

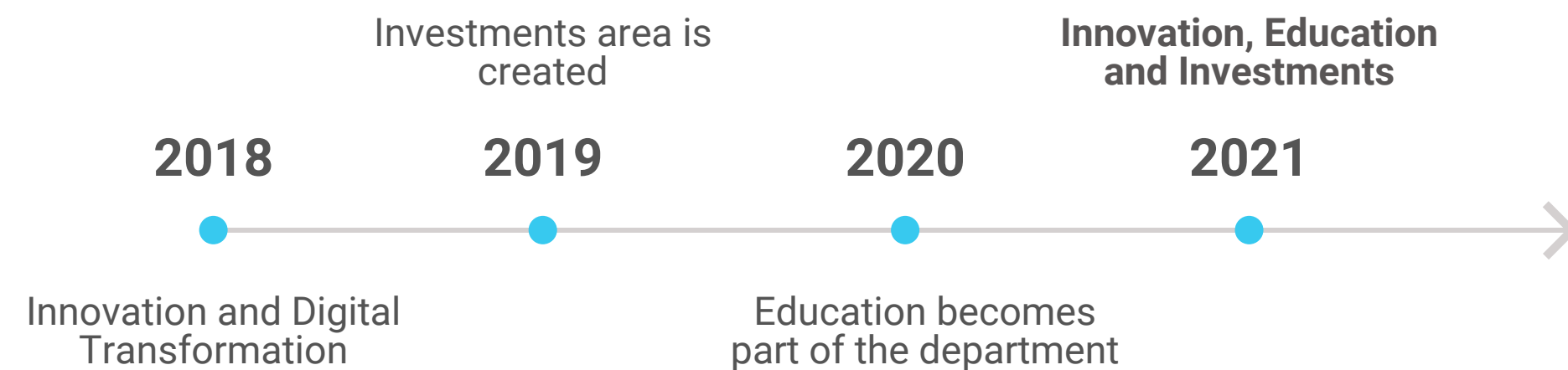


Innovation, Education and Investments

Results 2018 - 2021

Born in 2018

With the aim of setting innovation, entrepreneurship, education and investments as key factors for tourism and development.



Recognitions



UNWTO has been recognized as a **leader and benchmark Agency** within the United Nations system by the **UN 2020 Mapping of Innovation, Data and Digital Capacities**.



Innovation

- 1.Startup Competitions
- 2.Specific Challenges
- 3.Tourism Tech Adventures (TTA)
- 4.Innovation Network

Education

- 1.Online Education
- 2.Offline Education
- 3.Added Value Jobs
- 4.Quality Assurance

Investments

- 1.Guidelines and Reports
 - 2.Investment Network
 - 3.High-impact Investments and Multilateral Cooperation
 - 4.Investment Forums
-

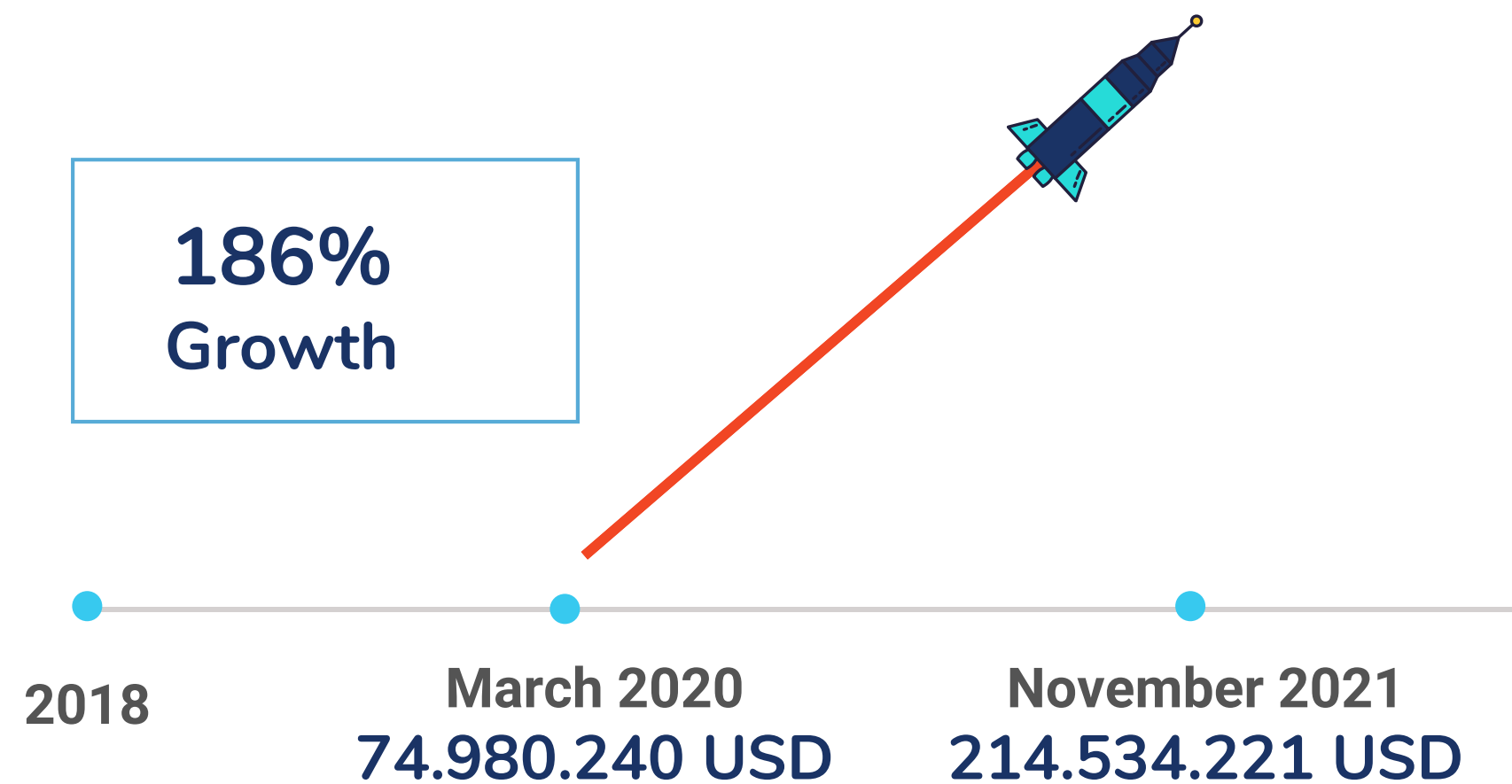


Innovation

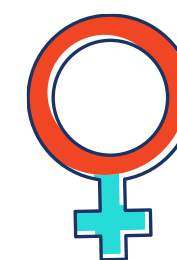
Building and supporting the largest global tourism ecosystem to meet the 2030 Agenda.

