OUR RESPONSE
### Participants

<table>
<thead>
<tr>
<th>Applications</th>
<th>Semi-Finalists</th>
<th>Top Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1183</td>
<td>30</td>
<td>9</td>
</tr>
</tbody>
</table>

### Regions

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Americas</td>
<td>36,9%</td>
</tr>
<tr>
<td>Europe</td>
<td>36,9%</td>
</tr>
<tr>
<td>Africa</td>
<td>11,5%</td>
</tr>
<tr>
<td>Asia &amp; The Pacific</td>
<td>9,6%</td>
</tr>
<tr>
<td>Middle East</td>
<td>5,0%</td>
</tr>
</tbody>
</table>

### Digital Presentation

- 9000+ Attendees
- **Interaction** with Ministers
Most used technologies

Virtual & Augmented Reality
Internet of Things
Artificial Intelligence
Big Data
Blockchain

Next Steps

Connecting solutions with Member States for piloting

Already working with the Canary Islands and Ibiza
INNOVATION is the new normal
Beyond Tourism Challenge

Collaborating with IDB | LAB

Helping entrepreneurs to raise USD 500,000 - USD 2,000,000 for a greater impact

Launch: June 2020

Hospitality Challenge

Advancing hospitality for a sustainable future

Launch: June 2020
Launch: June 2020

Brand Africa Challenge

Seeking for the most disruptive ways to promote Africa

In-house Tech Development

Collaborating with ICC

Conversations for developing technology for UNWTO Member States

Data-driven governments and smart destinations

2020
Sustainable Development Goals

The world’s largest call to reach the most disruptive entrepreneurs from all economic sectors.

Accelerating the achievement of the United Nations Decade of Action.

Launch: July 2020
UNWTO Acceleration Programme

4000+ Students  1000 Scholarships

Second Phase
Cornell University
The Hong Kong Polytechnic University
Externado de Colombia University
Catholic University of Chile
Les Roches

Second Edition
Digital skills training programme for Africa
Public sector - Entrepreneurs - Companies

Autumn - Winter 2020
Quarter 4, 2020
INVESTMENTS
for a long-term recovery
Green Investments Project

Collaborating with

Sustainable buildings and green finance

Resource efficiency and accreditations tools (platforms and certifications)

Mechanisms (green bonds, green securitizations and green credit facilities)

Technical training on skills for sustainable investments

From 4 June 2020
Innovation and sustainability may be our new normal: recovering tourism and the whole economy remains in our hands. Let us set the leadership for the future we would love to live in.

Natalia Bayona, Senior Expert on Innovation, Digital Transformation & Investments, UNWTO
INNOVATION, DIGITAL TRANSFORMATION & INVESTMENTS