

THE



INNOVATION > DISRUPTION > TECHNOLOGY

The TOURISM & TECHNOLOGY SUMMIT

The Tourism and Technology Summit is a project driven by a vision to disrupt the Tourism industry in Africa. It works with the public & private sector to drive the growth & development of the industry through:

- ❖ Emerging technology driven by innovations
- ❖ Sector inspiring policies that enhance growth & development
- ❖ Thoughtful stakeholders' engagement
- ❖ The exposure of players to knowledge on global best practices that engender quality services.





**TOURISM
AND TECH
HACKATHON
SUMMIT
2019**

TICKET CODE: 68NKXF

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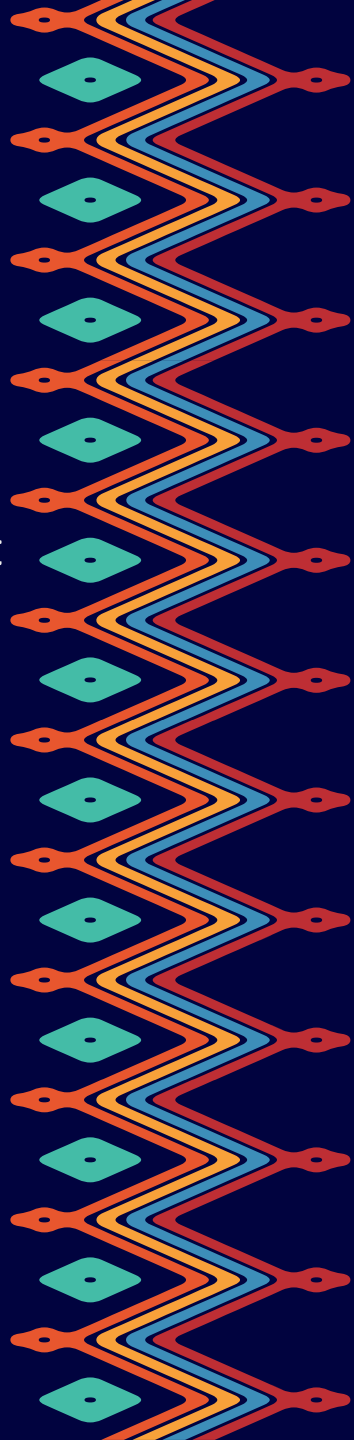
**30TH MAY ORIENTAL
HOTEL LAGOS.9AM-5PM**

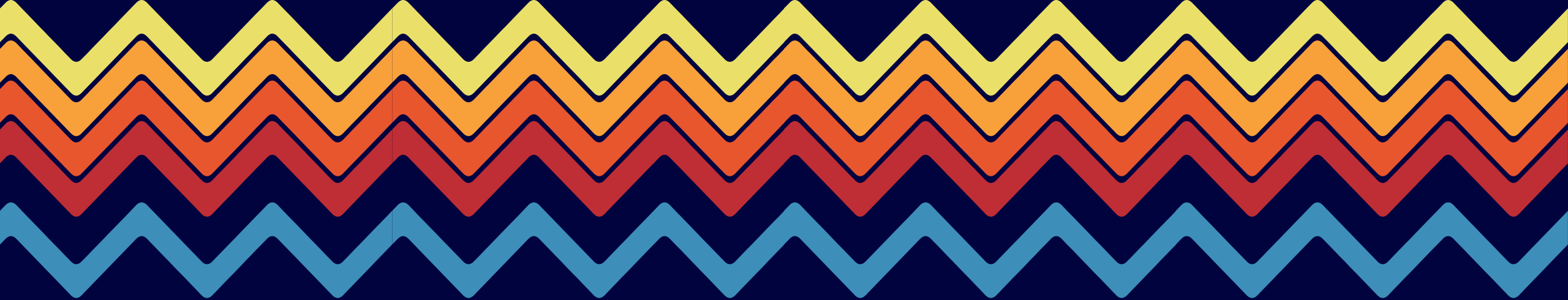


THE SUMMIT

The Summit is a day convergence conference and exhibition for operators in the ICT/Telecoms and Tourism/Travel industry globally

- At the Tourism/Tech Summit, technology will meet tourism/travel and the impact of technology on tourism and travel will be showcased.
- Leading ICT/Telecoms companies will showcase latest trends that are presently driving the tourism/travel industry to growth and development in the global sphere
- The Summit will offer Tourism/Travel and ICT/Telecoms industry the platform to display industry latest innovations and services that will impact tourism/travel in Africa
- Experts in the tourism industry will deliver thought exciting papers
- Digital business opportunities in tourism/travel industry will feature in presentations from leading brands in the sector.





