

**World Tourism Day 2018
Official Celebration**

“Tourism and the Digital Transformation”

Budapest, Hungary, 26-28 September 2018

List of Semifinalists

Awake, Colombia

To be represented by: Mr. Miguel Torres, Cofounder

LinkedIn: <https://www.linkedin.com/in/migueltorresuribe/>

Our purpose is to inspire and empower people to protect nature.

Awake is a travel experiences marketplace for nature and adventure travelers, offering multi-day and single-day experiences. Travelers can connect with amazing local hosts in spectacular places, finding, comparing and booking

experiences from: small hotels and lodges, nature reserves and protected areas, to guides, local operators or community based organizations. They will be able to find a perfect host for them: whether they are all about comfort, nature, or pure adventure.



From the travelers point of view, Awake is a solution to find all nature travel experiences offer in one place (experiences, local transportation, meals and accommodation), making outdoor travel easy, it allows them to connect directly with local hosts, at the best possible cost, with service and support before, during and after the trip; providing more certainty, accurate information, and being able to see which hosts are really contributing to protect nature.

From the hosts perspective, Awake offers a platform to connect with the market and show their offer, increase income, less intermediation costs, guidance and support to create experiences. Without the need of a smartphone or internet access, they will be able to receive and confirm bookings, anywhere, with an SMS and automated call system. They will also receive resources to grow and improve their business from our partnerships with NGO's and development actors.

Byhours, Spain

To be represented by: Mr. Guillermo Gaspart, CEO



LinkedIn: <https://es.linkedin.com/in/guillermo-gaspart-741474>

BYHOURS is the first and only international online booking platform and App that allows you to book microstays in more than 3000 hotels for 3, 6 or 12 hours throughout Europe, America and the Middle East.

This innovative startup introduces the first pay-per-use system in the hotel sector, which allows customers to choose the hotel check-in and check-out time, and pay only for the hours they need.

BYHOURS was created in 2012 with the idea of bringing flexibility to a business with rigid and stipulated rules: the hotel industry. We believe that the market trends focus on adapting and tailoring services and products to client's personal needs. The hotel sector should take a step in that direction by customizing the model.

At the end of the day, we all work, sleep and need a rest. We're sure that you've had a delayed flight at least once, or had to care for a family member who's in hospital. That's why we all need a couple of hours to rest in a hotel for different reasons. BYHOURS is intended for all those situations where a hotel is only needed for a few hours; sleeping, working, chilling, leisure, travel delays... now you can spend all these hours in a hotel.

The key to BYHOURS is that it is not only a site aimed at the hotel guest, but also at the hotelier. BYHOURS provides an internal tool that allows them to decide the price, hour packs, and check-in times they want to sell, as well as connect with their PMS-Channel Manager, to make management easier and faster. The hotel operator always decides what they want to sell, how, and at what price. Therefore, it allows hotel operators to make their rooms more profitable, as they can sell them more than once per day, and fill empty rooms. Additionally it offers the customer flexibility and payment according to use, so that the client can book a hotel only for the time they need it at a fair price.

Now, having consolidated the business model in Spain, the company is branching out into new international markets. BYHOURS already operates in the main cities in Europe, and is going big in Latin America and some key cities in Middle East too.

Chekin, Spain

To be represented by: Mr. Antonio Bustamante, CEO

LinkedIn: <https://www.linkedin.com/in/antoniobustamantegaitan/>

Chekin offers a complete and integrated software solution to manage touristic accommodations.



We have identified 8 different stages that a professional needs to go through to manage touristic accommodations. Today, they need to use many different tools to solve each step; our vision is to offer a unique solution that integrates the complete management in a seamless and automatic solution.

Our first solution is remote access to the touristic accommodation, offering the best experience for both guest and property managers and also, following the regulation of the EU.

Climber Revenue Strategy, Portugal

To be represented by: **Mr. Mário Mouraz, Founder & CEO**

LinkedIn: <https://www.linkedin.com/in/mariomouraz/>

Climber is a Revenue Management Solution (RMS) for small hotels chains.

