

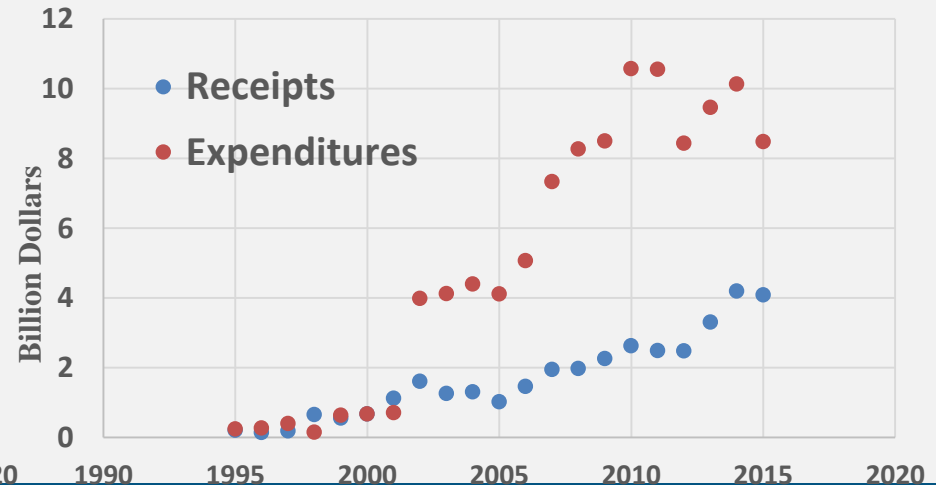
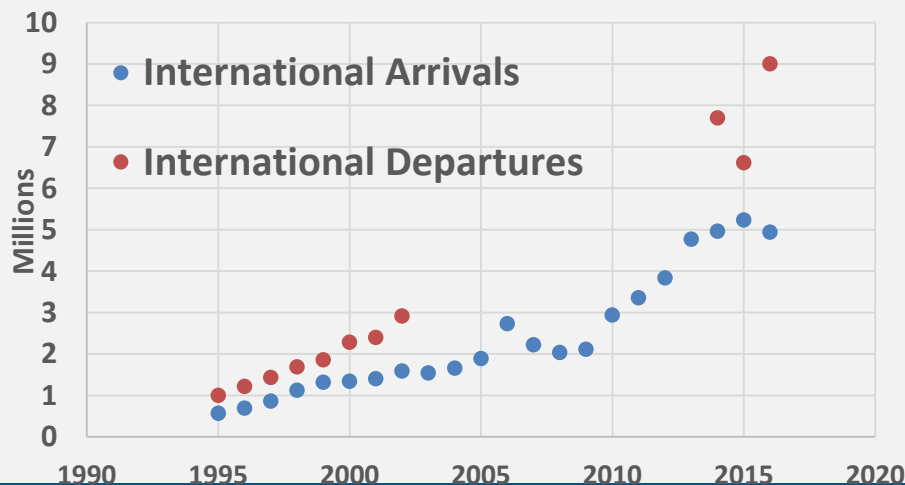


Islamic Republic of Iran

Iranian Cultural Heritage, Handicrafts and Tourism Representative: Faezeh Behzadnejad (PhD)

Head of International Affairs Bureau and Advisor to ICHTO President

- Population: 81 million
- Urban population in 2015: 73% | Urbanization rate: 2%
- HDI: 0.76 (69th) in 2014
- Ranked 72nd in global Entrepreneurship Index
- 43 million internet users in 2016 (17th)
- GDP PPP \$15'000 in 2017 (18th)
- GDP composition: 11% agriculture, 41% industry, 48% service
- Q1 2017 Iran's World ranking for startup development: 23



Tourism Technology Situation in Iran - SWOT ANALYSIS

Strengths

- Fast-growing tech industry
- Investment in ICT infrastructure
- Positive change of online behavior
- Extensive use of social media for commerce
- Success of pioneers
- Development of national online transaction systems

Weaknesses

- Lack of strategic national plan on tourism technology
- Poor data collection/management
- Limitation on international transactions (due to sanctions)
- Low English proficiency rate
- Limited content generation for international market

Opportunities

- Internet Penetration of around 60% with significant annual growth rate of 11%
- Young population (60% under 35)
- highly educated (highest literacy rate in the MENA region)
- 3G/4G availability of 60% at the end of 2015, a thirty fold increase compared to 2013

Threats

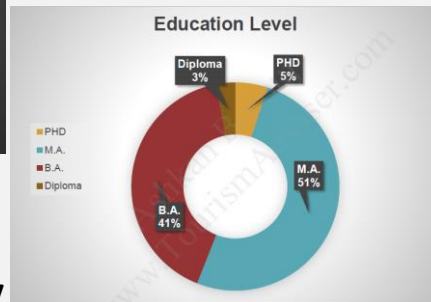
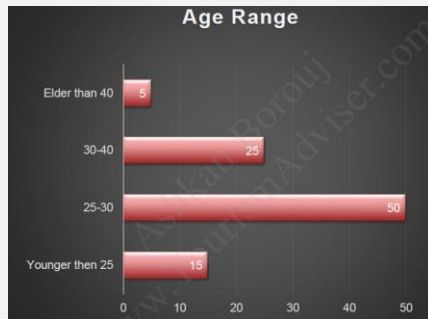
- given the sanctions it faced it developed its local market and its startup scene is highly imitative
- Old management practice
- Brain drain