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**“BUILDING A NEW ECOSYSTEM
FOR TOURISM IN AFRICA”**

“INNOVATION > > DISRUPTION > > TECHNOLOGY”

THE PROJECT ◀

TOURISM AND TECHNOLOGY SUMMIT 2019

Join us in making **tourism** a driver for **positive change**

INNOVATION>>>DISRUPTION>>>TECHNOLOGY

Item no	Benefits	Platinum (N5,000,000) \$13,807.96	Gold (N3,500,000) \$9665.57	Silver (N2,500,000) \$6903.98	Exhibiting ONLY (N)
1	Lead Exhibitor with full opportunity	Yes	Yes	Yes	No
2	Commercial Presentation during the conference	Yes 15mins	Yes 10mins	Yes 7mins	No
3	Branding of the conference hall	Yes	Yes	No	No
4	Branding of Networking areas	Yes	No	No	No
5	Profile Listing in the event brochure	Yes	Yes	Yes	Yes
6	Advert placement size in the Event Brochure	Full Page	Half Page	Quarter Page	No
7	Advert placement period on event website	12 months	6 months	3 months	1 month
8	No of delegates at the Conference and award night	7	5	4	2



THE ACTIVITIES

- Welcome address from The Executive Director
Brandworld Media /My Beautiful Africa
- Keynote address from the Minister of
Communications
- Keynote address from the Minister of Tourism
- Keynote address from the President Association of
Telecommunications Companies of Nigeria
- Keynote address from the Tourism sector reps
- Panel Discussions
- Declaring open the exhibition
- Paper presentations from Platinum,Gold and Silver
sponsors
- Panel discussions
- Paper presentations from leading experts in the
ICT/Telecoms and Tourism/Travel industry
- Launch of the TTS Hub at Dinner/Award

**TOURISM AND
TECHNOLOGY
SUMMIT 2019**

ORIENTAL HOTEL LAGOS

30TH MAY

9AM-5PM

wisly travel smart

wisly

INNOVATION>>>

DISRUPTION>>>

TECHNOLOGY>>>

“Travellers will expect more unique and seamless experiences. This will impact positively on intra-Africa travel, which will be influenced by increased visa openness and air access and technology would be a key enabler”



Emerging Startups and an SME Ecosystem could just be the trigger needed for the role in redefining Tourism in Africa as a whole. Our role at TOURISM AND TECHNOLOGY SUMMIT is to develop a hub for this emerging innovations and provide a platform to showcase these innovations to the world and by extension invite venture capitalists and equity investors to have a buy in into some of these innovations. The primary aim for this community would be to engender solutions to numerous problems facing the tourism sector in Africa and how it can be easier to deploy technology to solve these problems

The image is a composite graphic. At the top, there is a circular logo for the 'TOURISM & TECHNOLOGY HACKATHON SUMMIT' with a stylized 'ATG' in the center. To the right of the logo, the event details are listed: '30TH MAY 2019. ORIENTAL HOTEL LAGOS. 9AM-5PM'. Below the logo, three diamond-shaped icons labeled 'TC04', 'TC05', and 'TC06' are arranged in a row. The main part of the image shows a person in a grey suit walking with a black rolling suitcase. Overlaid on this is a travel ticket interface. The ticket includes a flight icon, a barcode with the number '734337954032', and the following information: 'ECONOMY CLASS', 'SEAT 23A', 'GATE 12', 'DEPARTURE 08.30 am GMT, U Town', 'ARRIVAL 11.45 pm GMT, M City', and 'BOARDING START IN 1:30:45'. On the right side of the ticket, there is another barcode and the text 'GATE SEAT 12 23A' and '2 2810 10753 969 08 654'.

THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM



GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was USD72.8bn (3.3% of total GDP) in 2017, and is forecast to rise by 4.0% in 2018, and to rise by 4.1% pa, from 2018-2028, to USD113.2bn (3.3% of total GDP) in 2028.

EMPLOYMENT: DIRECT CONTRIBUTION

In 2017 Travel & Tourism directly supported 9,297,000 jobs (2.6% of total employment). This is expected to rise by 3.2% in 2018 and rise by 2.7% pa to 12,519,000 jobs (2.6% of total employment) in 2028.

INVESTMENT

Travel & Tourism investment in 2017 was USD28.2bn, or 5.7% of total investment. It should rise by 2.6% in 2018, and rise by 4.6% pa over the next ten years to USD45.5bn in 2028 (6.2% of total).