We help hotels optimizing their revenues by implementing dynamic pricing and by automating their daily revenue management analysis.



e-bot7 GmbH, Germany

To be represented by: **Mr. Shozo Moritz Takaya, Head of Operations**

LinkedIn: <https://www.linkedin.com/in/xaverlehmann/>



E-bot7 brings artificial intelligence to customer service and helps companies achieve greater customer service efficiency. The system analyzes inbound messages and provides agents with accurate response suggestions. This reduces the average handling time by up to 80% and automates repetitive and recurring questions right after integration.

HiGuests, Spain

To be represented by: **Mr. Oriol Plana, Co-founder & Chief Corporate Officer**

LinkedIn: <https://www.linkedin.com/in/miquel-manzanas-aa35162a/>

HiGuests is a tech enabled hospitality company offering a full management platform to holiday homes owners and operators, providing support in sales & marketing, yield management, bookings, hotel-style operations and business support (accounting, reporting and customer success). Our solution includes a PMS and two apps: (1) for guest with a marketplace for travel activities and full coordination and support and (2) for the property owner to monitor and control the performance to his apartment.



Howazit, Isreal

To be represented by: Mr. Roy Wainer, VP Business Development

LinkedIn: <https://www.linkedin.com/in/roy-weiner/>



Howazit specializes in helping businesses communicate more effectively with their customers, using our proprietary Act-Bots to manage bite-size conversations pro-actively and in real-time. The SLA Act-Bots better understand and elevate every customer's interaction to make sure that all was delivered according to the company brand promise and according to the highest customer satisfaction.

With Howazit platform, You will be able to initiate automatic conversations with your customers and not just sending emails that finds indifferent customers.

Most importantly, Howazit will give you bird eye view and control over all your divisions in terms of customer satisfaction & loyalty and your operations.

KOMPAS, United Kingdom

To be represented by: Mr. Tom Charman, CEO

LinkedIn: <https://www.linkedin.com/in/tcharman/>

Making the link between offline and online is a space that's yet to be successfully commercialised and presents a huge opportunity of £65 billion in revenue per year. From directly partnering with business owners, chefs, artists, designers and more, KOMPAS is able to weave a unique story combining content and data science, to help the right type of consumer in the decision-making process, from discovery through to purchase. At the same time, data gathered from existing users can be used to provide insight on consumers and buying patterns, as well as allow businesses to offer add-on experiences as opposed to cheap discounts. In the longer term, KOMPAS believes that the data they aggregate can be used to not only help venues but to create a digital version of both users and the cities they live in, providing a much more granular insight on how the two interact. This can be applied to insurance, security, healthcare, and other industries.



Mabrian Technologies, Spain

To be represented by: Mr. Carlos Cendra, CMO

LinkedIn: <https://www.linkedin.com/in/santicamps/>



Mabrian is a Travel Analytics company providing real-time market intelligence for the tourism industry by using Big Data and Artificial Intelligence technologies.

Mabrian's travel intelligence platform is the first one able to understand traveller's behaviour throughout the whole travel cycle, and predict tourism dynamics at a real time. This is possible by integrating and

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

C/ Poeta Joan Maragall 42, 28020 Madrid, Spain. Tel: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – info@unwto.org / unwto.org

cross analysing a great variety of data sources touristically relevant: flight searching data, flights and hotel pricing, air capacity data, booking data, spending data in destination, and online behaviour data (interests, perceptions and sentiment).

Artificial Intelligence and Machine Learning applied to touristic Big Data, allow Mabrian's own developed algorithms to understand and predict behaviour patterns at a global scale. Natural Language Processing techniques (NLP) extract the perceptions and sentiment of the comments expressed in Social Media and review sites.

An easy-to-use, cloud-based platform, provide actionable insights that are supported by the periodic reports, predictive alerts and expert analysts.

Important reference partners, like Mastercard, Travelport, Phocuswright have already trusted Mabrian's solution, as well as, international clients world wide (Barcelona, Seville, Milano, Colombia, Holland, Barcelo Group, Renfe, etc.). Mabrian's Travel Intelligence platform has been recognized as the best tool of Marketing and Promotion in the Smart Destination Awards edition of Fitur Madrid 2018.