Tourism & Technology

Stakeholders Roles & Responsibilities

2011	First successful startups
2012	First startup events
2012-2015	Less than 100 events 1 accelerator
2015-2017	1520 events in 30 states 35 accelerators in 10 cities

2011	Market place for last minute tours and charters
2012	Hotel reservation
2013	E-tourism got serious
2015	First tourism startup weekend
2015-2017	13 tourism startup weekend in 9 city 1420 Persian Travel Android App 3.5 million install 700 Iranian travel websites



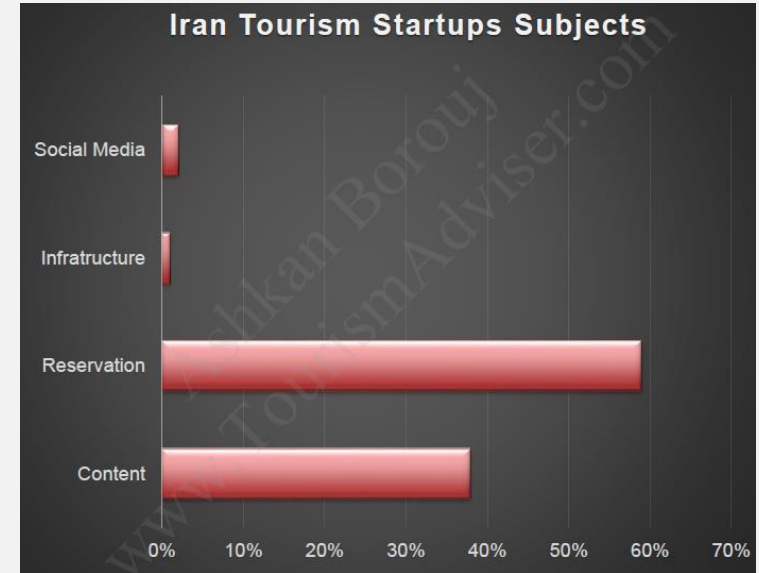
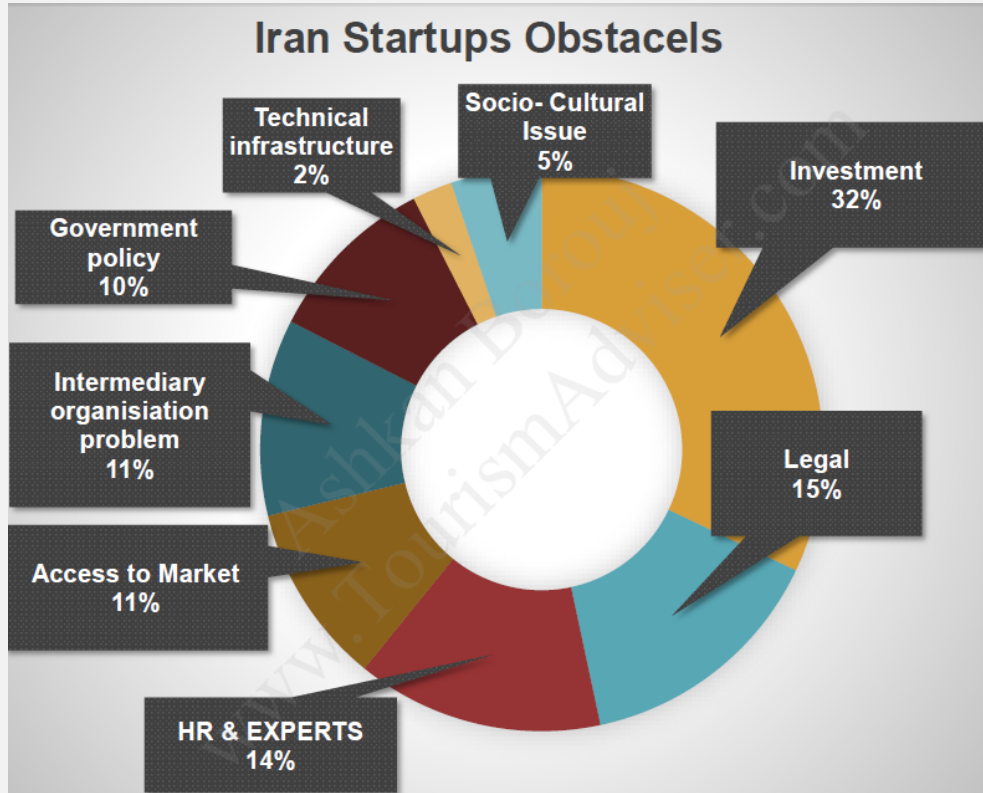
- MVP making and market entrance: 6-9 month
- Growing to maturity and development: 1-4 years
- Team players in each developing startup: Avg 7 people
- 2 of top 10 Iranian startups are in travel and tourism

Source:
Iran Tourism Academy

Highlights of Key Regulatory and Policy Initiatives, Strategies, Programs & Success Stories

- Immense improvement in ICT infrastructure
- Enhancement of ICT literacy
- T-Sign: ICHTO Certificate for E-Travel & Tourism
- Mobile penetration is well developed with 142 phones per 100 people.
- Smartphone penetration in Iran has been growing at significant rates from 50.4% in Q1 of 2016 to 56.4% in Q3, an increase of 12% in just nine months

Benefits, Lessons Learned and Recommendations



Source:
Iran Tourism Academy