8th UNWTO Global Summit.
10th October 2019, Nur Sultan

Niantic Inc

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Our history
Our Mission

Exploration  

Exercise  

Social
Real World Games

+25M Installs

INGRESS

2011

+1B Installs

Pokémon GO

2016

TBD

Harry Potter: Wizards Unite

2019

Top 1% of all-time game downloads for a mobile game (App Annie)
Deep Dive: Exploration

Regional exclusives

Real life components

Ingame Incentives

Source: https://www.reddit.com/r/TheSilphRoad/comments/911krh/map_of_current_regional_pokemon/
Deep Dive: Exercise
Deep Dive: Social
Case Studies
Pokémon GO in Tottori Sand Dunes in Japan
89,000 Players came to Tottori to play Pokémon GO

Source: Asahi Shimbun file photo (http://www.asahi.com/ajw/articles/photo/AS20180326003944.html)
Pokemon GO generates $16 million in tourism revenue for Japan's Tottori Prefecture in three days

November 30th, 2017 • 03:56pm
By Ric Cowley, Deputy Editor

Pokemon GO fans generated approximately $16 million in travel and tourism revenue in Japan's Tottori Prefecture during a three-day Safari Zone event for the game.

According to the Tottori regional government, over 89,000 people arrived during the event, held on November 24th-26th 2017, which is more than double the previous record number of visitors to the area.

The Safari Event rounded off an influencer campaign called Pokemon GO Travel, which saw influencers iHasCupquake, Coisa De Nerd, and Rachel Quirico explore Japan and take part in various Pokemon GO-related activities. The trio ended their tour of Japan in the Tottori Sand Dunes for the Safari Zone event.
Biggest Pokémon GO event in Europe
Pokémon GO event in Chicago
Pokémon GO trainer to discover cities
Takeaways
Destinations are part of a hidden world
People travel to play Games
Travelers are Agents, Wizards and Trainers!
Thank you!