Impact overview

Funding raised by top startups



20 programmes
11.500 active startups
150+ countries
276 mentorships









27% of the top 200 startups are led by women

1 Startup Competitions

8 editions

	Global			Gastronomy		Sports	Rural	
								
	2018	2019	2020	2019	2020	2019	2020	2021
Participants	3000	1700	10K+	300	250	100	135	890+
Countries	132	150	138	81	84	50	Spain	130+
Partners	1	6	21	1	1	2	3	16

2 Specific Challenges

	Global				National	
						
	Covid-19 2020	Hospitality 2020	Branding 2020	Smart Tourism 2020	Experiences 2021	Experiences 2021
Participants	3000	1000+	150	99	34	97
Countries	132	95	48	37	Saudi Arabia	Colombia
Partners	1	1	1	1	1	1

6 editions

Collaborations

6 editions

	IDB Lab		Brazil		Nature tourism	Youth in Africa
	2020	2021	2020	2021	2020	2021
Participants	214	30+	700+	350+	1100+	46
Countries	28	5	Brazil	Brazil	Colombia	17
Partners	1	2	1	1	3	1

3

Tourism Tech Adventures forums

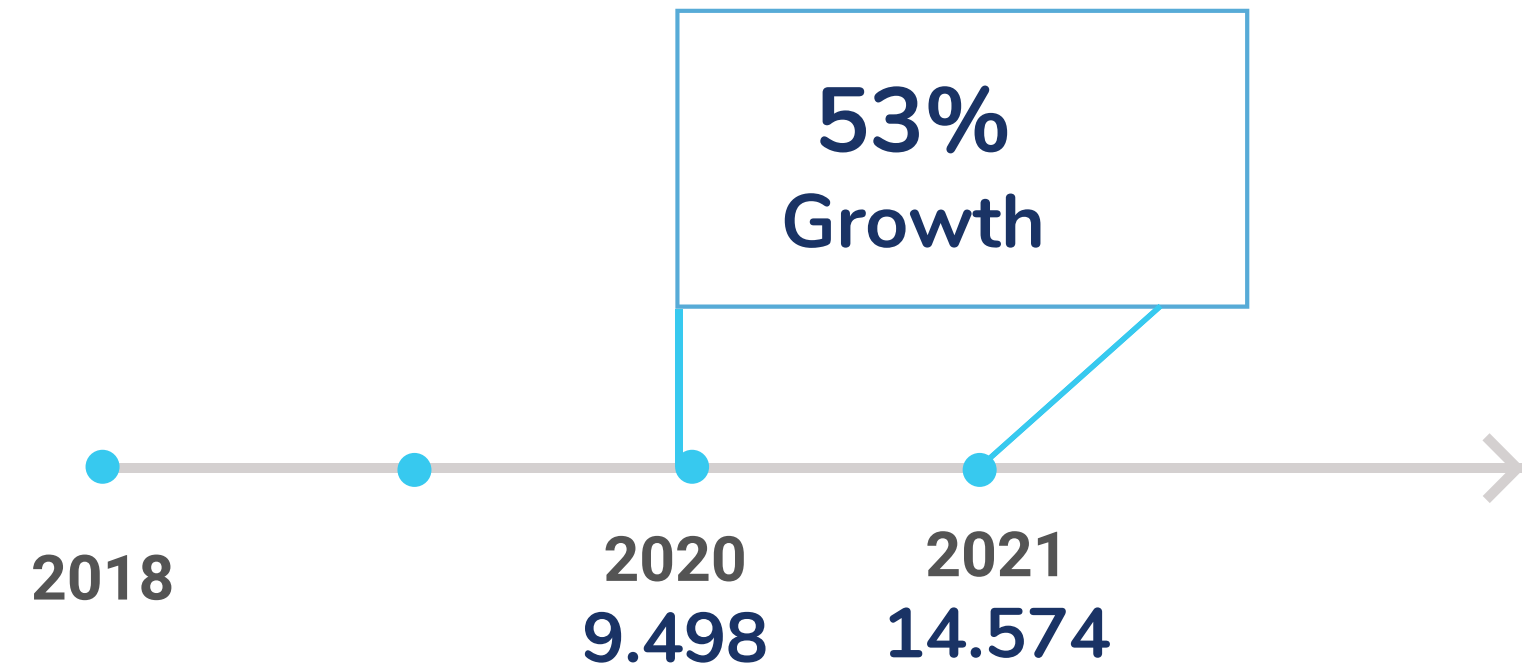
Bringing global innovation ecosystem stakeholders to local contexts.

