INNOVATION, DIGITAL TRANSFORMATION & INVESTMENTS
1.3 US Trillion

Value of the Global Unicorn Club to January 6th, 2020

5% = 61.6 US billion

Value of the Travel Sector Unicorns to January 6th, 2020

Díaz Ardila (2020) based on CBInsights (2020)
OUR RESPONSE
6 Editions

Tourism and destinations
Gastronomy Tourism
Sport Tourism
Rural Tourism

Global Network

5400+ Startups
150+ States
300+ Investors

45 € million Support
The world's largest call for ready-to-implement solutions
Healing for People, Prosperity and Destinations

<table>
<thead>
<tr>
<th>Participants</th>
<th>Regions</th>
<th>Digital Presentation</th>
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<tbody>
<tr>
<td>1183 Applications</td>
<td>36.9% The Americas</td>
<td>9000+ Attendees</td>
</tr>
<tr>
<td>30 Semi-Finalists</td>
<td>36.9% Europe</td>
<td><strong>Interaction</strong> with Ministers</td>
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<td>9 Top Solutions</td>
<td>11.5% Africa</td>
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<td></td>
<td>9.6% Asia &amp; the Pacific</td>
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<td>5.0% Middle East</td>
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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
A joint effort

wakalua

boosted by

GLOBALIA

Advanced Leadership Foundation
amadeus
aws activate
BBVA
Clarke Modet + FarCo
Design and Development
Globant
Google
IDB Lab
ie UNIVERSITY
mentorDay
mastercard.
plugandplay
Telefonica
Looking for

Startups from all walks of life, from all over the world and all economic sectors are invited to participate if meeting the following criteria:

- Innovative in nature providing value-added solutions
- Sustainability-driven
- Scalable: to have potential for international growth and potential to be applied in corporations and destinations
- Early Stage or Series A
- With a tested pilot and business plan
- With a past acceleration
- With a full-time team
Tourism, driving sustainability

1 in 10 jobs worldwide are in tourism
UNWTO (2019)

54% of people employed in tourism are women
UNWTO (2019)

7% of global exports
UNWTO (2019)

Most democratic sector with both global and local impact
Tourism, driving sustainability

1.5 billion arrivals reached in 2019
UNWTO (2020)

5% of the Global Unicorn Club corresponds to travel
CBInsights (2020)

Leading smart destinations strategies and data-driven governments
Delivering impact

Winning startups will get support to grow and start advancing during this Decade of Action

**Pitch round**
at a UNWTO Demo day

**Curated mentorship programme**
One-on-one and in-group sessions focused on Intellectual Property (IP), sustainability, business and leadership

**Technological support**
Access to technology

**Connection to the UNWTO Innovation Network**
Potential matchmaking with partners to scale up the startups, including investors, corporations and governments
The Decade of Action is an opportunity to unleash a new wave of implementation efforts that will deliver for people and planet.

Amina Mohammed, UN Deputy Secretary-General
Set innovation and sustainability as the new normal

https://www.unwto.org/unwto-sustainable-development-goals-global-startup-competition