Innovation, Education and Investments

Results 2018 - 2021
Born in 2018

With the aim of setting innovation, entrepreneurship, education and investments as key factors for tourism and development.
UNWTO has been recognized as a leader and benchmark Agency within the United Nations system by the UN 2020 Mapping of Innovation, Data and Digital Capacities.
Innovation
1. Startup Competitions
2. Specific Challenges
3. Tourism Tech Adventures (TTA)
4. Innovation Network

Education
1. Online Education
2. Offline Education
3. Added Value Jobs
4. Quality Assurance

Investments
1. Guidelines and Reports
2. Investment Network
3. High-impact Investments and Multilateral Cooperation
4. Investment Forums
Innovation

Building and supporting the largest global tourism ecosystem to meet the 2030 Agenda.
Impact overview

Funding raised by top startups

186% Growth

2018
March 2020
74,980,240 USD
November 2021
214,534,221 USD

27% of the top 200 startups are led by women

20 programmes
11,500 active startups
150+ countries
276 mentorships

UNWTO based on Crunchbase and Pitchbook (2021)
## Startup Competitions

<table>
<thead>
<tr>
<th>8 editions</th>
<th>Global</th>
<th>Gastronomy</th>
<th>Sports</th>
<th>Rural</th>
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</thead>
<tbody>
<tr>
<td>2018</td>
<td>3000</td>
<td>300</td>
<td>100</td>
<td>135</td>
</tr>
<tr>
<td>2019</td>
<td>1700</td>
<td>250</td>
<td>50</td>
<td>Spain</td>
</tr>
<tr>
<td>2020</td>
<td>10K+</td>
<td>84</td>
<td>130+</td>
<td></td>
</tr>
<tr>
<td>Participants</td>
<td>132</td>
<td>81</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Countries</td>
<td>150</td>
<td>50</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Partners</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>16</td>
</tr>
</tbody>
</table>
## Specific Challenges

<table>
<thead>
<tr>
<th>6 editions</th>
<th>Global</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Covid-19 2020</td>
<td>3000</td>
<td>34</td>
</tr>
<tr>
<td>Hospitality 2020</td>
<td>1000+</td>
<td>Saudi Arabia</td>
</tr>
<tr>
<td>Branding 2020</td>
<td>150</td>
<td>37</td>
</tr>
<tr>
<td>Smart Tourism 2020</td>
<td>99</td>
<td>Colombia</td>
</tr>
<tr>
<td>Experiences 2021</td>
<td>97</td>
<td></td>
</tr>
<tr>
<td>Experiences 2021</td>
<td>34</td>
<td></td>
</tr>
</tbody>
</table>

- **Participants**
  - Global: 3000, 1000+, 150, 99
  - National: 34, Saudi Arabia

- **Countries**
  - Global: 132, 95, 48, 37
  - National: Saudi Arabia, Colombia

- **Partners**
  - Global: 1, 1, 1, 1
  - National: 1, 1
Collaborations

<table>
<thead>
<tr>
<th>Collaboration</th>
<th>Participants</th>
<th>Countries</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>IDB Lab</td>
<td>214</td>
<td>28</td>
<td>1</td>
</tr>
<tr>
<td>Brazil</td>
<td>700+</td>
<td>Brazil</td>
<td>1</td>
</tr>
<tr>
<td>Nature tourism</td>
<td>1100+</td>
<td>Colombia</td>
<td>3</td>
</tr>
<tr>
<td>Youth in Africa</td>
<td>30+</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

6 editions
Tourism Tech Adventures forums

Bringing global innovation ecosystem stakeholders to local contexts.

20 on-site editions in 13 countries
8 online editions
13,160+ participants

SDGs | Education | Sports | Gastronomy
Rural tourism | Women empowerment
Innovation Network

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2020</th>
<th>2021</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academia</td>
<td>473</td>
<td></td>
<td></td>
<td>44%</td>
</tr>
<tr>
<td>Media</td>
<td>45</td>
<td></td>
<td></td>
<td>53%</td>
</tr>
<tr>
<td>Startups</td>
<td></td>
<td>11.500</td>
<td>14.574</td>
<td>33%</td>
</tr>
<tr>
<td>Investors</td>
<td>447</td>
<td></td>
<td></td>
<td>34%</td>
</tr>
<tr>
<td>United Nations</td>
<td>239</td>
<td></td>
<td></td>
<td>28%</td>
</tr>
<tr>
<td>Incubators</td>
<td>47</td>
<td></td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>Corporations</td>
<td></td>
<td>1.274</td>
<td></td>
<td>59%</td>
</tr>
<tr>
<td>Government</td>
<td>519</td>
<td></td>
<td></td>
<td>16%</td>
</tr>
</tbody>
</table>
Success cases from all regions

