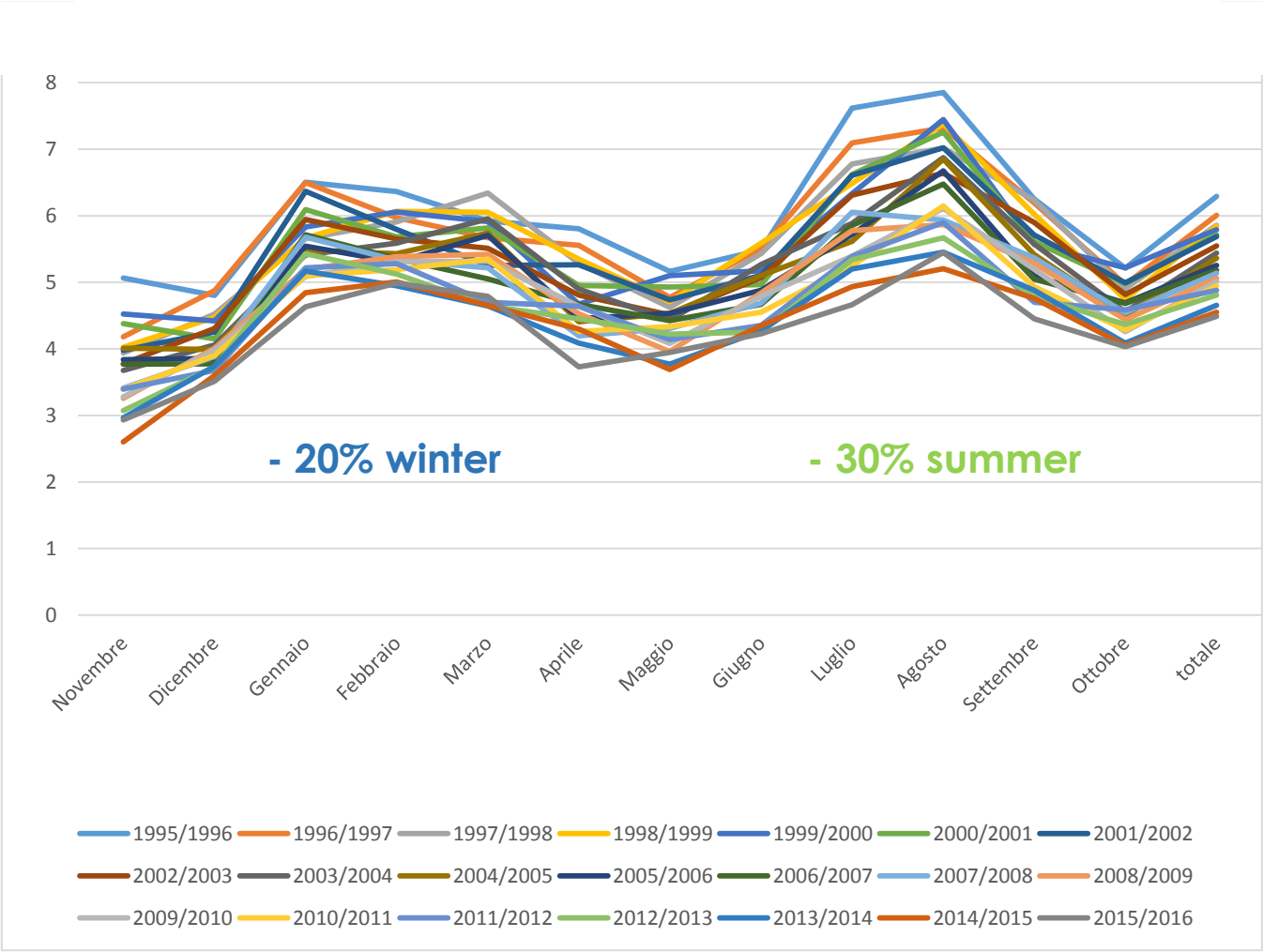
Monthly distribution of overnights (1995/96-2015/16)

