

INNOVATION AND DIGITAL TRANSFORMATION STRATEGY



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



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Startups



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



TOURISM AND INNOVATION IN EUROPE

Innovation Leaders

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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%



UNWTO

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



TASTEMAKERS
AFRICA

sleepOut

hotejs.ng



TRIBAL
TOURIST.COM
100% Adventure Africa



AIRSHOP
THE ONLY TRIP MARKETPLACE

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hotels.ng



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Tourism Revenue 2016 (USD)

Total Regional: 34 bil

- North Africa: 9 bil
- Sub-Saharan Africa: 26 bil

International Tourist Arrivals 2017

Total Regional: 62 mil
Regional Growth: +8%

- North Africa: +13%
- Sub-Saharan Africa: +5%



UNWTO

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%



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 AND INNOVATION IN ASIA AND THE PACIFIC

Innovation Leaders

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1. Singapore (7th)
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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%



UNWTO

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

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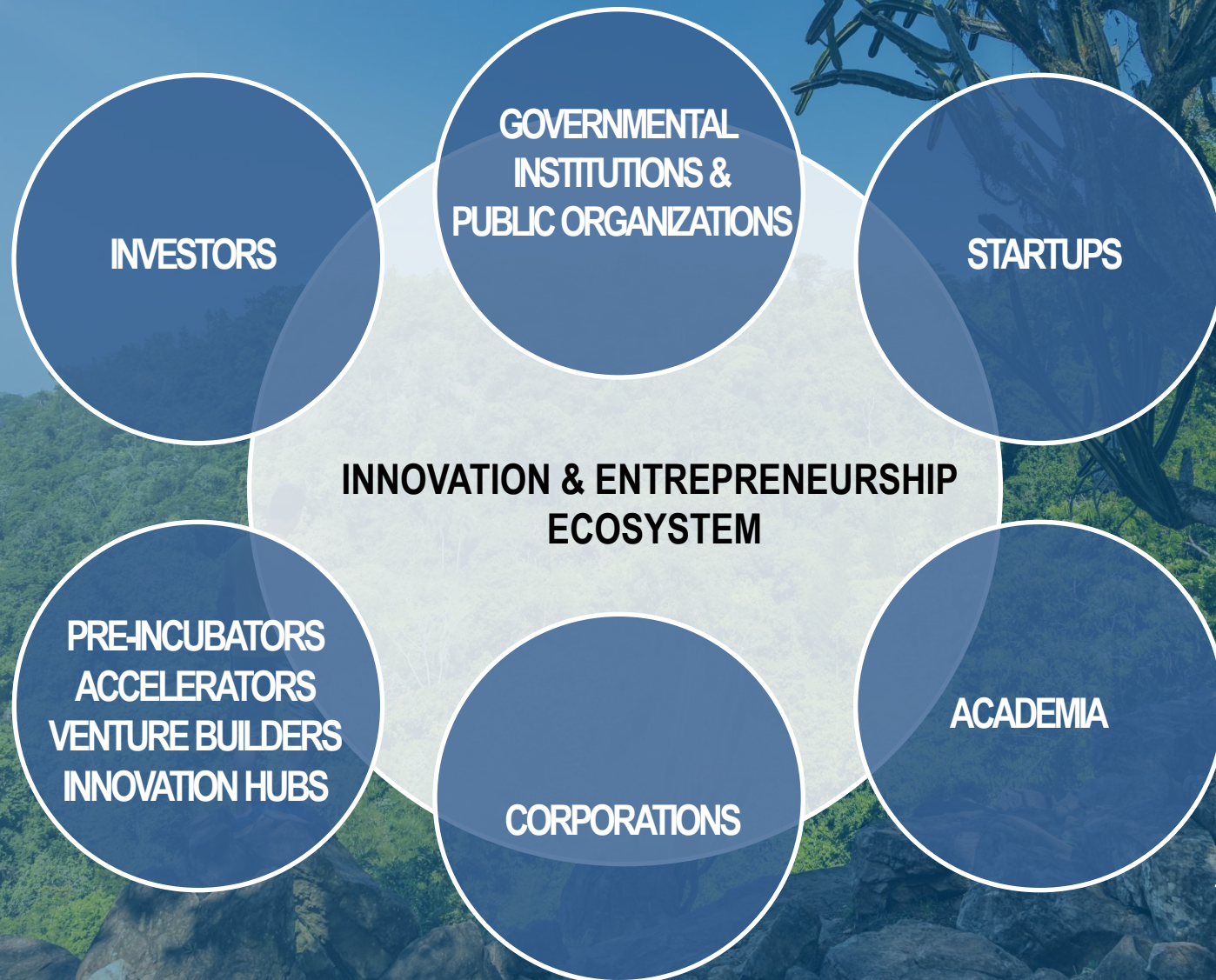
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INNOVATION ECOSYSTEM



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**

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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**

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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

DAY 1

**TRAINING ON INNOVATION AND TOURISM
ENTREPRENEURSHIP FOR MEMBER STATES**

STARTUP BOOTCAMP

**ONE-ON-ONE NETWORKING: STARTUPS,
CORPORATIONS AND INVESTORS**

HACKATHON (24H): JOBS OF THE FUTURE

DAY 2

OPENING CEREMONY

**PROGRAMME WITH A FOCUS ON THE TRENDS IN
OPEN INNOVATION**

STARTUP COMPETITION

**ONE-ON-ONE NETWORKING: STARTUPS,
CORPORATIONS AND INVESTORS**

LOCAL TOURISM EXPERIENCE



**FORUM FOR INVESTORS IN TOURISM
INNOVATION**



AWARD FOR TECH (AD)VENTURES



TOURISM INNOVATION CHALLENGE: COLOMBIA

Es seguro | <https://ie-events.ie.edu/ES/tourism-innovation-challenge>

Introducción El Programa Speakers Organizadores Contáctanos

[Aplica al programa de aceleración](#) [Regístrate como asistente al evento](#)

TOURISM INNOVATION CHALLENGE

Mayo 14-18 de 2018
Barranquilla

Organizers

GOBIERNO DE COLOMBIA

ie Reinventing Higher Education

En colaboración con UNWTO

AGORANEXT



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THANK YOU!



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