MAD Travel (Make a Difference Travel), Philippines

To be represented by: Ms. Sophie Methler, International Marketing and Partnerships

LinkedIn: <https://www.linkedin.com/in/thomasgeorgegraham/>

MAD Travel is a social enterprise based and operating in the Philippines. Our journey started 2015 with our very first tour and the first partnership with a local community. We create authentic, unique and fun travel experiences to make a lasting difference, empower and inspire communities and guests. Through community based tourism we support marginalised and indigenous communities to grow into a brighter future and are able to build an international platform of ideas and inspiration.



Mile Positioning Solutions, France

To be represented by: Mr. Olivier Lebleu, Co-founder

LinkedIn: <https://www.linkedin.com/in/lebleuolivier/>

Mile is the provider of the Runnin'City app that allows users to discover over 150 cities around the world while running (or walking).



Oveit, Romania

To be represented by: **Mr. Andrei Stefan, Executive Chairman**

LinkedIn: <https://www.linkedin.com/company/oveit/>



Oveit builds technology for tourism micro-economies (festivals, concerts, museums, theme parks, ski and spa resorts etc.) on payments, audience engagement and experiential marketing.

With our tech for smart-city ecosystems, any hotel room key (NFC) can also become an access token to enter a museum, a theatre, a classical music concert or a tourist attraction. Moreover, the same hotel room key can become a digital wallet used for paying at restaurants, souvenir shops, city festivals or vintage fashion shows. All these are possible ... today, irrespective of used currency with "just" a mobile device app.

Pruvo, Israel

To be represented by **Mr. Doron Nadivi, CMO**

LinkedIn: <https://www.linkedin.com/in/itai-marcipar/>

Pruvo is a free automatic online service that takes an existing hotel reservation from any website, hotel or travel agency, tracks its price 24/7 and alerts the user once there is a better deal for the exact room within the same dates the user had already booked.



Refundit, Israel

To be represented by: **Mr. Ziv Tirosh, Founder & CEO**

LinkedIn: <https://www.linkedin.com/in/ziv-tirosh-b032274> / <https://www.linkedin.com/in/urilevine-85389>

Refundit is an Israeli startup designed to revolutionize the VAT Refund (Tax Free Shopping) scheme for tourists in Europe, operating in an inefficient VAT refund infrastructure which handles some 26 billion euro every year, 90% of which is never returned. Refundit's new and fully digital process saves tourists time and money on their shopping through a friendly easy to use app, that helps skip the long lines and paperwork. Refundit's solution entails huge benefits for tourists, retailers, authorities and governments alike.

Refundit

Small and medium sized retailers will benefit, being able to attract tourists by offering refunds. Benefiting from its services are also the tax authorities, who enjoy the new digitized process and efficiencies it brings, and governments promoting bigger tourist spending on shopping.

Founders of the company are Uri Levine, Waze co-founder and serial entrepreneur and Ziv Tirosh, co-founder of Stockton. Refundit was founded in 2017 and has raised \$2.5M seed investment to finance its activity. The company has 10 employees in its Tel Aviv offices.

SeeVoov, Israel

**To be represented by: Mr. Asaf Toker, CEO,
Co-Founder**

LinkedIn: <https://www.linkedin.com/in/asaf-toker-59558b11/>



SeeVoov is a social, interactive, video-based trip planner ([www.seevoov.com]www.seevoov.com).

This is an all-new trip-planning concept. Instead of reading material on your destination, you can watch videos that previously tagged by our system. Once you see a point of interest that you wish to visit you just add this POI to your trip plan. When you finish the POIs selection, the system plans the best route for your trip and then enable you to book your flights, hotels and other reservations.

SeeVoov technology is based on an intelligent machine learning system (under patent registration) that automatically tags videos based on image recognition algorithms.