20 on-site editions
in 13 countries
8 online editions
13.160+ participants

SDGs | Education | Sports | Gastronomy
 Rural tourism | Women empowerment



4 Innovation Network



Academia
473 (44% growth)

Media
45 (53% growth)

Startups
11.500 (33% growth)

Corporations
1.274 (59% growth)

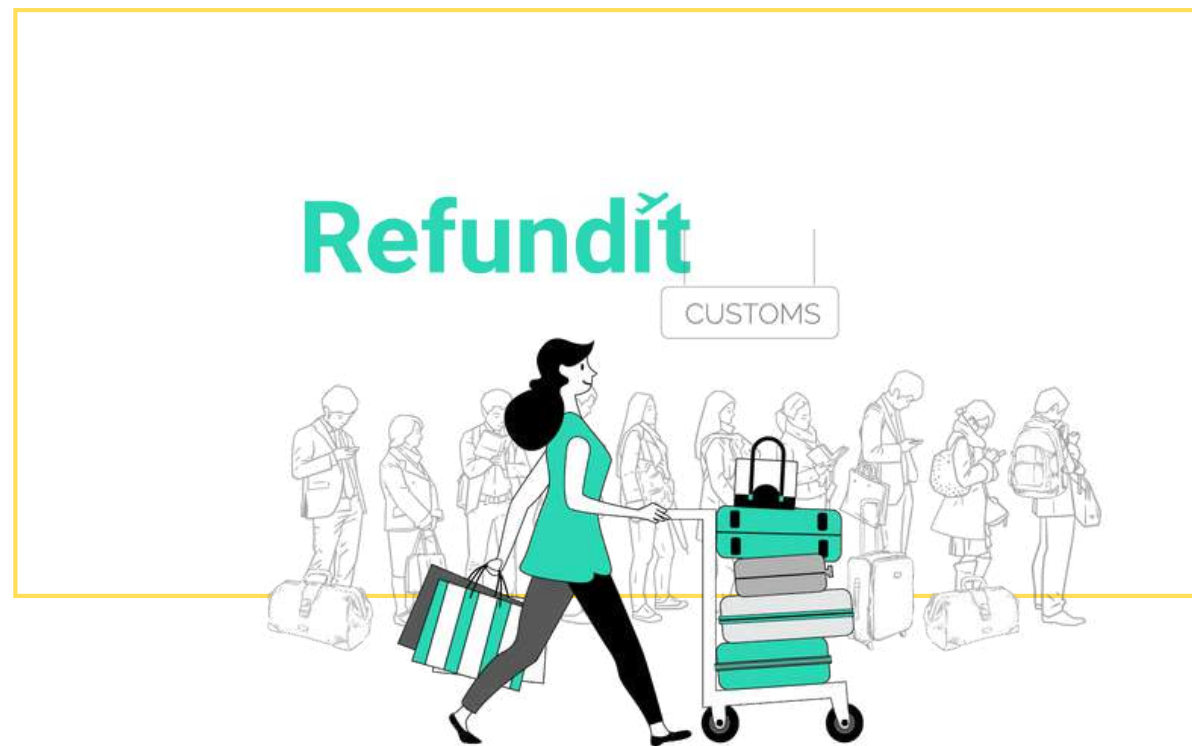
Investors
447 (34% growth)

United Nations
239 (28% growth)

Incubators
47 (11% growth)

Government
519 (16% growth)

Success cases from all regions



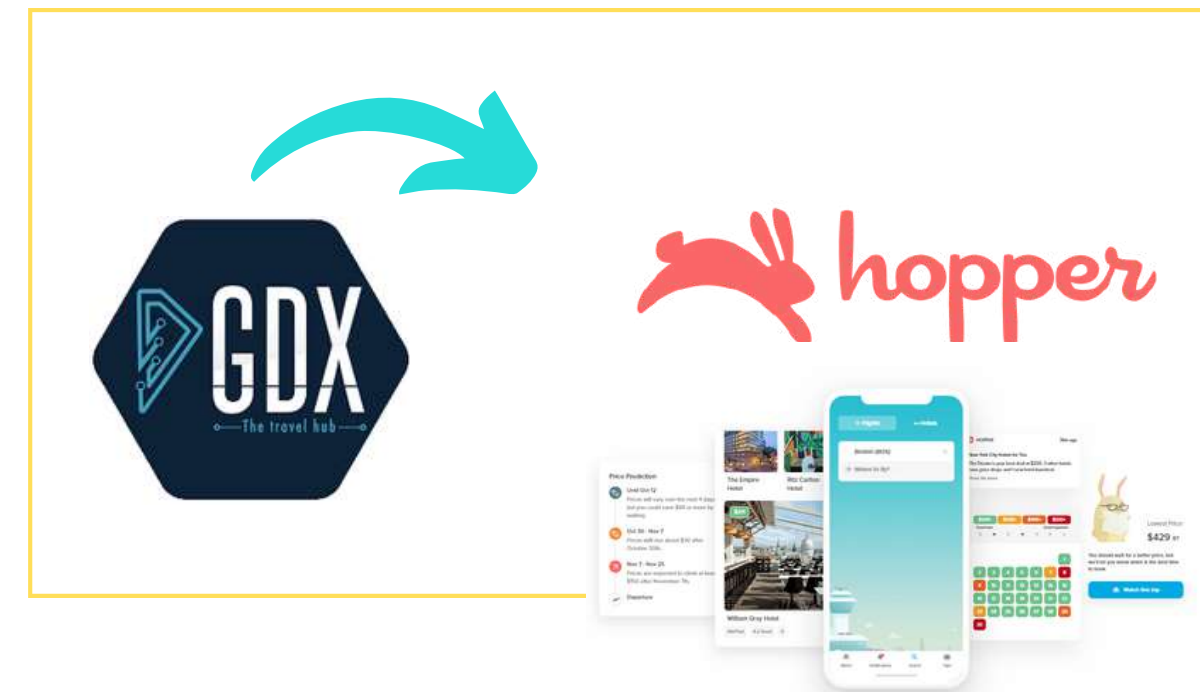
Funded by **Amadeus Ventures**

9.8 million EUR

Facilitation of tax refunding



Israel



Acquisition by **Hopper**

Technology for airline connectivity and flights distribution



Colombia



Funded by Dubai-based angel investors
200,000 USD
Network to connect shoppers with travelers



Funded by 4 investors
6.5 million USD
Clean water mechanism





Seed round by **Chile Global Ventures** and **Dadneo**, with support from **Plug and Play Tech Center**.

2 million USD

Accessible tourism platform



Chile and USA



Series A round by **BorgWarner**
Google's Climate Change Accelerator
and 100+ Accelerator by AB InBev,
Unilever, Coca-Cola & Colgate-Palmolive

10 million USD

Clean energy



United States of America



3-fold billing increase since 2020

Contracted by **60 destinations**

Pilot project with the Transportation Company of Madrid

Hyper-personalization and tourism flows management powered by Artificial Intelligence



Spain



Increased to 25 the total number of communities in its network in 2021

Community-based tourism



Nepal



Road.Travel
Time to drive

Investment round

1.2 million USD

Road trips platform



Russia

BYHOURS

Investment round

14 million USD

Accommodation booking platform



Spain



Education

Scaling up education for supporting added value jobs worldwide.

