

Technology and the Metaverse

Innovation in a Challenging World
Including a Tourism Focused Overview



Salma Arafa

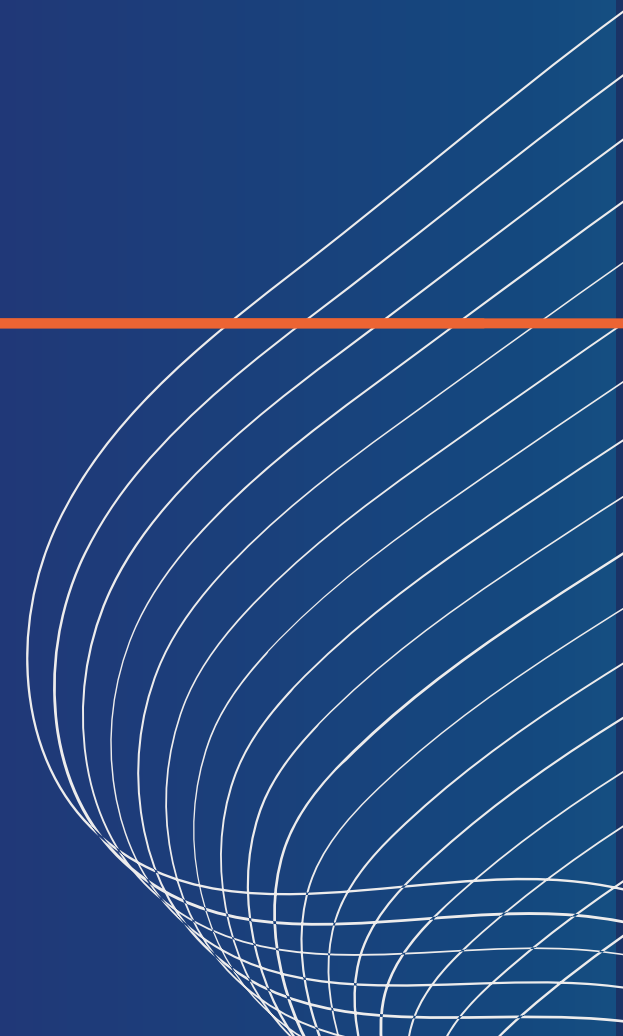
Innovation Specialist, UNWTO



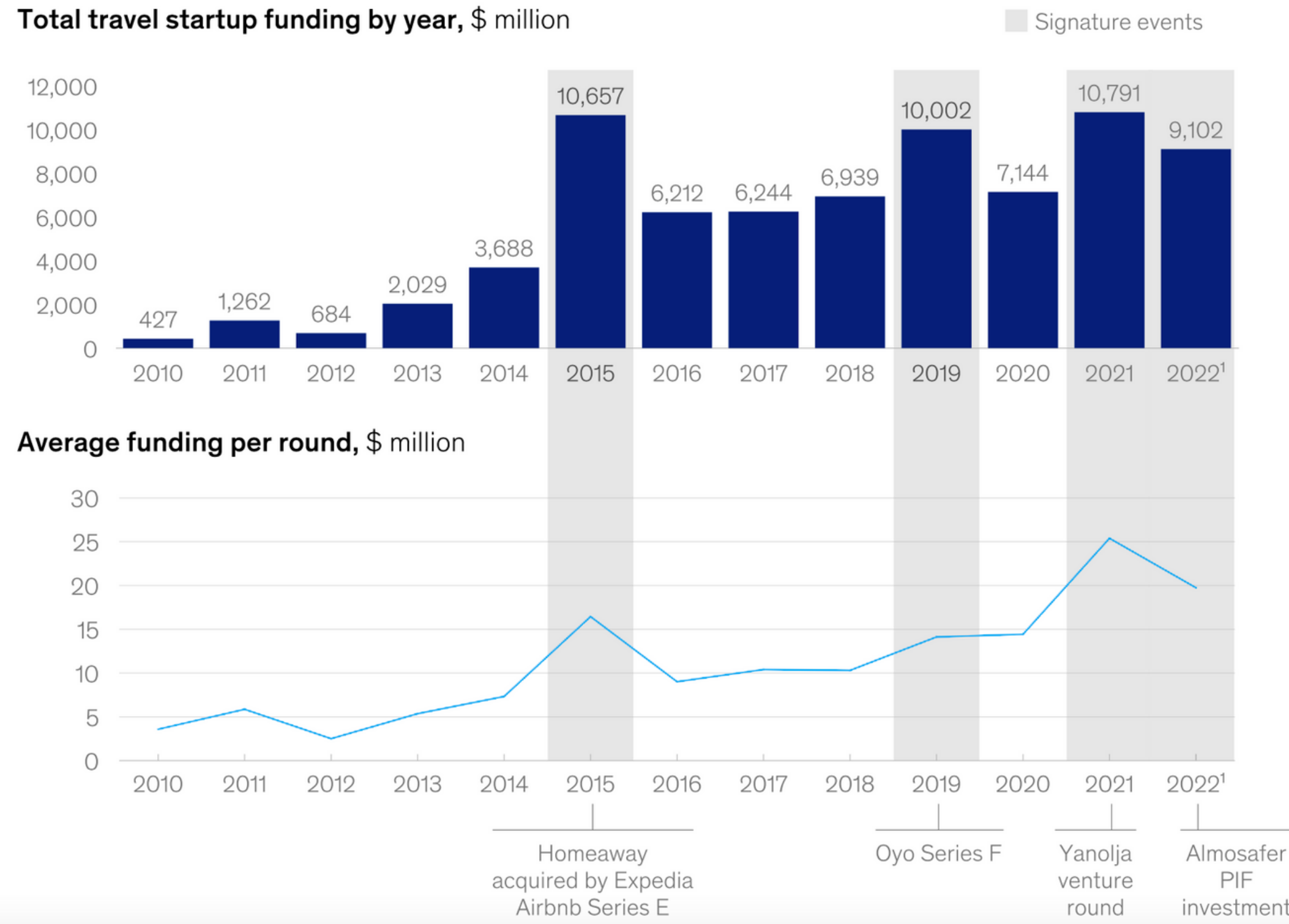
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Tourism Tech

Investment Overview



Market Changes: investment rounds have increased especially after the pandemic.



Travel startup funding by year (2010 - 2022)

Investment in travel startups has returned to pre-pandemic levels and has even surpassed record breaking years in the past, such as 2015 and 2019.

