Global and regional perspectives on Tourism and Investments
Investments at UNWTO
Department born with the aim of setting innovation, entrepreneurship, education and investments as key factors for tourism and development.

- Investments area is created in 2018
- Innovation and Digital Transformation
- Education becomes part of the department in 2020
- Innovation, Education and Investments in 2021

Recognized as a leader and benchmark Agency within the UN 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
5. Digital Futures for SMEs

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

Investments
1. Guidelines and Reports
2. Investment Forums
3. Investment Network
4. Capacity Building
Enabling Frameworks for Tourism Foreign Investments (FDI)

Capacity Building

Frameworks to enable Tourism FDI

FDI Promotion

Promote Foreign Direct Investments State Members

Investments Network

High-level Partnerships to attract and promote Investments
Creating knowledge: Tourism Investment Frameworks

- Drivers, opportunities, and strategies
- Enabling the conditions and barriers
- Innovation and technology
- Green investments
- Strategies for during COVID-19
Providing tools:
Specific country-reports
Collaborations

TOURISM INVESTMENT 2021
Global greenfield investment trends in tourism

TOURISM INVESTMENT 2022
Global greenfield investment trends in tourism

INVESTMENT MONITOR
Article by the Secretary-General
The top five trends that will drive tourism’s recovery in 2021

5 consecutive reports on tourism Foreign Direct Investments

2018 | 2019 | 2020 | 2021 | 2022
Investment Network

447 investors in all regions

Global Investors 31%
Europe 30%
LATAM 17%
MENA 7%
Africa 15%
<table>
<thead>
<tr>
<th>Type</th>
<th>2020</th>
<th>2021</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Venture</td>
<td>5</td>
<td>10</td>
<td>(61% growth)</td>
</tr>
<tr>
<td>Assets Management</td>
<td>25</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Diversified Financial Services</td>
<td>8</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Impact Fund</td>
<td>28</td>
<td>45</td>
<td>(61% growth)</td>
</tr>
<tr>
<td>Infrastructure Development</td>
<td>6</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Multilateral Cooperation</td>
<td>39</td>
<td>58</td>
<td>(49% growth)</td>
</tr>
<tr>
<td>Private Equity</td>
<td>15</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Investment Promotion Agencies</td>
<td>15</td>
<td>78</td>
<td>(420% growth)</td>
</tr>
<tr>
<td>Angels</td>
<td>2</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Travel Accommodation</td>
<td>78</td>
<td>83</td>
<td></td>
</tr>
<tr>
<td>Venture Capital</td>
<td>89</td>
<td>95</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>310</td>
<td>447</td>
<td></td>
</tr>
</tbody>
</table>
Investment Forums

Bringing investment opportunities to local contexts.

5 on-site global editions in 5 countries

2 collaborations
- WAIPA Forum (UAE)
- Chile
### Main reasons investment forums

<table>
<thead>
<tr>
<th>Country/Event</th>
<th>Date</th>
<th>Investors</th>
<th>Participants</th>
<th>B2B Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>INVESTOUR - Spain</td>
<td>2020 (January)</td>
<td>12</td>
<td>132</td>
<td>15</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Ivory Coast</td>
<td>2020 (February)</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Georgia</td>
<td>2020 (February)</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cabo Verde</td>
<td>2021 (September)</td>
<td>10</td>
<td>320</td>
<td>20</td>
</tr>
<tr>
<td>Tanzania</td>
<td>2022 (October)</td>
<td>9</td>
<td>210</td>
<td>35</td>
</tr>
</tbody>
</table>

- Investors from Spain, UK, South Africa and Switzerland.
- Investors from Spain, South Africa, Nigeria, UK and France.
- Investors from Spain, UK and USA.
- Investors from Spain, South Africa, Portugal and Germany.
- Investors from South Africa, Canada, the Netherlands, UK, Uganda, Germany and Kenya.
2 Foreign Direct Investments
Global Foreign Direct Investments (FDI) - all sectors

Global FDI grew 64% in 2021, reaching nearly $6.1 trillion
Global FDI Inflows were over 7% higher in 2021 than in 2019

UNCTAD World Investment Report 2022
FDI flows by region, 2021
(USD billions)

- Asia: 619
- North America: 427
- Europe: 219
- Latin America and the Caribbean: 134
- Africa: 83

UNCTAD World Investment Report 2022
However,

Growth momentum of 2021 cannot be sustained and global FDI flows in 2022 will likely move on a downward trajectory, at best remaining flat.
FDI inflows to developing Asia hit a record of 619 USD billion in 2021.
Total Tourism Foreign Direct Investment in 2021 remained 84% below the 2019 total value invested.

Foreign investors announced a total of 2,232 foreign direct investment projects in the tourism cluster from 2017 to 2021.
Foreign Direct Investments (FDI) - tourism sector - Asia and the Pacific

Top 10 countries in Asia and the Pacific for tourism FDI

Number of projects 2017-2021

(UNWTO | Investments)

FDI Intelligence from the Financial Times and UNWTO (2022)
529 tourism direct investment projects were recorded in the Asia-Pacific region between 2017 and 2021 representing 68.8 USD billion in capital investment.

- Peak year by number of projects was 2018 when 194 investments were announced
- From 2018 to 2021, the number of recorded projects fell by 84%
Tourism Tech Investment Landscape
Venture Capital investment in tourism resumes

Value capital (VC) funded tourism tech and mobility startups (USD billion)

UNWTO based on Crunchbase (2022)
Despite the Covid-19 impact in global investment, the amount of funding towards the tourism tech sector remained not only stable, but experienced an increase during 2021 compared to 2019.

UNWTO based on Crunchbase (2022)
This is noteworthy considering the major impact of the COVID-19 pandemic on public health and the global economy:
Share of VC funding value in Travel and Mobility Tech by sectors (USD since 2010)

Lufthansa Innovation Hub, TNMT.com, Quid, Pitchbook and Crunchbase (2021)
1.2% of the Global Unicorn Club corresponds to the Tourism Tech Sector

UNWTO (2022) based on CBInsights (2022)

14/36 of today's unicorns in tourism tech and mobility are located in Asia

Lufthansa Innovation Hub and TNMT (2021)
Top Venture Capital in Asia based on number of investments

Sequoia
Qiming Venture Partners
ZhenFund
matrix
Global Founders Capital
High-Tech Gründerfonds
Wayra
Technology Development Fund
Crowdcube
Bossanova
Techstars
SOSV
NEA
Accel Partners
Andreessen Horowitz
Plug and Play
Kleiner Perkins
Bessemer Venture Partners
Lightspeed
Intel Capital
Crunchbase (2022)
Asia’s 20 top-funded tourism tech and mobility startups
Total funding of **3,080 USD million**
Hotels & Hospitality Management
Founded in 2013 in 🇮🇳 India

Total funding of **521 USD million**
Tours and activities
Founded in 2014 in 🇭🇰 Hong Kong

Total funding of **234 USD million**
Hotels & Hospitality Management
Founded in 2005 in 🇰🇷 Korea
Total funding of **5,022 USD million**
Electric Vehicles & Autonomous Driving
Founded in 2015 in 🇨🇳 China

Total funding of **4,100 USD million**
ide Hauling & Carpooling
Founded in 2010 in 🇮🇩 Indonesia

Total funding of **2,981 USD million**
Micromobility
Founded in 2016 in 🇨🇳 China
Natalia Bayona
Director of Innovation, Education and Investments
nbayona@unwto.org