

GSIC Innovation Day with



AUDI FIS SKI WORLD CUP
X GRANDVALIRA
ANDORRA 2026
SOLDEU • EL TARTER

Grandvalira - FIS Alpine Skiing World Cup - Fan Engagement

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GRANDVALIRA
Grandvalira Resorts
ANDORRA

**APPLY
BEFORE**

20 / JUL / 2025

Innovation Day with



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A GSIC Innovation Day is a structured event designed to help organizations find innovative solutions to specific challenges they face. After sharing the challenge and receiving applications from interested companies, a thorough screening process is conducted to select the companies that are the best fit and have the most promising solutions for the challenge. The selected companies will have the opportunity to participate in a online Innovation Day session, limited to a maximum of 10 companies, each having 10 minutes to present their solution. After the Innovation Day, further contact can be facilitated to explore potential collaborations.

Innovation Day with Grandvalira – The Challenge

Challenge title

Experiencing the World Cup beyond the competition: integration of the FIS Alpine Skiing World Cup into Grandvalira ski resort customer experience before, during and after the event.

Background

Grandvalira is a consolidated ski resort and venue on the FIS Alpine Skiing World Cup circuit. However, we detected that a large part of our regular customers – recreational skiers, families and non-fans of the circuit – do not actively connect with the event, and often do not visit the competition area or the fan zone.

The Challenge

The challenge seeks innovative solutions that integrate the World Cup within the customer experience of the ski resort in an engaging, fluid and personalized way, making the event relevant to all audiences and extending its impact beyond race days and specific audiences.

Specific objectives

- Attract skiers and visitors to the World Cup space without the need for them to be fans of the competition.
- Generate content, activations, and narratives before, during, and after the event.
- Enrich the customer journey within the station and improve the distribution of visitor flows.
- Increase the emotional and experiential value associated with the World Cup.

Key Considerations

To ensure the effectiveness of the solution, it is essential that:

- The solution is original and able to attract non-fan audiences.
- Scalable within Grandvalira and possible continuity after the event.
- Ease of implementation in high-traffic environments.
- Possible to measure impact in real time (flows, participation, interaction).
- Support for sponsor and partner presence.

Possible use cases or applications

- Intelligent system of recommendations and personalized routes to visit the fan zone or participate in World Cup activities according to profile, location and schedule.
- Gamified or immersive experiences related to competition, but designed for the general public (e.g.: augmented reality, interactive storytelling, challenges on tracks).
- Digital content before and after the event: athlete tracking, simulators, digital race maps, voting, etc.
- Activations for non-skiers or non-fans: thematic spaces, exhibitions, gastronomy or culture linked to the World Cup.

Apply now for the challenge

- Launch Date: 17th June 2025
- **Applications Deadline: 20th July 2025, 23:59 CET**
- Selected applicants will have the opportunity to present their solutions to Grandvalira in a 10-minute pitch session.
- Please apply using this form: [APPLICATION FORM](#)





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**Find the
application link
in this post.**

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