

Title of the project: **Tourism Experiences of the Future**

Country/countries of execution: NEOM, Kingdom of Saudi Arabia

Terms and conditions – Tourism Experiences of the Future

The World Tourism Organization (hereinafter, "UNWTO") in line with its commitment to innovation and the promotion of entrepreneurship in tourism, is holding the Tourism Experiences of the Future Challenge with the support of NEOM.

UNWTO has among its objectives to strengthen the entrepreneurial ecosystem and boost innovation in the tourism. The UNWTO is the United Nations agency responsible for the promotion of responsible, sustainable and accessible tourism for all. The UNWTO, as the leading international organization in the field of tourism, advocates tourism that contributes to economic growth, inclusive development and environmental sustainability, and offers leadership and support to the sector to expand its knowledge and tourism policies throughout the world. Its members include 158 countries, 6 Associate Members and more than 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

One of the current priorities of UNWTO is to promote connections among the actors that form part of the entrepreneurship and innovation ecosystem in tourism as a means for the generation of employment and business opportunities, as well as for the sustainable development of the sector.

Cities and regions increasingly need to generate new experiences both for their own inhabitants and for the tourists they receive annually.

NEOM is the world's most ambitious project, an entirely new land purpose-built for a new way of living, NEOM. NEOM is in North-Western Saudi Arabia, comprising a total area of 26,500 km². The Kingdom of Saudi Arabia has established a special authority to oversee NEOM chaired by His Royal Highness Prince Mohammed bin Salman. The project is backed by more than \$500 billion over the coming years, managed by the Public Investment Fund of Saudi Arabia.

NEOM will have the world's first independent international zone, with a regulatory framework that will adopt world-class investment laws to support residents and targeted economic sectors and will operate under an autonomous judicial system subject to independent regulations and legislation, which will be drafted by investors in accordance with international best practice.

Work on NEOM has already started, and construction will commence once the research and planning phase is finalized. The bulk of the construction will be completed within the next 7-10 years.

1. Target audience

The purpose of this challenge is to capture the attention of a large number of start-ups, tour operators and entrepreneurs from the Kingdom of Saudi Arabia in the Tourism and Hospitality sector and to facilitate the selection of those that are most relevant to the challenge we are addressing.

The projects will be selected based on various criteria, such as the degree of innovation, its viability, sustainability.

2. Participants

The projects must be aligned with the Sustainable Development Goals established by the United Nations and the introduction or adaptation of digital and technological elements, and focused on one (or several) of the following areas:

- Optimizing and maximizing the potential experiential tourism
- Harnessing the impact of new technologies
- Alternative and complementary business models to harness the economic impact of tourism in destination
- Smart and innovative experiences for the tourism of the future

3. Requirements

4.1. The challenge: will require the following requirements to participate:

- Innovative/disruptive nature identified
- Alignment with market trends Partnership potential
- Entrepreneur/promoter team: Suitability of the promoter team, motivation, and interest

In addition, other selection requirements will be evaluated, such as:

- Market and sector: Market potential

4.2. The representative must be a Saudi citizen natural person, of legal age and with legal capacity to enter into a contract.

Not having been convicted by a final judgment, for intentional crimes, with a penalty of six months or more, insofar as the criminal responsibility has not expired.

Participants, who, initially or at any point during the programme, fail to meet any of these requirements, may be excluded from the programme, losing any option to receive any service and without the right to claim anything from UNWTO.

The data that participants provide when registering in the programme must be true, and therefore any participants whose data is incorrect or incomplete shall lose any option to participate in the programme and to receive any service.

UNWTO reserves the right not to accept or to remove from the programme, without prior notice, any participants who, in their opinion, act fraudulently, in an abusive manner, or in a manner contrary to the spirit of the programme, the principles of the United Nations or the law, third-party rights and/or good faith. Likewise, any participant or related person whose action may be contrary to the reputation or good name of UNWTO may be removed.

None of the above actions shall entitle any participant or potential participant to any right or claim whatsoever for damages, expenses incurred, etc.

4.3. The candidatures must contain the following information:

Online registration form available on the website: <https://www.unwto.org/neom-tourism-experiences-of-the-future>

Applicants must complete in English all the required fields requested in the form.

4.4. Exclusion from participation:

Those who do not comply with any of the requirements established in these terms and conditions will not be able to participate, with UNWTO having the right to exclude those who do not meet the established requirements, or even not to deliver the prize, as the case may be. Employees of UNWTO may not participate.

Minors are excluded from participating in the Challenge. UNWTO shall not be liable for any false, inaccurate, obsolete, incomplete, or erroneous data submitted by the participants. In such a case, the participant shall be automatically excluded from the Challenge, and lose the right to the enjoyment of the prize and shall not be entitled to make claims against UNWTO.

The start-ups that do not have travel insurance will not be able to participate in the semi-finals and finals.

5. Selection process –

5.1. The period for the submission of projects will begin on 24 October 2021

5.2. The tentative calendar¹ is as follows:

- Launch of the Challenge: 26 September 2021

- Deadline for applications: 24 October 2021
- Announcement of pre-selected start-ups: 27 October 2021
- Final pitches of 5 winning teams and announcement of winners in NEOM: 1-3 November 2021

¹ All these forecasts will be subject to the current projections of the COVID-19 evolution.