REGIONAL DATA FOR AFRICAN TOURISM

	NORTH AFRICA	WEST AFRICA	SOUTH AFRICA
NUMBER OF ARRIVALS	29,234,000	4,532,000	21,250,000
REVENUE SHARE IN MILLIONS IN USD	\$18,161	\$3,241	\$13,692
SHARE OF ARRIVALS IN	47%	7%	34%

WORLD MAP OF TOP GLOBAL TOURISM DESTINATIONS





1,341,456,973.6

INTERNATIONAL TOURISM
NUMBER OF ARRIVALS 2017
SOURCE:WORLD BANK DATA

THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM

\$1,408,300,000

Investment in Tourism
By 2028

10.4%
Travel and Tourism
GDP as a % of
Global GDP

1,341,456,973

Total International
Tourists Arrivals

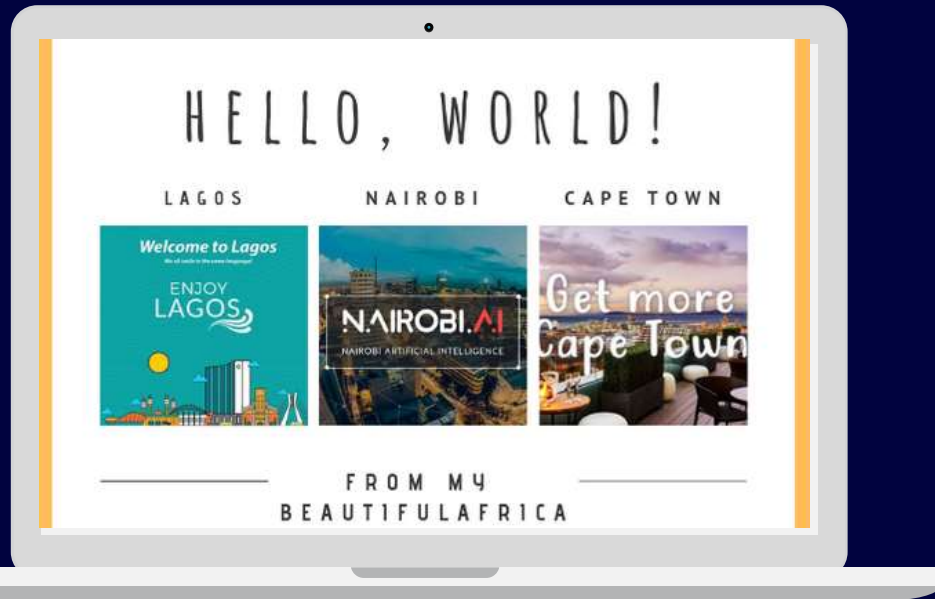
MOBILE APPS

With travel & tourism industry apps, you can book your favorite destination at one click by just sitting at home. In fact, it is one of the prime reasons for holiday lovers why they use mobile apps as the entire bookings can be done under one roof. It includes booking tickets for reaching the spot, choosing the destination, booking a cab for sightseeing, hotel reservation for accommodation at pocket-friendly tariffs, exploring the local places to visit and so on. So, you don't require to switch to any other app for various tasks.



THE FUTURE FOR TOURISM IN AFRICA

The low usage of technology in the African tourism industry can no longer be blamed on technology illiteracy in Africa. According to World Internet Stats, Africa has the population of over 1.1 billion. The number of Internet users for 2014 in Africa is 297 million. This extensive Internet usage in Africa requires more innovative ways to use technology to advance the tourism industry in Africa. The African tourism industry need to realize this potential and invest in technology since it will be a definite game changer for it on the African continent.



THE ROLE OF TECHNOLOGY

“There are new intersections for African narratives and opportunities in Afrotourism. Technology is an open avenue which creatives can explore to build businesses and create opportunities for prosperity around them”





SPONSORSHIP OPPORTUNITY

PLATINUM CATEGORY N5million (\$13,807.96)

Benefits:

- Lead Exhibitor with full opportunity
- Conference Paper Presenter
- Commercial Presentation during the conference
- Full stage branding
- Profile listing in the event brochure
- Full Page Event Brochure Advert
- 12 Months Advert on TTS website
- 7 Conference delegates/Award Night



SPONSORSHIP OPPORTUNITY

GOLD CATEGORY N3.5million (9665.96)

Benefits:

- Exhibition Opportunity without fee
- Conference Paper Presenter
- Commercial Presentation during the conference
- Branding of the conference hall
- Profile Listing in the event brochure
- Half Page Event Brochure Advert
- 6 Months Advert on TTS website
- 5 conference delegates/Award Night



SPONSORSHIP OPPORTUNITY

SILVER CATEGORY N2.5million (\$6903.98)

Benefits:

- Exhibition Opportunity without fee
- Conference Paper Presenter
- Commercial Presentation during the conference
- Branding of the conference hall
- Profile Listing in the event brochure
- Half Page Event Brochure Advert
- 4 Months Advert on TTS website
- 4 Conference delegates/Award Night





Thank You!

Any questions?

You can find us at:

Clara Okoro +234 8023032954 +234 7031233729
Isaiah Erhiawarien on 08023313302,08111813094

brandworldx@hotmail.com

editor@technologymirror.com.ng