



Ski school with GoPros

INNOVATIVE TECHNOLOGY IN TOURISM

Idea



Advantages

- ▶ Little cost/no financial risk for company
- ▶ Added value for parents
- ▶ Promotion for ski school → destination

Disadvantages

- ▶ Privacy concerns (especially children)
- ▶ Additional costs for parents
- ▶ Uncertain quality of video outcomes

Likelihood to be launched

- ▶ Expected pilot project in the near future on the Belalp