SOUTH TYROL/SÜDTIROL

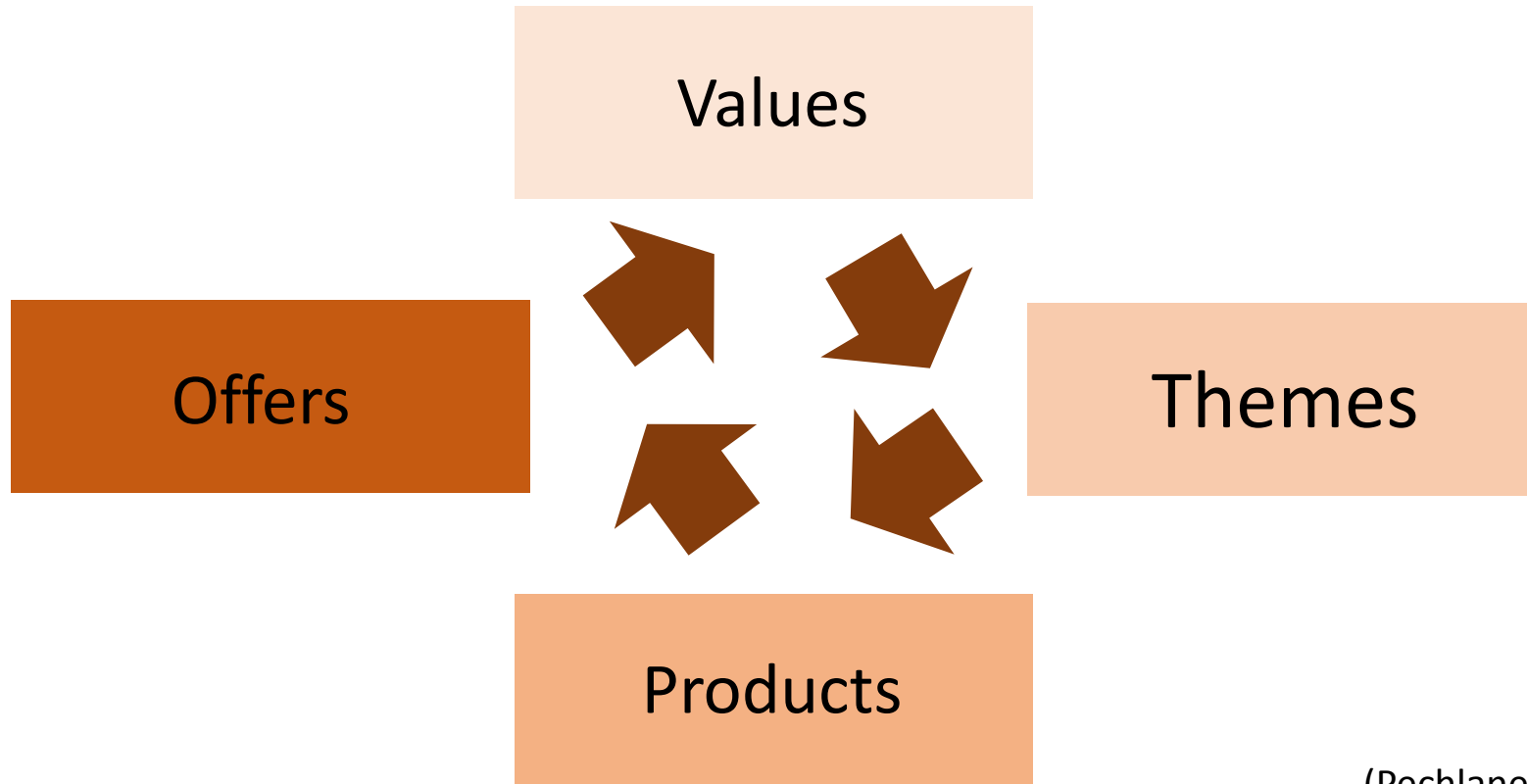


Average stay 1995-2016

SOUTH TYROL/SÜDTIROL

