

2025

ANDORRA IN MOTION

REIMAGINING THE
MOUNTAIN EXPERIENCE
THROUGH **SPORTAINMENT**

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ANDORRA BUSINESS
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» Background

Objective

The main objective of this report is to provide a comprehensive overview of the "sportainment" concept for Andorra moving forward and how it is related to the sports business ecosystem. Building on the foundation laid by our previous case studies on Andorra and outdoor sports, this report aims to further develop the concept of sportainment, with a particular focus on health and wellness as a core element within this framework.

In addition, it seeks to position Andorra as a leading destination not only for sports but also for immersive experiences, tourism, and innovation, highlighting how wellbeing and holistic experiences can extend the country's reputation beyond traditional sporting activities.

Sportainment

Prior to examining health and wellbeing, it is necessary to contextualize the concept of "sportainment" and its relevance within the broader sports industry.

As explained in the latest ASIH report: "When outdoor sports stand at the core of your industry" Sportainment (sport + entertainment) is a concept that extends beyond traditional sports, focusing on creating immersive experiences both within and around sporting activities.

Andorra's sportainment operates within a unique ecosystem, shaped by factors such as seasonality, weather conditions, and shifting demand patterns. These dynamics create both challenges and opportunities for the development of innovative, year-round experiences that combine sport, entertainment, and wellbeing.

Will Sportainment evolve in the coming years?

No Evolution



Radical evolution

4.2

The graph shown above shows the average responses from professionals within the sportainment ecosystem when asked how they expect the sector to evolve over the next five years. On average, respondents anticipate a significant transformation, assigning a score of 4.2 out of 5, where 5 represents a radical evolution.

As this report will explore in detail, stakeholders must balance the needs of diverse audiences, integrate sustainable practices, and leverage technology while preserving the authenticity of physical participation to remain competitive in an evolving market.

Methodology

The methodology of the report is based on a comprehensive approach that involves collecting insights from the market and the industry, following a process of collecting and analyzing information from various sources:

► Primary Sources

- A brief online survey, gathering insights from industry professionals on the future of sportainment and outdoor sport experiences.
- Validated by online in-depth interviews with industry leaders from Andorra:
 - **Marc Armengol:** Board member of Andorra Sports Cluster and Director of Unisport Management School.
 - **Antonio Rodriguez:** Deputy Director at Anyós Park Wellness and Mountain Resort.
 - **Marta Güell Casanova:** Head of the Corporate Department – Hospitality and Corporate Business at Grandvalira Resorts Andorra.
 - **Enric Torres:** Product and Events Director at Andorra Turisme

► Secondary information:

- Reports and articles from reputable external sources.
- Market data from specialized databases.

► Final insights:

- Complementing the final insights with expertise and know-how from SPSG Consulting.
- Conclusions of the workshop about "Sportainment" that took place in Q4 2024 in Andorra.

Credits and recognitions

Behind the report:

This report has been developed by a collaborative effort between key entities driving Andorra's economic and innovation landscape.

Andorra Sports Innovation Hub (ASIH) is a knowledge transfer center that promotes entrepreneurship and innovation in the national and international sports industry. Founded in 2020, it combines the expertise of Andorra Business, as well as, in the initial stages of the project, of Andorra Research+Innovation, and the support and collaboration of both Global Sports Innovation Center (GSIC) powered by Microsoft and SPSG Consulting.

The Andorra Sports Innovation Hub, now under the umbrella and leadership of Andorra Business, focuses on winter and mountain sports, as well as cycling. Its mission is to create a thriving ecosystem by supporting the sports industry through research, innovation, and the development of startups and innovative initiatives in real-life contexts. The ASIH's vision is to establish Andorra as a global benchmark for sports innovation, attracting entrepreneurs, investors, and researchers. To achieve this, it aims to become a key destination for all stakeholders in the outdoor sports industry, leveraging the country's unique natural environment and public-private partnerships.

This report has been developed by SPSG Consulting, in collaboration with the GSIC powered by Microsoft, and under the leadership of Andorra Business, the country's economic promotion and development agency.

» Introduction

Over the past decade, health, wellbeing, and sports innovation have become global priorities, driven by changing lifestyles, technological progress, and societal values.

Firstly, let's talk about fans.

A casual fan: someone who enjoys the atmosphere and experience surrounding a sport but isn't necessarily deeply invested in the competition itself. An avid fan, on the other hand, follows the sport closely, is highly knowledgeable, and engages consistently with teams, athletes, and events.

A sport can be truly successful — and experience sustainable growth — when it manages to attract casual fans without alienating its avid fan base. That's where the concept of sportainment comes in: offering experiences that go beyond the sporting activity itself to reach new audiences who may not be primarily interested in the sport, but who are drawn to the emotions, entertainment, culture, and community that surround it.

These experiences help connect people emotionally, fostering a sense of belonging and shared identity — the feeling of being part of something larger than oneself.

The concept of sportainment can be broken down into multiple dimensions:

- **Sport & Entertainment** – live shows, concerts, and interactive experiences.
- **Sport & Wellness** – fitness, recovery, and holistic wellbeing activities.
- **Sport & Gastronomy** – food experiences, culinary events, and nutrition-focused offerings.
- **Sport & Culture** – local heritage, museums, and cultural activities integrated with sport.
- **Sport & Music** – festivals, DJs, and live performances at sport events.
- **Sport & Shopping** – retail experiences linked to sports events or destinations.
- **Sport & Tourism** – visiting stadiums (and their tours), hall of fame and museums, attending matches/games and major events, the aftermath of participating in iconic marathons and triathlons, etc.
- **Sport & Others** – other lifestyle experiences that enhance engagement and deepen emotional connection with the community.

