

UNWTO NOV 2016
LUXOR, EGYPT

TOURISM OPTIMIZER PLATFORM

PANELIST
DIEGO FUENTES

NEW TOURISM SECTOR



DELEGATIONS
GOVERNMENTS
REQUIREMENTS
SECURITY



SUCCESS
PROVIDERS
DESTINATIONS
MISSIONS



*"IT WOULD BE BETTER
IF EVERYONE USED A **COMMON LANGUAGE**"*



A NEW TOURISM CONCEPT

GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM

SUPPORTED BY THE UNWTO
AFFILIATE MEMBERS PROGRAMME

168 COUNTRIES **211** TYPE OF EVENTS **1** ALGORYTHMS
155.584 RELATIONSHIPS **95.2%**
523 SECURITY REQUIREMENTS **564** PROCESSES **MATCHES** **BIG DATA**

→ PROTOCOLS > STANDARD

**GOVERNMENTAL AND INSTITUTIONAL
TRAVEL AND TOURISM**

GOVERNMENTS
AND
INSTITUTIONS



SATISFIED
REQUIREMENTS



STANDARDIZED
SECTOR

GOVERNMENTAL
TOURISM
PROVIDERS



VALIDATED
PROVIDERS

GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM

*"THE TOURISM SECTOR IS ALIVE"
"WE ARE HERE TO HELP YOU"*

**GOVERNMENTAL AND INSTITUTIONAL
TRAVEL AND TOURISM**