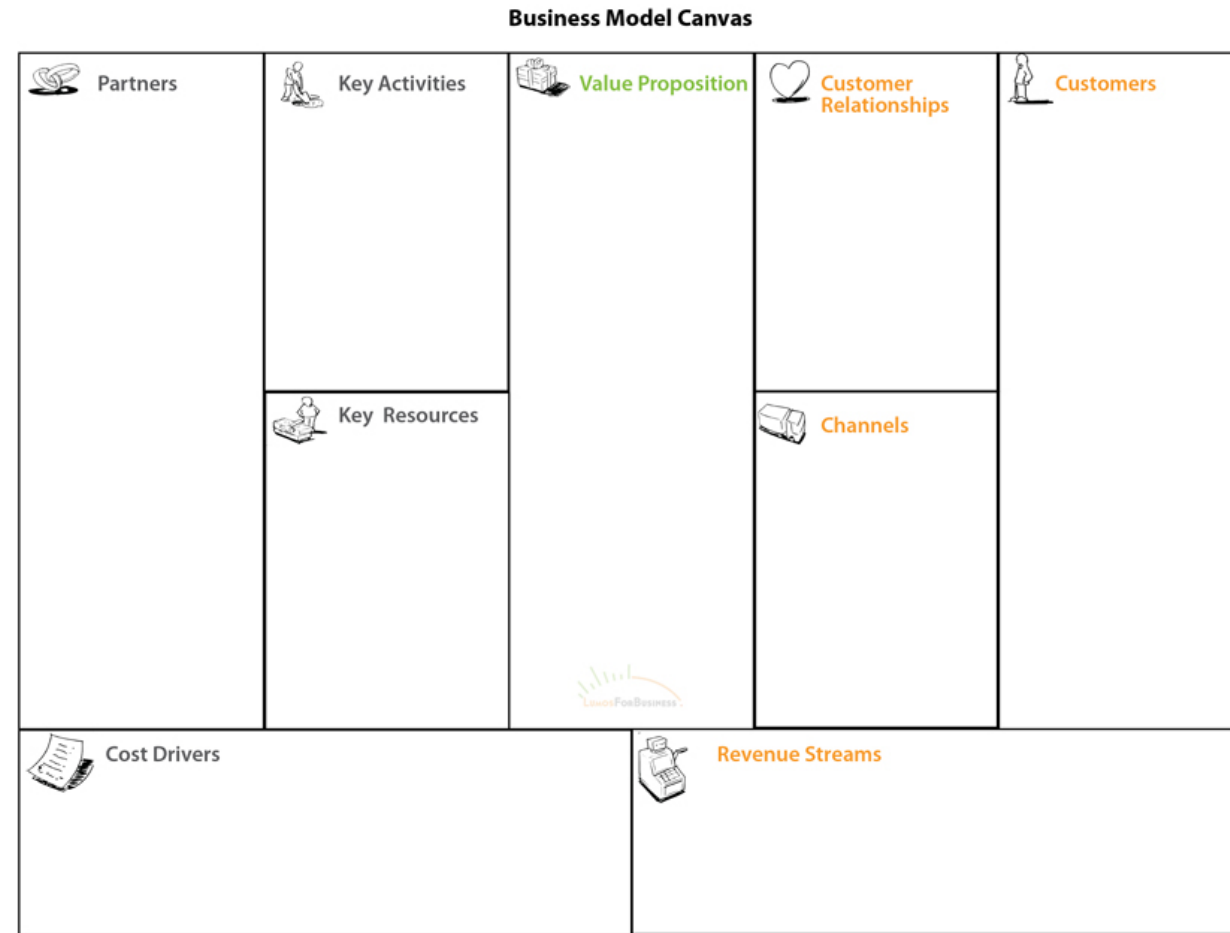


Competence based models: Link with strategy



(Pechlaner/Döpfer, 2008)

