BeyondSnow project launched to address decreasing snow coverage in Alpine Snow Tourism Destinations

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Six European Countries, including Slovenia and 13 partners launched an Interreg - Alpine Space project with the aim to help small and medium altitude snow tourism destinations to retain and increase their attractiveness for inhabitants and tourists in the light of diminishing snow reliability due to climate change. For the first time, a digital tool will provide data driven solutions and concrete suggestions to policymakers, companies, and communities in the Alpine region, enabling them to adapt and revitalize their tourism offer considering also the ecological transition.

Climate change is having a strong impact on low and medium altitude snow tourism destinations in the Alpine area.

As acknowledged by the Italian National Research Council (CNR), over the last century, the length of snow cover has shortened by over a month. Lack of snow, shortening of the snow season and increasing costs for infrastructure renewal are some of the challenges these destinations are facing. **Decreasing tourism flows and major difficulties in amortizing investments are diminishing the viability of snow tourism destinations** and can contribute to exacerbate the trend of depopulation of mountain areas.

The BeyondSnow project has been launched to address these challenges and **help snow tourism destinations to overcome their dependence on snow.** Only some destinations, in fact, will be able to base their socio-economic future on, for example, ski tourism which requires water, energy and significant investments.

The project's goal is to **enhance the resilience of snow tourism destinations to climate change by creating a Resilience Adaptation Model (RAM).** For its development, relevant data on the conditions of the Alpine region, a vulnerability map and viable tourism development paths will be collected.

For the first time, a freely accessible digital tool for businesses, authorities and Alpine communities will be created.

By processing data and including collected experiences, **the Resilience Decision-Making Digital Tool (RDMDT), will generate recommendations aimed at the transition towards sustainable tourism models,** helping to preserve and improve territorial resources and adopt ecosystem-based approaches.

BeyondSnow brings together public and private entities and experts from six Alpine countries (Italy, France, Switzerland, Germany, Austria, and Slovenia) who will jointly develop sustainable development paths, transition processes and implementable solutions. The Partners competences include: internationally relevant scientific and applied research, development of
innovative technologies, active citizen and stakeholder involvement, ecological approach and its dissemination.

Over the next three years co-creative, awareness and training activities will be carried out in 10 pilot working areas engaging citizens and decision-makers at all levels (both technical and political) to ensure that the developed models and transition paths meet the needs of the local communities and the environment.
The project also aims at creating policy guidelines for a resilient Alpine region.

'The current situation in our mountains – says Andrea Omizzolo of Eurac Research, Lead Partner of BeyondSnow - highlights the critical state of many winter tourism destinations. **The lack of snow is causing severe difficulties for local communities and businesses. BeyondSnow aims to make these communities more resilient to climate change by decreasing their snow-dependency, providing alternatives for sustainable tourism** and combating mountain depopulation. These solutions will be beneficial for our pilot working areas but also for all communities throughout the Alpine area'.

For more information on the BeyondSnow project, please visit:

BeyondSnow Official Website: alpine-space.eu/projects/beyondsnow
Facebook: https://www.facebook.com/profile.php?id=100089339241331
Instagram: https://www.instagram.com/beyondsnow_alps/

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