The ultimate goal of sportainment is to build lasting emotional connections that transcend the game-match-race-sport activity itself, turning spectators into participants and sport into a shared experience.

In the case of Andorra, the objective is to leverage sportainment to engage both sport participants (e.g., skiers) and their accompanying family members or tourists — audiences for whom the sport may be secondary — by creating experiences that make everyone feel part of the same story and that showcase the true potential of Andorra.

➤ Andorra

General overview of demographics

Andorra is a country located in the Pyrenees, between Spain and France, with a population that reflects both its limited size and its specific social structure.

As of September 30, 2025, **Andorra's population reached a historic high of 88,649 residents** (*Departament d'Estadística*), reflecting a 2.4% year-on-year increase (2,109 more people than in the same period of 2024) demonstrating the country's continued population growth.

When it comes to age distribution, Andorra has an aging population. According to the CIA World Factbook (2024), around 12% of its residents are under 14 years old, about 68% are between 15 and 64, and just over 20% are 65 or older. The median age is estimated at around 49 years, which confirms that the country has an older demographic profile. This structure reflects the same trend seen in much of Europe: a shrinking young population and a growing share of older adults.

The gender balance in Andorra is quite even. Men make up around 51% of the total population, and women 49%, according to DataReportal (2023).

In terms of spatial distribution, Andorra is a highly urbanized country, with around 88% of the population living in urban areas (DataReportal, 2025). Most people are concentrated in the country's seven parishes, particularly Andorra la Vella and Escaldes-Engordany, which are the main urban and economic centers (CIA World Factbook, 2024). The rest live in smaller towns and mountain areas scattered throughout the valleys.

In short, Andorra's demographic profile—small, urbanized, and aging—defines many of its current opportunities and challenges. While the limited number of young residents can make it difficult to attract local audiences for new initiatives, it also opens the door to positioning the country as a destination for wellbeing, health, and active tourism, appealing both to its residents and to international visitors.

Andorra's economy and tourism

Andorra's strong reliance on tourism has historically guaranteed economic stability, yet it also exposes the country to seasonal fluctuations and external shocks.

With **9.6 million visitors in 2024** (*Diari d'Andorra*) and tourism-related services accounting for around 60-80% of GDP, diversification is no longer just an economic goal but a strategic necessity. Moreover, **sport is considered a key strategic sector in the country, accounting for around 8% of its GDP — largely driven by mountain and cycling activities, especially skiing.**

In this context, bringing together sport, entertainment, and health & wellness has become a powerful way for Andorra to grow sustainably and build long-term resilience.

Since 2013, [Andorra Tourism](#) has executed a strategic pivot to position sport at the forefront of the country's value proposition. This shift aimed to transition the national brand from being primarily associated with shopping and skiing toward a broader identity centered on year-round sports practice in a natural environment.

By sponsoring and promoting both professional and amateur sporting events, Andorra has successfully increased the percentage of visitors whose primary motivation is sports, effectively de-seasonalizing the tourism flow.

According to the Andorra Recerca + Innovació (ARI) observatory, Andorra has a remarkably active population, with **61.3% of residents engaging in sports regularly** (at least 2.5 hours per week). This figure significantly exceeds the European average and validates the nation's authentic commitment to a healthy, active lifestyle.

The country's deep-rooted sports culture, combined with its natural mountain environment and premium hospitality infrastructure, makes Andorra uniquely positioned to develop a new generation of tourism products that merge active experiences with wellbeing.

Sportainment represents a shift from traditional, season-bound sports tourism toward a year-round model that integrates sport participation, leisure, and holistic health. For example, ski resorts that traditionally operate in winter months can expand their offer with summer cycling routes, yoga retreats, hiking festivals, or recovery-focused wellness programs, thereby stabilizing visitor flow throughout the year.

As Antonio Rodríguez, Director Board member at Anyós Park, explained, "Our strategy focuses on extending the summer — turning five weeks of peak activity into ten — while keeping the winter season just as strong. By diversifying, creating new products and content, and forming strategic partnerships, we aim to sustain momentum and ensure that wellbeing and sport remain at the core of the visitor experience throughout the year."

Economically, this evolution aligns with a broader global trend: travelers are increasingly seeking experiences that are purpose-driven and health-oriented, rather than purely recreational. According to the Global Wellness Institute (2024), wellness tourism is growing nearly twice as fast as conventional tourism, driven by a consumer desire to combine physical activity, mental relaxation, and authentic cultural engagement. For Andorra, the incorporation of wellness principles into sportainment (such as recovery centers, spa-integrated training facilities, or nutrition-led hospitality) enhances both visitor value and brand differentiation, positioning the country as a "health-active destination" within Europe.

Case Study- Sportainment in an international Beach Ecosystem

In order to position Andorra and prior to examining its Sportainment Ecosystem and diverse strategies, it is essential to analyze other ecosystems that have successfully capitalized on this trend.

Let's take as an example **Phuket, the most famous island in Thailand** and one of the most complete beach destinations in Southeast Asia. With its turquoise waters, wide range of excursions, and modern infrastructure, it is ideal for combining relaxation, adventure, and culture all in one.

This beach destination has strategically positioned itself as a global hub for Wellness and Longevity Tourism, serving as a prime model for how investment in sports and health infrastructure generates high-value, long-stay tourism.

