



Pikala uses the bicycle create education, job-opportunities for youth and to enrich eco-tourism in Morocco. We offer various bicycle experiences and tours to tourists that are guided by our young trained Moroccan Students. 100% of the revenues are put back into social educative bicycle activities for the local community to contribute to a more healthy and inclusive society.



Questo mobile app offers 24/7, year-long experiences for an unlimited number of tourists simultaneously. All tourists need is their Smartphone. Each route inside the Questo mobile app is created in partnership with local tour operators or local storytellers around a specific theme, which can be inspired by a movie, a book, a historical fact or just a local legend.



TravelX is an Intelligent Travel Retail platform for global duty free shopping, retail and food at the Airports. We offer Netflix-like personalized shopping and dining experience with easy ordering, express pickup/delivery and loyalty benefits.



Visualfy uses artificial intelligence and machine learning to create products and solutions for deaf people and institutions committed to equal opportunities, helping to make inclusion a reality. Visualfy Home (home accessibility) and Visualfy Places (accessibility for spaces), the two lines of business of the company, share a common goal: that not hearing would not represent a barrier to learn, enjoy or contribute to your own time.



Zeleros is a European company based in Spain leading the hyperloop development, already considered as the fifth means of transportation. Hyperloop is a new transport system that can move passenger and cargo at speeds up to 1.000 km/h with reduced energy consumption and zero direct emissions.



La Voyageuse connects solo female travelers with trusted hostesses from all over the world through our unique and secured online homesharing platform.



Rutopía is a bilateral platform that empowers indigenous touristic groups to create and sell experiences online, while making it easy for travelers to find and live bio-cultural experiences. For travelers, universities and tour agencies, we provide the authenticity and adventure they seek, but with all the conveniences of modern tourism such as easy bookings and safety.



Road Travel is a social online trip planning and booking platform for road trips with an integration strategy for connected and autonomous vehicles. Road.Travel lets you find, personalize and book a road trip of any complexity in 2 minutes, as well as create and publish your own trip plans to any destinations with automatic suggestions of places to visit and optimal routes based on the data.



ZURAB POLOLIKASHVILI is Secretary-General of the World Tourism Organization (UNWTO) since 1 January 2018 after being elected by the 22nd Session of UNWTO General Assembly. He was Ambassador Extraordinary and Plenipotentiary of Georgia to the Kingdom of Spain, the Principality of Andorra, the People's Democratic Republic of Algeria and the Kingdom of Morocco and Permanent Representative of Georgia to the World Tourism Organization (UNWTO) up to December 2017.



JAVIER HIDALGO GUTIÉRREZ is the CEO of Globalia, the largest Spanish tourism group. Hidalgo is the second main shareholder of the tourism conglomerate, which invoiced 3,850 million euros in 2018. Present in more than 60 countries and with a workforce of close to 15,000 employees, Globalia is an integrated group providing services in all sectors of the tourism industry. In 2018, Hidalgo launched one of his most ambitious projects with the collaboration of The World Tourism Organization: Wakalua: The global tourism innovation hub.

wakalua

The tourism innovation hub

WAKALUA is the first global innovation hub for tourism boosting innovation through unique public-private partnerships in more than 150 countries. We are powered by Globalia, leading tourism corporation in Spain and Latin America, in collaboration with the World Tourism Organization (UNWTO), the United Nations Specialized Agency promoting responsible, sustainable and universally accessible tourism.

FINAL OF THE SECOND



UNWTO TOURISM STARTUP COMPETITION

GLOBAL



wakalua
The tourism innovation hub

boosted by



amadeus

Telefonica

intu



Final of the 2ND Global UNWTO Tourism Startup Competition

Monday 20th January

09:00 – 10:00	Accreditation
10:00 – 11:00	UNWTO News conference
11:10 – 11:15	Opening Ceremony Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO) Javier Hidalgo, CEO, Globalia
11:15 – 11:20	Experience and impact of the Startup Competitions 1 ST UNWTO Global Startup Competition winner
11:20 – 11:50	Start-up Pitches Smart Mobility: Eccocar, Zeleros Disruptive Hospitality: Hackpacking, Questo
11:50 – 12:00	One product, one chef, one origin Hernan Manson, Senior Officer Sector & Enterprise Competitiveness, International Trade Centre (ITC)
12:00 – 12:30	Start-up Pitches Innovative Tourism Solutions: HiJiffy, LUGGit Deep Tech: location and geolocation data: Klustera, TravelX
12:30 – 12:45	Presentation of the UNWTO Tourism Data Dashboard Sandra Carvão, Chief, Tourism Market Intelligence and Competitiveness, UNWTO followed by a conversation with Elena Gil, Global Big Data Director at Telefónica and CEO of LUCA Exchange of agreement between Telefonica and UNWTO on the UNWTO Tourism Data Dashboard
12:45 – 13:15	Start-up Pitches Rural Development: i-likelocal, Rutopia Smart Destinations: Road.Travel, Visualfy
13:15 – 13:25	Harnessing innovation and sustainability through effective partnerships, a focus on rural tourism María Claudia Lacouture, Director of the American Chamber of Colombia (AmCham) and Former Minister of Commerce and Tourism of Colombia