1 Online education
UNWTO Tourism Online Academy
for scalable training

2 Offline education
UNWTO Executive Education
for a global impact



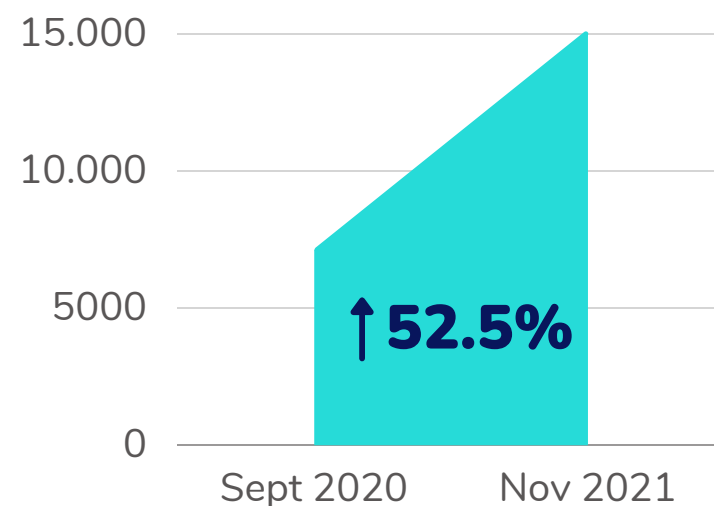
4 Quality Assurance
UNWTO Certifications and
education monitoring

3 Added Value Jobs
through UNWTO Jobs Factory

1 Online education





15.000+ students
191 countries
19 courses
3 languages



Top 5 source countries

-  India
-  Italy
-  Spain
-  Colombia
-  Qatar

Gender

-  57%
-  43%

Marketing plan x 4 months

- Page views  **39%**
- Enrollments  **112%**

Portfolio of courses



Spain



SOMMET
EDUCATION



Switzerland

Massive Online Open Courses (MOOCs)

- Introduction to tourism industry management
- Introduction to international tourism and travel law

Open Certificate Programme (OCP)

- Fundamentals tourism industry management

Open Certificate Programme (OCP)

- Excellence in spa operations
- Maximizing spa profitability
- Hotel revenue management
- How to perform a hotel market analysis and valuation

Portfolio of courses



Switzerland

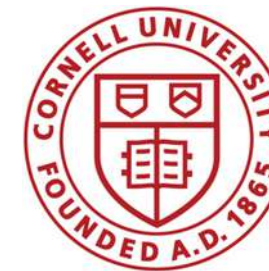
Massive Online Open Courses (MOOCs)

- Artificial Intelligence (AI) in hospitality business and challenges opportunities
- How to become a restaurateur
- Mastering wine tasting

Open Certificate Programme (OCP)

