TOURISM AND TECHNOLOGY SUMMIT 2020

THURSDAY 21st MAY 2020 LAGOS NIGERIA
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.
THE FUTURE FOR TRAVEL AND TOURISM IN AFRICA

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.
The greatest societal impact of digital transformation in tourism may be the effect on the sector’s workforce, which directly and indirectly represents 1 in every 10 jobs worldwide. Knowledge about BIOMETRICS/ARTIFICIAL INTELLIGENCE/BIG DATA would become competitive advantage.
A biometric system is a computerized system that allows a user to be recognized based on his/her biometrics. It is based on four components: (1) a sensor module, which includes a reader/scanner used to acquire a raw biometric image from a user; (2) a feature extractor module, which extracts a feature set from the raw biometric image and creates a template for the user; (3) a matching and decision-making module, which compares a feature set extracted from the user with the ones existing in the database and makes a decision to either validate a claimed identity or classify the enrolled identities to identify a user; and (4) a database module, which is a repository of templates for users (Jain & Ross, 2008). Biometric systems function in two stages: (1) enrollment, and (2) recognition. In enrollment, a user provides a sample image of his/her biometric (i.e., fingerprint, iris) via the sensor module. Then, the feature extractor module extracts features of the user’s biometric and stores a unique template of that user’s biometric into a database.
Technological innovations support increased efficiency in every industrial sector. Artificial intelligence (AI) is among the most important innovative solutions. Intelligence is measurable and clearly defined. AI has brought several new ideas into our everyday lives like 'sharing economy', 'Internet of Things' or 'Internet of People'. Tourism industry is no exception of the many sectors affected by AI: different smart systems and chatbots are used in travel agencies and air transport companies. Predictions about the near future foresee the development of personalised solutions, which will lead to further rearrangement in the technological revolution that has been going on for decades in the tourism industry. The process of continuous progress seems to be unstoppable, and that leads to the big question: how can we adapt to the new world brought to humanity by AI?
Tourism is a very dynamic industry where political, economical and social factors could determine the success or failure of a certain destination, service or product. Therefore, having enormous amounts of solid facts could really benefit the industry in making decisions, and predicting patterns as well as outcomes. The Big Data technology creates opportunities for the travel and tourism industry to grow and invent new business models by analysing said data and spotting market opportunities. However, Big Data is still unknown to most travel agencies, Furthermore smaller businesses tend to overlook the benefits of it. This huge source of data can provide managers, businesses, organizations, policy makers and researchers with tons of solid and reliable information for decision making.
The use of technology to design diverse and innovative tourism products will no doubt play an imperative role in positioning travel and tourism in Africa.
Tech trends for the smart traveller.
<table>
<thead>
<tr>
<th>Item no</th>
<th>Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Exhibiting ONLY</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>(₦3,000,000)</td>
<td>(₦2,000,000)</td>
<td>(₦1,000,000)</td>
<td>(₦)</td>
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<tr>
<td>1</td>
<td>Lead Exhibitor with full opportunity</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>2</td>
<td>Commercial Presentation during the conference</td>
<td>Yes 15mins</td>
<td>Yes 10mins</td>
<td>Yes 5mins</td>
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<td>3</td>
<td>Branding of the conference hall</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
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<td>Branding of Networking areas</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
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<td>5</td>
<td>Profile Listing in the event brochure</td>
<td>Yes</td>
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<td>Yes</td>
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<td>Advert placement size in the Event Brochure</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
<td>No</td>
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<td>7</td>
<td>Advert placement period on event website</td>
<td>12 months</td>
<td>6 months</td>
<td>3 months</td>
<td>1 month</td>
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SPONSORSHIP OPPORTUNITIES

PLATINUM CATEGORY
N3million ($8344.92)
Benefits:
> Lead Exhibitor with full opportunity
> Conference Paper Presenter
> Commercial Presentation during the conference
> Full stage branding
> Profile listing in the event brochure
> Full Page Event Brochure Advert
> 12 Months Advert on TTS website

GOLD CATEGORY
N2million ($5563.28)
Benefits:
> Exhibition Opportunity without fee
> Conference Paper Presenter
> Commercial Presentation during the conference
> Branding of the conference hall
> Profile Listing in the event brochure
> Half Page Event Brochure Advert
> 6 Months Advert on TTS website

SILVER CATEGORY
N1million ($2781.64)
Benefits:
> Exhibition Opportunity without fee
> Conference Paper Presenter
> Commercial Presentation during the conference
> Branding of the conference hall
> Profile Listing in the event brochure
> Half Page Event Brochure Advert
> 4 Months Advert on TTS website
ADVERT AND EXHIBITION RATES FOR THE TOURISM AND TECHNOLOGY SUMMIT 2020

OUTSIDE BACK COVER = N350,000
INSIDE FRONT COVER = N350,000
INSIDE BACK COVER = N350,000
FULL PAGE = N200,000

HALF PAGE = N100,000
QUARTER PAGE = N50,000
CONGRATULATORY PAGE = N100,000
BOTTOM STRIP COVER = N150,000

EXHIBITION BOOTHS
3 X 3 = N55,000
3 X 2 = N45,000
THE ECONOMIC IMPACT OF GLOBAL TOURISM

$1,408,300,000
Investment in Tourism By 2028

1,341,456,973 > Total international Tourists Arrivals

10.4%
Travel and Tourism GDP as a % of Global GDP

Tourism 4.0:
The processing of big data from travellers.
<table>
<thead>
<tr>
<th>REGIONS</th>
<th>NORTH AFRICA</th>
<th>WEST AFRICA</th>
<th>SOUTH AFRICA</th>
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<tbody>
<tr>
<td>NUMBER OF ARRIVALS</td>
<td>29,234,000</td>
<td>4,532,000</td>
<td>21,250,000</td>
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<tr>
<td>REVENUE SHARE IN MILLIONS IN USD</td>
<td>$18,161</td>
<td>$3,241</td>
<td>$13,692</td>
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<td>SHARE OF ARRIVALS IN PERCENTAGE</td>
<td>47%</td>
<td>7%</td>
<td>34%</td>
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2017-2018
Whether you are withdrawing money at an overseas ATM or exchanging cash in advance, travellers always lose some of their funds to foreign exchange rates and commission. From 2019, using cryptocurrencies such as Ethereum, LiteCoin and Bitcoin to book trips will begin to gain traction. Today, 450,000 hotels around the world (including the Marina Bay Sands in Singapore and the Ritz-Carlton in Tokyo).

The idea is that passengers will be able to walk through every check point from arrival to plane without showing any documentation, reducing journey time by a third. According to SITA, 77 per cent of airports and 71 per cent of airlines are planning major programmes or research and design into biometric ID management during the next five years. Over in Dubai, Emirates has launched a new 'biometric path' at Dubai International, while Delta Air Lines has introduced fingerprint entry at domestic Delta Sky Club lounge.

Identity is the new perimeter and we identify identity as the human, the device, the data, the application – and all of these have a unique identity and all of these need to be updated, hashed and healthy. In the context of ML, we take all of those variables and put them in the ML engine and assign risk based on where the user is, what they are trying to access, how they authenticate and what device they are on.

Ann Johnson /Microsoft
TOURISM AND TECHNOLOGY SUMMIT 2019. (SPEAKERS)
TOURISM AND TECHNOLOGY SUMMIT 2019. (EVENT)
Clara Chinwe Okoro  
Executive Producer/COO  
Brandworld Media  
&  
Founder  
My Beautiful Africa  
(Ideator)

Isaiah Erhiawarien  
Co-Founder Technology Mirror  
(Project Consultant)

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THANK YOU