INNOVATION AND DIGITAL TRANSFORMATION STRATEGY

1. CONTEXT
2. LINES OF ACTION
3. INNOVATION ECOSYSTEM
4. DIGITAL TRANSFORMATION
5. INNOVATION
6. UNWTO INNOVATION PROJECTS
TOURISM AND INNOVATION IN THE AMERICAS

Innovation Leaders (GII, 2017)

1. Chile (46th)
2. Costa Rica (53th)
3. Mexico (58th)
4. Panama (63th)
5. Colombia (65th)

Startups

- voyhoy
- turismo
- viajala
- travelPAQ
- despegar.com
TOURISM AND INNOVATION IN THE AMERICAS

**Innovation Leaders (GII, 2017)**
1. Chile (46th)
2. Costa Rica (53th)
3. Mexico (58th)
4. Panama (63th)
5. Colombia (65th)

**Tourism Revenue 2016 (USD)**
- Total Regional: 313 bil
  - South America: 27 bil
  - Central America: 12 bil
  - Caribbean: 30 bil
  - North America: 243 bil

**International Tourist Arrivals 2017**
- Total Regional: 207 mil
- Regional Growth: +3%
  - South America: +7%
  - Central America: +4%
  - Caribbean: +4%
  - North America: +2%

**Startups**
- Voyhoy
- turismo
- viajala
- travelPAQ
- despegar.com

**Image Description**
- The image contains a PowerPoint slide with a world map background.
- The slide is divided into four sections: Innovation Leaders, Tourism Revenue 2016, International Tourist Arrivals 2017, and Startups.
- Each section contains bullet points with details as described above.
Innovation Leaders (GII, 2017)

1. Switzerland (1st)
2. Sweden (2nd)
3. Netherlands (3rd)
4. United Kingdom (5th)
5. Denmark (6th)

Startups

- gopili
- LODGIFY
- STRATAJET
- Hotelchamp
- EatWith
- TravelPerk

TOURISM AND INNOVATION IN EUROPE
TOURISM AND INNOVATION IN EUROPE

Innovation Leaders
(GII, 2017)
1. Switzerland (1st)
2. Sweden (2nd)
3. Netherlands (3rd)
4. United Kingdom (5th)
5. Denmark (6th)

Startups

Tourism Revenue 2016 (USD)
Total Regional: 449 bil
- Southern/Medit. Europe: 174 bil
- Western Europe: 145 bil
- Northern Europe: 76 bil
- Central/Eastern Europe: 52 bil

International Tourist Arrivals 2017
Total Regional: 671 mil
Regional Growth: +8%
- Southern/Medit. Europe: +13%
- Western Europe: +7%
- Northern Europe and Central/Eastern Europe: +5%
TOURISM AND INNOVATION IN AFRICA

**Innovation Leaders (GII, 2017)**

1. South Africa (57th)
2. Mauritius (64th)
3. Kenya (80th)
4. Botswana (89th)
5. United Republic of Tanzania (96th)

**Startups**

- sleepOut
- TASTEMAKERS AFRICA
- hotels.ng
- TRIBAL TOURIST.com
- AIRSHOP
TOURISM AND INNOVATION IN AFRICA

Innovation Leaders (GII, 2017)
1. South Africa (57th)
2. Mauritius (64th)
3. Kenya (80th)
4. Botswana (89th)
5. United Republic of Tanzania (96th)

Tourism Revenue 2016 (USD)
Total Regional: 34 bil
• North Africa: 9 bil
• Sub-Saharan Africa: 26 bil

Startups

International Tourist Arrivals 2017
Total Regional: 62 mil
Regional Growth: +8%
• North Africa: +13%
• Sub-Saharan Africa: +5%
TOURISM AND INNOVATION IN THE MIDDLE EAST

Innovation Leaders (GII, 2017)

1. United Arab Emirates (35th)
2. Qatar (49th)
3. Saudi Arabia (55th)
4. Kuwait (56th)
   Egypt (105th)

Startups
TOURISM AND INNOVATION IN THE MIDDLE EAST

Innovation Leaders (GII, 2017)

