Introduction

In response to the COVID-19 impact on tourism, the World Tourism Organization (UNWTO), with the support of the World Health Organization (WHO), launched the Healing Solutions for Tourism Challenge to identify the most disruptive startups, entrepreneurs, innovators and existing technologies with ready-to-implement solutions to make travelling possible in one of the categories:

- **Healing for People:** health and sanitary solutions, with projects trying to trace and stop the spread of the virus and infected people and proposing alternative ways for governments to fight the disease.

- **Healing for Prosperity:** economic solutions, with projects trying to optimize and generate additional revenues to companies and communities.

- **Healing for Destinations:** confidence recovery, destination rebranding campaigns, airports safety and crisis communication.

The Finalists

Throughout the 4-week call, 1183 projects from 110 countries were received and evaluated by a Committee of Experts from the World Tourism Organization (UNWTO), The World Health Organization (WHO) and The World Bank. 30 semi-finalists and 9 finalists were selected. Solutions mostly use the following technologies to deliver their impact: Virtual and Augmented Reality, Internet of Things, Artificial Intelligence, Big Data and Blockchain.

Healing for People

Semmelweis
Hand Hygiene Scanner

Chameleon
DIGITAL MEDIA

Pitch: Providing scientific, evidence-based hand hygiene training that is friendly and easy to use for tourism employees will mitigate future outbreaks. Travelers learning which destinations or travel hosts are participants are reassured, promoting travel plans, enjoyable travel and regeneration of the travel industry and economies more quickly.

Web: handinscan.com

Contact: diane.wilson@cleanscan.us

Year Established:
CleanScan / HandInScan 2016 /2012
Adapt Media / Chameleon 1998/2003

Funding: Privately funded by investors.

Team: CleanScan team is US based, with global members. 15 full time employees. Partnered with Zurich Risk Management.

Chameleon team is part of Adapt Media, based in Canada. 18 full time employees. Partnered with UberMedia Inc.

Outpost +
HEALTH

Pitch: Outpost's HealthyDestinations platform is an innovative approach to providing high-quality digital healthcare at scale to visitors and communities in and around global travel destinations. This platform provides assurance to citizens and travellers alike that they will be treated in a safe and effective manner, and also renders the travel destination as being able to promptly deal with a range of illness and diseases, using international standard diagnostic and treatment services.

Web: outpost.health

Contact: ftmaclaren@gmail.com

Year Established: 2018

Funding: The project has received funding from the Canadian Government (Industrial Research Assistance Program)

Financing: The project has been self-financed by the company's founders.

Team: We are a Global team of over 400 professionals from over 15 countries. Our team includes Medical Doctors, Nurses, Dentists, Pharmacists, Mental Health professionals and more, working alongside Software developers and regulatory experts.

Pitch: The Covid-19 outbreak requires airports to enforce social distancing in checkpoints while maintaining a high level of security. By seamlessly connecting to existing X-Ray or CT machines, SeeTrue Artificial Intelligence identifies prohibited items so only the required bags are opened, shortening security lines, while keeping passengers and security officers safe.

Web: www.seetrue.ai

Contact: assaf@seetrue.ai

Year Established: 2018

Funding: The Company has raised $7M to date from OurCrowd and private investors.

Financing: SeeTrue is seeing strong traction and is seeking strategic partners to invest and help accelerate its go-to-market and product development.

Team: Our diverse team operates from Tel Aviv and NY, with a network of business partners around the world.

Checkpoint

Pitch: Our solution provides users with the most accurate sensor on the market: up to 99%, enabling true, real-time visibility of occupancy levels.

Accuracy is crucial. Inaccurate counts lead to discrepancies, which build up over the course of the day. Other occupancy solutions offer just +/- 80% accuracy, leaving a 20% error. This adds up to either a loss in potential revenue, or unknowingly exceeding capacity, violating the occupancy limit and endangering public health.

