INNOVATION AND DIGITAL TRANSFORMATION STRATEGY
TOURISM AND INNOVATION IN AFRICA

Innovation Leaders
(GII, 2017)
1. South Africa (57th)
2. Mauritius (64th)
3. Kenya (80th)
4. Botswana (89th)
5. United Republic of Tanzania (96th)

Startups
sleepOut
TASTEMAKERS AFRICA
hotels.ng
TRIBAL TOURIST.com
AIRSHOP
TOURISM AND INNOVATION IN AFRICA

Innovation Leaders (GII, 2017)
1. South Africa (57th)
2. Mauritius (64th)
3. Kenya (80th)
4. Botswana (89th)
5. Nigeria (119th)

Tourism Revenue 2016 (USD)
Total Regional: 34 bil
- North Africa: 9 bil
- Sub-Saharan Africa: 26 bil

International Tourist Arrivals 2017
Total Regional: 62 mil
Regional Growth: +8%
- North Africa: +13%
- Sub-Saharan Africa: +5%

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TOURISM AND INNOVATION IN AFRICA

Did you know?

Africa is the region reporting the most positive attitudes towards entrepreneurship.

South Africa, Nigeria, Kenya, Ghana, Egypt and Tanzania are leading the way in angel investments.

Facebook has launched the first community hub space in Africa in Nigeria.

Google launched the Digital Skills for Africa initiative in 2016, which will provide over 1 million scholarships.

The Brandon Center for Entrepreneurship in South Africa (2004).

Gazelles vs. Unicorns.
INNOVATION AND DIGITAL TRANSFORMATION STRATEGY

OBJECTIVE

To drive the digitalization of tourism and to create an Innovation and Entrepreneurship Ecosystem that will maximize the potential of the sector in terms of economic growth, job creation and sustainable development.
INNOVATION AND DIGITAL TRANSFORMATION STRATEGY

1. CONTEXT
2. LINES OF ACTION
3. INNOVATION ECOSYSTEM
4. DIGITAL TRANSFORMATION
5. INNOVATION
6. UNWTO INNOVATION PROJECTS
LINES OF ACTION

INNOVATION
Create an Innovation and Entrepreneurship Ecosystem

DIGITAL TRANSFORMATION
Smart Destinations and New Technologies

INVESTMENTS
Foster innovation through investments (VC, CVC, BA) and FDI
INNOVATION AND DIGITAL TRANSFORMATION STRATEGY

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INNOVATION ECOSYSTEM

INNOVATION & ENTREPRENEURSHIP ECOSYSTEM

- INVESTORS
- GOVERNMENTAL INSTITUTIONS & PUBLIC ORGANIZATIONS
- STARTUPS
- PRE-INCUBATORS ACCELERATORS VENTURE BUILDERS INNOVATION HUBS
- ACADEMIA
- CORPORATIONS

INVESTORS

GOVERNMENTAL INSTITUTIONS & PUBLIC ORGANIZATIONS

STARTUPS

PRE-INCUBATORS ACCELERATORS VENTURE BUILDERS INNOVATION HUBS

ACADEMIA

CORPORATIONS
OPPORTUNITIES FOR GOVERNMENTAL INSTITUTIONS AND PUBLIC ORGANIZATIONS

INCREASE INVESTMENT AND INNOVATION

GROWTH, SCALING UP AND INTERNATIONALIZATION OF ENTERPRISES

POSITIONING AS A REGION THAT PROMOTES INNOVATION IN TOURISM
INNOVATION AND DIGITAL TRANSFORMATION STRATEGY

1. CONTEXT
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4. DIGITAL TRANSFORMATION
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DIGITAL TRANSFORMATION: SMART DESTINATIONS AND NEW TECHNOLOGIES

TRAINING FOR MEMBER STATES IN THE ADOPTION OF DISRUPTIVE TECHNOLOGIES

GUIDELINES, MODELS AND SHARING OF GOOD PRACTICES FOR THE DEVELOPMENT OF SMART DESTINATIONS

PLATFORM FOR THE EXCHANGE OF SUCCESSFUL CASES BETWEEN MEMBER STATES
INNOVATION AND DIGITAL TRANSFORMATION STRATEGY

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## UNWTO Innovation Hubs Network: Services

<table>
<thead>
<tr>
<th>Seed Startups</th>
<th>Early Stage &amp; Series A Startups</th>
<th>General Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>• ACCELERATION PROGRAMME</td>
<td>• SHUTTLE TO VENTURES PROGRAMME</td>
<td>• PITCH SLAM</td>
</tr>
<tr>
<td>• MENTORS</td>
<td>• ONE-ON-ONE NETWORKING WITH INVESTORS AND CORPORATIONS</td>
<td>• CONFERENCES</td>
</tr>
<tr>
<td>• PITCHING SPECIALISTS</td>
<td>• PITCH SLAM</td>
<td>• NETWORKING ACTIVITIES</td>
</tr>
<tr>
<td>• CREATING A BUSINESS PLAN AND STRATEGY</td>
<td></td>
<td>• PROTOTYPING AREA</td>
</tr>
<tr>
<td>• COWORKING SPACE</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**UNWTO TOURISM TECH (AD)VENTURES: AMERICAS**

**12 – 14 November 2018**

<table>
<thead>
<tr>
<th><strong>DAY 1</strong></th>
<th><strong>DAY 2</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TRAINING ON INNOVATION AND TOURISM ENTREPRENEURSHIP FOR MEMBER STATES</strong></td>
<td><strong>OPENING CEREMONY</strong></td>
</tr>
<tr>
<td><strong>STARTUP BOOTCAMP</strong></td>
<td><strong>PROGRAMME WITH A FOCUS ON THE TRENDS IN OPEN INNOVATION</strong></td>
</tr>
<tr>
<td><strong>ONE-ON-ONE NETWORKING: STARTUPS, CORPORATIONS AND INVESTORS</strong></td>
<td><strong>STARTUP COMPETITION</strong></td>
</tr>
<tr>
<td><strong>HACKATHON (24H): JOBS OF THE FUTURE</strong></td>
<td><strong>ONE-ON-ONE NETWORKING: STARTUPS, CORPORATIONS AND INVESTORS</strong></td>
</tr>
<tr>
<td><strong>FORUM FOR INVESTORS IN TOURISM INNOVATION</strong></td>
<td><strong>LOCAL TOURISM EXPERIENCE</strong></td>
</tr>
<tr>
<td><strong>AWARD FOR TECH (AD)VENTURES</strong></td>
<td></td>
</tr>
</tbody>
</table>
TOURISM INNOVATION CHALLENGE: COLOMBIA

TOURISM INNOVATION
CHALLENGE
Mayo 14-18 de 2018
Barranquilla

Organizers

GOBIERNO DE COLOMBIA
IE
UNWTO
AGORANEXT
INNOVATION AND DIGITAL TRANSFORMATION STRATEGY

1. CONTEXT
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THANK YOU!

NATALIA BAYONA
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World Tourism Organization
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