



# San Vigilio Dolomites

WeNaTour webinar series

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A wide-angle, high-altitude photograph of a mountainous landscape. In the foreground, a small village with numerous houses and a church spire is nestled in a green valley. The middle ground shows rolling green hills and dense forests. The background is dominated by massive, rugged mountains with steep, rocky slopes and patches of snow or light-colored rock. The sky is clear blue with a few wispy clouds. The text "THE DESTINATION" is overlaid in large, white, sans-serif capital letters across the center of the image.

# THE DESTINATION





# THE HISTORY



An aerial photograph of a large-scale winter sports event, likely a ski race, at a resort. The scene is dominated by a massive, multi-tiered crowd of spectators filling the upper half of the frame. In the background, several large, white, geodesic dome structures are visible, along with a building that has "ALPINE BIG CUP TONIC" on its facade. Various banners for sponsors like "KRONPLATZ", "Doppelmayr", "Erta", "GRANA PADANO", and "FORST" are scattered throughout the crowd and along the race track. The foreground shows a snowy race track with blue safety barriers and a few people standing near the start. The overall atmosphere is one of a major, high-profile sporting event.

# THE NUMBERS

5.000 Residents  
900.000 Overnights





# THE NUMBERS

56% Of the territory is protected  
2 Natural Parks

Many protected species, some unique



# THE DMO

Tourist Cooperative San Vigilio Dolomites

Values and sustainability





# THE PROBLEMS

- Overtourism
- Overtraffic
- Uncontrolled marketing
- Resource depletion
- Housing access
- Loss of habitats
- ...



# SOME STEPS TO A SOLUTION

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- A photograph of several brown cows in a grassy field with mountains in the background. The cows are the main focus, with one in the foreground looking directly at the camera. The text is overlaid on the image.
1. Know your enemy
  2. Listen
  3. Get other people's help
  4. Educate tourists



# SOME OF OUR EXAMPLES



**Deseasonalization**



**Reforestation**



**Info Brochure**



**AI Chatbot**





**THANK YOU!**

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