



UNWTO

Healing  
SOLUTIONS

TOURISM  
CHALLENGE

ASIA PACIFIC



# Introduction

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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

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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](#)

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## REGIONAL RUNNER-UPS ASIA

ARienation • **Japan**

WeView • **Iran**

Travello • **Australia**

Rategain • **India**

Planet Happiness • **Australia & USA**



**Pitch:** ARientation free and privacy-by-design tool to build and rapid-prototype immersive tourism experiences. In seconds you can use ARientation to create augmented tours, location-based experiences, and mixed reality installations. We seek to be a voice for personal privacy and freedom as companies build increasingly aggressive data collection business models using augmented and virtual reality in tourism.

**Contact:** [erichawkinson@gmail.com](mailto:erichawkinson@gmail.com)

**Website:** [arientation.com](http://arientation.com)

**Year Established:** 2015

**Funding:** Initial funding came from Japan Ministry of Education, Science, and Technology. Currently seeking partnerships to expand and further develop the project.

**Team:** ARientation was created and developed by Eric Hawkinson. Eric also leads a team of interactive media designers for TEDxKyoto. Eric's projects have included augmented tourism rallies, AR community art exhibitions, mixed reality escape rooms, and other experiments in immersive technology.

# WeView



**Pitch:** WeView is a virtual tourism platform which makes it possible for people all over the globe to visit any place, sight or event in the world in real-time, through a personal online video connection.

Our mission at WeView is to build as large a community as possible, to unite travel enthusiasts around the world to build personal connections, promote cultural exchange, and provide financial support to regions that currently lack tourist facilities, or are hard to access.

Our vision is to be the first-choice provider of real-time, personal, lifelike experiences in visit-worthy destinations, made available to everyone around the world.

**Contact:** [connect@weviewvirtualtour.com](mailto:connect@weviewvirtualtour.com)

**Website:** [weviewvirtualtour.com](http://weviewvirtualtour.com)

**Year Established:** 2018

**Funding:** WeView is now working on developing a sustainable revenue model.

**Team:**

Niky Gharahgozlouyan - Founder

Panos Korelis - Business Coach

Mahboube Karimi - Graphic Designer

Ahmad Taj - Photographer

Omid Anaraki - Communication Moderator

Hossein Mir Habibian - Social Media Moderator



**Pitch:** Travello is a social network for travellers used in over 180+ countries and we reach over 100,000,000+ travellers through our channels each month.

**Contact:** [ryan@travelloapp.com](mailto:ryan@travelloapp.com)

**Website:** [travelloapp.com](https://travelloapp.com)

**Year Established:** 2016

**Funding:** Travello has had over \$6M investment from incredible travel investors.

**Team:** Our team is driven by innovation and creating industry leading travel technology and data insights.

We have assisted Australia to rebound from the Bushfires crisis earlier this year and our team looks forward to helping other destinations get back on track during and after the COVID crisis.





**Pitch:** The key to recovery for the global hospitality industry is the ability to provide a level playing field to hotels of any size allowing them to attract guests from the right source markets without investing millions in cutting edge technology. As the world opens up, 70% of the 3 million hotels across the world will face a plethora of challenges to attract demand with limited budgets, limited insights, and limited awareness.

RateGain's solution aligned to United Nations SDG 8 of enabling decent work and growth aims to solve this for destinations, hotels, and governments by enabling the following

- Get insights on destinations that are recovering first
- Benchmark pricing against similar properties
- Save resource cost and time by connecting to new partners 80% faster
- Reducing manual mapping efforts leveraging AI-enabled mapping recommender by 80%

**Contact:** [amanda.smith@ategain.com](mailto:amanda.smith@ategain.com)

**Website:** [ategain.com](http://ategain.com)

**Year Established:** 2004

**Funding:** RateGain has raised one round of \$50 Mn funding with TA Associates in 2015 which was used for acquisitions, we are now looking to raise a second round of \$120-150 Mn

**Team:** RateGain is led by an experienced team has hired hospitality experts from leading travel brands such as IHG, Expedia, Accor, Wyndham and technology experts from some of the best technology and product companies. RateGain has team members based in over 11 countries across the world to be able to help local travel and hospitality companies across all major travel markets get access to best technology at an affordable cost.



**Funding:** Planet Happiness is a project of the Happiness Alliance, a US registered non-profit established in 2010 operating globally delivering tools and resources to support the well-being agenda. Our business model is adaptable to suit the needs of the different destinations we partner with.

**Team:** Planet Happiness was co-founded by Paul Rogers PhD & Laura Musikanski.

We are supported by a growing team of ambassadors, advisors and collaborators that currently number 10 others

**Pitch:** Following the collapse of tourism as we know it, the Covid-19 pandemic has focused attention on the need and opportunity to enable a new type of tourism. Public and visitor health and safety are paramount and can only be delivered through stakeholder engagement and the building of trust between them.

Founded in 2018, Planet Happiness engages destination stakeholders and utilises well-being science, policy, and practice to define and measure individual and destination well-being. Our approach focuses the attention of all stakeholders on building tourism resilience and recovery and bring about systems change by centering upon happiness, well-being, sustainability. Our process enables destinations to measure movement towards the UN's 2030 SDGs.

**Contact:** [paul@happycounts.org](mailto:paul@happycounts.org)

**Website:** [ourheritageourhappiness.org](http://ourheritageourhappiness.org)





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