- Customer experience

Upcoming universities



USA



Hong Kong



Spain



Chile



Turkey



Qatar

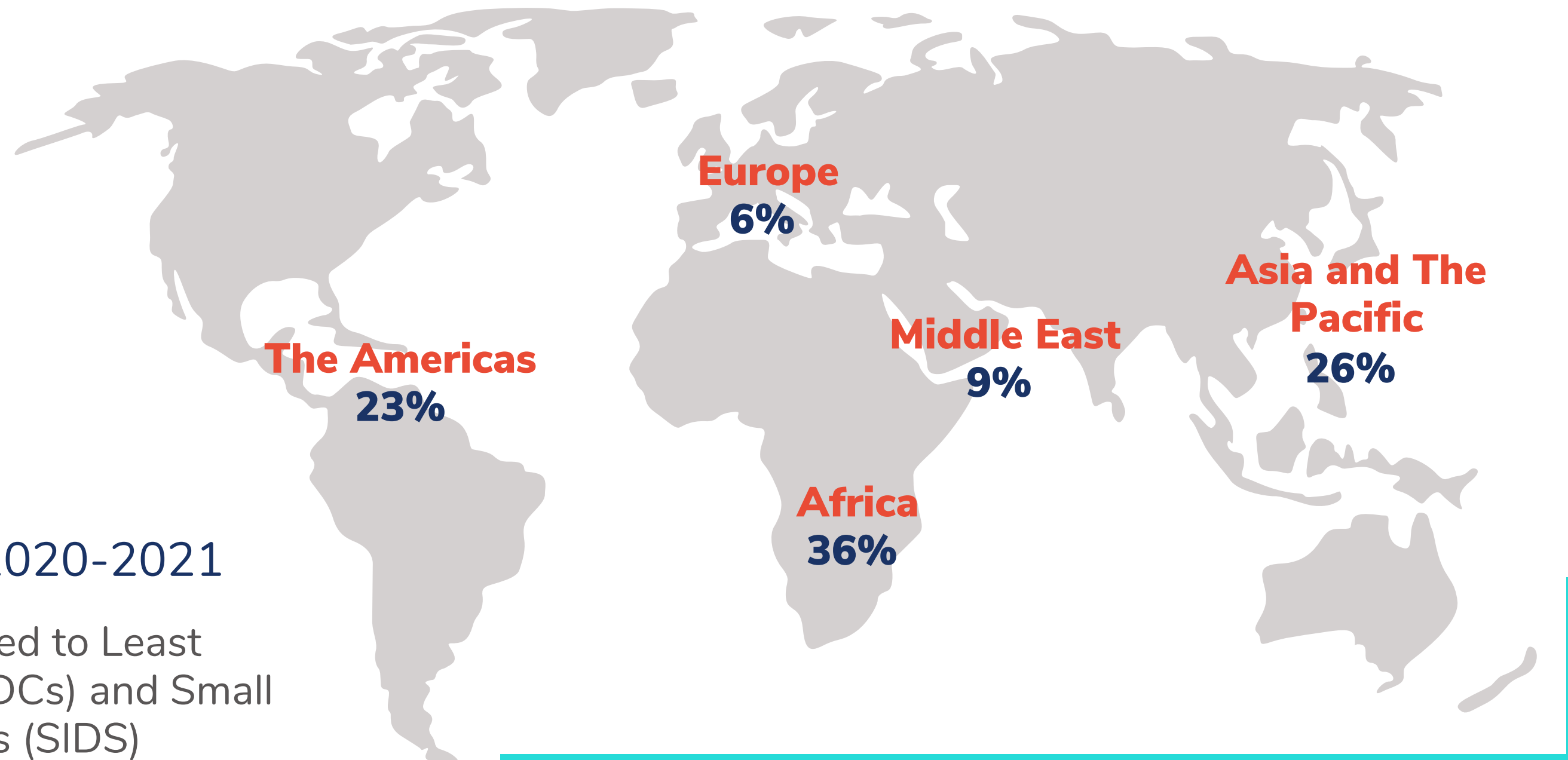


Colombia



Argentina

Scholarships programme



3.305 allocated in 2020-2021

2.000 have been awarded to Least Developed Countries (LDCs) and Small Island Developing States (SIDS)

Blog in tourism

9 articles since July 2021

Insights from world experts.

How can education and training systems contribute to structural changes in tourism?

Ana Paula Pais
Head of Education
Turismo de Portugal



Hospitality 2.0 or the role of innovation in the post-covid hospitality industry

Pablo García
Director, Innovation Hub
Les Roches



Online training



partnering with 

700+ trained tourism officials

4 editions covering 4 regions

The Americas

-  Argentina
-  Colombia
-  Chile
-  Mexico




Europe

-  Croatia
-  Greece
-  Italy
-  Portugal

Africa

-  South Africa

Middle East

-  Egypt
-  Saudi Arabia
-  United Arab Emirates

Online challenge

partnering with Sommet Education

600+ applications

100+ countries

30 **Master programmes
scholarships** for
finalists



100.000 EUR total in Seed capital for 3 winners in the Future of Tourism World Summit

ChartOk

Software for teamwork
at hotels



Spain

Searchef

Marketplace for
gastronomic experiences



Ecuador



Join F&B Project

Inclusiveness for employees
with disabilities



Lebanon

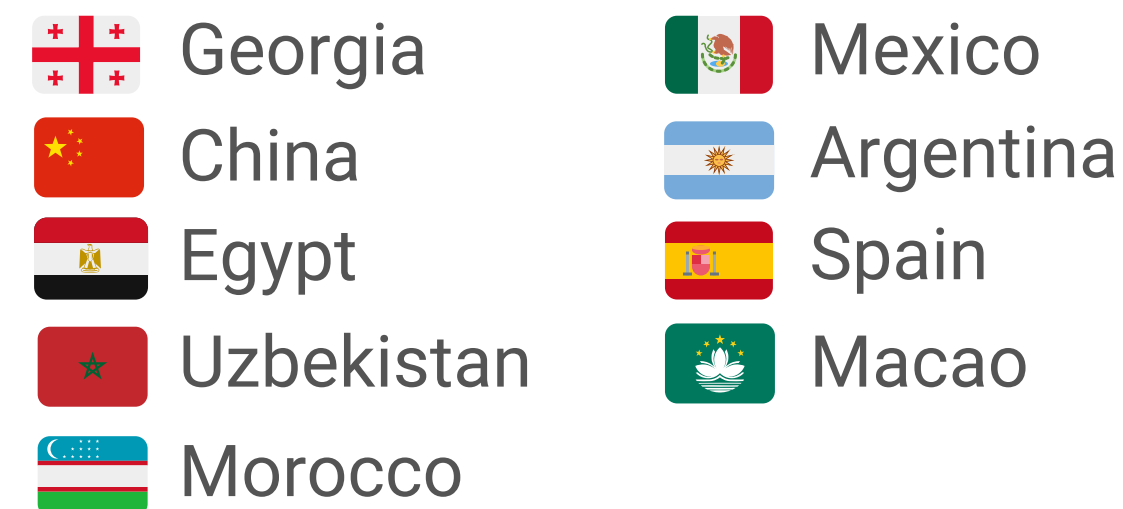
2 Offline education

37 Executive Education activities
4.700+ participants

Topics

- Trends and issues
- Destination management
- Occupational safety and health
- Digital and soft skills
- Sustainable tourism
- Innovation and digitalization
- Crisis management
- Marketing