Business model innovation: New ways to earn money

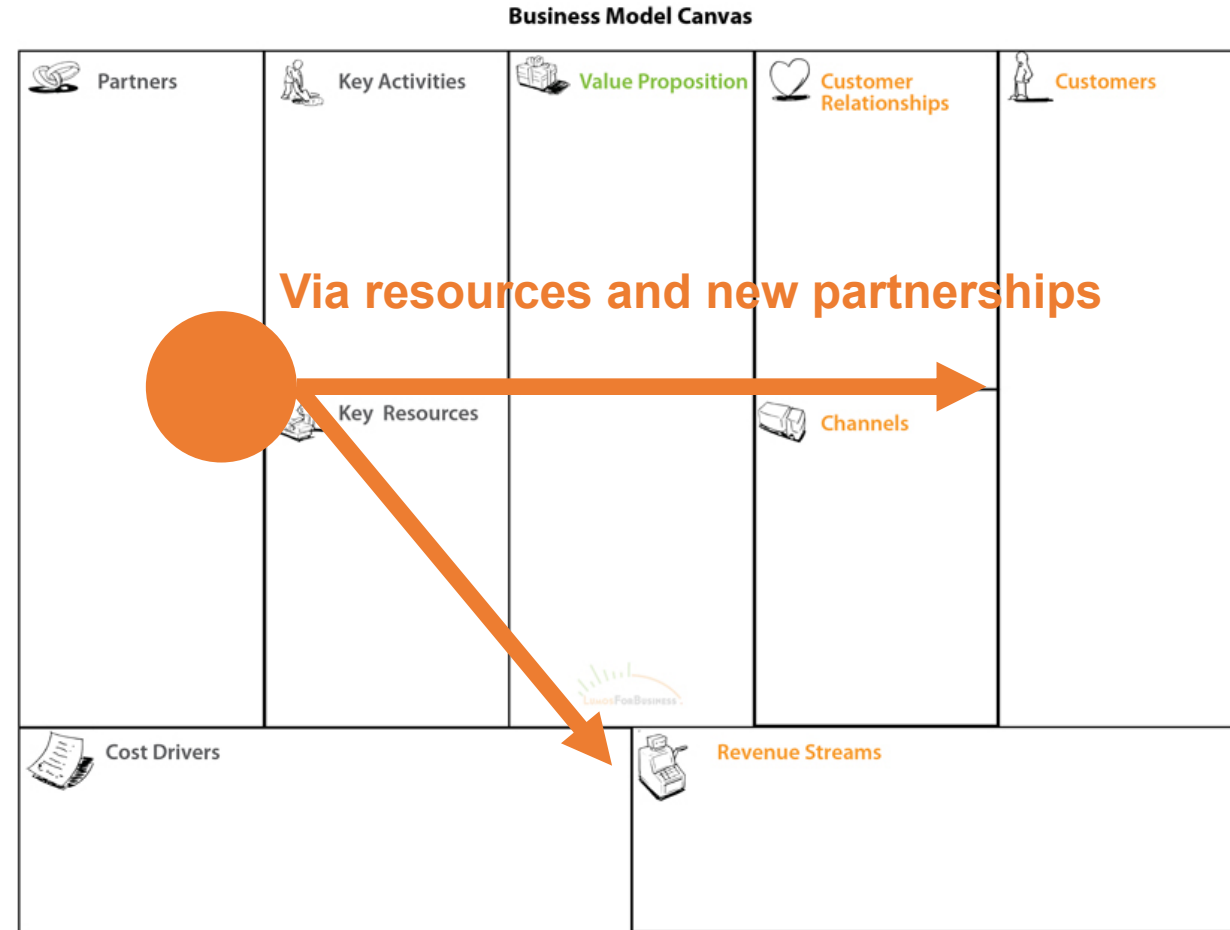


canvas developed by Business Model Generation

(Osterwalder/Pigneur, 2011)



