TOURISM AND TECHNOLOGY SUMMIT 2021

SUMMIT

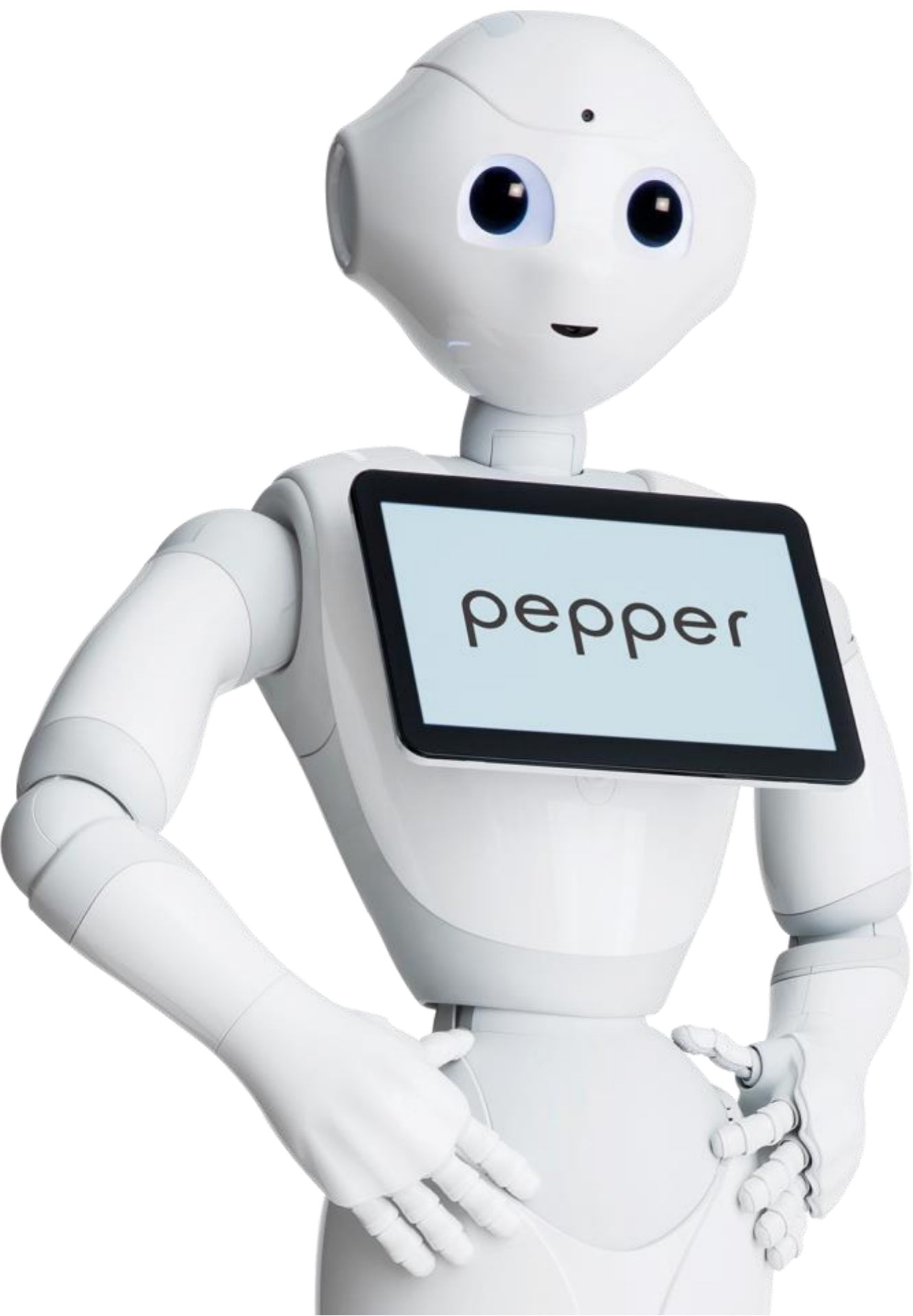TOURISM & TECHNOLOGY

30TH SEPTEMBER 2021

THE SUMMIT

The TOURISM & TECHNOLOGY SUMMIT

Tourism and Technology Summit is a project driven by a vision to disrupt the Tourism industry in Africa through Technology.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.

THEME

AFRICA AS A SMART TOURISM DESTINATION

OVERVIEW

The Future of Travel Technology is causing rapid and unprecedented change in the tourism industry. The future of travel is technology-based, so tourism jobs will require both technical and advanced soft skills used to effectively implement and manage smart initiatives.

WHAT IS SMART TOURISM

Smart tourism refers to the application of information and communication technology for developing innovative tools in tourism.It supports integrated efforts at a destination to find innovative ways to collect and use data derived from physical infrastructure, social connectedness and organizational sources (both government and non-government),

WHAT IS SMART TOURISM- CONTD.

and users in combination with advanced technologies to increase efficiency, sustainability, experiences. The information and communication technology tools used for smart tourism include IoT, mobile communication, cloud computing, and artificial intelligence. It combines physical, informational, social, and commercial infrastructure of tourism with such tools to provide smart tourism opportunities.The principles of smart tourism lie at enhancing tourism experiences, improve the efficiency of resource management, maximize destination competitiveness with an emphasis on sustainable aspects.It should also gather and distribute information to facilitate efficient allocation of tourism resources and integrate tourism supplies at a micro and macro level ensuring that the benefits are well distributed
.

