



# Tourism Tech **ADVENTURES**

## **UNITED ARAB EMIRATES**

**DUBAI 25 MARCH 2022**

VENUE: MUSEUM OF THE FUTURE (MOTF)



UNITED ARAB EMIRATES  
MINISTRY OF ECONOMY





# Top startups

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## Hotel Data Cloud

United Arab Emirates 

**Founded in:** 2016  
**Representative:** Kevin Czok, Managing Partner  
**Contact:** Kevin@hoteldata.cloud  
**Website:** hoteldata.cloud

**Semi-finalist:** UNWTO Healing Solutions for Tourism Challenge 2020 – Category: Healing for Prosperity.

Keeping hotel information up to date is a huge pain. So, we decided to fix it. We looked at how hoteliers and travel companies manage property descriptions, and how can we make that easier for them? We used the answers to create Hotel Data Cloud: The only comprehensive hotel database that lets hoteliers manage and distribute standardized descriptive content easily and efficiently.







**Katla Aero**

Sweden 

**Founded in:** 2019  
**Representative:** Gustav Borgefalk, President and Co-founder  
**Contact:** borgefalk@katla.aero  
**Website:** katla.aero

**Finalist:** 2nd UNWTO Gastronomy Tourism Startup Competition 2020.

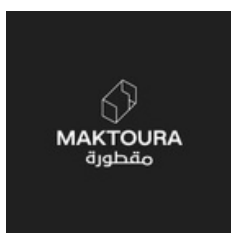
Katla Aero was founded in 2019 by five friends (including three brothers) who are really attached to the idea of electric aircraft.

Based on Gustav Wiberg's design, a prototype of an electric VTOL multicopter was developed, which combined the best properties from helicopters and aircraft.

Today, Katla Aero is one of Sweden's few civilian manufacturers of electric drones and aircraft. The goal is to manufacture the fastest, most attractive and smartest aircraft in the world, so that more people can experience the joy and freedom of flying.

Katla Aero has a small, agile team and works with several of Sweden's foremost experts in aerodynamics, construction, composites and control systems. We also see it as our mission to contribute to the electrification of the airspace by educating about the possibilities of electric aviation.





## Maktoura

Kingdom of Saudi Arabia



**Founded in:**  
**Representative:**  
**Contact:**  
**Website:**

2020  
Muhammad Kalthoum, Founder and CEO  
mkalthoum@maktoura.com  
maktoura.com

**Finalist:** UNWTO-Neom Tourism Experiences of the Future innovation challenge 2021.

Maktoura creates eco-friendly and minimalistic getaways for tourists in Saudi Arabia. Their state-of-the-art smart tiny homes are powered by solar and wind energy and contain sustainable waste solutions.







**MyStay**  
Czech Republic 

**Founded in:** 2016  
**Representative:** Pavlína Zychová, Co-founder and CEO  
**Contact:** pavlina@gomystay.com  
**Website:** gomystay.com

**Finalist:** UNWTO Healing Solutions for Tourism Challenge 2020 –  
Category: Healing for Prosperity.

MyStay is a global platform that automates receptions and communication between hotel and guests after a reservation, helps to increase customer satisfaction and generates additional revenue through three main features. Pre-arrival messaging, Online checkin/checkout and Upsell. The premium feature - Automated reception has connected payment gateway, e-key and let receptionist handle 100% check-ins on tablet. MyStay is a platform for the post-COVID-19 time allowing hotels to operate more efficiently and making guest experience hassle-free from one software.





## Tobadaa

Egypt 

**Founded in:** 2019  
**Representative:** Ahmed Hamed, Founder  
**Contact:** ahmed.hamed@tobadaa.com  
**Website:** tobadaa.com

**Winner:** UNWTO SDGs Global Startup Competition 2020-2021. Category: SDG 11 – Sustainable Cities and Communities.

Tobadaa helps the society by allowing people to earn more cash by doing things they really love, to be independent. We connect travellers first to tour guides and locals using their own cars to book tours and activities instead of travel agencies, where the locals can find the opportunity to live better.







**ViaVii**

Jordan 

**Founded in:** 2016  
**Representative:** Leen Jarrar, Marketing & Communications Executive  
**Contact:** leen@viavii.com  
**Website:** viavii.com

**Winner:** UNWTO Global Rural Tourism Startup Competition 2021.  
Category: Prosperity - Opportunities for Growth.

Through ViaVii's partnerships with International Organisations and local governments, we provide capacity-building programs for local communities in rural areas to create authentic travel experiences and make them bookable online on ViaVii's website and mobile app. The training includes experience creation, digital and hospitality skills, and cultural exchange support. By partnering with local municipalities, we ensure the right network to local communities. Our work is committed to creating a positive economic domino effect on suppliers (local hosts) across the entire supply chain by:

1. Increase linkages through creating a network of local suppliers benefiting local people (ex, accommodation, experiences, or food);
2. Maximise multipliers by providing an experience which connects multiple locals (ex. traditional art exhibitions in a Bedouin tent with local food); and
3. Minimize leakage by transferring tourist's expenditure on international service providers to local ones.