Business model innovation: New ways to earn money

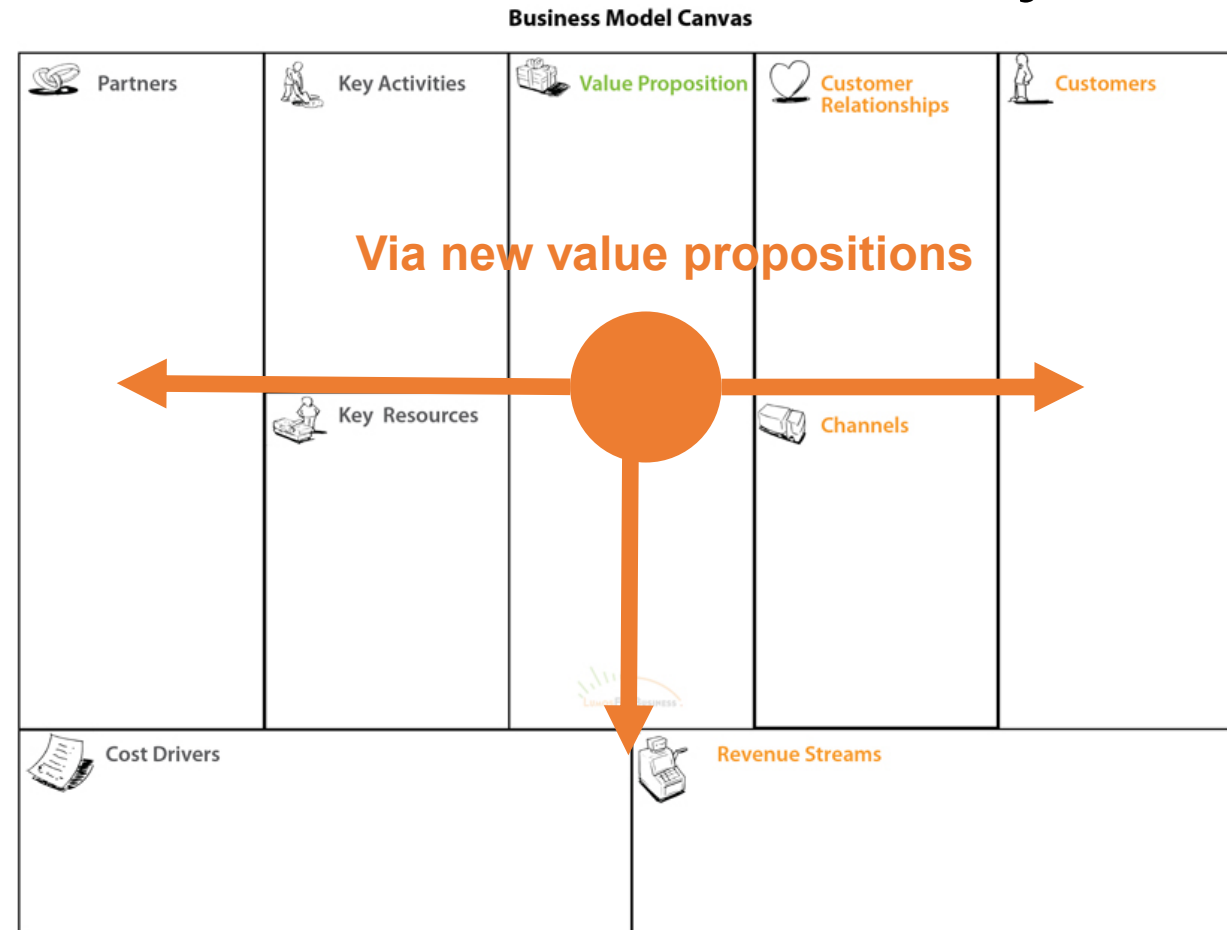


canvas developed by Business Model Generation

(Osterwalder/Pigneur, 2011)