5.3. The selection criteria that will be used shall be the following:

- Potential business impact: financial return and / or development of competitive advantages for the business in the short-medium term (e.g., access to new technologies, access to technical profiles, etc.)
- Innovation: As a future-focused destination, NEOM is seeking experiences that truly revolutionize the way travellers interact with a destination. The Jury will be looking for unique, new, and 'never been done before experiences that leverage NEOM's natural assets, the latest technology and align with the needs and desires of the modern traveller. The proposed experience should not exceed 4 hours.
- Maturity of the product/technology: Degree of start-up/project comparative disruptiveness / innovation in the sector (global level); Degree of maturity of the MVP, technology or current product; Scalability potential within the business (leveraging existing resources, infrastructure, geographies, etc.); Potential value capture for the business.
- Maturity of the team and the organization: CV of the founders/team; Degree of maturity of the business (e.g., alliances/partners, initial investments, customers, initial sales, etc.); Entrepreneurial motivation and personal interests of the founders; Internal organization and processes (e.g., use of lean / scrum methodologies, use of outsourcing)
- Partnership Readiness: Experience in co-development of products (e.g., collaboration with universities, companies, etc.); Experience as a provider (e.g., sale of consulting services or part of the development to a third company, experience in understanding third-party problems / defined by a third party); Motivation / interest in collaborating with a corporation.
- Sustainability: Team should indicate how the designed experience delivers a net-zero impact on the environment, generates sustainable revenue, and contributes to the liveability of NEOM residents.

First Phase (5 semi finalists)

5.4. Based on the criteria mentioned in the previous clause, an initial screening and filtering of all participating projects will be carried out through the platform. The first pre-selection will yield 5 start-ups that will go through the next selection process. The list of selected projects will be announced online, and participants will be notified individually by e-mail.

Selection process – Second Phase

5.6. The selection of the 5 finalist projects will be made by the jury chosen for the occasion.

The finalist will be awarded the prize for the idea and will get the possibility to implement it in collaboration with NEOM.

5.8. Financial compensation:

(1) Winner overall will receive from NEOM: 10,000\$

Up to (4) Semi finalists will receive from NEOM 2,000\$

7. Industrial and Intellectual Property and Protection of Personal Data

In case the processing of personal data is necessary for the running of the Programme, the organizers of the programme assume the following commitments:

- To use the data communicated solely for the purpose of the start-up Challenge.
- To ensure that the persons authorized to process personal data shall undertake to respect confidentiality and that the data will not be communicated to unauthorized third parties.
- To take all necessary measures to provide a level of security appropriate to the risk that may arise from the processing of personal data and ensure the safety and integrity thereof, as well as to prevent their alteration, loss, accidental or unlawful destruction, treatment, disclosure or unauthorized access.
- If there is another entity in charge of processing, to impose the same protection obligations established in the applicable regulations.
- The participant may exercise his rights of access, rectification, cancellation and opposition by sending a postal mail to the registered office of the Organizer indicated in the heading of the present Legal Bases or sending an email to the address comm@unwto.org to contact the Organizer indicating the right that you want to exercise and attaching a copy of your Passport, National Identity Document (DNI) or equivalent documentation.

The participant expressly consents, and this through the mere fact of participating in the Programme presented herein, that UNWTO may use of his/her name in order to make the winning project known to the rest of the participants and without any remuneration being generated in his/her favour.

In submitting their applications, the project promoters guarantee that:

- The projects are original of their authors and/or they have free disposal or ownership over them. Participants undertake to exempt the organizers from any responsibility and hold them free of liability with respect to any legal action, claim or demand that may be filed in relation to intellectual property rights or personal data of third parties with respect to the projects they submit.
- In the event that the projects are a unitary result of the collaboration of several participants, the project will be treated as a collaborative work, with the resulting rights belonging to all of them as co-authors.
- The participant authorizes UNWTO to upload the project summary to their respective official websites, and accepts that visitors to the web pages have access to said information in accordance with the conditions of use of said website. The participant authorizes the use by UNWTO of the name and title of his/her project, without time limit, for the purpose of being mentioned on the website or for any actions or events related in any way with UNWTO as well as for its recording in the historical archives and storage media of diverse nature of UNWTO and linked to the programme.
- UNWTO shall not claim any ownership over the information offered or any industrial or intellectual property it may contain. The participant does not assign to UNWTO industrial or intellectual property rights derived from the projects.
- The participant expressly authorizes UNWTO to use their personal information with the objective of sharing information with them regarding events and activities that may be of their interest.
- The participants accept their transfer of data to the UNWTO once the contest has ended

8. Final considerations

This Programme may be modified, interrupted and/or cancelled if there are justified circumstances those so warrants. Likewise, UNWTO reserves the right to declare all or any of the benefits unawarded, in the event that no submitted project meets the expected quality, in the opinion of the decision-making team.

9. Acceptance of the terms and conditions

Mere participation in the Challenge implies the acceptance of the entire content of these Terms and Conditions. The non-acceptance of any of the points that make up these Terms and Conditions supposes non-participation in the Challenge and, in the event of being selected and/or being declared the winner, the automatic waiver of the prize.

10. Applicable Law

These Terms and Conditions shall be interpreted in accordance with the general principles of international law, to the exclusion of any specific national law.

Nothing in these Terms and Conditions or in relation to them shall be construed as a waiver of the privileges and immunities of the UNWTO.