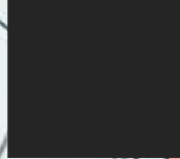


TOURISM AND TECHNOLOGY SUMMIT 2021



30TH SEPTEMBER 2021

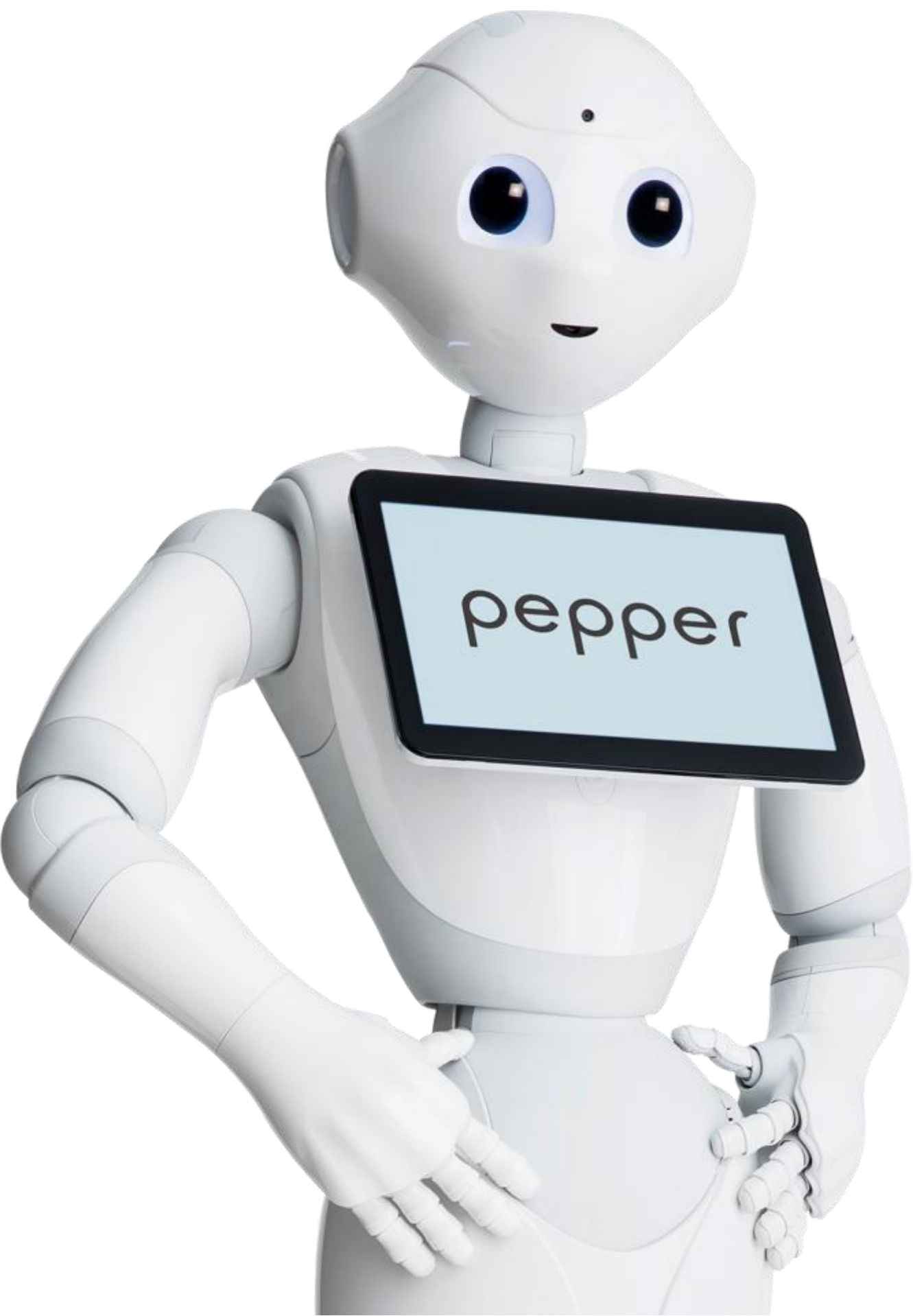
THE SUMMIT

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.





THEME

AFRICA AS A SMART TOURISM DESTINATION

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.

WHAT IS



SMART



TOURISM



Smart tourism refers to the application of information and communication technology for developing innovative tools in tourism. It supports integrated efforts at a destination to find innovative ways to collect and use data derived from physical infrastructure, social connectedness and organizational sources (both government and non-government),



WHAT IS SMART TOURISM- CONTD.

and users in combination with advanced technologies to increase efficiency, sustainability, experiences. The information and communication technology tools used for smart tourism include IoT, mobile communication, cloud computing, and artificial intelligence. It combines physical, informational, social, and commercial infrastructure of tourism with such tools to provide smart tourism opportunities. The principles of smart tourism lie at enhancing tourism experiences, improve the efficiency of resource management, maximize destination competitiveness with an emphasis on sustainable aspects. It should also gather and distribute information to facilitate efficient allocation of tourism resources and integrate tourism supplies at a micro and macro level ensuring that the benefits are well distributed

CAN AFRICA BECOME A SMART TOURISM DESTINATION

“A smart tourism destination for the purpose of this context was, in general, defined as a destination facilitating access to tourism and hospitality products, services, spaces and experiences through ICT-based tools. It is a healthy social and cultural environment, which can be found through a focus on the city’s social and human capital. It also implements innovative, intelligent solutions and fosters the development of entrepreneurial businesses and their interconnectedness.”

TOOLS TO ACHIEVE THIS BLUEPRINT.

