



Innovation, Digital Transformation & Investments Department
United Nations World Tourism Organization (UNWTO)

Nearly 2 years ago, it was created the



Innovation,
Digital Transformation &
Investments Department

Fostering tourism in our 150+ Member States



Innovation

Tourism Startups Competitions
Tourism Tech Adventures (TTAs)
UNWTO Innovation Hubs Network

Digital Transformation

UNWTO Tourism Online Academy
UNWTO Acceleration Programme
ITC Social Impact Project
Digital Innovation Hub

Investments

Foreign Direct Investments (FDI)
Promotion and Venture Capital
Network

Innovation

New tourism ventures and insights



4 Editions
150 Countries
5000 Startups

Last edition's...

categories

Smart Mobility
Geolocalization
Disruptive Hospitality

Smart Destinations
Rural Development
Innovative Solutions

most used Tech

Cloud Front Backend Systems (15%)
Artificial Intelligence (11%)
Big Data (11%)
Internet of Things (6%)





Success cases

Refundit



Refundit (2019)

Funded by Amadeus

9.8 € million

From: Israel

About: Tax free shopping



Hopper (2019)

Was sold to Hopper

From: Colombia

About: Airline connectivity



Shipnabag (2019)

Series A Funding Round

From: Egypt

About: Shipping

World Tourism Day 2018

TOURISM AND THE DIGITAL TRANSFORMATION

Tourism Tech
ADVENTURES
Powered by
UNWTO

11 Forums

Startup Masterclass
High Level Seminars
Networking



Testimonials



Jessica Blotter
CEO and Co-founder

We have gained incredible **credibility** and **opened new doors**: we were invited by Lufthansa Innovation Hub in Frankfurt to present as part of its Changemaker Challenge.



Carlos Cendra
CMO

Since the TTA, we have **doubled** our business and we are **more recognized** in the sector.

Network

- 5000** Startups
- +930** Corporations
- +300** Public Institutions
- +200** Investors
 - +50** Education Institutions
 - +30** Incubators



Digital Transformation

Strengthening skills for better destinations and employment

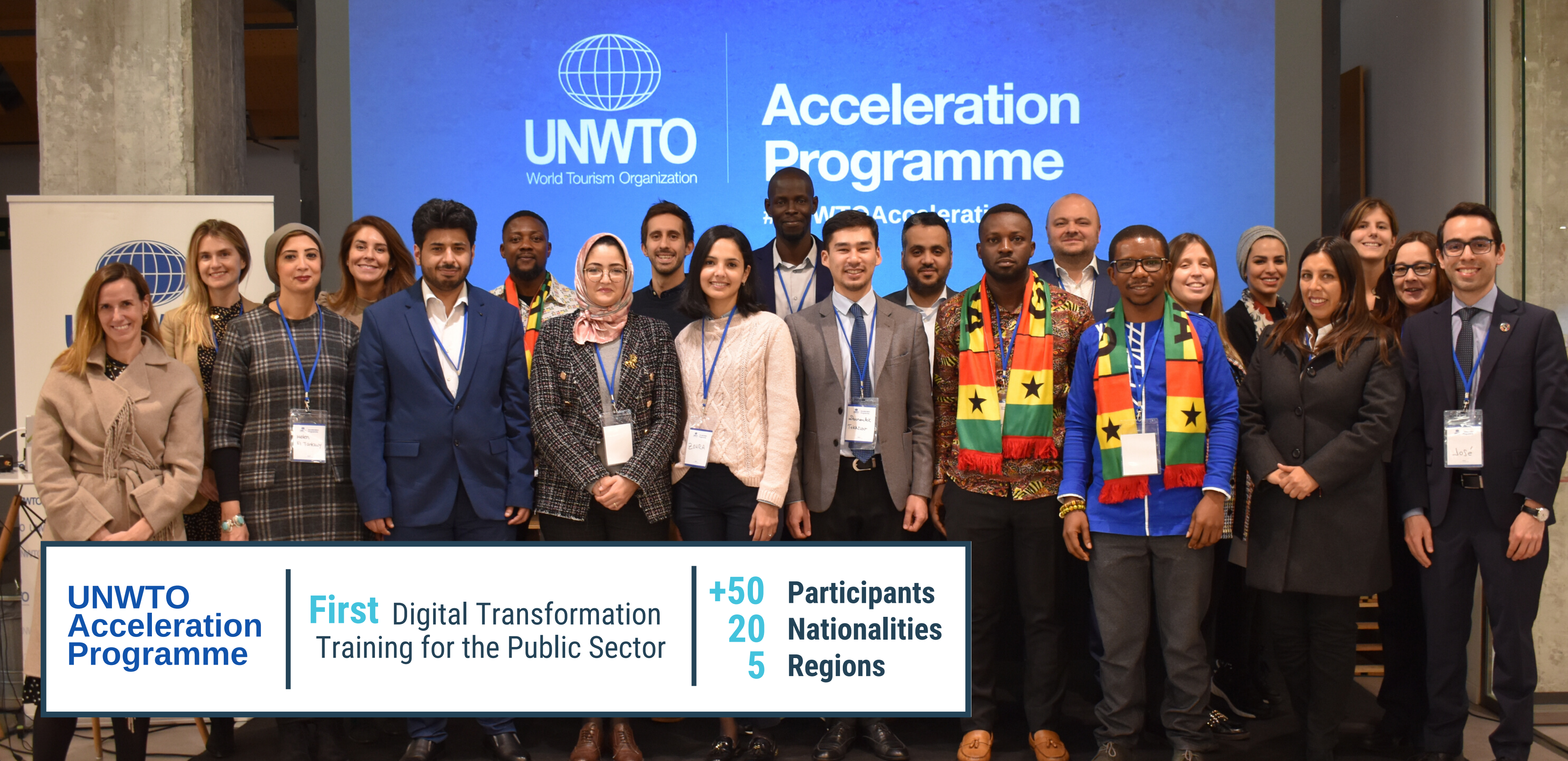
The logo for the UNWTO ie University Online Academy, featuring the UNWTO globe icon and the text 'UNWTO ie UNIVERSITY ONLINE ACADEMY'.

