

el Periòdic News

SKI SEASON 2024-25

Grandvalira Resorts allocates 20.9 million euros to improvements and innovation

For this reason, the organization is considering bringing forward the opening of the ski slopes in Arcalís to November 23rd

EL PERIÒDIC
ESCALDES-ENGORDANY

Last Tuesday, Grandvalira Resorts introduced the novelties for the 2024-2025 winter season with an investment of 20.9 million euros, which will be used to improve infrastructure and services in the resorts of Grandvalira, Pal Arinsal and Ordino Arcalís. In this regard, the investment includes the reinforcement of the snowmaking network, with 129 new high-efficiency cannons, digitization with a new mobile application, an expansion of the high-quality gastronomic offer, as well as the establishment of new international agreements.

The marketing director of Grandvalira Resorts, David Ledesma, specified that «the focus of the investment is to improve the customer experience and maintain leadership in the Pyrenees and southern Europe». The resources will be distributed mainly in Grandvalira (17.2 million), Pal Arinsal (2.3 million) and Ordino Arcalís (1.4 million). It should be reported that the total investment is less than last season, as significant investments were made in 2023, such as the Port Negre of Pal Arinsal chairlift. In addition, Ledesma pointed out that, «despite the decrease, investment remains in line with the average of recent years».

Above all, the improvements in snowmaking and digitization are the highlights this year. The new mobile application will

allow you to purchase an eSIM to navigate Andorra without having to resort to roaming and includes the geolocation function to facilitate coordination between groups of skiers. A commitment to digitization that also includes an extension of Wi-Fi coverage to all tracks to offer constant connectivity to visitors. At the same time, Ledesma also announced that the opening date of the ski slopes is scheduled for November 30th, but could be brought forward to November 23rd, especially in Ordino Arcalís, in case of consistent snowfall. «If the fronts that are expected to cross the country leave enough snow, we will make every effort to open Ordino Arcalís and be the first resort in the Pyrenees», explained Ledesma as one of the



David Ledesma

MARKETING DIRECTOR OF
GRANDVALIRA RESORTS

«What we intend with this investment is to improve the customer experience and maintain our leadership in the country»

forecasts, maintaining the goal of reaching the last year's success.

On the other hand, and among the gastronomic novelties, the return of the Snow Club Gourmet stands out, which will have chefs with a Michelin star and new gastronomic proposals in Grandvalira and Ordino Arcalís, with renovated spaces and special menus for lovers of the gastronomy of high quality. In addition, Grandvalira Resorts also strengthened its international agreements, expanding the Andorra Pass and Nord Pass passes with new destinations, such as Les 3 Vallées in France and several resorts in Norway. In the long term, Ledesma specified that Grandvalira's investment plan includes 100 million euros in

GRANDVALIRA RESORTS



The marketing director of Grandvalira Resorts, David Ledesma, during the presentation of the 2024-2025 winter season at the National Auditorium of Andorra.

THE FIGURES

100,000,000

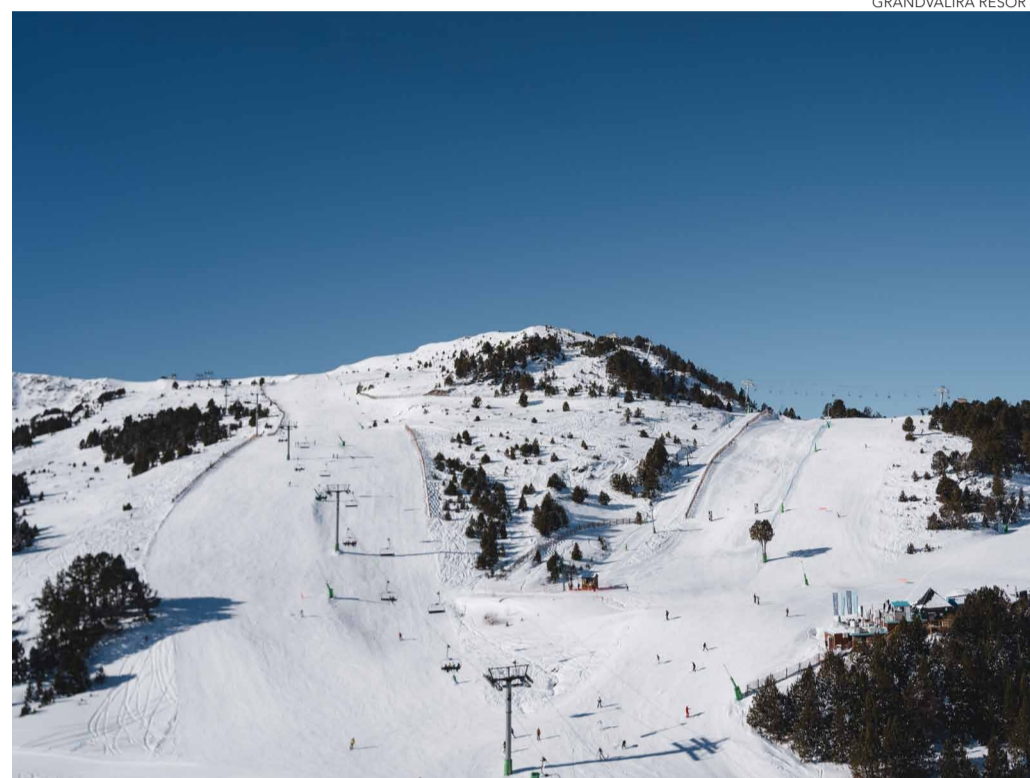
It is the monetary amount with which Grandvalira closes the new SEATDE concession contract.

113%

It represents the increase in visits by international customers that the station has experienced in the last 10 years.

the new SEATDE concession contract for 50 years and a skiable expansion in Pal Arinsal with a further 30 million euros in the coming years, which will allow «to modernize and expand the domain».

For his part, the general director of Andorra Turisme, Betim Budzaku, announced that this year public society allocated 3.1 million euros to the winter communication campaign, a figure that represents a reduction of 800,000 euros compared to last year. It should be noted that this decrease is due to the absence of the Ski World Cup, which was one of the outstanding events of the previous season. Despite this, Budzaku emphasized that one of the most important bets for the winter season will be international customer service: «We seek to maintain a balance between the local customer, especially from



GRANDVALIRA RESORTS

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Betim BudzakuGENERAL DIRECTOR
OF ANDORRA TOURISM

«In 2013, only 39% of tourists stayed overnight. Last year, 53% of them did it»



The current state of the tracks of Grandvalira; the director of Andorra Tourism, Betim Budzaku and the ONCA performing the winter anthem.

Spain and France, and the international customer, which has increased by 113% in the last 10 years, surpassing the 616,000 visitors last season», he specified.

Otherwise, the general director of Andorra Turisme added

that the international customer profile, which usually has a higher purchasing power, tends to make longer stays. «The average stay of these tourists is usually longer. In 2013, only 39% of winter season visitors stayed over-

night, while the previous year this percentage exceeded 53%, more than half», recalled Budzaku, highlighting the significant increase in the interest in Andorra among international tourists. ●

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(+376) 353 424 / (+376) 379 769

(+376) 747 747

laportella@andorra.ad

Casa Nova Olivet 10 · Ordino

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