CAN AFRICA BECOME A SMART TOURISM DESTINATION

"A smart tourism destination for the purpose of this context was, in general, defined as a destination facilitating access to tourism and hospitality products, services, spaces and experiences through ICT-based tools. It is a healthy social and cultural environment, which can be found through a focus on the city´s social and human capital. It also implements innovative, intelligent solutions and fosters the development of entrepreneurial businesses and their interconnectedness."

TOOLS TO ACHIEVE THIS BLUEPRINT.

10 tips for making your tourism destination smart
1. Accessibility of the destination
2. Combating or adapting to climate change
3. Preserving and enhancing the natural environment
4. Spreading the flow of tourists
5. Facilitating information for specific target groups
6. Collecting information for smarter management
7. Physical and virtual accessibility through innovation
8. Reviving traditions and cultural heritage sustainably
9. Communal infrastructures
10. Usage of cultural heritage for new creativity

The use of technology to design diverse and innovative tourism products will no doubt play an imperative role in positioning Africa for travel and tourism globally.

Tech trends for the smart traveller.

maps

fintech

mobiles

cameras

BENEFITS AND CONTENT

Item no	Benefits	Platinum (N3,000,000)	Gold (N2,000,000)	Silver (N1,000,000)	Exhibiting ONLY (N)
1	Lead Exhibitor with full opportunity	Yes	Yes	Yes	No
2	Commercial Presentation during the conference	Yes 15mins	Yes 10mins	Yes 5mins	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

THE ECONOMIC IMPACT OF GLOBAL 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

Tourism 4.0:
The processing of
big data from travellers.

REGIONAL DATA ON TOURISM

REGIONS	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 PERCENTAGE	47%	7%	34%
2017-2018			

TOURISM AND TECHNOLOGY SUMMIT 2019. (SPEAKERS)

DR DAN-AZUMI MOHAMMED IBRAHIM.
DIRECTOR GENERAL NOTAP

NATIONAL OFFICE FOR TECHNOLOGY ACQUISITION AND PROMOTION

KEYNOTE SPEAKER
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TOURISM AND TECHNOLOGY SUMMIT 2019

DATE: 30TH MAY 2019
VENUE: ORIENTAL HOTEL LAGOS.
TIME:9AM-5PM

SPEAKER
TOURISM AND TECHNOLOGY SUMMIT 2019
30TH MAY 2019
ORIENTAL HOTEL
LAGOS.9AM-5PM
Dolapo Agbede
Human Productivity and Inclusion Expert Consultant

SPEAKER
TOURISM AND TECHNOLOGY SUMMIT 2019
30TH MAY 2019
ORIENTAL HOTEL
LAGOS.9AM-5PM
AMB ONYEMAECHI ISAAC MOSES
CEO GOGE AFRICA WORLDWIDE LTD.

SPEAKER
TOURISM AND TECHNOLOGY SUMMIT 2019
30TH MAY 2019
ORIENTAL HOTEL
LAGOS.9AM-5PM
IKECHUKWU NNAMANI.
PRESIDENT/CEO MEDALLION COMM.

SPEAKER
TOURISM AND TECHNOLOGY SUMMIT 2019
30TH MAY 2019
ORIENTAL HOTEL
LAGOS.9AM-5PM
Chukwudi Nwaokike
Client Success Mgr
Netcore Solutions
Nigeria

SPEAKER
TOURISM AND TECHNOLOGY SUMMIT 2019
30TH MAY 2019
ORIENTAL HOTEL
LAGOS.9AM-5PM
Nisham Chhabra
General Manager Sales
Netcore Solutions
Nigeria

PANELIST
TOURISM AND TECHNOLOGY SUMMIT 2019
30TH MAY 2019
ORIENTAL HOTEL
LAGOS.9AM-5PM
INITEME ADUKEH
FOUNDER
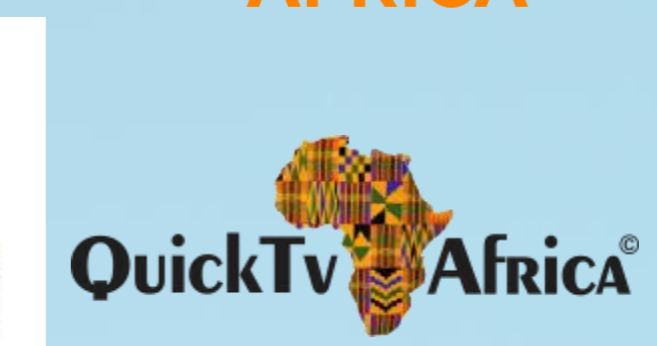HOSPITALITY GROUNDWORKS

TOURISM AND TECHNOLOGY SUMMIT 2019. (EVENT)

TOURISM AND TECHNOLOGY SUMMIT 2019. (PARTNERS)

THE END

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(Ideator)

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THANK YOU