



N I A N T I C

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



2011

+1B

Installs



2016

TBD

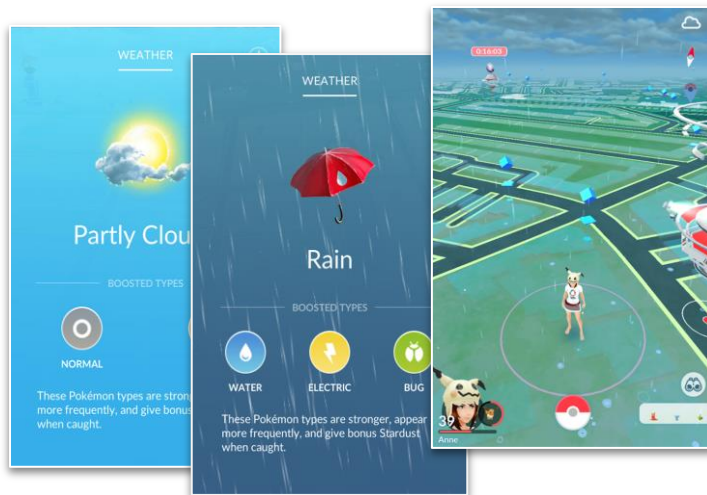
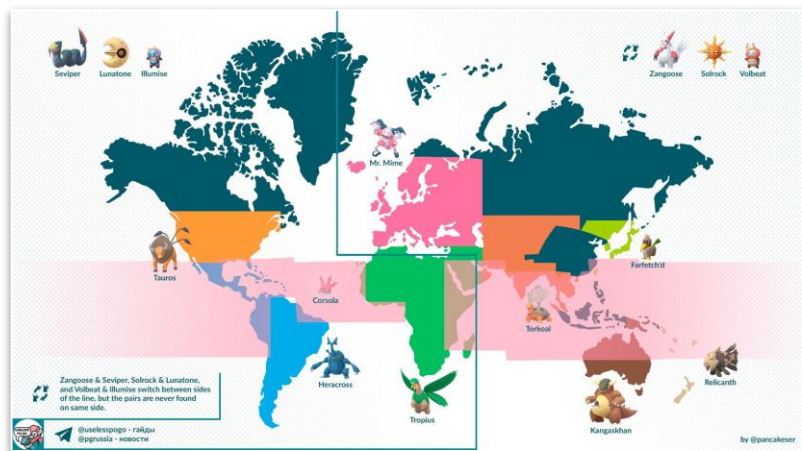


2019

Top 1% of all-time game downloads for a mobile game (*App Annie*)

Deep Dive: Exploration

Regional exclusives



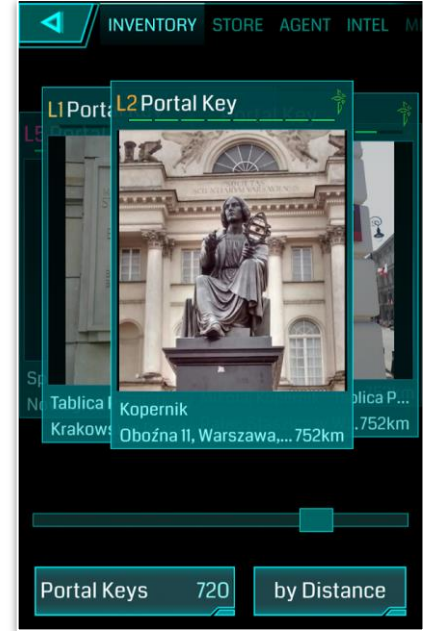
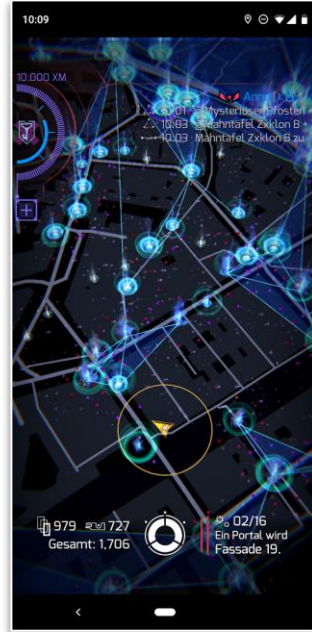
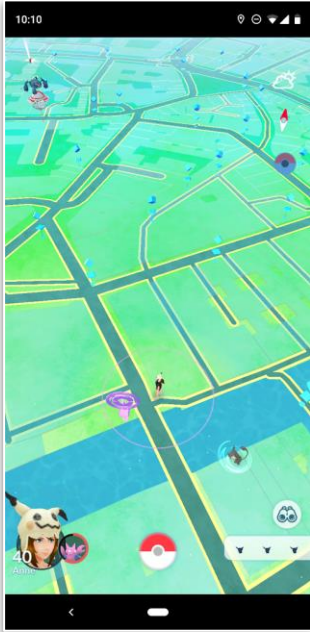
Real life components