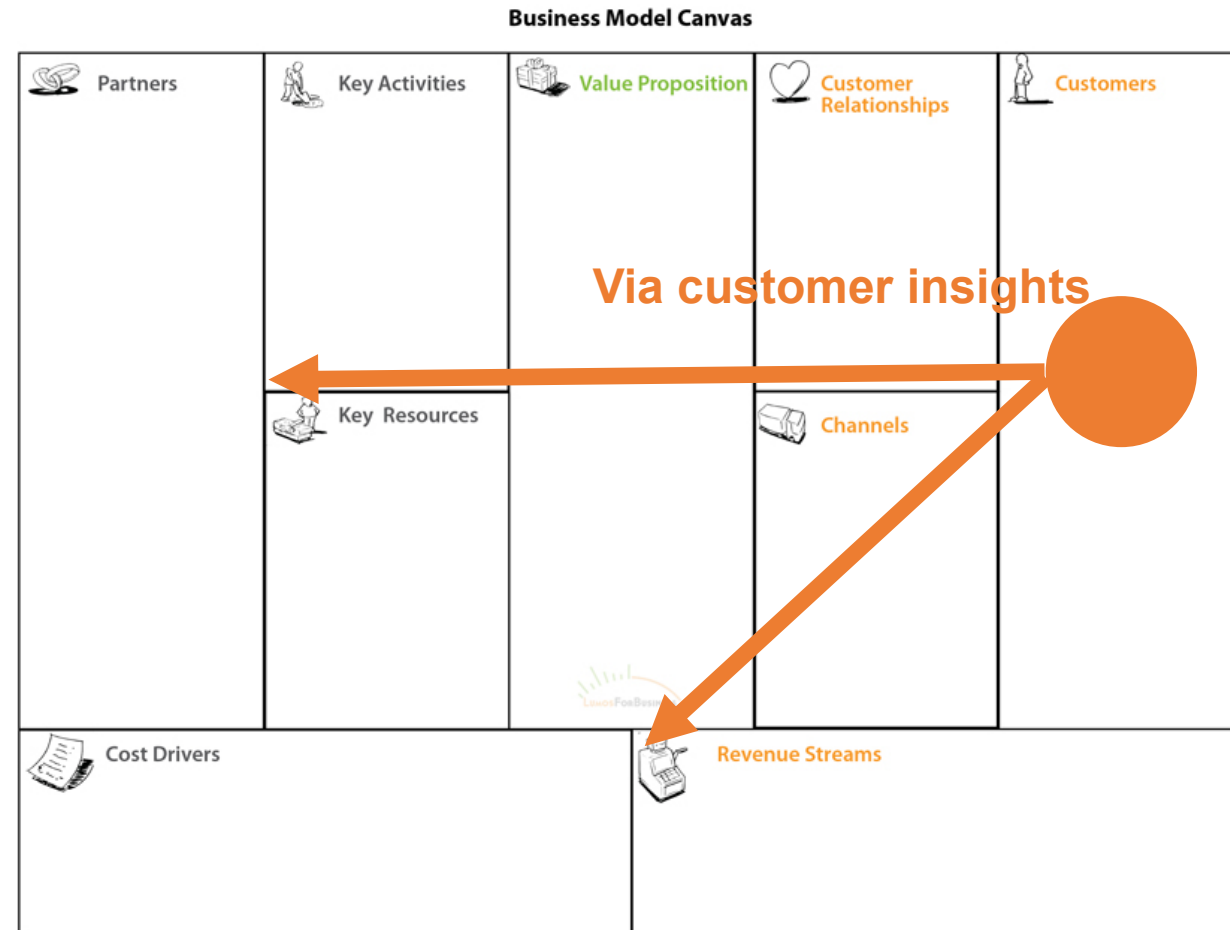
Business model innovation: New ways to earn money