This strategy, centered on Wellness and Longevity Tourism, has resulted in a **Wellness market valued at approximately \$40.5 billion in 2023** for Thailand (*Global Wellness Institute*), aligning with the concept that tourists who stay longer, spend more. Phuket achieves this through significant investment in Sports Infrastructure, such as the **High-Performance Centres at Thanyapura** and professional **Muay Thai camps**, which attract visitors seeking "active holidays" and transform them from mere spectators into active participants. This model is further reinforced by a focus on "experience extension" through long-stay fitness and detox retreats lasting up to 28 days. These programs combine intensive training with recovery, massages and healthy nutrition.

The Phuket case study demonstrates that a tourist destination can be strategically re-engineered by placing health, well-being, and active performance at the centre of its value proposition. Just as Andorra seeks to redefine and explore its sportainment strategy, Phuket has transformed its coastline into an active wellness epicentre, attracting international clientele willing to invest in lasting, transformative sportainment experiences.

Andorra and Sportainment

Sports landscape in Andorra

Andorra's Sportainment Ecosystem:



According to Enric Torres, Product and Events Director at Andorra Turisme, the **strategic shift toward a sports-centric model has yielded measurable results**: “*We have seen a significant increase in the percentage of visitors who cite sports as their primary motivation for choosing Andorra.*”

The evolution of the sportainment sector in Andorra is predicated on the understanding that different sporting activities demand specific experiential complements to maximize visitor satisfaction. Rather than treating each category in isolation, **the national strategy focuses on blending the various axes within the ecosystem to create a tailored experience**. According to Enric Torres (Product and Events Director at Andorra Turisme), this involves cross-linking sporting events with specific leisure pillars based on their unique demand patterns—such as Music, Wellness, or Gastronomy, an area where the country is allocating increasing resources as a key strategic differentiator.

By strategically combining these elements, Andorra ensures a holistic value proposition that appeals to both the primary athlete and their companions.

From a social and developmental perspective, the intersection between sportainment and health also supports public wellbeing and community engagement. Encouraging residents and visitors to participate in enjoyable, accessible sporting experiences strengthens local health outcomes and promotes active lifestyles.

Existing Experiences in Andorra

In relation to sportainment in Andorra, Marta Güell, Head of Corporate Hospitality and Corporate Business at Grandvalira Resorts Andorra, explained: *“Over the past five years, sportainment in Andorra has evolved significantly. Previously, the focus was mainly on shopping and commercial aspects, but now there’s a much stronger emphasis on sports tourism. Visitors don’t just come to buy anymore, they actively try sports, and we’ve created many channels to accommodate all levels of participation, from mountain biking and trail running to alpine skiing.”*

Grandvalira already demonstrates how sportainment coexists with health and wellness experiences in Andorra. The resort increasingly markets gastronomic and wellness offers alongside core slope experiences, with more than sixty dining points and a curated set of premium guest services that extend visitor time on site — from dining and après-ski programming to wellbeing options. These are practical examples of combining sport + entertainment + wellness to increase the stay per visitor and reduce reliance on pure ski-day ticket volumes.

Moreover, continuing with the example of Grandvalira's strategy and diving into its gastronomy offering within sportainment, culinary experiences are now positioned as a central element of leisure and wellbeing. According to Grandvalira Resorts, the integration of “gourmet and local cuisine experiences” within ski and mountain activities enhances both the visitor experience and the destination's perceived value (Grandvalira, 2025).

Innovation and Infrastructure Supporting Sportainment:

Innovation plays a key role in this diversification process. **The Andorra Sports Innovation Hub (ASIH) exemplifies how sport, technology, and wellbeing can converge to drive economic transformation.** Through pilot projects and partnerships with international start-ups, the Hub can help develop new sportainment concepts that boost productivity while reinforcing Andorra's visibility as a living lab for sustainable mountain lifestyles. This innovative ecosystem enables Andorra to test scalable sportainment models that integrate technology, sustainability, and performance within a unique natural environment.

Beyond the Innovation Hub, Andorra's infrastructure and services have already adapted to this diversification. One of the country's leading wellness complexes, Caldea, has evolved from a thermal spa into a multidisciplinary wellness and leisure center that combines hydrotherapy, family-oriented activities, and sport-recovery services. **Similarly, Anyós Park, one of Andorra's flagship sports resorts, integrates fitness, accommodation, and spa services, offering visitors comprehensive wellness packages that merge sport, gastronomy, and recovery** — a clear reflection of the sportainment model applied to the mountain environment (Anyós Park, 2025).

Naturland, the country's adventure and eco-park, is another example of sportainment diversification, combining outdoor adventure sports (hiking, cross-country skiing, cycling) with family-friendly and environmental-education activities that attract visitors across all seasons and ages (Naturland, 2025).

Complementary Experiences: Gastronomy, Shopping, Music & other unique activities:

What starts as a culinary experience on the slopes naturally extends into a broader offer of wellbeing, leisure, and culture — a combination that defines Andorra's emerging sportainment identity and can already be seen across a variety of unique experiences throughout the country.

Gastronomy is deeply linked to the country's mountain identity.. Events like Snow Club Gourmet, which brought together seven Michelin-starred chefs, showcase how sport and gastronomy merge into a single experience.

Beyond the slopes, restaurants such as Ibaya (Michelin-starred), Bruna, or the dining areas inside Caldea and Anyós Park combine wellness, recovery, and high-end cuisine, an approach that reinforces the "sport + food + wellbeing" positioning of the destination.

Shopping also contributes to this active-lifestyle narrative. In Andorra la Vella, Illa Carlemany (as well as Pyrénées department store) and nearby streets gather leading sports and outdoor brands (Salomon, The North Face, Helly Hansen, Garmin) alongside local shops selling mountain products, creating a compact “active-lifestyle retail” district.

