



UNWTO

Healing
SOLUTIONS

Tourism
CHALLENGE

Supported by:



World Health
Organization

An aerial photograph of a tropical coastline. The left side shows a dense, lush green forest covering a steep slope. The right side features a sandy beach with several large, dark, jagged rocks protruding from the water. The water is a vibrant turquoise color, with white foam from waves washing onto the shore. The overall scene is bright and natural.

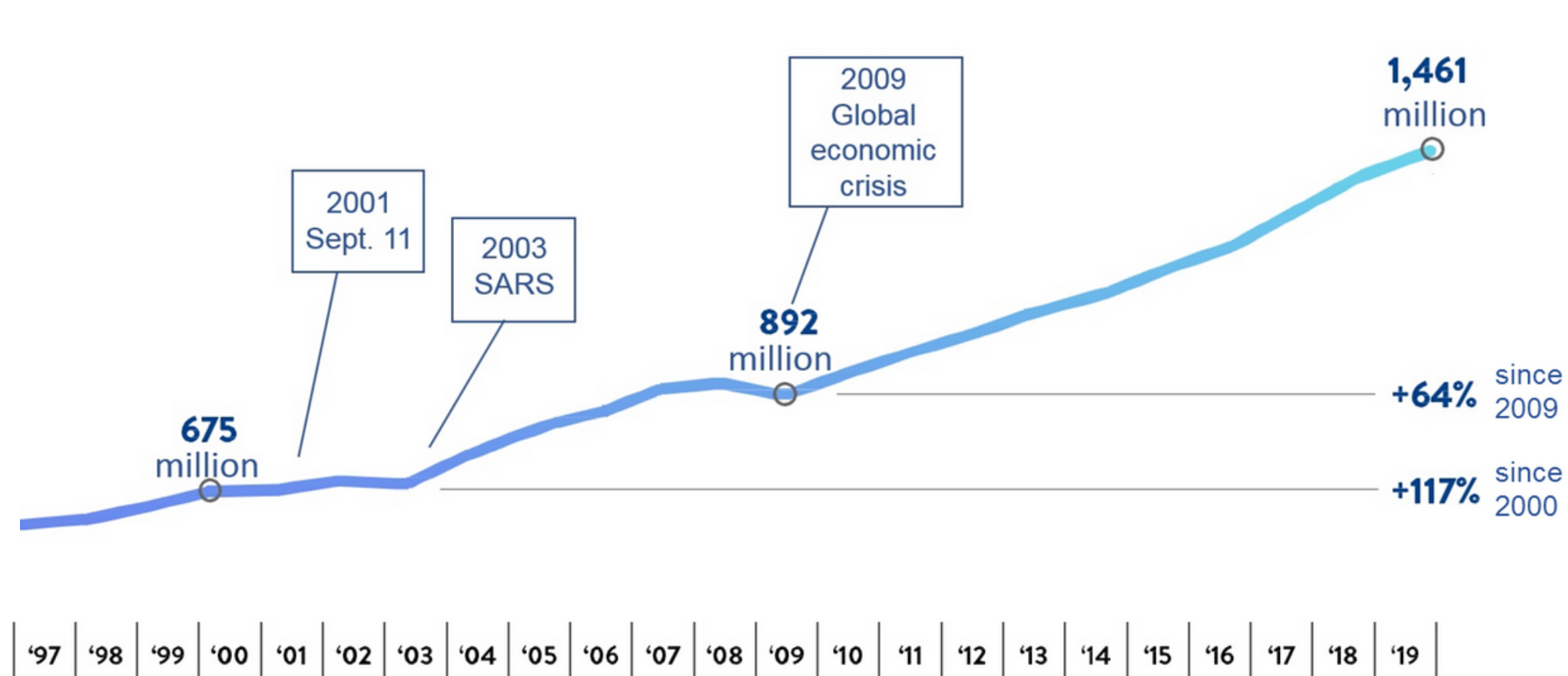
I am deeply convinced that there is no other way to deal with global challenges, than with global responses.

António Guterres, UN Secretary-General



Tourism, 10 years of continuous growth 2010-2019

The most resilient economic sector



UNWTO (2020)

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)

An aerial photograph of a tropical coastline. The top half shows dark, jagged volcanic rocks protruding from the sea. The water is a vibrant turquoise color. In the bottom half, a sandy beach is visible, with gentle waves washing onto the shore. The left side of the image is dominated by dense, lush green vegetation. The text is overlaid in the center, partially covering the rocks and water.

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



3 GOOD HEALTH AND WELL-BEING



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



17 PARTNERSHIPS FOR THE 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.

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.