canvas developed by Business Model Generation



Business model innovation: New ways to earn money

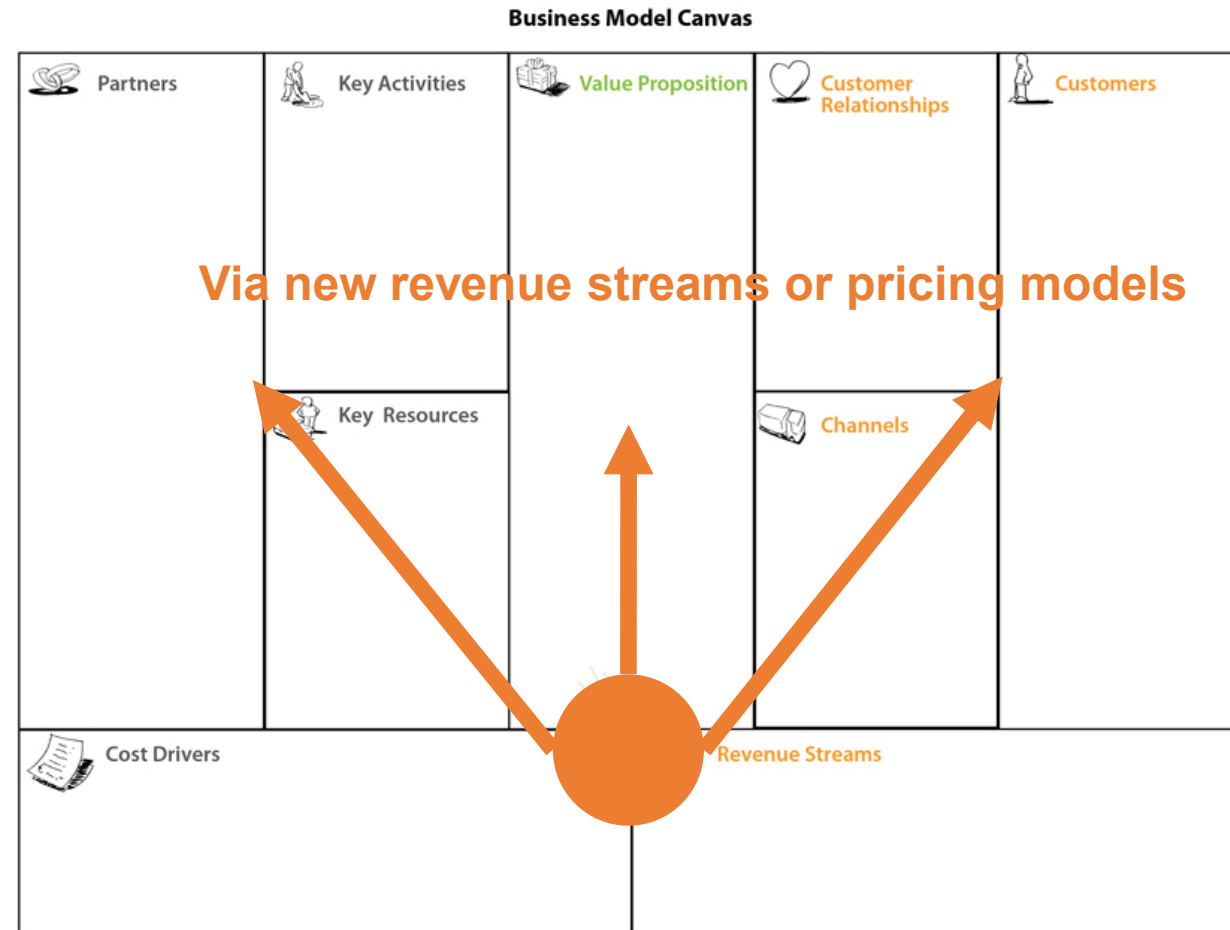


canvas developed by Business Model Generation

(Osterwalder/Pigneur, 2011)



Business model innovation: New ways to earn money



canvas developed by Business Model Generation



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



100 LIFTS OPEN IN SUMMER



eurac
research

Lagazuoi
explore

war history



MMM Coronas *discover mountain* ***culture & art***



A family of four is hiking on a dirt path in a mountainous region. In the foreground, a child is partially visible, standing next to a large wooden butterfly sculpture. Further down the path, another child is standing between two more large wooden butterfly sculptures. A man and a woman are walking away from the camera on the left side of the path. The background features a vast landscape of green valleys and rugged mountains, some with patches of snow, under a clear blue sky.

Movimënt *emotions for* ***the whole family***

Fly Line Catinaccio

adrenaline for height lovers included



E-Bike Tour Tre Cime

be astonished
by *the scenery*



Latemarium touch *nature*



San Martino Bike park

be brave



Mountain Biking *new potential target*



eurac
research



eurac
research



Move electric



eurac
research

Enjoy the sound
of *silence*

 **#DOLO
MITES
VIVES**

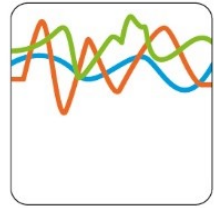



**DOLOMITI
DOLOMITES
DOLOMITIS**
fondazione **unesco**
SOCIO
SOSTENITORE

eurac
research

The *authentic* *tastes* of the region





DOLOMITI SUPERSUMMER

1 Card for 100 Lifts

From April till November





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, orange glow across the sky and the mountain peaks. The mountains are rugged, with steep, rocky slopes and some patches of snow or light-colored rock near the summits. The foreground shows a valley with green grass, 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, partially obscuring the mountain peaks.

THANKS!