



UNWTO

Healing
SOLUTIONS

TOURISM
CHALLENGE

AMERICAS

Introduction

In response to the COVID-19 impact on tourism, the World Tourism Organization (UNWTO), launched the Healing Solutions for Tourism Challenge to identify the most disruptive startups, entrepreneurs, innovators and existing technologies with ready-to-implement solutions to make travelling possible in one of the categories:

- **Healing for People:** health and sanitary solutions, with projects trying to trace and stop the spread of the virus and infected people and proposing alternative ways for governments to fight the disease.
- **Healing for Prosperity:** economic solutions, with projects trying to optimize and generate additional revenues to companies and communities.
- **Healing for Destinations:** confidence recovery, destination rebranding campaigns, airports safety and crisis communication.

Global Finalists

Throughout the 4-week call, 1183 projects from 110 countries were received and evaluated by a Committee of Experts from the World Tourism Organization (UNWTO), The World Health Organization (WHO) and The World Bank. 30 semi-finalists and 9 finalists were selected. Solutions mostly use the following technologies to deliver their impact: Virtual and Augmented Reality, Internet of Things, Artificial Intelligence, Big Data and Blockchain.

SEE GLOBAL FINALISTS [HERE](#)

REGIONAL RUNNER-UPS AMERICAS

Bebot • **USA**

Smart Tracking • **Brazil**

Destination: Forward • **USA**

Liquid Guard • **Mexico**

Life365 Health • **USA**

BESPOKE



Pitch: Bespoke's platform is used by the Japanese government, Destination Marketing Organizations (DMOs), transport authorities and top airports to effectively communicate and engage with residents and travelers around the world. Without the need to download an app, people instantly connect to the Bespoke chatbot interface on their mobile phones. Use cases include the rapid dissemination of alerts, instructions & customer-care procedures in multiple languages. Residents and travelers also pass data back to the bot which allows for the early detection of trends, hot-spots, the containment of this pandemic and the speed-up of the tourism recovery.

Contact: info@be-spoke.io

Website: www.be-spoke.io

Year Established: 2015

Funding: Total funding received is US\$4,000,000 and latest round was Series A

Team: The team leadership is made up of Akemi (CEO) previously worked with Fidelity International, Deloitte, and Macquarie Capital. Tobias (CCO) previously was CFO at GoogleX, and worked as the SVP of Business Development at ADARA. Christine (CTO) previously worked at AWS. We are built of an international team of more than 10 different nationalities, who are all passionate about their work wanting to contribute their best and to support other team members.



Contact
Tracking
Platform
COVID-19



Pitch: Smart Tracking is a Covid-19 contact tracking platform during the disease incubation period. We were able to track establishments and people who had contact with a patient in the 15 days prior covid-19 diagnosis and contact them by email or phone. We don't use Apps, BLE or GPS. We are in accordance with the General Data Protection Law and we appreciate the individual freedom. Using Smart Tracking is it possible to maintain the local population and visitors safety in the return of economic activities.

Contact: contato@smarttourbrasil.com.br

Website: smarttourbrasil.com.br/smart-tracking

Year Established: 2015

Funding: We are looking for an 10 million dollars investment to work The worldwide commercial sector and expand the platform for use in Covid-19 service, beyond possibility to track other infectious diseases.

Team: The team consits of experts in IT, IoT, Project management, Tourism Management and knowledge engineering from Latin America nad Europe.



Pitch: ICF has a Toolkit to help destinations accelerate tourism recovery efforts and build a more resilient and sustainable future the world over. The Toolkit is a one-stop-shop that is easy to understand and navigate. Destination:Forward offers thirteen fit-for-purpose tools and diagnostics spanning- Capacity, Supply + Economics- Demand Stimulation + Stakeholder Engagement and- Economic, Social + Environmental Sustainability. All robust and proven means and methods to restore vital supply chains, particularly by air, reboot demand effectively and efficiently, and rebuild a more resilient and sustainable tourism future.

Contact: bruce.lahood@icfnext.com

Website: www.icf.com

Year Established: 1969

Funding: These are established and funded tools and capabilities. These services can be charged out to clients. the cost will vary, dependent upon the scale of your need and the number of tools you are looking to activate (individual or bundled tool options are available)

Team: We're a unique mix of talent, combining unmatched expertise with cutting-edge engagement capabilities to help clients solve their most complex challenges, navigate change, and shape the future. Celebrating 50 years of experience, we continue to pursue mission-driven work, helping corporations and governments to make a meaningful and sustained difference – for their customers, colleagues and citizens all around the world.



Pitch: By forming an ultra-thin glass layer, LIQUID GUARD ® protects, among other things, against micro scratches. Under mechanical abrasion, the protective layer wears away before the substrate is damaged. A unique SLIP function ensures that any abrasive contact material slides on the treated surface and leaves fewer traces. Protected surfaces acquire a significantly higher degree of hardness. LIQUID GUARD® is suitable for all waterproof surfaces *. To meet the highest demands of test standards in the supply chain, color coding confirms the performance level of antimicrobial agents Liquiguard protects.

Contact: odavilesr@gmail.com

Website: liquidguard.mx

Year Established: 2017

Funding: Currently we are seeking \$ 2 million to offer tests to different customers who have an interest in the product, especially in the hotel sector. Just as we would like to be able to certify it in Mexico through COFEPRIS in order to comply with Mexican health standards. We want to reach aeronautical companies like Aeromexico, Interjet to cover all the seats and rest the arms of the planes.

Team: Currently we have 10 people in the company, however this company can count on exponential growth since applicators are required to provide the service to all clients.



Pitch: Life365 offers a variety of connected healthcare solutions on a Virtual Care Platform to connect individuals to their healthcare providers in an effort to live independently, travel safely and increase access to quality healthcare, while reducing overall healthcare costs. Currently, Life365 is focused on COVID-19 in helping to transition care to home in order to take the strain off of our critical healthcare resources.

Contact: kdicks@life365.health

Website: www.life365.health

Year Established: 2015

Funding: We have raised \$4M to-date in our Seed Preferred Round and currently raising \$5M-\$8M in our Series A.

Team: We are an experience team in Digital Health for over the past 15 years, creating one of the first IoT wireless connect solutions for care outside of the Hospital and Doctors Office, typically at home. That company was acquired by Alere / Abbott several years back. Our team is accomplished to working in international markets with varying engagement, adoption and regulatory requirements. Life365 holds major US patents on Wearable, Patches, Sensors, Lean Operating Systems and AI Driven (Personalized) Wearables.



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