Funded by Amadeus Ventures
9.8 million EUR
Facilitation of tax refunding
Israel

Acquisition by Hopper
Technology for airline connectivity and flights distribution
Colombia
Hitchhiker

Funded by Dubai-based angel investors
200,000 USD
Network to connect shoppers with travelers
Egypt

Radical Waters

Funded by 4 investors
6.5 million USD
Clean water mechanism
South Africa
Seed round by Chile Global Ventures and Dadneo, with support from Plug and Play Tech Center.

2 million USD
Accesible tourism platform
Country: Chile and USA

Series A round by BorgWarner
Google's Climate Change Accelerator
and 100+ Accelerator by AB InBev,
Unilever, Coca-Cola & Colgate-Palmolive

10 million USD
Clean energy
Country: United States of America
3-fold billing increase since 2020
Contracted by 60 destinations
Pilot project with the Transportation Company of Madrid
Hyper-personalization and tourism flows management powered by Artificial Intelligence

Spain

Increased to 25 the total number of communities in its network in 2021

Community-based tourism

Nepal
Road.Travel
Time to drive

Investment round
1.2 million USD
Road trips platform
Russia

BYHOURS

Investment round
14 million USD
Accommodation booking platform
Spain
Education

Scaling up education for supporting added value jobs worldwide.
1. **Online education**  
   UNWTO Tourism Online Academy  
   for scalable training

2. **Offline education**  
   UNWTO Executive Education  
   for a global impact

3. **Added Value Jobs**  
   through UNWTO Jobs Factory

4. **Quality Assurance**  
   UNWTO Certifications and  
   education monitoring
Online education

15,000+ students
191 countries
19 courses
3 languages

Top 5 source countries:
- India
- Spain
- Italy
- Colombia
- Qatar

Gender:
- 57% female
- 43% male

Marketing plan x 4 months:
- Page views: ↑ 39%
- Enrollments: ↑ 112%
Portfolio of courses

Massive Online Open Courses (MOOCs)

- Introduction to tourism industry management
- Introduction to international tourism and travel law

Open Certificate Programme (OCP)

- Fundamentals tourism industry management
- Excellence in spa operations
- Maximizing spa profitability
- Hotel revenue management
- How to perform a hotel market analysis and valuation
Portfolio of courses

Massive Online Open Courses (MOOCs)
- Artificial Intelligence (AI) in hospitality business and challenges opportunities
- How to become a restaurateur
- Mastering wine tasting

Open Certificate Programme (OCP)
- Customer experience

Upcoming universities
- USA
- Hong Kong
- Spain
- Chile
- Turkey
- Qatar
- Colombia
- Argentina
3,305 allocated in 2020-2021

2,000 have been awarded to Least Developed Countries (LDCs) and Small Island Developing States (SIDS)
Blog in tourism

9 articles since July 2021
Insights from world experts.

How can education and training systems contribute to structural changes in tourism?

Ana Paula Pais
Head of Education
Turismo de Portugal

Hospitality 2.0 or the role of innovation in the post-covid hospitality industry

Pablo García
Director, Innovation Hub
Les Roches
Online training

partnering with Google

700+ trained tourism officials
4 editions covering 4 regions

The Americas
- Argentina
- Colombia
- Chile
- Mexico

Europe
- Croatia
- Greece
- Italy
- Portugal

Africa
- South Africa

Middle East
- Egypt
- Saudi Arabia
- United Arab Emirates
Online challenge

partnering with Sommet Education

600+ applications
100+ countries
30 Master programmes scholarships for finalists

100,000 EUR total in Seed capital for 3 winners in the Future of Tourism World Summit

ChartOk
Software for teamwork at hotels
Spain

Searchef
Marketplace for gastronomic experiences
Ecuador

Join F&B Project
Inclusiveness for employees with disabilities
Lebanon
2. Offline education

37 Executive Education activities
4,700+ participants

Topics
- Trends and issues
- Destination management
- Occupational safety and health
- Digital and soft skills
- Sustainable tourism
- Innovation and digitalization
- Crisis management
- Marketing

Countries
- Georgia
- China
- Egypt
- Uzbekistan
- Morocco
- Mexico
- Argentina
- Spain
- Macao
Added value jobs

Artificial Intelligence-enabled matchmaking platform

Launched in October

Making 57,000+ jobs available

Welcome to the UNWTO Jobs Factory

Join the UNWTO Jobs Factory to access local and international employment opportunities.
4 Quality assurance