First Tourism Digital Training Platform
+1600 Students

INTRODUCTION TO TOURISM INDUSTRY MANAGEMENT

Massive Online Open Course,
Enrol now!





<p>UNWTO Acceleration Programme</p>	<p>First Digital Transformation Training for the Public Sector</p>	<p>+50 Participants 20 Nationalities 5 Regions</p>
--	---	---

Investments

More venture capital and FDI connections

45 € million in 2019-2020

in investments for startups
through the UNWTO network

New Venture 2020

**Tourism Investments
Promotion Platform**

Traditional &
Non-Traditional Investments

At a glance



2 Global
1 in **Gastronomy**
1 in **Sports**

+ 5000
 competing startups
 from **150** countries

Innovation



11 innovation forums
+ 60 public-private partnerships

Digital transformation



First course launched in Nov, 2019
+ 1600 registered

Investments



+ 200 active investors
45 € million in tourism startups
 investments through the UNWTO network

What is next in 2020?

5 Challenges of tourism innovation

- 1 Scale up the tourism innovation ecosystem**
From startups to scaleups
Increasing tourism Unicorns
- 2 More investments aligned with the SDGs**
Green Venture Capital Funds
Social Impact Funds
- 3 Increasing investments in emergent countries**
Latin America & Africa
- 4 Connecting corporations & startups**
Open Innovation
- 5 Tech diversification in the Public Sector**
Data driven Governments
- * Accelerating SDGs through Innovation, Digital Transformation & Investments**

Mega Projects



Digital
Innovation Hub



+Powerful
Investments Network
+50 New investors
FDI & VC Guidelines



Climate Change
Innovation Challenge



4 Investment
Forums
More opportunities for everyone

Mega Projects



+ 10 Universities
+ 10 k New
Online Students



+ 10 Tourism
Tech Adventures



4 Tourism
Startup Competitions





Accelerating SDGs through
Innovation, Digital
Transformation &
Investments

TTAs | Startup Competitions | Investment Forums



-  TTAs
-  Startup Competitions
-  Investment Forums

TBC

-  Sri Lanka
-  Uzbekistan

Our team

TOURISM STARTUP COMPETITION





We are committed with innovation as we are convinced tourism will accelerate SDGs achievement.

Tourism is becoming the most sustainable, accesible and inclusive sector.



Innovation, Digital Transformation & Investments Department
United Nations World Tourism Organization (UNWTO)