

ALLEGRA

Darco Cazin

Since 2003, Darco has led the development and implementation of business models and master plans in many destinations and in five languages. He has coined several methods that have become best practices and standards across large parts of the Alps. His long track record as one of the internationally most experienced outdoor tourism developers, has led Darco to being named as one of the ten most influential people in the sport of mountain biking in Switzerland. He holds a Master of Arts in Business Administration, with additional studies in Design Thinking and Systemic Psychology.

About Allegra

Allegra has developed and executed over 150 outdoor tourism projects in the past 19 years. Founded in 2003, Allegra has established itself as an international industry leader, with an interdisciplinary team of experts in the various fields of outdoor activity destination development. With one headquarters in the Engadin valley (Switzerland) and another in Innsbruck (Austria).