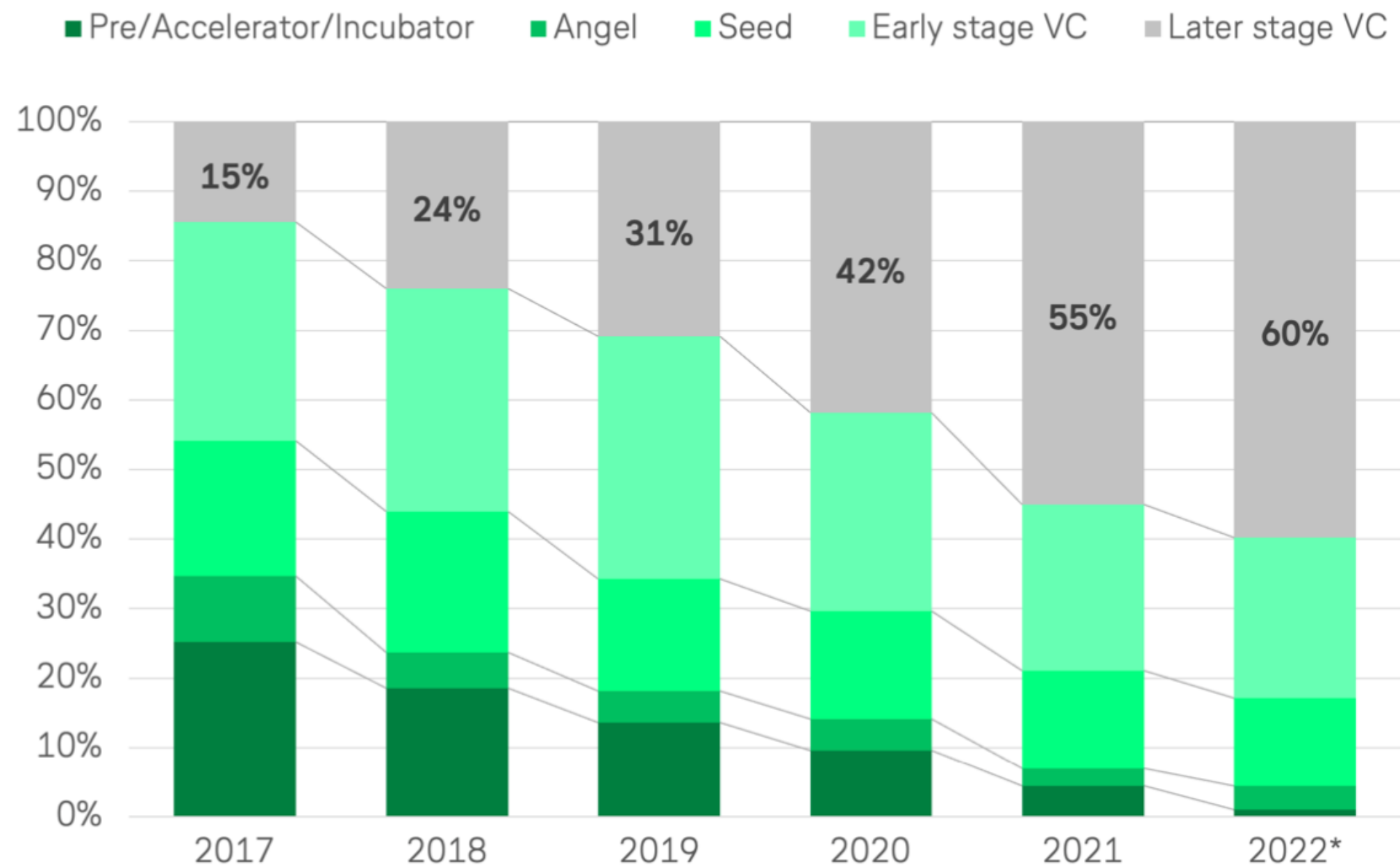
These peaks were achieved through significant acquisitions that may have consolidated the market

The investment market has shifted towards more mature startups with proven business models and the potential to reach the public markets within a few years. This has become the safest place to place any new venture capital.

Despite fewer investments for startups, the investments are of higher quantity.

Share of VC deal count by deal stage in Travel and Mobility Tech

(USD 2017-2022)

























2.9%

of the Global Unicorn Club

corresponds to the Tourism Tech Sector

UNWTO (2022) based on CBInsights (2022)

	 Mafengwo	 Tujia	 XiaoZhu
	 TIER	 GET YOUR GUIDE	 omio
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Tourism tech startups by **technology**

Tendency towards

- Artificial Intelligence (AI) and analytics
- Augmented and Virtual Reality (AR/VR)
- Blockchain
- Clean Tech
- Sustainable Technologies
- Health Tech

UNWTO based on Crunchbase, 2020.

Preferred solutions:

B2B models based on data analysis, enterprise management software, payment and connectivity.