Music and nightlife are equally relevant within Andorra's sportainment ecosystem. A clear example is L'Abarset, in Grandvalira's El Tarter sector (described by the resort as “the peak of après-ski in the Pyrenees”). The venue blends DJ sessions, gastronomy, and afterwork experiences, attracting over 100,000 visitors each winter. Alongside it, The Boss Après-Ski, also located in El Tarter, has become another popular spot for visitors seeking live music, terrace parties, and a vibrant social atmosphere at the foot of the slopes (Principado de Andorra, 2025).

Beyond entertainment, these venues extend the ski experience into the evening, increasing visitor engagement, length of stay, and overall spending. Together, they reflect how sport, culture, and leisure now converge to create a complete sportainment experience, positioning Andorra as a destination where activity and lifestyle go hand in hand.

Finally, Andorra offers niche and cultural experiences that enrich the visitor journey, from husky-sledding and night excursions in Grau Roig to local food festivals like Andorra a Taula, or small “trail & food” weekends that blend sport, nature, and local culture. Together, these experiences strengthen Andorra's year-round sportainment ecosystem.



Major Sporting Events and Strategic Outlook

In addition to infrastructure and leisure adaptation, **Andorra is increasingly leveraging major international sporting events as platforms to project its sportainment identity.**

The country **regularly hosts FIS Ski World Cup races, stages of the Tour de France and La Vuelta a España, as well as local events such as the Andorra Cycling Challenge, BTT World Cup, and Trail 100 Andorra by UTMB.** These events not only attract elite athletes but also promote amateur participation, tourism, and international media exposure. As noted by Andorra Turisme (2025), hosting such events *“positions the country as an open-air sports hub, where visitors can experience high-level competition and accessible recreation in the same setting.”*

For example, the 2023 FIS Ski World Cup Finals that took place in Andorra generated a direct economic impact of €15 million and attracted over 25,000 on-site spectators. This resulted in 6,366 hotel nights registered in the region. More significantly, the event delivered an estimated media return of €65 million, showcasing Andorra's brand globally to 36.5 million live television viewers across 23 countries (*Palco 23*).

Together, these examples show that **Andorra is not merely planning to adopt sportainment, it is already implementing it across its tourism ecosystem.** From innovation hubs and wellness resorts to mountain parks and world-class sporting events, the country is actively building a diversified model where sport, entertainment, wellness, gastronomy, nightlife, and many other experiences coexist.

Andorra is already transitioning from a model based mainly on volume tourism toward one centered on value creation, innovation, and wellbeing. By integrating sportainment and health & wellness into its economic strategy, the country is redefining its tourism offer to emphasize quality, sustainability, and year-round engagement. This ongoing transformation has begun to reduce dependence on traditional winter sports, foster healthier communities, attract more diverse visitor profiles, and strengthen off-season activity, contributing to a more balanced and resilient national economy.

As global tourism continues to evolve toward more experience-driven and purpose-led travel, Andorra's initiatives demonstrate its growing role as a benchmark for active, healthy, and diversified tourism in Europe, capitalizing on its unique blend of nature, sport, and wellbeing.

» Health and wellbeing

Health and wellbeing are increasingly acknowledged as fundamental elements of contemporary lifestyles, playing a growing role in the way people engage with sports and physical activities.

Global/European tendencies on sportainment and health and wellbeing:

Across Europe and globally, demand for hybrid sport-wellness experiences is accelerating, reflecting the growing intersection of sports, entertainment, and health.

Youth engagement in sports is particularly strong: in the United States, around 27.3 million youths aged 6–17 participated in organized sports in 2023, representing 55% of this age group (Project Play, 2023). Globally, spending on youth sports reached \$64.3 billion, highlighting its cultural and economic significance (Global Sports Insights, 2023). Participation contributes to improved mental health, reduced anxiety, better cardiovascular fitness, and enhanced social integration (Washington Post, 2025).

The global wellness economy has been rebounding post-pandemic, with wellness tourism—including spas, health retreats, and recovery services—emerging as a fast-growing segment. Destinations that combine active outdoor sports with high-quality recovery and wellbeing services tend to attract higher per-visitor spend and longer stays. In Europe, 44% of people aged 15 and over practiced sport at least once a week in 2019, with youth engagement higher than among adults (Eurostat, 2019), and in Spain, 57.3% of individuals aged 15+ practiced sports in 2022 (CSD, 2022).

From a sports-industry perspective, strategic priorities are shifting toward fan and participant experiences, analytics, and year-round engagement rather than focusing solely on competition calendars. Deloitte's 2025 global sports industry outlook highlights investments in personalized experiences, tech-enabled engagement, and content-driven monetization as key drivers for growth, particularly relevant for destinations aiming to transition from seasonal sport to a diversified sportainment economy.

Health and wellbeing in Andorra

The convergence of sportainment and wellness reveals multiple opportunities for Andorra to capitalize on growing global trends. The global wellness tourism market, currently estimated at \$954 billion in 2024, is growing at a CAGR of 7-13% (Precedence Research, 2024), indicating a strong and sustained demand for immersive, health-focused experiences. **Travelers increasingly seek holistic packages that combine physical activity, recovery, nutrition, and mental wellness.**

As Marc Armengol, Member of the Board at Andorra Sports Cluster and Director of Unisport Management School, stated: "If I had to prioritize one element within sportainment, it would be health — the combination of sport and wellbeing. Andorra has significant potential to position itself as a leader in education, professional development, and research in this area. Aligning sportainment initiatives with trends in health, sport, and tourism can create unique opportunities and drive long-term growth."

For Andorra —with 88.649 residents and a tourism-driven economy— aligning wellness services (spas, physiotherapy, nutrition programs, and education) with its sports identity can increase visitor yield and reduce seasonality. Facilities like Caldea, AnyósPark, and Naturland, as mentioned before, already showcase the foundations of an integrated sportainment offer (spa + sport + leisure).

