

# Hypothesis: Changing consumer patterns require adaptation of tourism evolution

Changing consumer behaviour in tourism → decreasing potential in winter sports, but new opportunities in outdoor experience and wellness/spa tourism Changing mobility patterns towards short-trip tourism → transformation of Alpine tourism from main-holiday to short-stay and event destinations → on the other hand, antidigitalisation and deceleration are trends that can also be observed → spatial development is challenged to steer this evolution future-oriented in a sustainable manner and develop capitalise on niches in regard to “slow-tourism”

## Projects that address this hypothesis:

\* *<please insert your project here>* \* *<please insert your project here>* \* ...

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