Economic Impact: Projected benefits of Metaverse Tech in 2030s



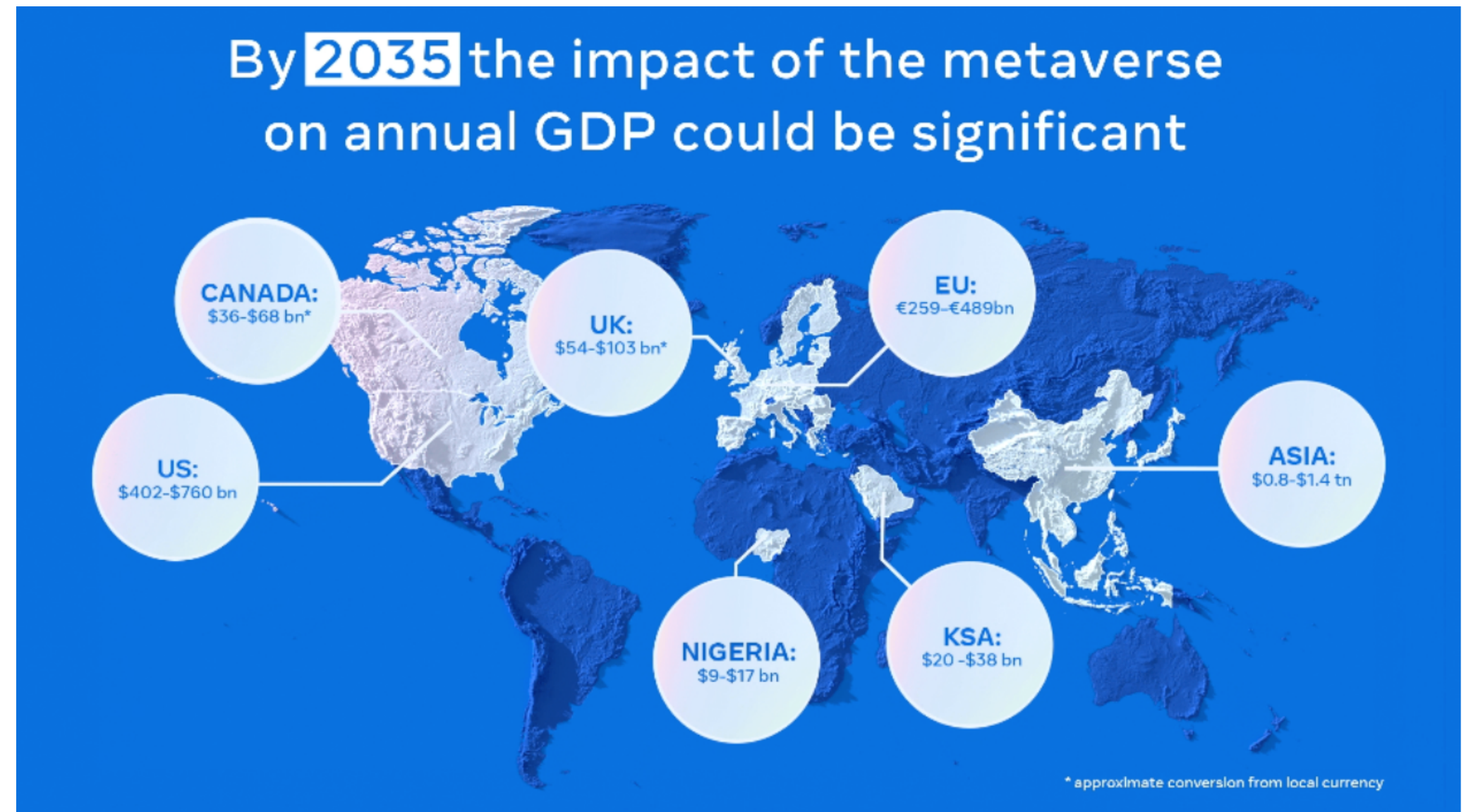
\$1.5 trillion by 2030

VR/AR expected to contribute \$1.5 trillion to global GDP by 2030 compared to \$46 billion in 2019



\$3.6 trillion by 2035

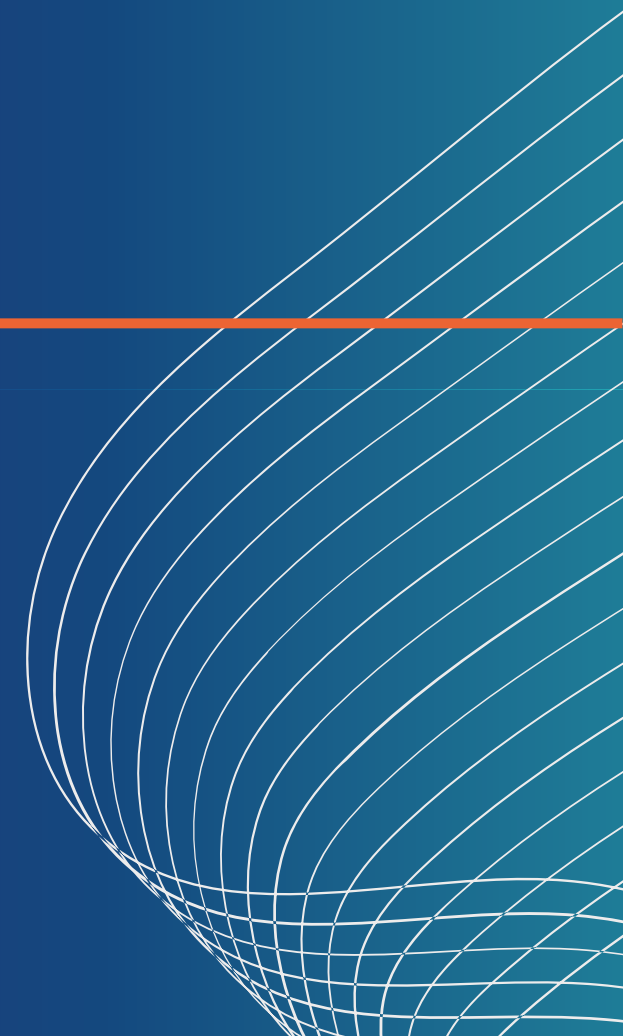
Benefits to the global economy could reach up to US\$3.6 trillion per year in additional GDP by 2035.