10 tips for making your tourism destination smart

1. Accessibility of the destination

2. Combating or adapting to climate change

3. Preserving and enhancing the natural environment

4. Spreading the flow of tourists

5. Facilitating information for specific target groups

6. Collecting information for smarter management

7. Physical and virtual accessibility through innovation

8. Reviving traditions and cultural heritage sustainably

9. Communal infrastructures

10. Usage of cultural heritage for new creativity

The use of technology to design diverse and innovative tourism products will no doubt play an imperative role in positioning Africa for travel and tourism globally.





**Tech trends for
the smart traveller.**

maps

fintech

mobiles

cameras

BENEFITS AND CONTENT

Item no	Benefits	Platinum (N3,000,000)	Gold (N2,000,000)	Silver (N1,000,000)	Exhibiting ONLY (N)
1	Lead Exhibitor with full opportunity	Yes	Yes	Yes	No
2	Commercial Presentation during the conference	Yes 15mins	Yes 10mins	Yes 5mins	No
3	Branding of the conference hall	Yes	Yes	No	No
4	Branding of Networking areas	Yes	No	No	No
5	Profile Listing in the event brochure	Yes	Yes	Yes	Yes
6	Advert placement size in the Event Brochure	Full Page	Half Page	Quarter Page	No
7	Advert placement period on event website	12 months	6 months	3 months	1 month

SPONSORSHIP OPPORTUNITIES



PLATINUM CATEGORY N3million (\$6250.92)

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 (\$4166.28)

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 (\$2083.64)

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 2021

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

10.4%

Travel and Tourism GDP
as a % of Global GDP

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

Tourism 4.0:
The processing of
big data from travellers.



REGIONAL DATA ON TOURISM

REGIONS	NORTH AFRICA	WEST AFRICA	SOUTH AFRICA
NUMBER OF ARRIVALS	29,234,000	4,532,000	21,250,000
REVENUE SHARE IN MILLIONS IN USD	\$18,161	\$3,241	\$13,692
SHARE OF ARRIVALS IN PERCENTAGE	47%	7%	34%
2017-2018			

TOURISM AND TECHNOLOGY SUMMIT 2019. (SPEAKERS)



DR DAN-AZUMI MOHAMMED IBRAHIM. DIRECTOR GENERAL NOTAP

NATIONAL OFFICE FOR TECHNOLOGY ACQUISITION AND PROMOTION

KEYNOTE SPEAKER

>>>
TOURISM AND TECHNOLOGY SUMMIT 2019

DATE: 30TH MAY 2019

VENUE: ORIENTAL HOTEL LAGOS.

TIME: 9AM-5PM





SPEAKER

TOURISM AND TECHNOLOGY SUMMIT 2019

30TH MAY 2019
ORIENTAL HOTEL
LAGOS. 9AM-5PM

Dolapo Agbede
Human Productivity and Inclusion Expert Consultant






SPEAKER

TOURISM AND TECHNOLOGY SUMMIT 2019

30TH MAY 2019
ORIENTAL HOTEL
LAGOS. 9AM-5PM

AMB ONYEMAECHI ISAAC MOSES
CEO GOGA AFRICA WORLDWIDE LTD.






SPEAKER

TOURISM AND TECHNOLOGY SUMMIT 2019

30TH MAY 2019
ORIENTAL HOTEL
LAGOS. 9AM-5PM

IKECHUKWU NNAMANI.
PRESIDENT/CEO
MEDALLION COMM.






SPEAKER

TOURISM AND TECHNOLOGY SUMMIT 2019

30TH MAY 2019
ORIENTAL HOTEL
LAGOS. 9AM-5PM

Chukwudi Nwaokike
Client Success Mgr
Netcore Solutions
Nigeria






SPEAKER

TOURISM AND TECHNOLOGY SUMMIT 2019

30TH MAY 2019
ORIENTAL HOTEL
LAGOS. 9AM-5PM

Nisham Chhabra
General Manager Sales
Netcore Solutions
Nigeria






PANELIST

TOURISM AND TECHNOLOGY SUMMIT 2019

30TH MAY 2019
ORIENTAL HOTEL
LAGOS. 9AM-5PM

INITEME ADUKEH
FOUNDER
HOSPITALITY
GROUNDWORKS



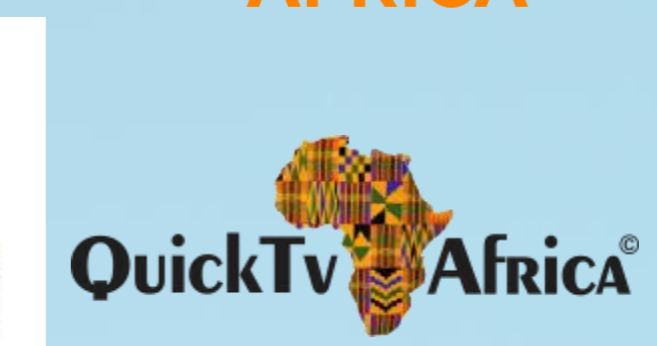

TOURISM AND TECHNOLOGY SUMMIT 2019. (EVENT)



nogletravels So yesterday was The Tourism and Technology Summit 2019 @tourismandtechnology ...It was a good...



TOURISM AND TECHNOLOGY SUMMIT 2019. (PARTNERS)





Clara Chinwe Okoro
Executive Producer/COO
Brandworld Media
&
Founder
My Beautiful Africa
(Ideator)



Mazi Sam Uche Anyamele
MD/CEO SUA-GLOBAL
(Project Consultant)

THE TEAM

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**THANK
YOU**