Stay22, Canada

To be represented by: Mr. Andrew Lockhead, CEO

LinkedIn: <https://www.linkedin.com/in/andrewlockhead/>

Stay22 is an accommodation solution that helps travelers through an embeddable interactive map offering all live availability of listings nearby their



destination, with access to over 10M+ rooms worldwide in 200 countries, from a wide variety of Airbnb, hotels, hostels, and many more.

The Freebird Club, Ireland

To be represented by: Mr. Peter Mangan, Founder & CEO

LinkedIn: <https://www.linkedin.com/in/peter-mangan-0a4b85b/>



The Freebird Club is a peer-to-peer social travel and homestay club for older adults. Operating as a global membership club, Freebird members can travel and stay with each other as part of a trusted community of like-minded peers. Members with spare rooms who wish to host, can rent them out to fellow mem-

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

C/ Poeta Joan Maragall 42, 28020 Madrid, Spain. Tel: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – info@unwto.org / unwto.org

bers who wish to travel and meet new people. In doing so provides a whole new way of travelling for older adults, a means to earn extra money from their homes, and a fun accessible way to meet new people and enjoy social and cultural interaction in later life. By enabling seniors to travel, socialise and earn money in new ways, we address 3 significant social issues facing older adults (i) loneliness and isolation (ii) financial insecurity (iii) lack of travel options in later life. A 'more than profit' business, Freebird's mission is to connect and enrich the lives of older adults through meaningful travel.

TravelgateX, Spain

To be represented by: Mr. Pedro Brucher, CEO

LinkedIn:

<https://es.linkedin.com/in/pedrobc>



TravelgateX provides world-class APIs that connect buyers and suppliers across the travel industry. For suppliers, we provide access to the largest network of buyers instantly, saving you time and money. For buyers, you can drive more sales and respond to market changes quickly, all with a single connection.

Pillars:

- Network: Connect to the largest travel network with a single integration.
- Innovation: World-class technology with the most advance travel APIs available.
- Partnership: Trusted by industry leaders and niche providers everywhere.

Located in Parc Bit of Palma de Mallorca, Balearics Islands (Spain), this technological company composed of more than 90 computer engineers has managed to break the records of 20,000 reservations per day in hotels, flights and tourist services, 900 million searches per day in the sector and more than 3.2 billion U.S Dollars per year in business volume. TravelgateX already connects the largest network of buyers (+150) and suppliers (+600) with a single connection. The average number of reservations is 1 every 8 seconds, which represents more than 3 billion reservations per year in travel services, hotels, transport and entertainment.

Wishtrip, Isreal

To be represented by: Mr. Uri Keren, CRO

LinkedIn: <https://www.linkedin.com/in/yakov-slushtz/>

WishTrip is a social platform that allows tourists from all over the world to share their tourism experiences and a business platform that connects tourism destinations and local businesses with tourists.



WishTrip-Traveler is a social platform that connects tourists from all over the world, simplifies exploration and improves tourists' experience and safety. Our Apps provide tools for planning, navigating, discovering, exploring, capturing and sharing tourism experiences with the community of tourists and on social networks. Our Android App is top 10 in our category and was listed #1 Trending App on Google Play, with an international community of hundreds of thousands of users, over 30,000 tours, tracks and points of interest in 80 countries, navigation technology and social tourism experience.

WishTrip-Enterprise is a "SMART tourism" business platform that promotes tourism and empowers the local economy. Businesses of all sizes build, manage and promote their tourism sites and build unique tourism experiences that combine navigation routes, location-based digital guidance and content. The platform provides tools for content management, real-time communication, marketing, big data and analytics, and is used worldwide by customers such as municipalities, local and regional tourism boards, national parks, travel agencies, tourist attractions and hotels.

WishTrip is based on patented technology for machine learning, personalization, exploration over-tourism prevention algorithms, big-data & analytics.

Yearth Group Pte Ltd, Singapore

To be represented by: Mr. Xia Yi (Joseph), CEO

LinkedIn: <https://www.linkedin.com/in/josephxia/>

KAI is an eConcierge platform specifically designed with hotel guest in mind. Reach out to hotel guests, take control of guest journey and improve guest experience through automation and personalization.

KAI