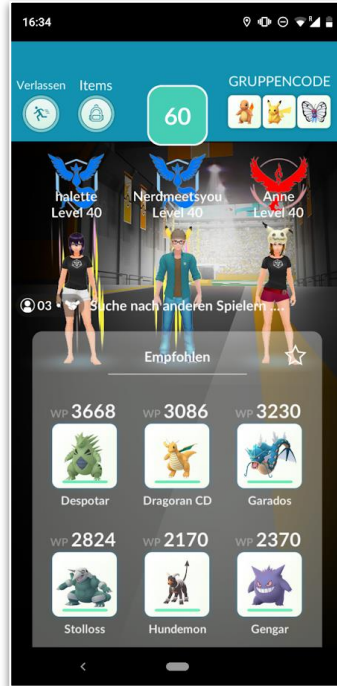
Discovery	
Unique Portals Visited	9,204
Portals Discovered	30
Seer Points	27
XM Collected	162,282,633 XM
OPR Agreements	130
Health	
Distance Walked	2,012 km

Ingame Incentives

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



Huge Success

NEWS



Pokemon GO generates \$16 million in tourism revenue for Japan's Tottori Prefecture in three days

November 30th, 2017 - 03:50pm

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.

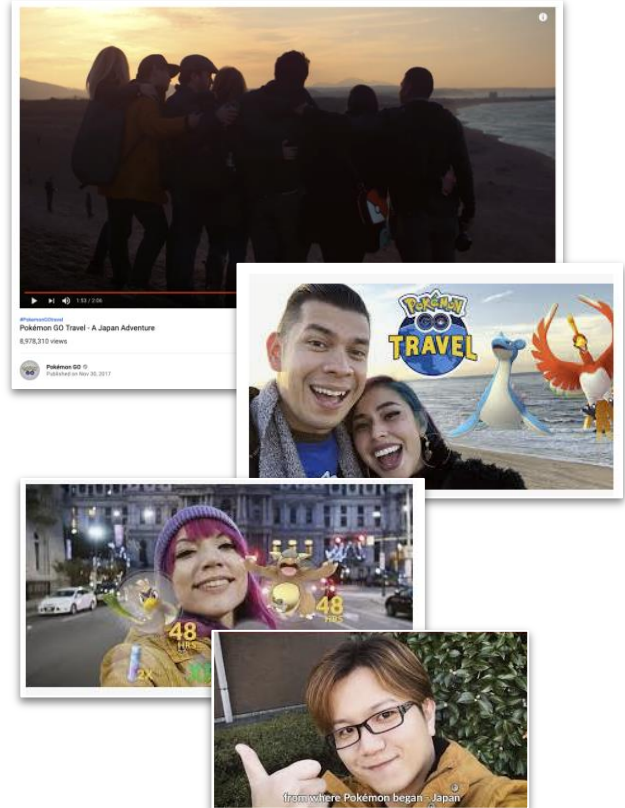
According to the Tottori regional government, over 89,000 people arrived during the event, held on November 24th-26th 2017, which is more than double the previous record number of visitors to the area.

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.



