I am deeply convinced that there is no other way to deal with global challenges, than with global responses.

António Guterres, UN Secretary-General
Tourism, 10 years of continuous growth 2010-2019
The most resilient economic sector

1.5 billion arrivals reached in 2019
UNWTO (2020)

4% of growth in 2019
UNWTO (2020)

1 in 10 jobs worldwide are in tourism
UNWTO (2019)

7% of global exports
UNWTO (2019)

Tourism, 10 years of continuous growth 2010-2019
The most resilient economic sector

2009 Global economic crisis

+64% since 2009

+117% since 2000

675 million

892 million

1.461 million

UNWTO (2020)

UNWTO (2020)

UNWTO (2019)
Tourism, a sharp negative slope scenario for 2020
A call to action

1% to 3% estimated decrease in international arrivals globally
UNWTO (2020)

US$ 30 to 50 billion estimated loss in international tourism receipts
UNWTO (2020)

US$ 113 billion estimated loss of passenger revenues worldwide
Pearce (2020) in IATA (2020)
The most human and democratic sector is under threat as well as people's economic means. Only a joint effort is able to recover from the Covid-19 pandemic.
A global call to reach the most innovative startups, entrepreneurs and existing technologies to mitigate Covid-19 impacts on tourism through health, economic and destination recovery solutions.

A step forward for Sustainable Development in a crisis situation, providing support to travelers, businesses and authorities.
An initiative to directly contribute to the Sustainable Development Goals
Target audience

Startups, entrepreneurs and innovators from all over the world with **ready-to-implement solutions** to mitigate the Covid-19 impacts on tourism. Methods, processes, governance structures, social impact initiatives, new technological applications, existing technologies, among other ways of innovation are applicable.

Participants should meet the following criteria:

- Being innovative in nature and provide value-added solutions
- To have a tested pilot and business plan
- To have been accelerated before
- To have potential to be applied in many countries
- To have a full-time team
- To be sustainability-driven
Categories

**Healing for People**

Solutions focused on safety measures, sanitizing methods, early detection, among others for tourism and travel-related stakeholders - to be used by: tourists, tourism employees, hospitality operations, travel agencies, tour-operators, transportation, amusement parks, etc.

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**Healing for Prosperity**

Solutions focused on digital applications for tourism, sharing economy, circular economy, revenue management, demand recovery, investments, among other areas, to be implemented for the whole sector near and long-term future.

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**Healing for Destinations**

Solutions focused on recovery techniques for destinations: crisis communication, crisis management, mobility, tourism destinations re-branding, travel confidence recovery, among other related areas.
Selection process

**Startups**
From all over the world

**3 Categories**
For tourism challenges

**Top solutions**
To start delivering

- Screening applications
- Experts Committee Assessment
- Release of top startups
Further steps

Up to 10 top startups will be awarded as follows:

**Digital booklet**
To reach 150+ ministers and forward information from the best providers for tourism recovery.
To the world governments with the UNWTO Secretary-General from the Wow Room of IE University, the most innovative digital space to share the solutions.

**Presentation session**
Access to more than 5000 tourism-related startups, 930 corporations, 300 public institutions, 50 education institutions, 30 incubators and 200 investors.

**Connection with the UNWTO Innovation Network**
Outcomes

- Support Member States and tourism stakeholders in identifying and mitigating global and local risks related to tourism: mitigations strategies, actions and instruments to evaluate risks of global and local importance.

- Measures to facilitate international travel, by ensuring the safe and efficient movement of travelers: including an exchange of information, development of standards and procedures meant to deter threats, reduce costs and safeguard the movement of travelers.

- Strengthen the coordination of all tourism stakeholders along the tourism value chain.

- Promote technology acquisition and facilitate investment.
Calendar

Launch 25 March 2020
Deadline for candidatures 15 April 2020
Release of top startups 20 April 2020
Further steps From 25 April 2020
The worldwide coronavirus pandemic is a challenge we must face together... our response must be calm, consistent and collective. Tourism will once be there to help people and communities recover from this setback.

Zurab Pololikashvili, UNWTO Secretary-General
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Sources


