

22 September 2026

Subject: Announcement: Call for Partners for the "International Mountain Tourism Day 2027" Theme Event

Since the International Mountain Tourism Alliance (IMTA) officially established "International Mountain Tourism Day" in 2018, eight editions of the "International Mountain Tourism Day" Theme Events with distinctive themes and innovative formats have been successively held in China, Nepal, Laos, France, Spain and other countries. Each edition has drawn wide attention from the industry with rich content, cutting-edge ideas and interactive approaches. International Mountain Tourism Day is not only a day of commemoration, but also signifies the exploration and establishment of a sustainable and global platform for tourism cooperation, cultural exchanges and dialogue among civilizations, actively participating in the construction of the global tourism governance system.

Each year, the host of the "International Mountain Tourism Day" Theme Event is selected from among the applicants (details of the previous events are available on IMTA official website and its official WeChat account). We are now inviting applicants/partners from governments worldwide, IMTA members, world famous mountain tourism destinations and tourism authorities to bid for the "International Mountain Tourism Day 2027" Theme Event.

I. Application Period

Applications will be accepted from the date of this announcement through November 30, 2026.

II. Application Requirements

1. The hosting place must meet the policies and requirements for hosting major events, with priority given to countries and regions where IMTA members are located.

2. The government where the applicant is located must explicitly support the event, and provide facilitation and guarantees in event approval, guest invitation and reception services.

3. The applicant should, based on its own circumstances, propose a general plan and conditions for co-hosting the "International Mountain Tourism Day 2027" Theme Event, detailing the input of human resources, funds and materials, publicity coordination and support guarantees, etc.

Interested applicants are invited to submit official application letters and the general event plan to the Comprehensive Business Department of the IMTA Secretariat (E-mail: liu@imtaweb.org) by November 30, 2026.

This is hereby announced.



Contact: Mr. Liu Guosong,

Director of Comprehensive Business Department

Secretariat of International Mountain Tourism Alliance

Tel: 0851-85557227 ext. 7020

Add: 3rd Floor, Longteng Road, Nanming District, Guiyang, P.R. China