51 Education and training programmes awarded Ted.Qual Certification from 16 institutions in 2021

Total facts Ted.Qual

270 programmes
97 education centres
40 countries
Investments

Supporting tourism economic recovery through sustainable investments.
1 Guidelines and Reports

Releasing the 1st Global Guidelines on Tourism Investments

- Drives, opportunities, and strategies
- Enabling the conditions and barriers
- Innovation and technology
- Green investments
Collaborations

**INVESTMENT MONITOR**

Article by the Secretary-General

The top five trends that will drive tourism’s recovery in 2021

4 consecutive reports on tourism Foreign Direct Investments

2018 | 2019 | 2020 | 2021
2

Investment Network

447 investors in all regions

Global Investors: 31%
- LATAM: 17%
- Africa: 15%
- MENA: 7%
- Europe: 30%

UNWTO | Innovation, Education & Investments
<table>
<thead>
<tr>
<th>Type</th>
<th>2020</th>
<th>2021</th>
<th>Change</th>
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<tbody>
<tr>
<td>Corporate Venture</td>
<td>5</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Assets Management</td>
<td>25</td>
<td>25</td>
<td>0</td>
</tr>
<tr>
<td>Diversified Financial Services</td>
<td>8</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>Impact Fund</td>
<td>28</td>
<td>45</td>
<td>17</td>
</tr>
<tr>
<td>Infrastructure Development</td>
<td>6</td>
<td>12</td>
<td>6</td>
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<tr>
<td>Multilateral Cooperation</td>
<td>39</td>
<td>58</td>
<td>19</td>
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<tr>
<td>Private Equity</td>
<td>15</td>
<td>18</td>
<td>3</td>
</tr>
<tr>
<td>Investment Promotion Agencies</td>
<td>15</td>
<td>78</td>
<td>63</td>
</tr>
<tr>
<td>Angels</td>
<td>2</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Travel Accommodation</td>
<td>78</td>
<td>83</td>
<td>5</td>
</tr>
<tr>
<td>Venture Capital</td>
<td>89</td>
<td>95</td>
<td>6</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>310</td>
<td>447</td>
<td>137</td>
</tr>
</tbody>
</table>
High-impact Investments

Investment facilitation for **Health Tourism**

- **1 billion USD** for Colombia
  - Colombian Government, ProColombia and Steward Health Care International to invest in 6 hospitals.

Investment facilitation for **Sustainable Cities**

- **500 USD million** for Cape Verde
  - 8,000/10,000 Direct Job Creation
  - Green Investment Readiness pilot for 7 countries:
    - Philippines, India, Jamaica, Indonesia, Thailand, Vietnam, South Africa
  - IFC Green Hotel Revitalization: 22 countries pipeline
3 Multilateral Cooperation

IFC Investment Readiness for Green Finance Mechanisms

5 trainings - 1 certification
809 participants from 118 countries
IFC Green Finance for the hospitality sector (Retrofitting)

Diagnostic phase: 350 + participants

Ongoing pilots for: Philippines | India | Jamaica | Indonesia | Thailand | Vietnam | South Africa

Tech Emerge Vertical: Cooling Technologies adoption in the hospitality industry

2 startups from UNWTO Innovation Network selected

Eligible to develop funded pilots up to 500,000 USD
Tourism Investment Attraction and Promotion Programme (capacity building)

People benefited: 1,500 + from 102 countries

Collaboration Agreement

- Investments promotion through Technical Cooperation
- Access to innovative financing
- Investment and scalable funding
- Decarbonization and climate resilience
4 Investment Forums

Bringing investment opportunities to local contexts.

- **4 on-site global editions** in 4 countries
- **2 collaborations**
  - WAIPA Forum (UAE)
  - Chile

Countries: Chile, Cabo Verde, United Arab Emirates (WAIPA), Georgia, Spain (INVESTOUR), Ivory Coast.
INVESTOUR
Madrid - January 2020

Projects:
52 submissions
11 participating from
6 African countries

Investors:
12 from Spain, UK,
South Africa and
Switzerland

Georgia
Tbilisi, September 2020

Investors:
5 from Spain, UK and USA

Ivory Coast
Abidjan - February 2020

Projects:
22 from 9
African countries

Meetings:
132 B2B and
B2C meetings

Investors:
10 from UNWTO's Network from Spain,
South Africa, Nigeria, UK and France

Cabo Verde
Sal, September 2021

Participants: 320
Innovation, Education and Investments