Countries



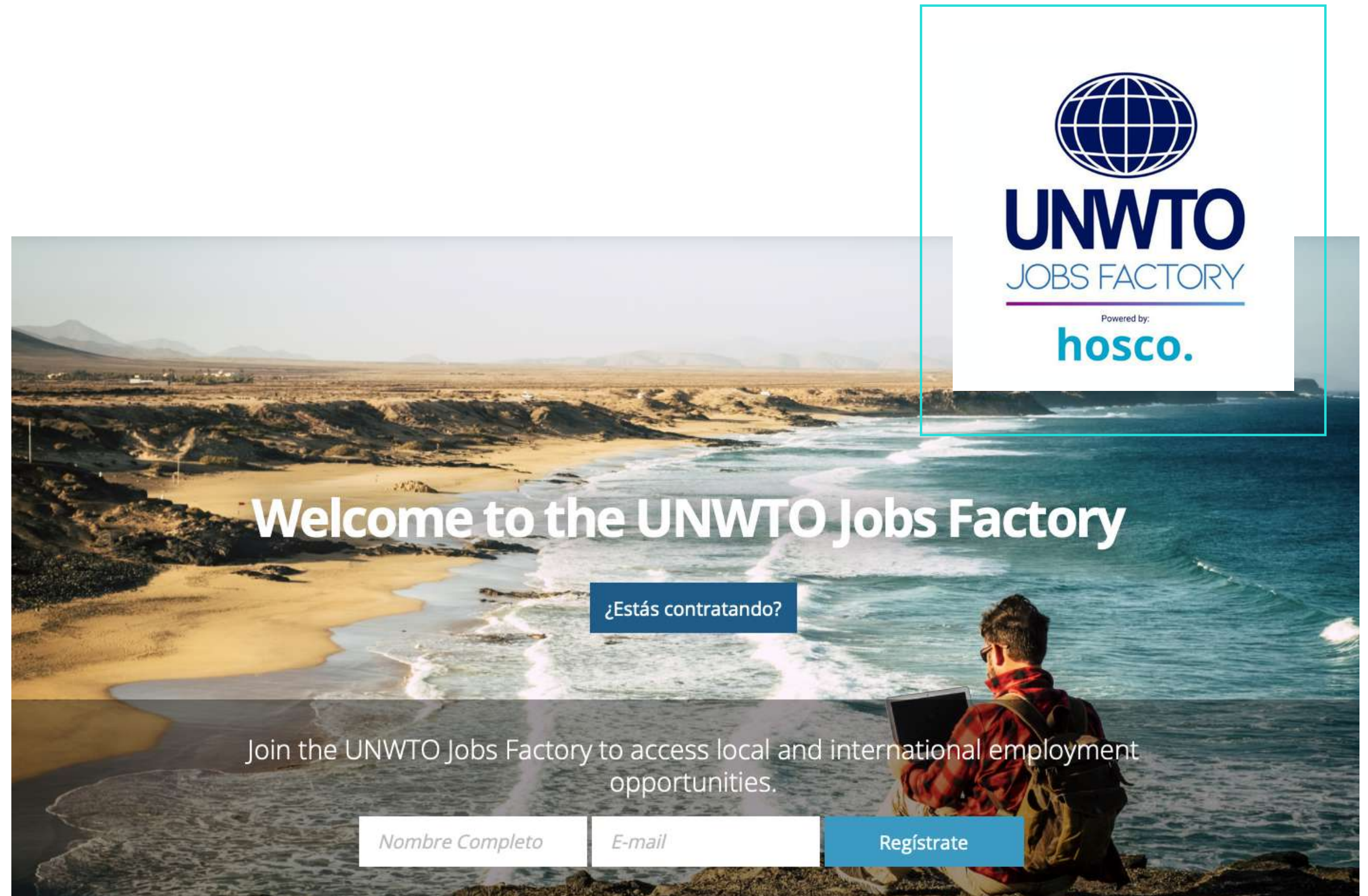
3

Added value jobs

Artificial Intelligence-enabled matchmaking platform

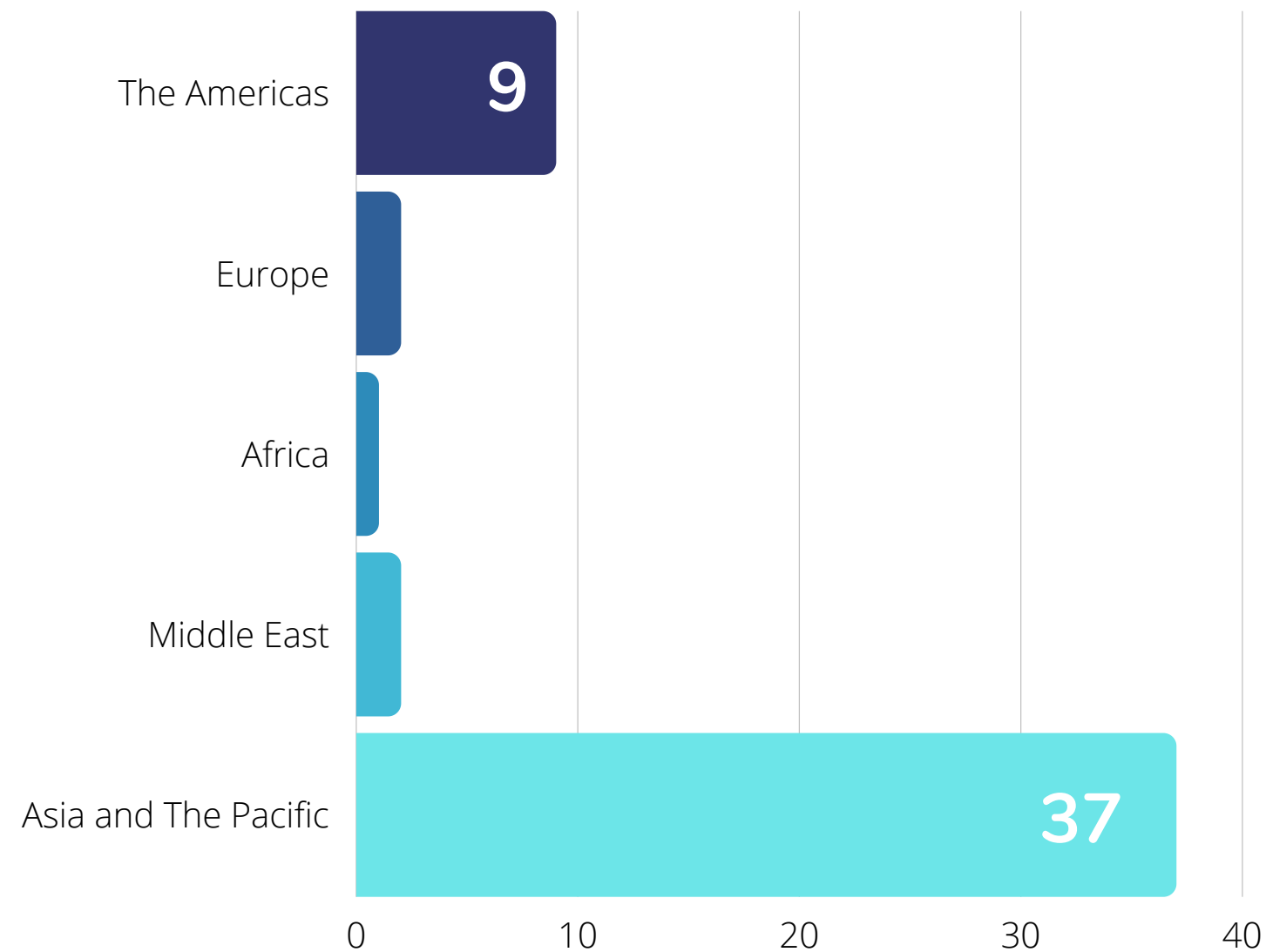
Launched in October

Making **57.000+** jobs available




The image shows a screenshot of the UNWTO Jobs Factory landing page. The background is a scenic view of a coastline with a person sitting on a rock, looking at a laptop. The page features the UNWTO logo and the text 'UNWTO JOBS FACTORY Powered by: hosco.'. The main heading is 'Welcome to the UNWTO Jobs Factory'. Below the heading is a button that says '¿Estás contratando?'. At the bottom, there is a registration form with fields for 'Nombre Completo' and 'E-mail', and a 'Regístrate' button.

