

TOURISM IN ANDORRA TO INVEST IN YEAR-ROUND OFFERS



Andorra's tourism sector faces the negative effects of seasonality. The destination is popular, especially among winter sports enthusiasts. The authorities however now plan to develop a wider offer of spring activities.

The working group of the Institute of Governance Coordination and Applied Economy stated that **tourism in Andorra needs to acknowledge the limits of snow focused offer**. That is why the Government and local entrepreneurs committed not only to maintain and increase the value of winter sports activities but to support the offers that can be distributed and maintained throughout the whole year.

At that point, experts say, it is crucial to encourage the loyalty of the visitors as well as focus on innovation and search for new activities. The authorities plan to make tourism in Andorra less dependent on snow.

The Institute suggested supporting the nature sector, hiking, extreme sports, gastronomy, and cultural and adventure tourism sectors. Shopping tourism in Andorra la Vella is not as important anymore as it was before, a fact that the Institute explains by the effects of globalization. **Over the last few years, the principality has noticed a decline in foreign investment.**

"The attractiveness and uniqueness of the Principality allow for high degree of optimism about the future and the sustainability of its economy," says Jesus Sánchez Lambás, vice president of the Institute.

The economy of Andorra is strongly influenced by trade and tourism which generate more than 50% of the service sector, thanks to the 8.5 million annual visitors, mainly coming from France and Spain.

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