Andorra has taken concrete steps to consolidate wellness as a strategic pillar of its development. In 2020, **Andorra Business** created **Andorra Health Destination (AHD)**, a private association that **develops, promotes, and strengthens the country's health and wellness offering.**

AHD brings together leading clinics, rehabilitation centers, spas, and wellness providers to shape a unified and competitive value proposition for international visitors.

AHD offers a wide range of wellness experiences including medical and sports treatments, thermal and spa therapies, holistic body-mind programs, yoga and Ayurveda retreats, nature-based activities, nutrition and mental-wellbeing plans, as well as customizable wellness getaways for individuals, couples, and groups.

Very recently, **Andorra Business** conducted a non-public study, together with Andorra Health Destination, and the initial findings confirm the sector's strong growth trajectory:

- From 2021 to 2025 (up to September), the number of establishments offering health and wellness services in Andorra increased by **28.2%**.
- Based on a survey with a significant response rate among AHD members, **health and wellness businesses have grown their revenue by 72.7% over the past four years.**

These indicators highlight not only the sector's economic relevance, but also Andorra's commitment and capacity to position itself as an international benchmark in wellness and sport-related wellbeing.

» Impact

Positive repercussion in Andorra

Marta Guell, Head of Corporate Hospitality and Corporate Business at Grandvalira Resorts Andorra, explained: "*Sportainment has allowed Grandvalira to expand beyond traditional skiing and commercial activity. By integrating wellness, gastronomy, and diverse experiences, the resort has strengthened its position as a leading destination in Andorra. Visitors now engage in a variety of activities, which increases overall satisfaction and generates higher value for the destination. This holistic approach has elevated Andorra's reputation as a pioneer in offering immersive, year-round experiences.*"

Social impact and community engagement

Sportainment lowers the traditional barriers to entry that often prevent people from engaging with sport.

By framing physical activity as entertainment—fun, social, and accessible—it transforms sport into an inclusive lifestyle experience rather than a purely competitive pursuit. Initiatives such as mass-participation events, urban sports festivals, or interactive experiences in tourist areas attract new audiences who might not otherwise take part in structured sport.

According to Enric Torres, Product and Events Director at Andorra Turisme, a **key focus for Andorra Tourism is the creation of products for families to foster sports habits in younger generations**. Initiatives like the "Tamarro" search activity and low-difficulty mountain itineraries serve as entry points to nature and sport. **By engaging children in outdoor experiences today, Andorra is investing in its future "avid fans" and long-term tourism sustainability.**

This democratization effect has been visible across Europe, where informal formats like running festivals, community cycling challenges, and digital fitness platforms have significantly increased grassroots participation. According to the European Commission's Study on the Contribution of Sport to the Economic Growth and Employment of the EU (2023), recreational sport and leisure-based activity now account for more than 60% of total sport-related value added, highlighting the growing importance of accessible and engaging formats.

» Synergy between Sportainment and Health and Wellness

Relationship between sportainment and health

Sportainment — the blending of sport, leisure and entertainment into personalized visitor experiences — sits at an intersection with health.

At its simplest, sportainment packages turn exercise and active leisure into an engaging consumer product (events, festivals, tech-enabled activity trails, combined sport + spa offers...), and that packaging matters: by lowering psychological and practical barriers to participation (novelty, convenience), sportainment can increase the number of people who actively move, recover, and sustain healthier routines while travelling or during leisure time.

This effect is supported by extensive evidence showing that sport participation and structured physical activity contribute to better physical outcomes (cardiovascular health, metabolic control, musculoskeletal strength) and to improved psychosocial wellbeing (self-esteem, social integration, reduced depressive symptoms).

Public-health agencies and international bodies recognise the potential of sport as a key promoter of health. The World Health Organization's sports-for-health agenda frames sport environments as platforms to *"promote the health and well-being of visitors, fans, players, employees, and communities,"* positioning sporting events and venues as opportunities for large-scale health messaging and behaviour change.

When sportainment experiences are designed with health promotion in mind — for example, by offering active recovery options, clear signage for safe activity, or routine health checks — they can amplify public-health goals beyond the value of a single event.

Wellness tourism and sportainment overlap heavily with what they sell: time, expertise and space for restorative or performance-focused health. The global wellness tourism sector has grown rapidly and academic reviews highlight measurable physical and mental benefits from wellness-oriented travel experiences.

Because sportainment can package active experiences (guided hikes, cycling tours, coaching clinics) together with clinically informed recovery (spa treatments, physiotherapy, sleep and nutrition programming), it naturally **amplifies both the immediate health benefits of activity and the longer-term behaviour-change potential associated with immersive wellness breaks.**

Andorra Tourism has shifted its focus to highlight the country's natural competitive advantages: **altitude and nature**. This strategy ensures that the sportainment ecosystem serves both the high-performance athlete and the leisure-seeking visitor.

As Enric Torres, Product and Events Director at Andorra Turisme, explains:

"Our strategy is focused in the unique combination of high altitude and sports practice. The natural environment provides tangible physical benefits to those exercising in Andorra, but we ensure the value proposition follows a dual-benefit model: not only does the athlete enjoy the experience, but so do those who accompany them."

The natural environment is more than a backdrop; it provides physiological advantages like enhanced recovery and cardiovascular efficiency. This proximity to nature is a universal asset, directly benefiting the athlete's health during practice while ensuring companions remain engaged through integrated wellness, gastronomy, and leisure.

