Nearly 2 years ago, it was created the

Innovation, Digital Transformation & Investments Department

Fostering tourism in our 150+ Member States
Digital Transformation

Tourism Tech Adventures (TTAs)
UNWTO Innovation Hubs Network

UNWTO Tourism Online Academy
UNWTO Acceleration Programme
ITC Social Impact Project
Digital Innovation Hub

Investments
Foreign Direct Investments (FDI)
Promotion and Venture Capital Network

Innovation
Tourism Startups Competitions
Innovation

New tourism ventures and insights
Innovation | Startup Competitions

Last edition's...

**categories**
- Smart Mobility
- Geolocation
- Disruptive Hospitality
- Smart Destinations
- Rural Development
- Innovative Solutions

**most used Tech**
- Cloud Front Backend Systems (15%)
- Artificial Intelligence (11%)
- Big Data (11%)
- Internet of Things (6%)
Success cases

Refundit

Funded by Amadeus
9.8 € million
From: Israel
About: Tax free shopping

Was sold to Hopper
From: Colombia
About: Airline connectivity

Hopper (2019)

Series A Funding Round
From: Egypt
About: Shipping

Shipnbag (2019)
Innovation | Tourism Tech Adventures (TTAs)

World Tourism Day 2018

TOURISM AND THE DIGITAL TRANSFORMATION

Startup Masterclass
High Level Seminars
Networking
Jessica Blotter  
CEO and Co-founder  

We have gained incredible **credibility** and **opened new doors**: we were invited by Lufthansa Innovation Hub in Frankfurt to present as part of its Changemaker Challenge.

Carlos Cendra  
CMO  

Since the TTA, we have **doubled** our business and we are **more recognized** in the sector.
Network

5000 Startups
+930 Corporations
+300 Public Institutions
+200 Investors
+50 Education Institutions
+30 Incubators
Digital Transformation

Strengthening skills for better destinations and employment
INTRODUCTION TO
TOURISM INDUSTRY MANAGEMENT

Massive Online Open Course,
Enrol now!
UNWTO Acceleration Programme

First Digital Transformation Training for the Public Sector

+50 Participants
20 Nationalities
5 Regions
Investments
More venture capital and FDI connections
45 € million in 2019-2020 in investments for startups through the UNWTO network

New Venture 2020

Tourism Investments Promotion Platform

Traditional & Non-Traditional Investments
At a glance

Innovation

2 Global
1 in Gastronomy
1 in Sports

+ 5000 competing startups from 150 countries

11 innovation forums
+ 60 public-private partnerships

Digital transformation

First course launched in Nov, 2019
+ 1600 registered

Investments

Investors Network

+ 200 active investors
45 € million in tourism startups investments through the UNWTO network
What is next in 2020?
5 Challenges of tourism innovation

1. Scale up the tourism innovation ecosystem
   From startups to scaleups
   Increasing tourism Unicorns

2. More investments aligned with the SDGs
   Green Venture Capital Funds
   Social Impact Funds

3. Increasing investments in emergent countries
   Latin America & Africa

4. Connecting corporations & startups
   Open Innovation

5. Tech diversification in the Public Sector
   Data driven Governments

* Accelerating SDGs through Innovation, Digital Transformation & Investments
Mega Projects

Digital Innovation Hub

Climate Change Innovation Challenge

+Powerful Investments Network
+50 New investors
FDI & VC Guidelines

4 Investment Forums
More opportunities for everyone
Mega Projects

+ 10 Universities
+ 10k New Online Students

+ 10 Tourism Tech Adventures

4 Tourism Startup Competitions

Accelerating SDGs through Innovation, Digital Transformation & Investments
Our team
We are committed with innovation as we are convinced tourism will accelerate SDGs achievement.

Tourism is becoming the most sustainable, accessible and inclusive sector.