



TOURISM AND TECHNOLOGY SUMMIT AFRICA

25TH OCTOBER 2024

ORIENTAL HOTEL LAGOS NIGERIA

CONCEPT NOTE

FUTURISM



AFRICA

AFRO



THEME

**"BRIDGING BORDERS,
BREAKING BARRIERS:
TRANSFORMING TOURISM IN AFRICA
THROUGH TECHNOLOGY"**



AFRO

FUTURISM



SUMMIT OVERVIEW

THE SUMMIT AIMS TO BRING TOGETHER KEY STAKEHOLDERS IN THE TOURISM AND TECHNOLOGY SECTORS TO EXPLORE INNOVATIVE WAYS OF ENHANCING THE TOURISM INDUSTRY IN AFRICA.





PURPOSE AND OBJECTIVES

THE THEME, "BRIDGING BORDERS, BREAKING BARRIERS: TRANSFORMING TOURISM IN AFRICA THROUGH TECHNOLOGY," UNDERSCORES THE PIVOTAL ROLE THAT TECHNOLOGY CAN PLAY IN FOSTERING CROSS-BORDER COLLABORATIONS AND OVERCOMING CHALLENGES IN THE AREAS OF FINTECH AND AFFORDABLE TRAVEL IN AFRICA.





SUMMIT AGENDA

WE ARE WORKING TOWARDS PRESENTING THE BEST ARRAY OF STELLAR CAST IN DIVERSE EXPERTISE AS KEYNOTE SPEAKERS AND PANELISTS FROM THE FINANCIAL, AVIATION AND REALTY SECTORS GLOBALLY TO SHARE KNOWLEDGE AND HELP AFRICA NAVIGATE THE TRANSITION TO ITS DIGITAL TRANSFORMATION FOR THE TRAVEL, TOURISM AND HOSPITALITY INDUSTRIES.



PANEL DISCUSSIONS WOULD CENTRE AROUND :

1: DIGITAL TRANSFORMATION IN TOURISM

TOPICS: IMPACT OF DIGITAL TECHNOLOGIES ON TOURISM, OPPORTUNITIES, AND CHALLENGES.

2: SMART DESTINATION MANAGEMENT

TOPICS: UTILIZING TECHNOLOGY FOR EFFICIENT DESTINATION MANAGEMENT.





