4% of the Global GDP is the direct contribution of tourism to the economy

UNWTO (2020)
85% of the tourism value chain is made up by Small and Medium Enterprises.

In the EU out of 3.2 million tourism businesses, 99.8% were micro, or small and medium enterprises (SMEs).

OECD (2019)
There is no doubt, **SMEs are the priority** to foster a better future for tourism.
UNWTO seeks for

Accelerating economic recovery by scaling up SMEs to unleash digital technologies, supporting job creation and future resilience.

Digital Futures Programmes launch event: 17 May 2022
Objectives

**OE1**
Foster partnerships with Tech companies to accelerate digital transformation, innovation and sustainable solutions for SMEs and Startups in the tourism Sector.

**OE2**
Provide digital education programs to uptake the use of digital technologies and tools to increase competitiveness for SMEs and Startups in the tourism Sector.

**OE3**
Enable synergies with large Tech companies to accelerate, mentor and promote technology services to growth SMEs and Startups in the tourism Sector.
## Prioritized Tourism Subsectors

<table>
<thead>
<tr>
<th>Subsector</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and beverage</td>
<td>Restaurants, Coffee shops, Bars, eating and drinking places, supply chain services</td>
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<tr>
<td>Accommodation</td>
<td>Hotels, dwelling, and other accommodation including sharing economy startups</td>
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<tr>
<td>Travel support services</td>
<td>Tour operators, travel agencies, Guides</td>
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<tr>
<td>Commercialization and distribution</td>
<td>Tourist shops, retails, laundry, supply chain capacity including food deliveries</td>
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<tr>
<td>Financial services</td>
<td>Banking, insurance, currency exchange, credit card issuers and processors, security payments, fintech services</td>
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<tr>
<td>Prioritized Tourism Subsectors</td>
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<tr>
<td><strong>Information Services</strong></td>
<td>General search and book services, hospitality and property management, call centers, online operators (including startups)</td>
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<tr>
<td><strong>Transportation services</strong></td>
<td>Ride hailing and carpooling, micromobility, car rental and sharing, intercity mobility, taxi services</td>
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<tr>
<td><strong>Complementary services</strong></td>
<td>Community and lifestyle, creative industries, recreational &amp; leisure activities, health care, sport events, and other experience related services</td>
</tr>
</tbody>
</table>
Digital Futures Benefits

1. **Digital Readiness Diagnostic Tool** to assess SMEs across six key digital dimensions, benchmark against industry best practices and obtain expert recommendations.

2. **Digital paths** and tools to help SMEs build business resilience and prepare them for future growth.

3. Training to build SMEs **digital skills** and equip their workforce for success in the new normal.
Digital Pathways for Tourism SMEs

- E-Commerce
- Big data & Analytics
- Payments & Security
- Business Growth
- Connectivity

Digital Paths
The journey

1. Call for SMEs
2. Take Digital Diagnostic Tool
3. Choose of the Digital Path
4. Access to Digital Tools
5. Specialized Trainings
6. Digitalized SME
How You Can Help

Let's collaborate to ensure a tourism sector that is more resilient, inclusive, sustainable, and innovative.

- **Promote** the Digital Futures Programme.
- **Encourage** SMEs in your respective country to take the **Digital Diagnostic Tool**.
- **Collaborate to identify** and reach out to at least **10,000 SMEs** that are part of the tourism value chain and its subsectors.
- **Sponsor locally targeted programmes** based on your country’s needs (Connectivity, Business Growth, Payments & Security, E-Commerce, Big Data & Analytics).
As of today we have SMEs applications from 35 European countries:

18 from the members of the European Union
17 from the wider UNWTO European Region

with a total of almost 200 SMEs
Going digital is more urgent than ever. **SMEs' acceleration is tourism growth.** Let us start this journey together!