2

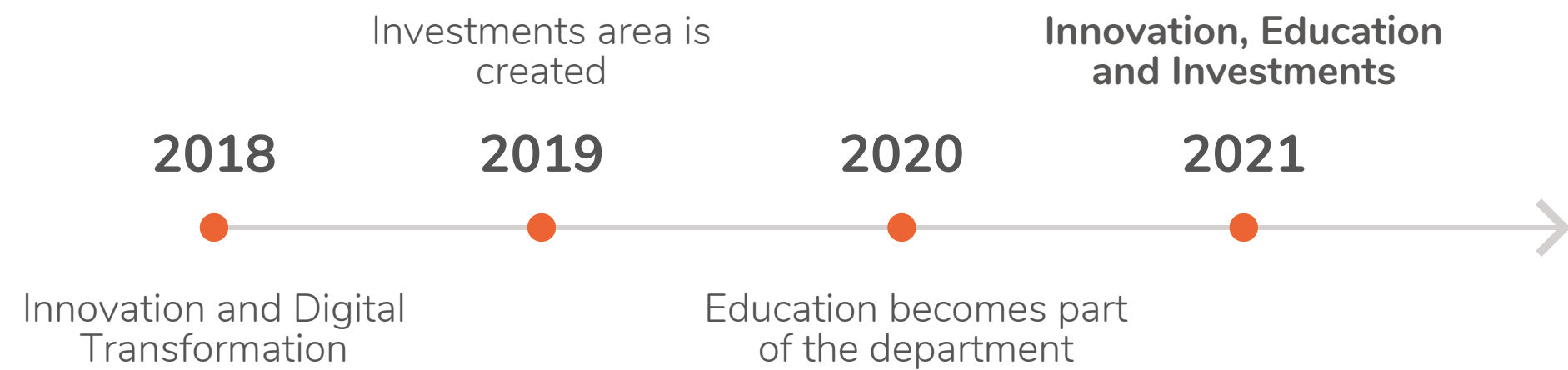
Tourism Tech

UNWTO Innovation





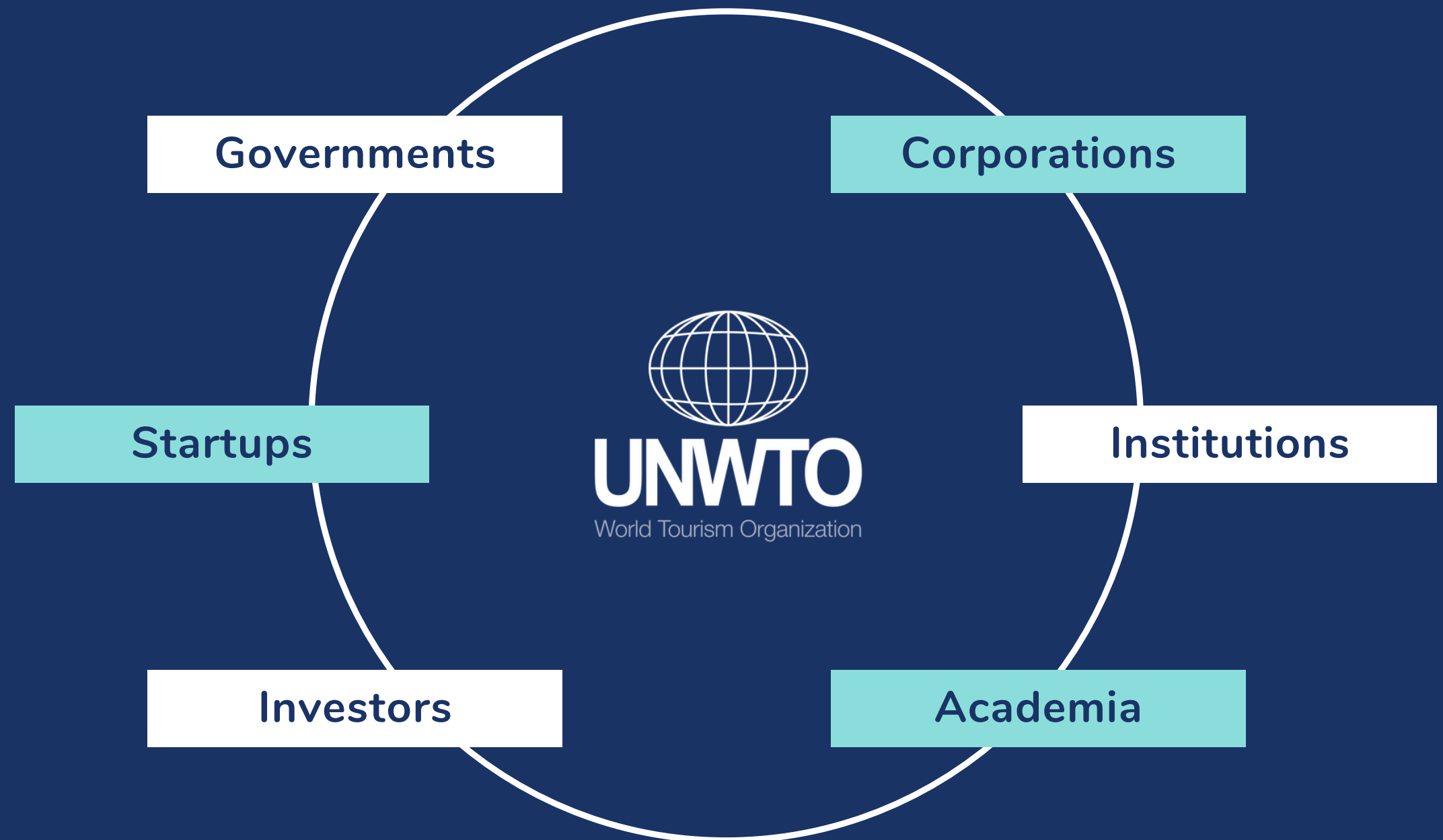
Born with the aim of setting innovation, entrepreneurship, education and investments as key factors for tourism and development.



Recognized as a leader and benchmark Agency within the UN system by the UN 2020 Mapping of Innovation, Data and Digital Capacities.

Open innovation model and ecosystem approach

Constant flow of
knowledge and
funding



1 Startup Competitions

Twelve Past editions
16.300 + Participants
150 + Countries
Hasta **21** Partners



Global



Gastronomy



Sports



Rural



Islands



Events


2 Specific Challenges


Nine Past Editions


4.300 + Participants


132 + Countries


6 Partners








Covid-19



Hospitality


Brand Strategy


Smart Destinations




Destination Experiences


Invest in the Development of Moroccan Tourism


Education

Collaborations

IDB Lab



Youth in Africa



Brazil



Nature tourism



2.250 + Participants
Up to 28 Countries



3 Tourism Tech Adventures forums

25 on-site editions
in 17 countries
8 online editions
13.160+ participants

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



4 Innovation Network

Academia
473

Media
45

Startups
11.500

Corporations
1.274

Investors
447

UN
239

Accelerators
47

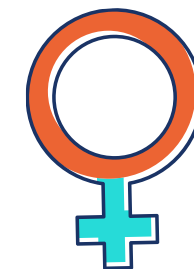
Government
519

Impact overview

214 + USD million

Total amount of funding of Top Startups

24% are led by women



29
programmes

276
mentorships

10.000 +
startups

150+
countries

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