13:25 – 13:55	Startup pitches: UNWTO Special Award for Sustainability Adventure Junkies, La Voyageuse, Live Electric Tours, Pikala
13:55 – 14:35	Panel session with the Competition Boosters: importance of open innovation Introduction by Miguel Arias, Global Entrepreneurship Director, Telefónica <u>Moderator:</u> Sergio Guerreiro, Senior Director of Knowledge Management & Innovation, Turismo de Portugal <u>Panelists:</u> Amadeus, Distrito Digital Comunitat Valenciana, Globalia, Instu Costa del Sol, Telefónica
14:35 – 14:45	Best Practices: from the countryside to the tourism sphere Ricardo Oteros, General Director, Supracafé
14:45 – 15:10	Presentations by Startups from partner initiatives Presentation of the IE Africa Center Scholarship Presentation by the recipient of the IE Foundation´s Africa Center scholarship for social impact initiatives (2) Presentation by the winner of the Tourism Travel Tech for Good Accelerator Presentation by Travexy on accessible travel
15:05 – 15:10	Special Announcement on Innovation in Brazil Daniel Nepomuceno, Vice Minister of Tourism of Brazil
15:15 – 15:20	Remarks by Turismo de Portugal Luís Araújo, President of Turismo de Portugal
15:20 – 15:30	Announcement of the winners of the 2nd Global UNWTO Tourism Startup Competition by category. Deep Tech, rethinking location and geolocation: tbc, Amadeus Smart Mobility: Miguel Arias, Global Entrepreneurship Director, Telefónica Smart Destinations: tbc, Distrito Digital Valencia Disruptive Hospitality: tbc, Intu Costa del Sol Rural Development: Javier Hidalgo, CEO, Globalia Innovative tourism solutions: Luís Araújo, President of Turismo de Portugal Special award for sustainability: Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO) Scholarship awardees of the IE Africa Center: Begoña Gómez, Director, Africa Center
15:30 – 16:30	Cocktail and presentation by participating chefs Special degustation of the One Product, One Chef, One Origin initiative by chefs Mario Sandoval and Montserrat Abellá



LUGGit



klustera



Hackpacking aims to make travelers' lives as easy as possible by supplying everything they need before, on arrival and on departure. This includes renting clean, good quality clothes at a reasonable price and other accessories (chargers, toothbrush, umbrella, adapters, cash, etc.)

LUGGit: is a platform that works through a mobile app (available in Android and iOS) and allows anyone who travels to request someone in real-time that will collect their luggage, keep it and deliver it at the place and time they choose.

Adventure Junkies: believe that travel should contribute as much to the wellbeing of the people and places we visit, as to our own - and strive to do so. Sustainable travel practices can improve livelihoods, education levels and quality of life for local people. They can protect and conserve the natural and cultural assets upon which the tourism industry relies on to thrive.

Eccocar aims to accelerate, through efficiency, the world's transition towards sustainable mobility. Resource consumption and pollution are in dangerous levels for society and for the planet. Personal mobility is one of the main players responsible for it, and we have in our hand the possibility to achieve sustainable mobility without sacrificing level of service.

HiJiffy is an innovative solution that centralizes, automates and measure all customer care activities for hotels by integrating cutting-edge technology in a simple, reliable and robust platform. HiJiffy is revolutionizing the travel experience for guests and provides a tool for hotels to provide a delightful customer experience.

I Like Local is a sustainable travel market place that connects travelers with local people in developing countries in order to provide personal and authentic experiences to travelers and, likewise, an extra source of income for local hosts.

Klustera digitizes human behavior in the physical space because we believe once the world becomes data, the world becomes upgradeable. Klustera Generates customer and market intelligence by processing and correlating smartphone signals, image feeds and consumer data through an AI engine.

Live Electric Tours is a new eco-friendly self-drive experience for tourists in Portugal. We carry out programmed tours in 100% electric vehicles, equipped with free wifi, gps audio guide and a worldwide novelty, a live camera that lets you share the whole experience with friends and family through social networks.