ViaVii
Enabling the era of people-to-people travel
ViaVii: Pioneering Sustainable Tourism

ViaVii is dedicated to fostering sustainable tourism in the MENA region by digitally transforming the travel experiences sector, and empowering local communities grow their businesses through locally-curated authentic experiences.

**TRAIN**

**ViaVii Academy**
Provides tourism training and digital solutions in collaboration with government & tourism entities.

**DIGITIZE**

**ViaVii Plus**
SaaS product offering website building and management tools for experience providers.

**COMMERCIALIZE**

**ViaVii Marketplace**
Marketplace and aggregator for discovering and booking unique activities and authentic experiences.

**UNWTO**
Rural Tourism Award Winner
Women in Tech Finalist

Your website. More bookings.
Grow your business. Amp up bookings.
Our Global Footprint

Operations in 3 key countries

- **Qatar**
  - 100 Experiences
  - $150k+ local wealth

- **Jordan**
  - 130 Experiences
  - $20k+ local wealth

- **Saudi Arabia**
  - 95 Experiences
  - $50k+ local wealth

Digitizing experiences in more countries:

- **Lebanon**
  - 530 Experiences
  - 17 Countries
  - $15k+ local wealth

- **Oman**
  - **25** employees
  - **35%** of which are women
  - **EQUAL RATIO** in leadership

- **Egypt**
  - **15+** internships to date to support youth
Road to the World Cup

CURATORS AND EXPERIENCES

SITE INSPECTIONS
- Safety
- Sustainability
- Engagement
- Experience

EXPERIENCES
- 100 Published experiences
- 29 Curators

Published experiences
- 29 Curators
Embracing ESG: Challenges & Opportunities Seized in Emerging Markets

Absence of a Comprehensive Framework
No standardized ESG framework catering specifically to the tourism sector.

Data Deficiency
A significant lack of data, research, and statistics on tourism businesses impedes understanding and decision-making.

Market Penetration Hurdles
Due to the paucity of detailed data, identifying the right markets and customer personas becomes an uphill task.

Hidden Information
Many key metrics and data points about tourism companies remain concealed, making industry benchmarking difficult.
Tackling Institutional Voids

- **A Quality Assurer and Credibility Enhancer** of local experiences which helps governments identify, select, vet, and activate potential experience curators.
- **A Transaction Facilitator** that allows exchanges to take place in contexts where institutional voids would otherwise render exchanges impossible, whether that be through facilitating payments or offering logistical help and means of redress.
- **A Cultural Broker** that facilitates communication between guests and experience curators who belong to different cultures.
- **An Information Analyzer and Advisor**, whether for customers who may be looking for specific activities or price information or for governments that can leverage this information in the making of their public image.
- **An Aggregator** of local experiences that matches supply and demand in the tourism market.
- **A Benefit Maximizer** which helps retain experience curators by ensuring their integration into distribution platforms and maximize their sales by equipping them with our application programming interface (API) that acts as a booking inventory management system.
## Metrics Matter: Our ESG Data Approach