4 Quality assurance



51 Education and training programmes awarded Ted.Qual Certification from **16** institutions in 2021



Total facts Ted.Qual

- 270** programmes
- 97** education centres
- 40** countries



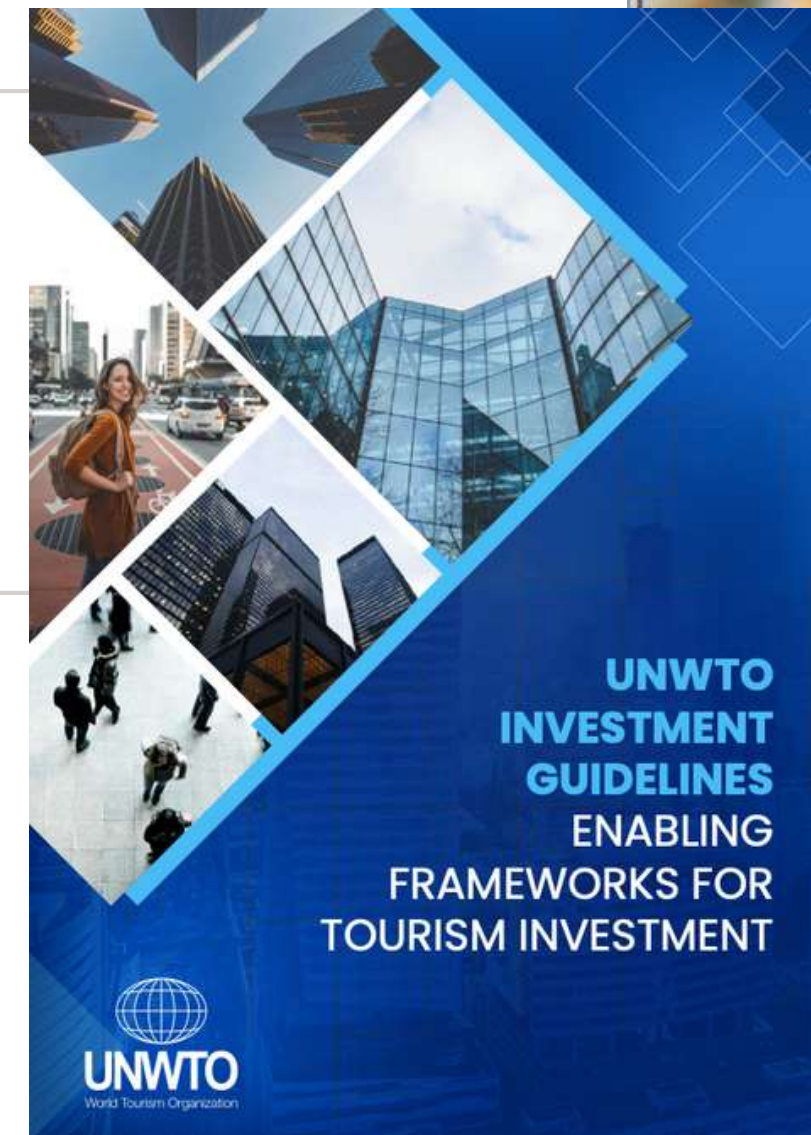
Investments

Supporting tourism economic recovery through sustainable investments.

1 Guidelines and Reports

Releasing the 1st Global Guidelines on Tourism Investments

- Drives, opportunities, and strategies
- Enabling the conditions and barriers
- Innovation and technology
- Green investments