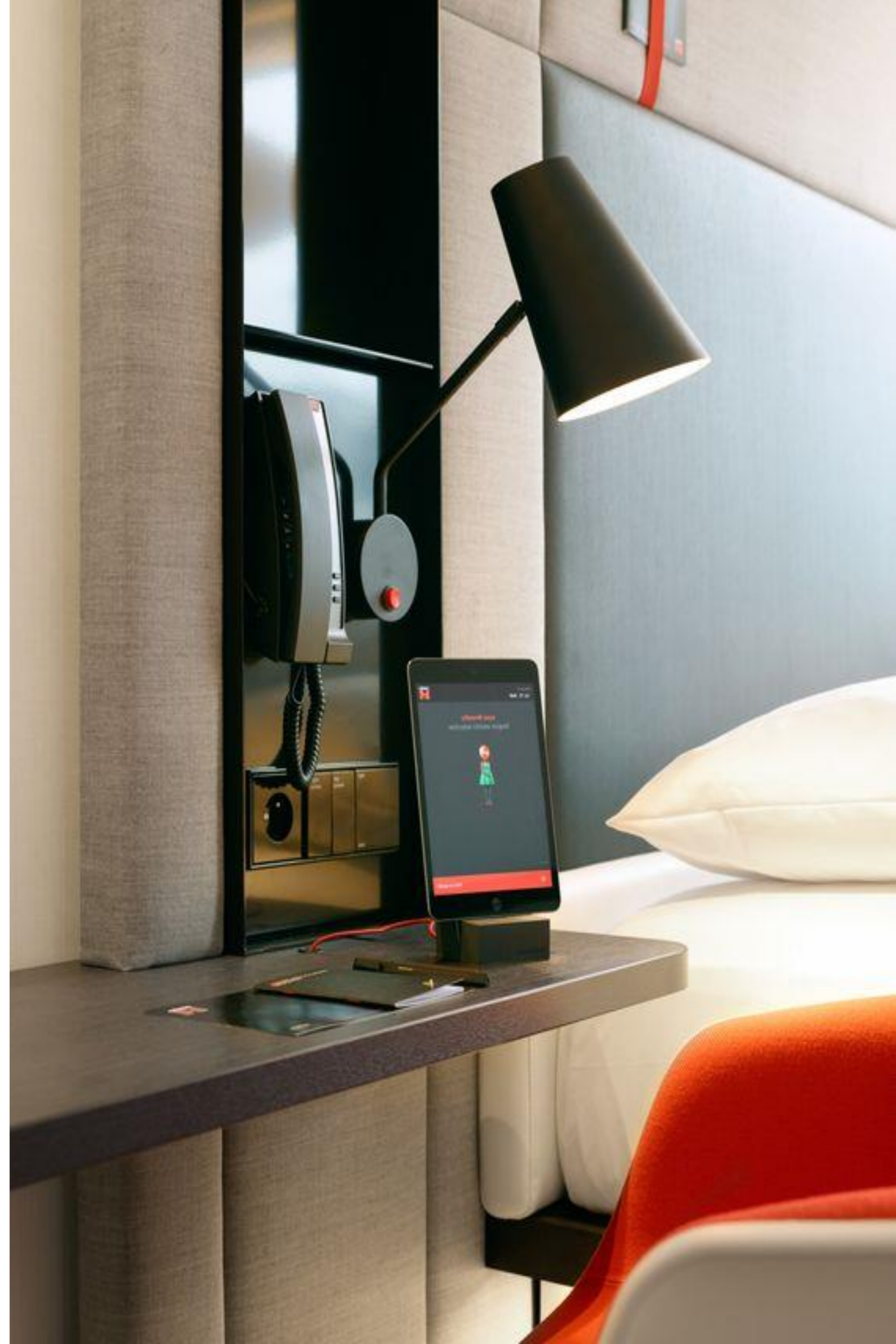
PANEL DISCUSSIONS WOULD CENTRE AROUND :

3: CROSS-BORDER PAYMENT INFRASTRUCTURE

TOPICS: ASSESSMENT OF THE TECHNOLOGICAL INFRASTRUCTURE SUPPORTING CROSS-BORDER TRANSACTIONS.

4: DIGITAL TRANSFORMATION IN AVIATION

TOPICS : INTRODUCTION OF TECHNOLOGY-DRIVEN SOLUTIONS FOR COST REDUCTION.EXAMPLES OF SUCCESSFUL IMPLEMENTATIONS IN OTHER REGIONS.



TECH SHOWCASE

EXHIBITORS AND SPONSORS ARE INVITED TO SHOWCASE THEIR TECHNOLOGICAL SOLUTIONS AND ENGAGE THE AUDIENCE WITH VISUALLY APPEALING PRODUCT SHOWREELS. ATTENDEES WOULD BE EXPECTED TO EXPLORE THE TECH SHOWCASE DURING BREAKS. THESE WOULD ALSO SERVE AS NETWORKING SESSIONS AND OPPORTUNITIES FOR PROFESSIONALS TO CONNECT AND COLLABORATE WITH INDUSTRY PROFESSIONALS





TARGET AUDIENCE.

THE TARGET AUDIENCE FOR THE TOURISM AND TECHNOLOGY SUMMIT AFRICA INCLUDE INDIVIDUALS AND PROFESSIONALS FROM VARIOUS SECTORS WITH A VESTED INTEREST IN THE INTERSECTION OF TOURISM AND TECHNOLOGY. HERE ARE SOME KEY GROUPS THAT ARE PART OF THE TARGET AUDIENCE:





TARGET AUDIENCE.