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.

Presentation session

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.

Connection with the UNWTO Innovation Network

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



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.
- ▶ **Strengthen the coordination of all tourism stakeholders along the tourism value chain.**
- ▶ **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.
- ▶ **Promote technology acquisition and facilitate investment.**



Calendar

Launch

25 March 2020

Deadline for candidatures

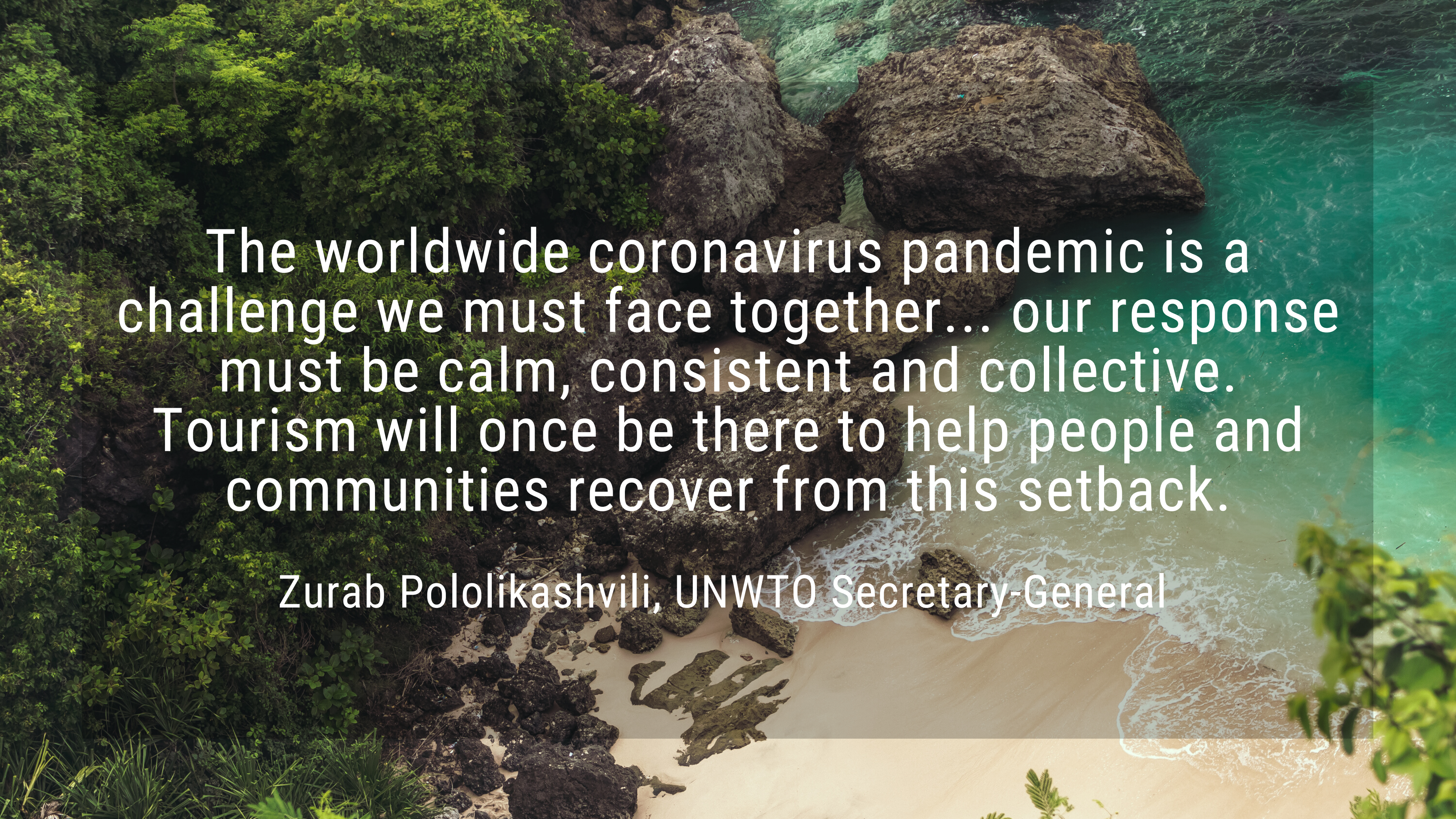
15 April 2020

Release of top startups

20 April 2020

Further steps

From 25 April 2020

An aerial photograph of a tropical coastline. The image shows a sandy beach with several large, dark, jagged rocks protruding from the water. The water is a vibrant turquoise color, and the surrounding land is covered in dense, lush green vegetation. The text is overlaid on the image in a white, sans-serif font.

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

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