We enable businesses to operate safely and maximise revenues. The solution is scalable to different zones within the same environment.

Web: checkpointsystems.com/es/SmartOccupancy/

Contact: info-es@checkpt.com

Year Established: 1969

Funding: Owned by CCL industries

Team: The solution has been developed by a team of experts with over 30 years of experience from Check Point Systems.

mystay

Pitch: MyStay software is a guests facing web app that allows to any type of travel accommodation automatically and contactless communicate with their guests, inform them about stay related information, make an online check-in and check-out and up-sell hotel's and third parties services.

Web: gomystay.com

Contact: pavlina@gomystay.com

Year Established: 2016

Funding: Currently we are looking for grands opportunities to keep our Contactless Anticovid Kit for free as long as possible.

Financing: So far we have got 1,4 M Eur investment.

Team: Our team is perfectly divided to commerce and development team. Whole team is Czech with offices in Prague, Amsterdam and Maryland USA.

WAAM

www.waam-machines.com

Pitch: We would like to install disinfection gates in tourism-related establishments. This will allow todisinfect the clothes of travelers and their luggage. We need to rebuild the confidence that we cantravel safely again - soon it will result in an increase in the prosperity of the whole tourism sector.

Web: en.waam-machines.com

Contact: office@waam-machines.com

Year Established: 2019

Funding: The start-up as today is self-funding.

Financing: Our startup is right now self-financed.

Team: Our team draws on broad industry experience and networks to create the most powerful outcomes for our clients. The team is a unique mix of software developers, Silesian Technical University scientists and automation engineers who understand how to apply science to resolve real-world business issues.

Healing
for Destinations

Airside

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Pitch: Airside is the leading provider of privacy-based digital identity solutions that empower seamless and secure travel experiences. A globally accepted digital ID with key health information, is critical to recovery. Our private, source-verified technology helps eliminate privacy concerns, and reduce shared touch points, long lines and crowding.

Web: airsidemobile.com

Contact: info@airsidemobile.com

Year Established: 2010

Funding: Airside is a venture-backed scale-up that has received $10M in funding to date from Amadeus, Bain, Blazar, GroTech, and others.

Financing: Airside financing is provided by Silicon Valley Bank.

Team: Our team includes 37 people in US and Europe.

BEAUTIFUL DESTINATIONS

Pitch: To help tourism marketers protect the industry's future growth, we arm them with a Recovery Marketing Plan aimed at using digital and mobile-first storytelling, and one of the largest social media communities of travelers in the world (of 25 million travelers) to understand future the changing needs, be relevant and reinvent the marketing playbook.

Web: beautifuldestinations.com

Contact: ren@beautifuldestinations.com

Year Established: 2014

Funding & financing: So far, we've obtained over one million euros from our partnership with Visit USA, Jamaica Tourism Board, Abu Dhabi Tourism Board and more, who have enlisted us to develop their Recovery Marketing Plan.

Team: We're a mighty team of 34 award-winning creatives, filmmakers, producers, strategists, designers, who are not afraid to push the limits of what's possible.

Pitch: Why Coronavirus is so easy to spread in the community is that infected persons have an incubation period of about 14 days with no obvious surface symptoms. To handle this problem is to use the smartphone apps and also to install dedicated terminals in public places such as restaurants to record where and when people have visited. When a person is reported as virus-infected by medical authorities, the system immediately puts all persons who appear in the same place at the same time as the confirmed patient in the past 14 days into an alert list and transmits it to all terminals. This self-help terminal gives a friendly alert to potential incubators when they are entering public areas.

User's privacy is absolutely protected.

Web: covid2019system.com   **Contact:** keith@ibonus.net

Year Established: 2014

Funding: Our COVID19 Digital Prevention System is based on our award-winning mobile off-line payment system funded by the government technology fund of Hong Kong

Financing: The company was established through self-financing by team members.

Team: Our team consists of experienced global business people and engineers who have been working together for more than 20 years.