TOURISM STARTUPS FOCUS ON INNOVATION AND SUSTAINABILITY ALL REGIONS

- **Populous presented** 3rd UNWTO Global Tourism Startup Competition in partnership with Globalia.
- **Final prize to be held on 20 January, on the eve of FITUR**
- **Entries have 100 successful startups**

The World Tourism Organization (UNWTO) in association with Globalia, the leading tourism group in Spain and Latin America, has selected the finalists of the 3rd Global Tourism Startup Competition, which have been working on projects since 2018 when the first edition was held. In the competition’s first two editions, UNWTO, the global tourism innovation hub powered by Globalia in collaboration with the World Tourism Organization, has received proposals of nearly 5,000 startups from 150 countries. The countries with the highest number of projects submitted have been Spain, followed by India, the United States, and Italy. The 100 selected startups are development-stage projects that will not only present their projects at the UNWTO Tourism Startup Competition, but will also present it at the Travel Tech 4, Awarding them with the Social Innovation Retreat Scholarship.

**Sustainability**: Building on the success of the inaugural competition, this new edition continues to place special emphasis on rural and sustainable tourism initiatives. The ultimate denominator, in this case, is to achieve a sustainable and profitable future through technology and innovation. This initiative is carried out by partners such as Telefónica, Total, IE Africa Center and Distrito Digital Valencia, among others.

**Smart Mobility**: In partnership with Telefónica, this category features projects that improve the quality of travel and that facilitate the mobility of users using any transport system. The objective is to reduce economic, environmental and social costs.

**Deep Tech**: Rethinking location and geolocation: With the backing of Amadeus, the aim in this category is to select the best startups that tap into maps for customers, or solutions using location systems. Solutions that combine location data with artificial intelligence can be used to identify tourism regions, associate them with nearby airports, stations, or suppliers using location systems. Solutions that combine location data with artificial intelligence can be used to identify tourism regions, associate them with nearby airports, stations, or suppliers using location systems.

**Smart Destinations**: With the collaboration of Globalia, in partnership with Telefónica, this category features projects that optimize the total experience of travelers by combining the best solutions in the economic, environmental and socio-cultural perspectives by leveraging technology to improve the quality of travel and that facilitate the mobility of users using any transport system.

**Innovative tourism solutions**: Turismo de Portugal, powered by Globalia, in collaboration with the TUI Care Foundation and Impact Melia Travel, will also present its startup.

**Categories**

These partners will participate actively in the final decision and in the subsequent promotion, financing rounds and implementation of the pilot projects with the winners.

- **Finalists announced for 2nd UNWTO Global Tourism Startup Competition in partnership with Globalia**
- **UNWTO – Communications Department**
- **Contact for media:**
- **Comms@unwto.org**

**The World Tourism Organization (UNWTO)** is the United Nations agency responsible for the promotion of sustainable, responsible and accessible tourism as a tool for inclusive economic growth, job creation, environmental sustainability, and offers leadership and support to the sector to promote tourism as a driver of economic growth, inclusive development and environmental sustainability, and to support the development of tourism policies and strategies that support the prevention of social innovation and tourism policies around the world.

**About Globalia**: Globalia is the leading tourism group in Spain and Latin America, with an annual turnover close to 4 billion euros in 2018. With a presence in more than 60 countries and 15,000 employees, Globalia provides services to all sectors of the world of tourism. It comprises a number of independent companies that are leaders in their markets, including Air Europa (airline), Halcón Viajes (travel agencies), Travelplan (tour operator), Be Live (hotel chain) and Groundforce (airport handling).

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**Finales by category:**

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**Innovative tourism solutions:**

**Sustainability:**

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