Sportainment settings intentionally curate social environments (group classes, festival atmospheres, community leaderboards) that can multiply psychosocial benefits by increasing participants' sense of belonging and the creation of routines — two key predictors of sustained physical activity.

From a commercial perspective, sportainment that integrates proven health ingredients offers a triple win:

- it increases consumer value and length of stay (higher per-visitor yield)
- it advances public health goals by nudging more people into activity
- it creates a product differentiation for destinations and businesses.

Practical examples of effective integration include packages that combine guided physical activity with on-site physiotherapy, biometric or wellness tracking to personalise recovery, and follow-up digital initiatives that encourage behaviour maintenance after the trip. The evidence base suggests these combined approaches (activity + recovery + continuity) are most likely to convert a short holiday into sustained health benefits and extend the experience beyond the physical establishments.

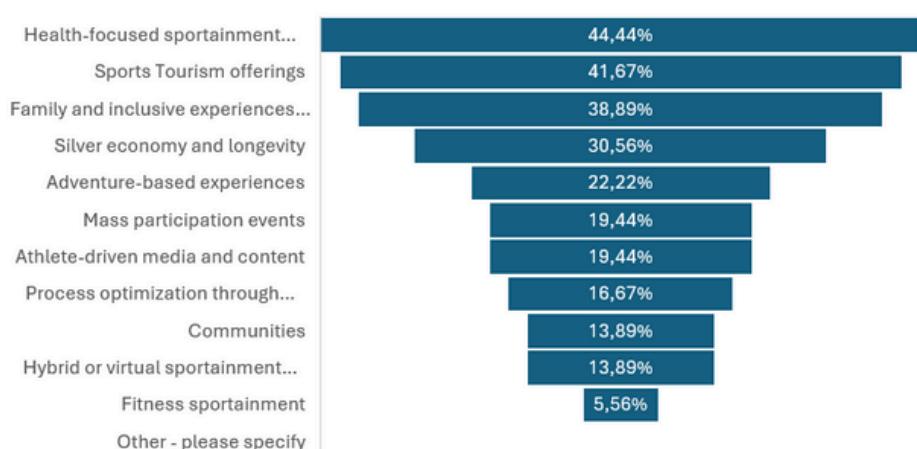
As Antonio Rodríguez, Director Board member at Anyós Park, highlighted, "Wellbeing is at the heart of what we do — it's both our core business and the reason Anyós Park exists. Sport is central to our identity, but we go beyond physical activity by offering complementary experiences such as pools, spas, and a high-quality gastronomic offering. Our goal is to promote a holistic sense of health, where taking care of the body also means taking care of the mind and nutrition".

Marta Güell, Head of Corporate area Hospitality and Corporate Business Department at Grandvalira Ski Resorts in Andorra states: *"Wellness is key. Grandvalira wouldn't be where it is today without its focus on wellness and gastronomy. There is strong demand for high-end wellness and culinary experiences, and these are already being promoted through special offers in Grandvalira. Clients are asking for experiences centered around wellness and gastronomy. Most of them aren't really ski enthusiasts, they might ski for just one or two hours, and that's enough. After that, they're looking for other kinds of experiences: fine dining, nighttime activities, and personal care".*

After conducting an industry survey on Sportainment in Outdoor Sports, completed by key industry players, **findings reveal that 44.4% of respondents identify health-focused sportainment — especially recovery and wellness — as the area expected to grow the most in the next five years.**

See graph below:

Which of these areas do you see growing most strongly over the next 5 years in outdoor sports? (Select up to 3)



The survey results show that professionals expect health-focused sportainment, sports tourism, and family and inclusive experiences to drive the strongest growth over the next five years. Interestingly, in another survey question, respondents pointed out that seniors remain one of the most underserved audiences by sportainment offerings. This link suggests a growing opportunity to connect inclusive family-oriented formats with the silver economy and longevity segment through wellness-based sportainment. Wellness serves as the bridge between generations — creating experiences that are accessible, restorative, and engaging for both older adults and families, while reinforcing sportainment's broader goal of promoting active, healthy lifestyles for all.

For Andorra, this insight highlights a clear strategic direction: leveraging its natural landscape, sports infrastructure, and wellness culture to design intergenerational sportainment products. By aligning health-driven experiences with the needs of both seniors and families, Andorra can strengthen its positioning as a year-round, inclusive, and wellbeing-focused destination within the European sportainment market.

Opportunities, needs and market gaps

How important do you believe it will be to integrate multiple experiences (sport, entertainment, innovation, wellness, technology) into modern sportainment offerings in outdoor?

Not important  *Very important*

4.6

Another outcome of the same industry survey on Sportainment in Outdoor Sports, completed by key industry players, respondents rated the importance of integrating multiple experiences — including sport, entertainment, innovation, wellness, and technology — in modern sportainment offerings at an average of 4.6 out of 5.

As the integration of multiple experiences becomes increasingly central to sportainment, new opportunities are emerging for Andorra.

In a conversation with Marta Guell, Head of Corporate Hospitality and Corporate Business at Grandvalira Resorts Andorra, regarding the future of sportainment in Andorra, she highlighted: *“Looking ahead to 2030, Grandvalira aims to expand sportainment by focusing on alternative sports due to limited snow and placing greater emphasis on entertainment. Sustainability remains a key challenge, and initiatives like our FIT TO FIT project are designed to monitor and improve athlete performance through nutrition and training. We are also committed to integrating non-athletes, children, and new generations into our events, while collaborating with the government and partners to measure impact and ensure long-term growth.”*

This growing focus on tailored and inclusive experiences reflects a broader movement across Andorra's sport and tourism sectors — one that, as noted by Marc Armengol, Member of the Board at Andorra Sports Cluster and Director of Unisport Management School, should evolve through greater innovation and data insight: *“The future of sportainment in Andorra lies in leveraging data to better understand what people do and want, developing cross-selling opportunities, and supporting government initiatives aimed at retaining visitors.”*

Through these actions, Andorra can, develop a sportainment model that evolves sustainably and remains relevant over time.

