

INNOVATION AND DIGITAL TRANSFORMATION STRATEGY



INNOVATION AND DIGITAL TRANSFORMATION STRATEGY

1.
CONTEXT

2.
LINES OF
ACTION

3.
INNOVATION
ECOSYSTEM

4.
DIGITAL
TRANSFORMATION

5.
INNOVATION

6.
UNWTO
INNOVATION
PROJECTS



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



TASTEMAKERS
AFRICA



sleepOut

hotels.ng



UNWTO
World Tourism Organization

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5. Nigeria (119th)

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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%

TOURISM AND INNOVATION IN AFRICA

Did you know?

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

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)

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

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

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.

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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

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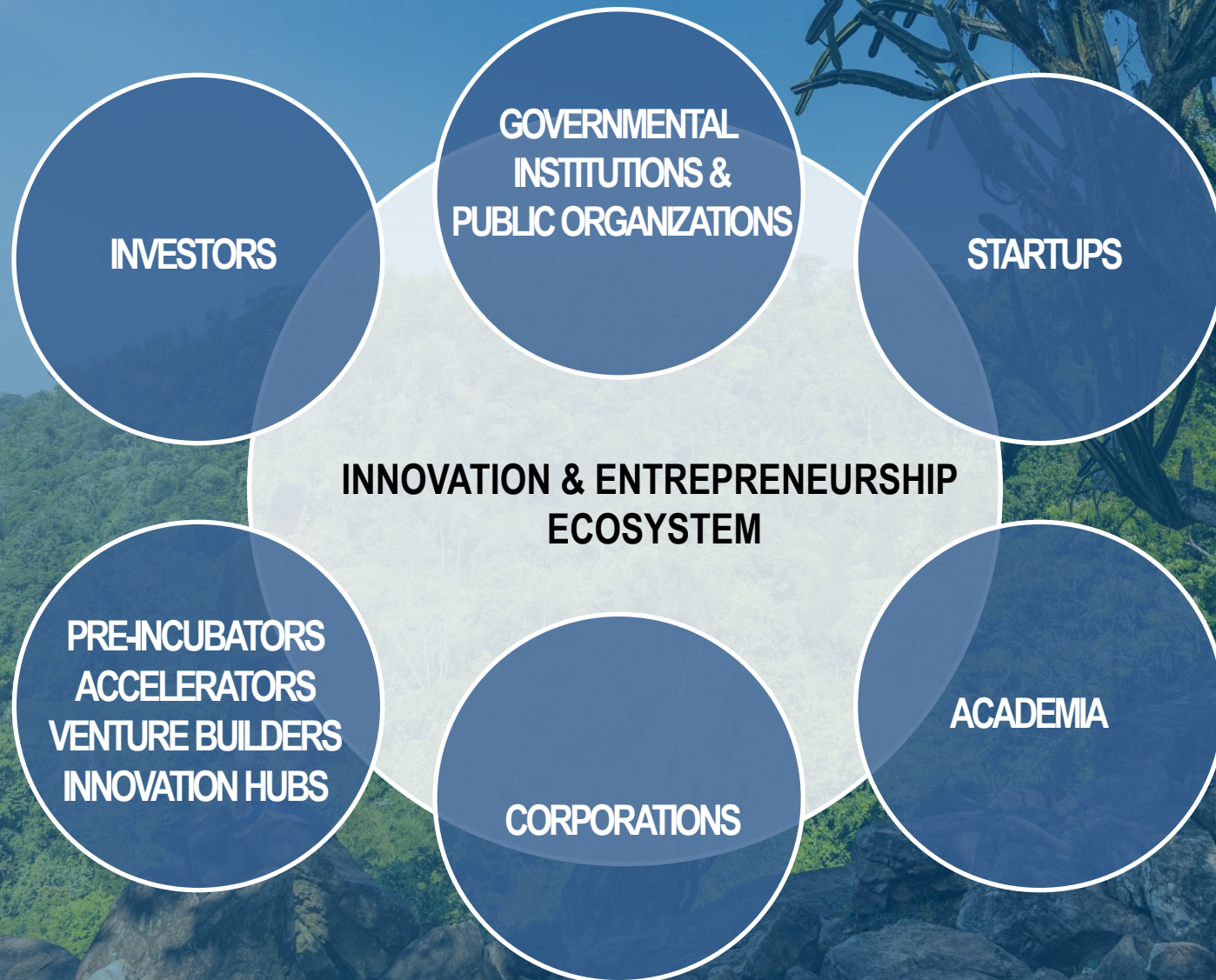
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INNOVATION ECOSYSTEM



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**

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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**

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INNOVATION: PROJECTS

UNWTO INNOVATION HUBS NETWORK

UNWTO TOURISM TECH (AD)VENTURES

UNWTO INNOVATION GUIDELINES

TOURISM INNOVATION LEADERS

UNWTO INNOVATION PLATFORM



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UNWTO INNOVATION HUBS NETWORK: SERVICES

