



INNOVATION, DIGITAL TRANSFORMATION & INVESTMENTS

OUR RESPONSE





The world's largest call for ready-to-implement solutions
Healing for People, Prosperity and Destinations

Participants

1183 Applications
30 Semi-Finalists
9 Top Solutions

Regions

36,9% The Americas
36,9% Europe
11,5% Africa
9,6% Asia & The Pacific
5,0% Middle East

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  | 

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

In-house Tech Development

Collaborating with  **ICC** | international computing center

Conversations for developing
technology for UNWTO Member
States

Data-driven governments and
smart destinations

2020

Brand Africa Challenge

Seeking for the most disruptive
ways to promote Africa



Launch: June 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

DIGITAL TRANSFORMATION

for skills and education





4000+ Students **1000** Scholarships

Second Phase

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

Autumn - Winter 2020

Second Edition

Digital skills training programme
for Africa

Public sector - Entrepreneurs -
Companies

Quarter 4, 2020

INVESTMENTS

for a long-term recovery



Green Investments Project

Collaborating with



Technical training on skills for
sustainable investments

From 4 June 2020

Sustainable buildings and green finance

Resource efficiency and accreditations
tools (platforms and certifications)

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



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



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