» FUTURE FOR ANDORRA

Looking ahead, Andorra is strategically positioned to become a global benchmark in health-focused sportainment, leveraging its natural environment, technological innovation, and premium hospitality infrastructure.

What will the future of sportainment and wellness look like in Andorra?

Key aspects:

Wellness as a core differentiator:

As Antonio Rodríguez, Director Board at Anyós Park, noted, *"The future of Andorra lies in caring for people and developing wellbeing-oriented products. There's a growing demand for nutritional and gastronomic experiences, and we have the perfect natural setting to make the most of our mountains — offering cycling, skiing, hiking, and many other activities throughout the year. Today's traveler takes care of themselves, spends wisely, and eats well — there's been a real shift in consumer habits, and Andorra is in a strong position to respond to it."*

Data-driven personalization:

Resorts and parks can utilize wellness and performance tracking technologies to create custom experiences. This includes biometric monitoring, personalized coaching, and app-based activity tracking. Evidence shows that personalized wellness packages increase engagement by 35-40% (Global Wellness Institute, 2024).

Expansion of non-traditional activities:

Limited snow in winter and the growing popularity of alternative sports mean that cycling, trail running, yoga retreats, and adventure-based wellness programs will grow in importance. Grandvalira's FIT TO FIT initiative exemplifies this shift, integrating nutrition, performance tracking, and wellness education into outdoor sport experiences.



Global positioning:

With wellness tourism growing globally at a faster rate than conventional tourism, Andorra has the opportunity to attract international travelers seeking active, restorative, and immersive experiences. By 2030, projections suggest that wellness travel could account for 15–20% of total international tourism revenues in regions that successfully integrate sportainment with health (Global Wellness Institute, 2024).



Education, professionals and research:

By developing specialized programs in sports management, wellness tourism, and sustainable event design, the country can cultivate a skilled workforce aligned with its strategic vision. Collaborative research on altitude, performance, and recovery would reinforce Andorra's role as a living lab for sports science, while partnerships with international universities and innovation centers could attract talent and knowledge exchange.



Expanding Andorra's Sports Tourism Offer:

Sports tourism should continue to be one of Andorra's main priorities for the future. Considering that tourism already represents around 60% of the country's GDP (Fitur, 2025), there is a strong opportunity to keep growing through sport. This means encouraging both attendance and participation in major international events like the FIS Ski World Cup, the Tour de France, or La Vuelta a España, while also promoting amateur and mass participation in local cycling, skiing, and trail-running events. Creating more training camps, sports stages, and experiences throughout the year would not only attract visitors in different seasons but also reinforce Andorra's image as a destination for active, healthy, and outdoor lifestyles.



New market horizons:

Taking the Andorra Epic Pyrénées as a representative benchmark for sporting events in the country, the visitor demographic is currently dominated by Spain (70%) and France (20%), with other international markets accounting for the remaining 10%. There is a clear strategic objective to attract long-haul markets.

According to Enric Torres, Product and Events Director at Andorra Turisme, Andorra is positioning itself as an alternative to US ski destinations for the South American market (LATAM) and seeking to increase its footprint in the United States. Future growth will also target the "Silver Economy," integrating culture, gastronomy, and wellness to meet the demands of an aging but active demographic.

CHALLENGES FOR ANDORRA:

While Andorra has made significant progress in blending sport, entertainment, and wellness, several challenges remain.

The most significant challenge remains seasonality, as **Andorra's tourism offer is still strongly tied to winter activities**. However, **the sustained work of Andorra Tourism, together with the growing involvement of private-sector stakeholders, is gradually reducing this reliance on snow-focused tourism**. At the same time, climate change is reshaping travel patterns, turning this challenge into an opportunity to expand and strengthen year-round products such as cycling, wellness, and cultural sportainment experiences. As Enric Torres emphasizes, this strategic shift requires deep collaboration between public and private entities, a synergy that is essential to adding value, diversifying the offer, and maximizing Andorra's potential as a multi-seasonal destination.

Andorra's small scale is another factor that, while limiting local demand, enables agility and faster innovation — allowing the country to act as a living lab for sportainment models that can later be replicated elsewhere. Maintaining a balance between authentic mountain identity and digital innovation will be key to preserving Andorra's unique appeal as it modernizes.

Lastly, by enhancing inclusivity and accessibility, Andorra can broaden its audience base — engaging families, older adults, and diverse visitor profiles — and reinforce its positioning as a welcoming, health-driven destination for all. These are not barriers but catalysts for Andorra's continued transformation toward a sustainable and innovative sportainment ecosystem.

Survey respondents highlighted several challenges in developing sportainment:

- *Bridging the gap between technology and authenticity, especially across different generations.*
- *Balancing too many options while keeping experiences engaging and meaningful.*
- *Navigating TV rights and the concentration of investment in just a few sports or leagues.*
- *Personalizing experiences in an increasingly globalized world.*
- *Encouraging younger audiences to not just watch but actively participate in sports.*
- *Making experiences inclusive for families and people with disabilities.*
- *Integrating sustainable practices throughout events and venues.*
- *Finding ways to offer something genuinely new and different.*
- *Balancing physical presence with digital immersion.*
- *Developing value-added models without over-relying on digital providers or data companies.*
- *Managing the high costs of creating fully tailored, 360-degree experiences.*
- *Ensuring access to public spaces and fostering closer collaboration with governments and public institutions.*

» Conclusions and recommendations

Andorra is at a decisive point in its sportainment journey. The country already possesses the right ingredients: natural environment, infrastructure, and a growing culture of innovation, but must now **connect them under a unified and clear strategy**:

Define clear product pillars

- 1. **Active Performance & Recovery** – focusing on sports medicine, physiotherapy, and biometrics.
- 2. **Food & Recovery** – blending nutrition, healthy gastronomy, and experiential workshops.
- 3. **Culture & Night** – offering social and cultural events to extend visitor stay.

