

WELCOME TO

SASTEX

SUMMER ALPINE SPORTS TRADE EXCHANGE

TIMETABLE - 13 MARCH 2026
@ RED BULL OFFICES, COVENT GARDEN

- 9.00 - 9.30 Registration & Networking Breakfast Sponsored by **Mountain News**
- 9.30 - 11.45 Trade Exchange Meetings (9 meeting slots)
- 11.45 - 12.15 Networking break and **Breakfast Sponsor Presentation - Mountain News**
No meetings
- 12.15 - 13.00 Trade Exchange Meetings (3 meeting slots)
- 13.00- 14.00 Networking lunch
- 14.00 - 16.00 Media arriving to join Networking meetings (8 meeting slots)
- 16.00 - 16.30 Refreshments & Networking break - move downstairs
- 16.30 - 17.15 Industry Market Research Presentation:
'The Summer Surge: Are Coolcations a Fad or the Future?'
- 17.15 - 18.00 Forum Panel session:
'From Single-Season to Multi-Season: What's Worked, What's Next, and How We Plan for the Future.'
Panellists include: Angela Zengaffinen ZERMATT, Alison Willis PEAK RETREATS, Kirk Mosher CAPE SMOKEY, Delia Montesinos Lopez CATALONIA, Anca Berlo MOUNTAIN NEWS
- 18.00 - 20.00 Networking drinks & canapés
- 20.00 SASTEX ends - thank you for coming

(nb Trade Exchange & Networking meetings are 15 mins long)