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■ [News](#)



Biggest Pokémon GO event in Europe



Ruhr Nachrichten

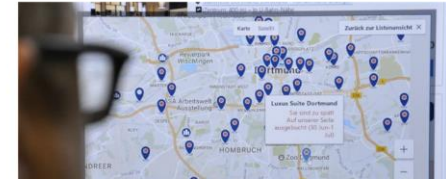
POKÉMON-GO-SAFARI SORGT FÜR VOLLE HOTELS

Ganz Dortmund ist ausgebucht - wegen eines Handy-Spiels

Das letzte Juni-Wochenende wird ein goldenes für die Hotel-Branche in Dortmund: Praktisch jedes der rund 7500 Hotelbetten der Stadt ist dann belegt. Selbst in Lünen, Castrop-Rauxel und Bochum werden die Zimmer knapp. Verantwortlich für den Ansturm ist das Handy-Spiel Pokémon-Go.

von **Thomas Thiel**

DORTMUND, 07.06.2018



Pokémon GO event in Chicago



Pokémon GO trainer to discover cities

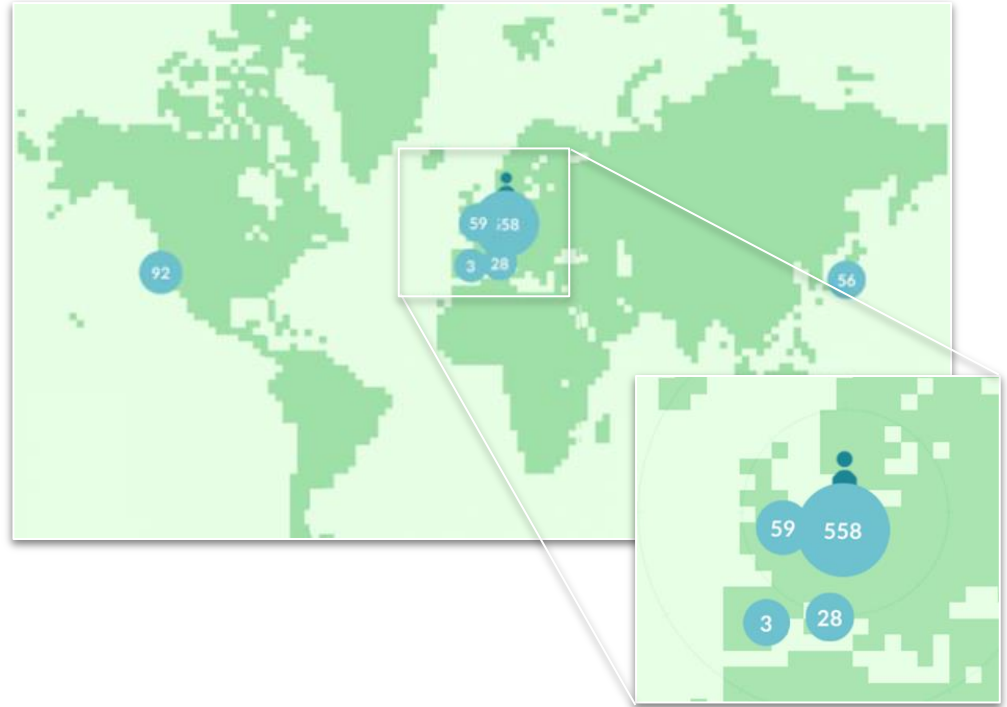


Takeaways

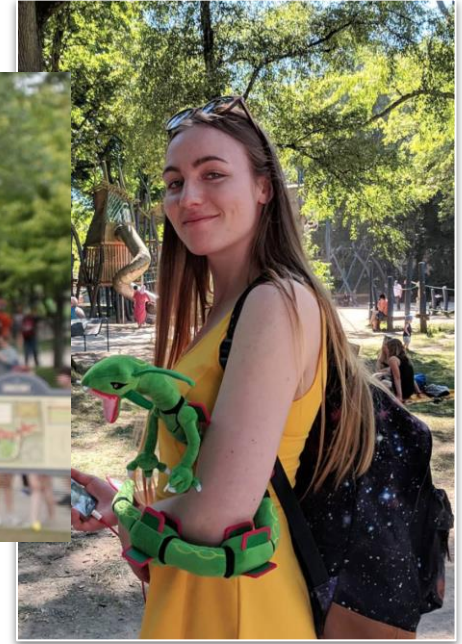
Destinations are part of a hidden world



People travel to play Games



Travelers are Agents, Wizards and Trainers!





UNWTO

World Tourism Organization



Thank you!