<table>
<thead>
<tr>
<th>Pillars</th>
<th>Categories</th>
<th>Indicators</th>
<th>Units</th>
<th>Type of contribution to this index</th>
<th>Source</th>
<th>SDG Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental</td>
<td>Climate</td>
<td>Mean temperature growth</td>
<td>%</td>
<td>higher to worse</td>
<td>NOAA/NEI</td>
<td>Goal 14. Take urgent action to combat climate change and its impacts</td>
</tr>
<tr>
<td>Sustainability</td>
<td></td>
<td>Marine and terrestrial protected areas as a % of the total area</td>
<td>%</td>
<td>higher to better</td>
<td>UNEP/Millennium Development Goals Database</td>
<td>Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development</td>
</tr>
<tr>
<td></td>
<td>Natural</td>
<td>Forest land</td>
<td>%</td>
<td>higher to worse</td>
<td>World Bank</td>
<td>Goal 13. Ensure sustainable consumption and production patterns for all products and services</td>
</tr>
<tr>
<td></td>
<td>Areas</td>
<td>Pollution</td>
<td>%</td>
<td>higher to worse</td>
<td>Energy Information Administration</td>
<td>Goal 13. Ensure sustainable consumption and production patterns for all products and services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DEQ emissions from the combustion and fuming of fossil fuels</td>
<td>g/m²</td>
<td>higher to worse</td>
<td>International Energy Agency</td>
<td>Goal 13. Ensure sustainable consumption and production patterns for all products and services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PM2.5 Concentration</td>
<td>ppm</td>
<td>higher to worse</td>
<td>International Energy Agency</td>
<td>Goal 13. Ensure sustainable consumption and production patterns for all products and services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Final consumption of energy</td>
<td>%</td>
<td>higher to worse</td>
<td>International Energy Agency</td>
<td>Goal 13. Ensure sustainable consumption and production patterns for all products and services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Renewable energy capacity</td>
<td>%</td>
<td>higher to worse</td>
<td>International Energy Agency</td>
<td>Goal 13. Ensure sustainable consumption and production patterns for all products and services</td>
</tr>
<tr>
<td></td>
<td>Water</td>
<td>Water withdrawn as % of renewable water resources</td>
<td>%</td>
<td>higher to worse</td>
<td>FAO AQUASTAT</td>
<td>Goal 14. Take urgent action to combat climate change and its impacts</td>
</tr>
<tr>
<td>Social Sustainability (2 points)</td>
<td>Access to resources</td>
<td>Population with access to electricity</td>
<td>% of population</td>
<td>higher to better</td>
<td>World Bank</td>
<td>Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all</td>
</tr>
<tr>
<td></td>
<td>Food</td>
<td>Food security</td>
<td>% of population</td>
<td>higher to worse</td>
<td>UN Conference</td>
<td>Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture</td>
</tr>
<tr>
<td></td>
<td>Poverty</td>
<td>Poverty gap at USD 1.90 a day</td>
<td>% of population</td>
<td>higher to worse</td>
<td>World Bank</td>
<td>Goal 1. End poverty in all its forms everywhere by contributing the local economy</td>
</tr>
<tr>
<td></td>
<td>Happiness</td>
<td>Happiness index</td>
<td>Index</td>
<td>higher to worse</td>
<td>National Statistics Office (NSO)/UN</td>
<td>Goal 5. Achieve gender equality and empower all women and girls</td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td>% of population Aged 15+ with secondary education</td>
<td>% of population</td>
<td>higher to worse</td>
<td>UNICEF/National Statistics</td>
<td>Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</td>
</tr>
<tr>
<td></td>
<td>Tourism</td>
<td>Tourist receipts (domestic and international), as a % of GDP</td>
<td>% of GDP</td>
<td>higher to better</td>
<td>UNWTO/UNWTO/IFS</td>
<td>Goal 9. Build resilient infrastructure, promote inclusive and sustainable tourism and related services</td>
</tr>
<tr>
<td></td>
<td>Debt</td>
<td>GVA from housing and restaurants per capita</td>
<td>%</td>
<td>higher to better</td>
<td>National Statistics (STO)</td>
<td>Goal 9. Build resilient infrastructure, promote inclusive and sustainable tourism and related services</td>
</tr>
</tbody>
</table>

The table provides a structured view of various indicators and metrics used to assess environmental and social sustainability, highlighting specific data points and their contributions to the overall goals.
### Call to Action

Governments must lead the way in championing ESG, marking a pivotal shift in tourism.

### UNWTO ESG Framework

An appeal for widespread adoption and commitment to this global standard.

### Strategic Signaling

Governments, by elevating ESG in tourism, can decisively communicate the region's ambition for a more responsible, sustainable, and ethically-driven tourism future.
THANK YOU
people to people travel - join the movement!

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