Strengthen data and education partnerships

Collaborate with universities, innovation hubs, and technology providers to collect insights, train local talent, **and create measurable impact metrics** (visitor health improvement, carbon reduction, local employment).

Develop a cohesive “brand” narrative

Andorra should **communicate a single value proposition: a living mountain lab where sport, wellness, and entertainment converge sustainably**. This can differentiate the country within the European tourism market.

Leverage major events as innovation showcases

Use **recurring events** like the FIS World Cup or Trail 100 Andorra **as platforms to test** new digital fan experiences, recovery zones, or wellness-based hospitality models.

Andorra's commitment to integrating sport, wellbeing, and entertainment has positioned the country as a forward-thinking destination within the European sportainment landscape.

By combining innovation, inclusivity, and sustainability, Andorra is redefining how sport contributes to both economic growth and community wellbeing. As it continues to evolve, the country stands as a model of how a small nation can leverage its natural assets and creative vision to build a healthier, more dynamic, and globally connected future through sport.

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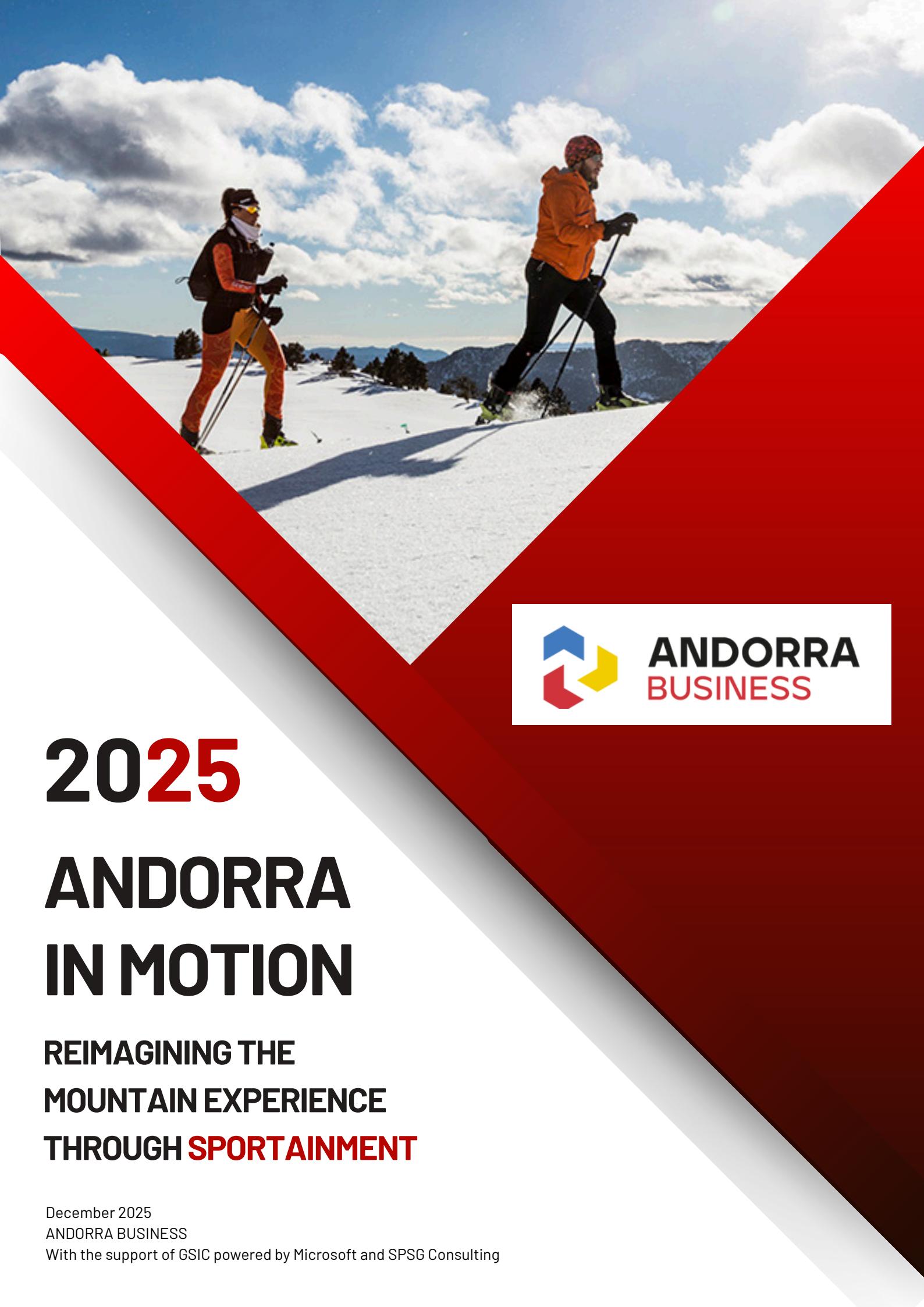
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ANDORRA IN MOTION

REIMAGINING THE
MOUNTAIN EXPERIENCE
THROUGH **SPORTAINMENT**

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