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 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.
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),
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.
“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.”
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

<table>
<thead>
<tr>
<th>Item no</th>
<th>Benefits</th>
<th>Platinum (N3,000,000)</th>
<th>Gold (N2,000,000)</th>
<th>Silver (N1,000,000)</th>
<th>Exhibiting ONLY (N)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lead Exhibitor with full opportunity</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>2</td>
<td>Commercial Presentation during the conference</td>
<td>Yes 15mins</td>
<td>Yes 10mins</td>
<td>Yes 5mins</td>
<td>No</td>
</tr>
<tr>
<td>3</td>
<td>Branding of the conference hall</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>4</td>
<td>Branding of Networking areas</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>5</td>
<td>Profile Listing in the event brochure</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>6</td>
<td>Advert placement size in the Event Brochure</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
<td>No</td>
</tr>
<tr>
<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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</tbody>
</table>
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

<table>
<thead>
<tr>
<th>$1,408,300,000 Investment in Tourism By 2028</th>
<th>10.4% Travel and Tourism GDP as a % of Global GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,341,456,973 &gt;Total international Tourists Arrivals</td>
<td><strong>Tourism 4.0:</strong> The processing of big data from travellers.</td>
</tr>
</tbody>
</table>
### Regional Data on Tourism

<table>
<thead>
<tr>
<th>Regions</th>
<th>North Africa</th>
<th>West Africa</th>
<th>South Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Arrivals</td>
<td>29,234,000</td>
<td>4,532,000</td>
<td>21,250,000</td>
</tr>
<tr>
<td>Revenue Share in Millions in USD</td>
<td>$18,161</td>
<td>$3,241</td>
<td>$13,692</td>
</tr>
<tr>
<td>Share of Arrivals in Percentage</td>
<td>47%</td>
<td>7%</td>
<td>34%</td>
</tr>
</tbody>
</table>

2017-2018
Clara Chinwe Okoro
Executive Producer/COO
Brandworld Media
& Founder
My Beautiful Africa
(Ideator)

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

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THANK YOU