2020



Partnering with
2021



Collaborations



2018 | 2019 | 2020 | 2021

INVESTMENT MONITOR

Article by the **Secretary-General**

**The top five trends that will drive
tourism's recovery in 2021**

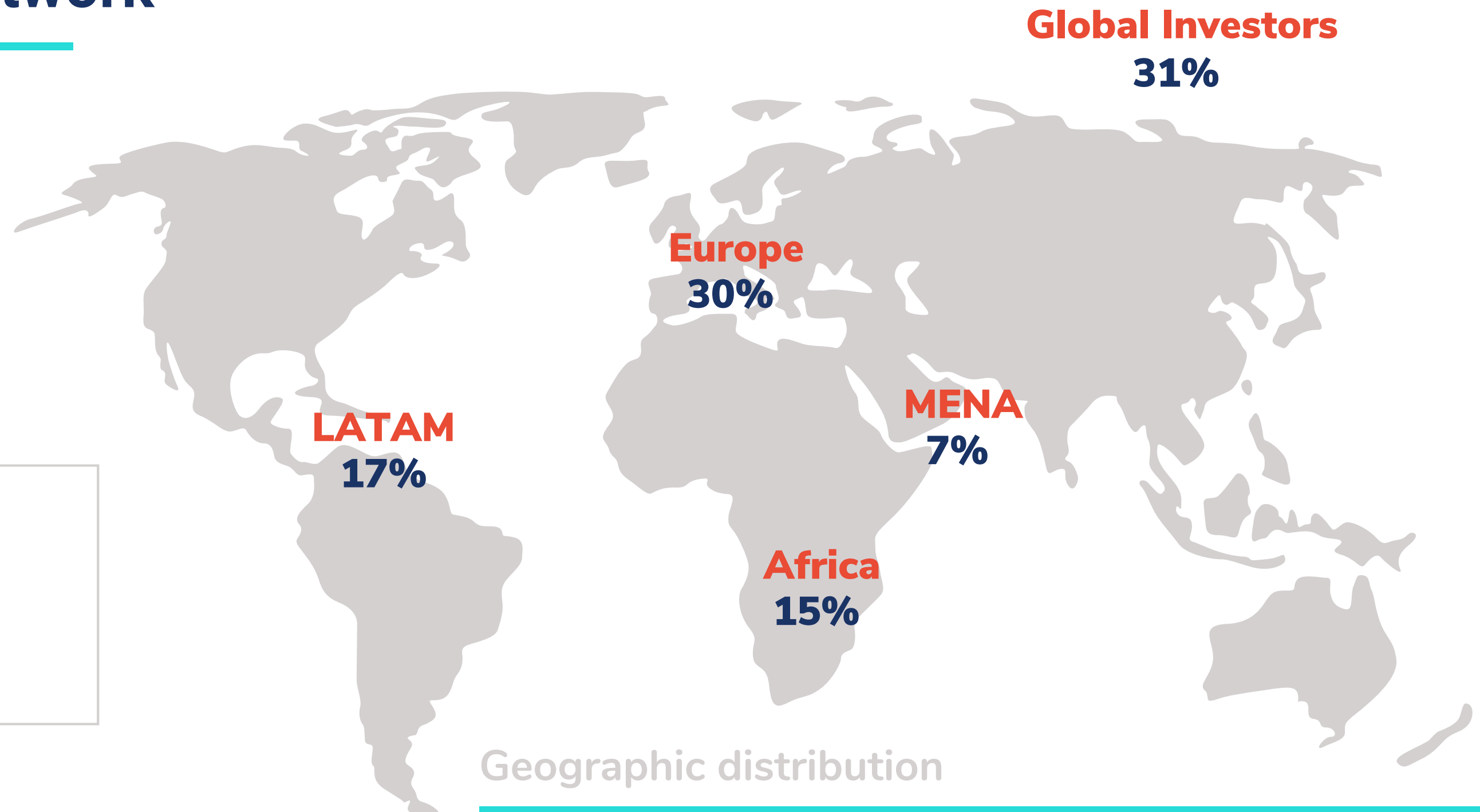
4 consecutive reports
on tourism Foreign Direct
Investments



2

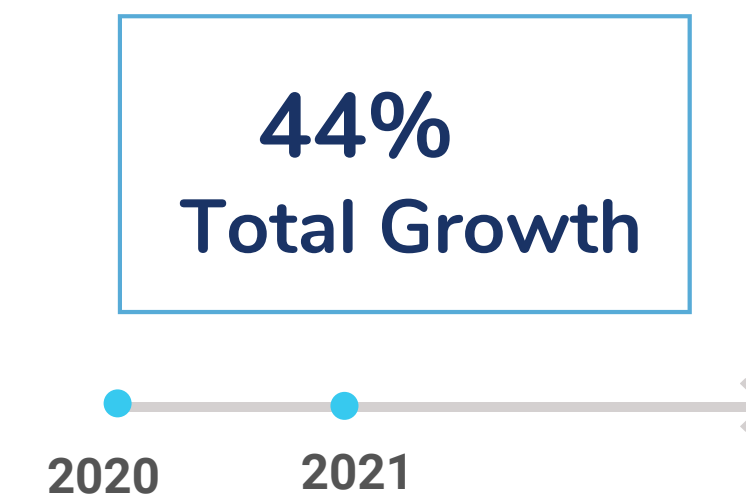
Investment Network

447 investors
in all regions



Geographic distribution

Type	2020	2021	
Corporate Venture	5	10	
Assets Management	25	25	
Diversified Financial Services	8	18	
Impact Fund	28	45	(61% growth)
Infrastructure Development	6	12	
Multilateral Cooperation	39	58	(49% growth)
Private Equity	15	18	
Investment Promotion Agencies	15	78	(420% growth)
Angels	2	5	
Travel Accommodation	78	83	
Venture Capital	89	95	
TOTAL	310	447	



3

High-impact Investments

Investment facilitation for **Health Tourism**



1 billion USD for Colombia

Colombian Government, ProColombia and Steward Health Care International to invest in 6 hospitals.

Investment facilitation for **Sustainable Cities**



500 USD million for Cape Verde

8.000/10.000 Direct Job Creation



➤ Green Investment Readiness pilot for 7 countries:

Philippines | India | Jamaica | Indonesia
Thailand | Vietnam | South Africa

➤ IFC Green Hotel Revitalization: 22 countries pipeline

3 Multilateral Cooperation



IFC Investment Readiness for Green Finance Mechanisms

5 trainings - 1 certification
809 participants from
118 countries



IFC Green Finance for the hospitality sector (Retrofitting)

Diagnostic phase:
350 + participants

Ongoing pilots for: Philippines | India
Jamaica | Indonesia | Thailand
Vietnam | South Africa

Tech Emerge Vertical: Cooling Technologies adoption in the hospitality industry

2 startups from UNWTO Innovation Network selected

Eligible to develop funded pilots up to **500,000 USD**



Tourism Investment Attraction and Promotion Programme (capacity building)



Collaboration Agreement



People benefited:
1,500 + from 102
countries

- Investments promotion through Technical Cooperation
- Access to innovative financing
- Investment and scalable funding
- Decarbonization and climate resilience

4 Investment Forums

Bringing investment opportunities to local contexts.

4 on-site global editions
in 4 countries

2 collaborations
- WAIPA Forum (UAE)
- Chile



INVESTOUR
Madrid - January 2020

Projects: 52 submissions 11 participating from 6 African countries	Investors: 12 from Spain, UK, South Africa and Switzerland
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Georgia
Tbilisi, September 2020

Investors:
5 from Spain, UK and USA

Ivory Coast
Abidjan - February 2020

Projects: 22 from 9 African countries	Meetings: 132 B2B and B2C meetings
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Investors:
10 from UNWTO's Network from Spain,
South Africa, Nigeria, UK and France

Cabo Verde
Sal, September 2021

Participants: 320



I nnovation, E ducation and I nvestments