1. United Arab Emirates (35th)
2. Qatar (49th)
3. Saudi Arabia (55th)
4. Kuwait (56th)
Egypt (105th)

Startups

Tourism Revenue 2016 (USD)
Total Regional: 58 bil

International Tourist Arrivals 2017
Total Regional: 58 mil
Regional Growth: +5%

Egypt
TOURISM AND INNOVATION IN ASIA AND THE PACIFIC

Innovation Leaders
(GII, 2017)

1. Singapore (7th)
2. Korea (11th)
3. Japan (14th)
4. Hong Kong (China) (16th)
5. New Zealand (21st)

Startups

- HQ
- Traveloka
- KLOOK
- Zomato
TOURISM AND INNOVATION IN ASIA AND THE PACIFIC

Innovation Leaders (GII, 2017)

1. Singapore (7th)
2. Korea (11th)
3. Japan (14th)
4. Hong Kong (China) (16th)
5. New Zealand (21st)

Startups

Tourism Revenue 2016 (USD)

Total Regional: 371 bil

- North-East Asia: 169 bil
- South-East Asia: 116 bil
- Oceania: 51 bil
- South Asia: 34 bil

International Tourist Arrivals 2017

Total Regional: 323 mil
Regional Growth: +6%

- North-East Asia: +3%
- South-East Asia: +8%
- Oceania: +7%
- South Asia: +10%
INNOVATION AND DIGITAL TRANSFORMATION STRATEGY

OBJECTIVE

To drive the digitalization of tourism and to create an Innovation and Entrepreneurship Ecosystem that will maximize the potential of the sector in terms of economic growth, job creation and sustainable development.
INNOVATION AND DIGITAL TRANSFORMATION STRATEGY

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LINES OF ACTION

INNOVATION
Create an Innovation and Entrepreneurship Ecosystem

DIGITAL TRANSFORMATION
Smart Destinations and New Technologies
INNOVATION AND DIGITAL TRANSFORMATION STRATEGY

1. CONTEXT

2. LINES OF ACTION

3. INNOVATION ECOSYSTEM

4. DIGITAL TRANSFORMATION

5. INNOVATION

6. UNWTO INNOVATION PROJECTS
OPPORTUNITIES FOR GOVERNMENTAL INSTITUTIONS AND PUBLIC ORGANIZATIONS

- INCREASE INVESTMENT AND INNOVATION
- GROWTH, SCALING UP AND INTERNATIONALIZATION OF ENTERPRISES
- POSITIONING AS A REGION THAT PROMOTES INNOVATION IN TOURISM
INNOVATION AND DIGITAL TRANSFORMATION STRATEGY

1. CONTEXT

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5. INNOVATION

6. UNWTO INNOVATION PROJECTS
DIGITAL TRANSFORMATION: SMART DESTINATIONS AND NEW TECHNOLOGIES

TRAINING FOR MEMBER STATES IN THE ADOPTION OF DISRUPTIVE TECHNOLOGIES

GUIDELINES, MODELS AND SHARING OF GOOD PRACTICES FOR THE DEVELOPMENT OF SMART DESTINATIONS

PLATFORM FOR THE EXCHANGE OF SUCCESSFUL CASES BETWEEN MEMBER STATES
INNOVATION: PROJECTS

- UNWTO INNOVATION HUBS NETWORK
- UNWTO TOURISM TECH (AD)VENTURES
- UNWTO INNOVATION GUIDELINES
- TOURISM INNOVATION LEADERS
- UNWTO INNOVATION PLATFORM
INNOVATION AND DIGITAL TRANSFORMATION STRATEGY

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### UNWTO Innovation Hubs Network: Services

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<td>• Creating a Business Plan and Strategy</td>
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FORUM FOR INVESTORS IN TOURISM INNOVATION

AWARD FOR TECH (AD)VENTURES

LOCAL TOURISM EXPERIENCE
TOURISM INNOVATION CHALLENGE: COLOMBIA

Tourism Innovation Challenge
Mayo 14-18 de 2018
Barranquilla

Organizers

GOBIERNO DE COLOMBIA
IE Institute of Higher Education
UNWTO
AGORANEXT
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THANK YOU!

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