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
- Sound Walkers
- 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%
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

- gopili
- LODIFY
- STRATAJET
- Hotelchamp
- EatWith
- TravelPerk
TOURISM AND INNOVATION IN EUROPE

Innovation Leaders (GII, 2017)
1. Switzerland (1st)
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Startups
- gopili
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- STRATAJET
- Hotelchamp
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- TravelPerk

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
- sleepOut
- hotels.ng
- TASTEMAKERS AFRICA
- TRIBAL TOURIST.com
- AIRSHOP

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

- Elmenus
- Holiday ME
- Insydo
- Embrace Doha
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%
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**
- hotelquickly
- klook
- traveloka
- 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
- HQ
- KLOOK
- traveloka
- zomato

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.
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LINES OF ACTION

INNOVATION
Create an Innovation and Entrepreneurship Ecosystem

DIGITAL TRANSFORMATION
Smart Destinations and New Technologies
INNOVATION ECOSYSTEM

INNOVATION & ENTREPRENEURSHIP ECOSYSTEM

- INVESTORS
- GOVERNMENTAL INSTITUTIONS & PUBLIC ORGANIZATIONS
- STARTUPS
- PRE-INCUBATORS ACCELERATORS VENTURE BUILDERS INNOVATION HUBS
- ACADEMIA
- CORPORATIONS

INNOVATION & ENTREPRENEURSHIP ECOSYSTEM

INNOVATION ECOSYSTEM
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

2. LINES OF ACTION

3. INNOVATION ECOSYSTEM

4. DIGITAL TRANSFORMATION

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 AND DIGITAL TRANSFORMATION STRATEGY

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INNOVATION: PROJECTS

- UNWTO INNOVATION HUBS NETWORK
- UNWTO TOURISM TECH (AD)VENTURES
- UNWTO INNOVATION GUIDELINES
- TOURISM INNOVATION LEADERS
- UNWTO INNOVATION PLATFORM
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# UNWTO Innovation Hubs Network: Services

## Seed Startups
- Acceleration Programme
- Mentors
- Pitching Specialists
- Creating A Business Plan And Strategy
- Coworking Space

## Early Stage & Series A Startups
- Shuttle To Ventures Programme
- One-on-One Networking With Investors And Corporations
- Pitch Slam

## General Services
- Pitch Slam
- Conferences
- Networking Activities
- Prototyping Area
UNWTO TOURISM TECH (AD)VENTURES

GLOBAL

REGIONAL

LOCAL

VERTICAL
### UNWTO TOURISM TECH (AD)VENTURES: AMERICAS

12 – 14 November 2018

1ST INNOVATION FORUM IN THE REGION OPEN TO STARTUPS

<table>
<thead>
<tr>
<th><strong>DAY 1</strong></th>
<th><strong>DAY 2</strong></th>
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<tbody>
<tr>
<td>TRAINING ON INNOVATION AND TOURISM ENTREPRENEURSHIP FOR MEMBER STATES</td>
<td>OPENING CEREMONY</td>
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<tr>
<td>STARTUP BOOTCAMP</td>
<td>PROGRAMME WITH A FOCUS ON THE TRENDS IN OPEN INNOVATION</td>
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<tr>
<td>ONE-ON-ONE NETWORKING: STARTUPS, CORPORATIONS AND INVESTORS</td>
<td>STARTUP COMPETITION</td>
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<tr>
<td>HACKATHON (24H): JOBS OF THE FUTURE</td>
<td>ONE-ON-ONE NETWORKING: STARTUPS, CORPORATIONS AND INVESTORS</td>
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<tr>
<td><img src="icon" alt="Bar graph" /> FORUM FOR INVESTORS IN TOURISM INNOVATION</td>
<td>LOCAL TOURISM EXPERIENCE</td>
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<tr>
<td><img src="icon" alt="Award" /> AWARD FOR TECH (AD)VENTURES</td>
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