SEED STARTUPS

- ACCELERATION PROGRAMME
- MENTORS
- PITCHING SPECIALISTS
- CREATING A BUSINESS PLAN AND STRATEGY
- COWORKING SPACE

EARLY STAGE & SERIES A STARTUPS

- SHUTTLE TO VENTURES PROGRAMME
- ONE-ON-ONE NETWORKING WITH INVESTORS AND CORPORATIONS
- PITCH SLAM

GENERAL SERVICES

- PITCH SLAM
- CONFERENCES
- NETWORKING ACTIVITIES
- PROTOTYPING AREA

UNWTO TOURISM TECH (AD)VENTURES

GLOBAL

REGIONAL

LOCAL

VERTICAL

UNWTO TOURISM TECH (AD)VENTURES: AMERICAS

12 – 14 November 2018

1ST INNOVATION FORUM IN THE REGION OPEN TO STARTUPS

DAY 1

**TRAINING ON INNOVATION AND TOURISM
ENTREPRENEURSHIP FOR MEMBER STATES**

STARTUP BOOTCAMP

**ONE-ON-ONE NETWORKING: STARTUPS,
CORPORATIONS AND INVESTORS**

HACKATHON (24H): JOBS OF THE FUTURE

DAY 2

OPENING CEREMONY

**PROGRAMME WITH A FOCUS ON THE TRENDS IN
OPEN INNOVATION**

STARTUP COMPETITION

**ONE-ON-ONE NETWORKING: STARTUPS,
CORPORATIONS AND INVESTORS**

