

## UNWTO Media Contact Kit- Awake Tourism Challenge

### Background:

The World Tourism Organization is concentrating on innovation strategies, education, digital transformation, and investment to foresee, confront, and overcome emerging problems and trends in tourism and innovative businesses. In principle, UNWTO seeks to promote the digitization of tourism through this approach and to build an ecosystem for innovation and entrepreneurship that will optimize the industry's potential for employment generation, economic growth, and sustainability.

UNWTO IEI department initiated the following:

- Tourism Online Academy Platform.
- UNWTO Tourism Startup Competitions
- UNWTO Innovation Challenges
- The UNWTO Innovation Hubs Network
- UNWTO Tourism Tech Adventure
- Innovation Trends

### Purpose:

As part of helping youth, startup businesses, small and medium enterprises succeed, and following the foreseen programs initiated, we aim to reach the target in your region more effectively. For this reason, it would be much appreciated to support us on the matter with your platforms and collaborate with our field of work to achieve employment generation, economic growth, and sustainability.

### Awake Tourism Challenge

First challenge collaboration: Awake Tourism Challenge

- UNWTO's innovation, education, investments department is all about thinking beyond and helping businesses and young entrepreneurs grow sustainably and effectively. To uncover the most creative businesses advancing the UN Sustainable Development Goals, UNWTO introduces the Awake Tourism challenge to appeal for collaboration among stakeholders targeting startups.
- The Deadline of the application: 15 October 2022
- Link of the Challenge: <https://bit.ly/3Phrj63>

## Recommendations

- Post our Awake Tourism Challenge in your Media
- Copy:
  - Do you want to uncover your innovative businesses advancing the UN sustainable development goals? Check out UNWTO'S Awake tourism Challenge and don't miss out on your opportunity to apply via this link: <https://bit.ly/3Phrj63>

# —AWAKE— TOURISM CHALLENGE

**APPLY NOW!**  
**DEADLINE 15 OCTOBER**

Powered by:



## Conclusion

- Hence, we are relying on you for collaborations with our work, starting with the Awake Tourism Challenge to spread the message in your country/region.
- To post our Awake Tourism challenge in your media to spread the message to all startups in your country. As a result, the abovementioned is an opportunity for your audience to open your accounts and a way of reaching the young generation aiming to expand their businesses.