LOCAL TOURISM EXPERIENCE



**FORUM FOR INVESTORS IN TOURISM
INNOVATION**

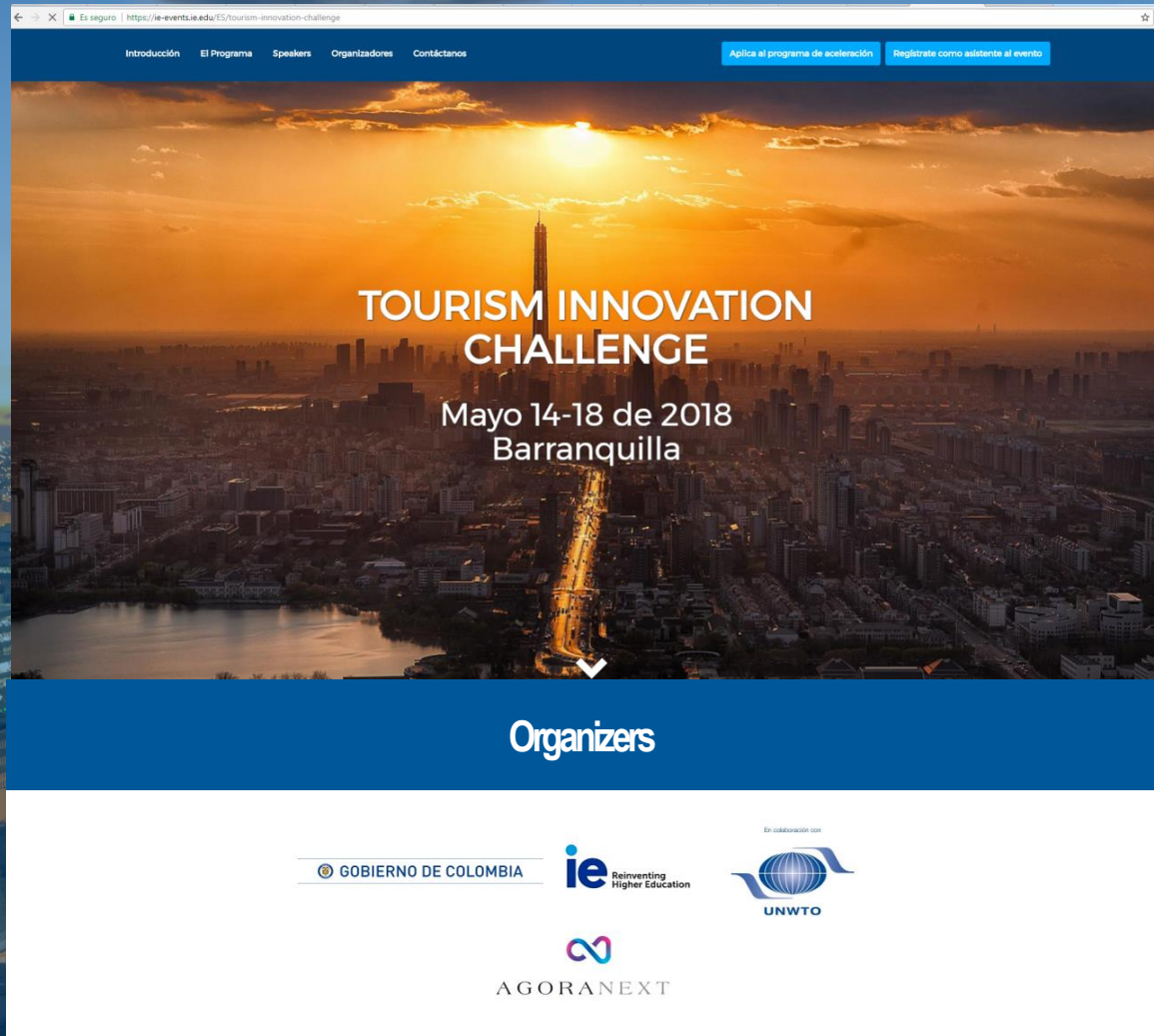


AWARD FOR TECH (AD)VENTURES



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TOURISM INNOVATION CHALLENGE: COLOMBIA



Es seguro | <https://ie-events.lea.edu/ES/tourism-innovation-challenge>

Introducción El Programa Speakers Organizadores Contactanos

[Aplica al programa de aceleración](#) [Regístrate como asistente al evento](#)

TOURISM INNOVATION CHALLENGE

Mayo 14-18 de 2018
Barranquilla

Organizers

GOBIERNO DE COLOMBIA

ie Reinventing Higher Education

UNWTO

AGORANEXT

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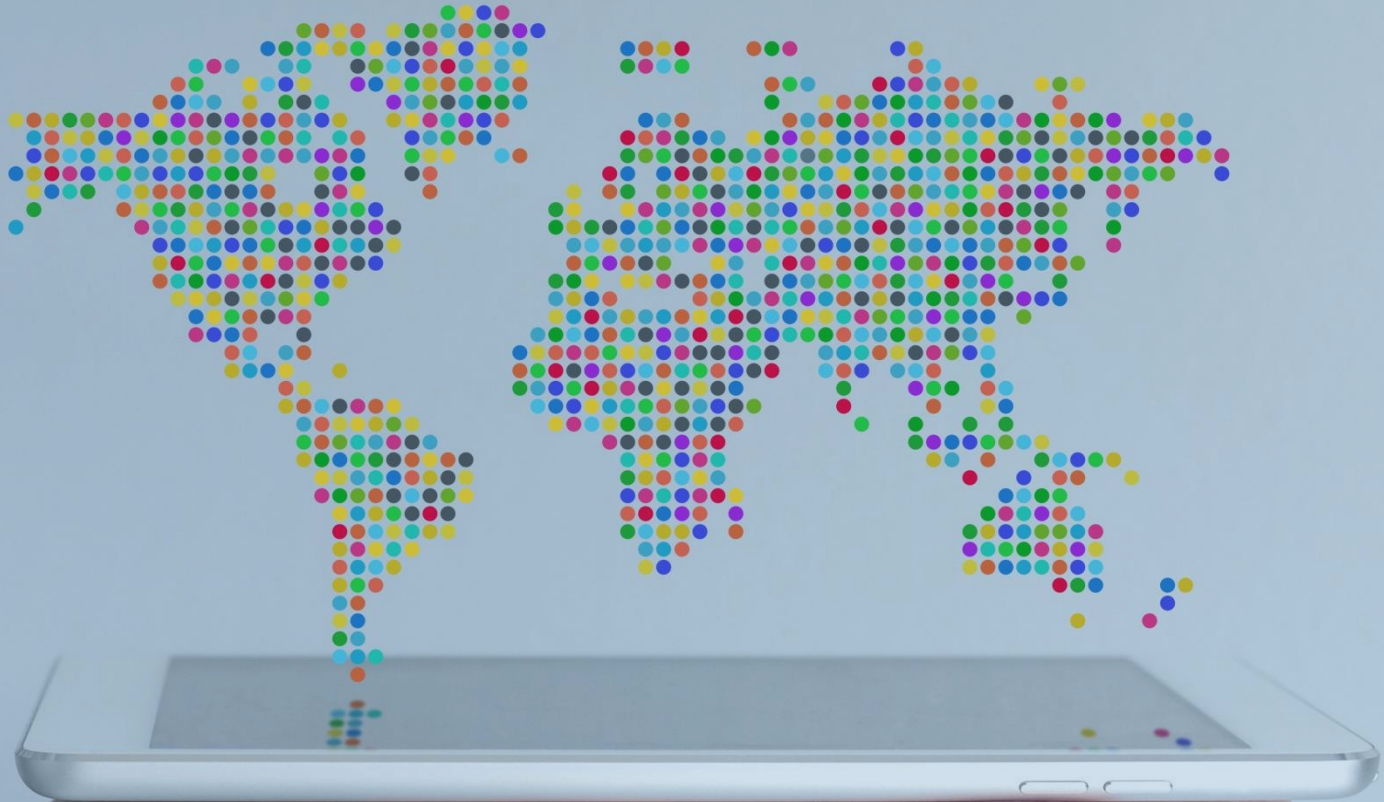
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THANK YOU!



NATALIA BAYONA

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Transformation

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