1) TOURISM INDUSTRY PROFESSIONALS: THIS INCLUDES REPRESENTATIVES FROM TRAVEL AGENCIES, TOUR OPERATORS, HOTELS, AIRLINES, CRUISE LINES, AND OTHER HOSPITALITY BUSINESSES. WHO ARE INTERESTED IN LEVERAGING TECHNOLOGY TO IMPROVE CUSTOMER EXPERIENCE, OPTIMIZE OPERATIONS, AND ENHANCE THEIR OFFERINGS.



TARGET AUDIENCE.

**2) TECHNOLOGY COMPANIES:
REPRESENTATIVES FROM
TECHNOLOGY COMPANIES THAT
PROVIDE SOLUTIONS AND SERVICES
FOR THE TOURISM INDUSTRY, SUCH
AS ONLINE TRAVEL PLATFORMS,
BOOKING SYSTEMS, TRAVEL TECH
STARTUPS, VIRTUAL REALITY
COMPANIES, AUGMENTED REALITY
DEVELOPERS, ETC.**



TARGET AUDIENCE.

3)BANKS,FINTECHS,FINANCIAL SERVICES COMPANIES: WHO WOULD PROFFER SOLUTIONS TO ISSUES RELATED TO REMITTANCES,COSTS OF TRANSACTIONS, ASSESSMENT OF THE TECHNOLOGICAL INFRASTRUCTURE SUPPORTING CROSS-BORDER TRANSACTIONS.





CONT'D

**DEVELOP STRATEGIES FOR
MODERNIZING PAYMENT SYSTEMS
AND BANKING INFRASTRUCTURE
THROUGH SUCH SOLUTIONS AS
CARD PAYMENTS AND MONEY
TRANSFERS.**

**ADDRESS CHALLENGES RELATED TO
RESTRICTIONS ON CURRENCY
CONVERTIBILITY AND ADVOCATE
FOR MORE FLEXIBLE CURRENCY
EXCHANGE POLICIES.**





TARGET AUDIENCE

4) GOVERNMENT OFFICIALS AND TOURISM BOARDS: REPRESENTATIVES FROM LOCAL, REGIONAL, AND NATIONAL TOURISM BODIES WHO ARE INTERESTED IN UNDERSTANDING THE IMPACT OF TECHNOLOGY ON THE TOURISM SECTOR AND HOW TO PROMOTE SUSTAINABLE AND TECH-ENABLED TOURISM.



TARGET AUDIENCE.

5) CLEAN/GREEN ENERGY COMPANIES: COMPANIES WITH TECHNOLOGIES FOR ENERGY TRANSMISSION THAT CAN FACILITATE THE INTEGRATION OF RENEWABLE ENERGY SOURCES SUCH AS SOLAR, WIND, AND HYDROELECTRIC POWER INTO THE TOURISM INFRASTRUCTURE. UTILIZING CLEAN ENERGY THAT WILL REDUCE THE CARBON FOOTPRINT OF TOURISM ACTIVITIES AND HELP PROMOTE ECO-FRIENDLY PRACTICES.



EXPECTED OUTCOMES:

- 1) INCREASED COLLABORATIONS BETWEEN COMPANIES IN FACILITATING PARTNERSHIPS ACROSS BORDERS.**
- 2) ENCOURAGEMENT AND ADOPTION OF INNOVATIVE TECHNOLOGIES FOR TOURISM GROWTH ACROSS THE AFRICAN CONTINENT.**
- 3) PROMOTION AND EXCHANGE OF IDEAS, KNOWLEDGE AND BEST PRACTICES AMONG PROFESSIONALS.**





EXPECTED OUTCOMES:

- 4) DEVELOPMENT OF POLICY RECOMMENDATIONS FOR GOVERNMENTS TO SUPPORT THE TOURISM-TECH ECOSYSTEM.**
- 5) CAPACITY BUILDING TO EQUIP PROFESSIONALS WITH THE NECESSARY SKILLS FOR THE FUTURE OF TOURISM.**
- 6) SPOTLIGHT ON THE ASTRONOMICAL COSTS OF TICKETS ACROSS AFRICA AND STEPS TO BEGIN ADDRESSING THE ISSUES**



SPONSORSHIP CATEGORIES AND BENEFITS

PLATINUM CATEGORY N12,250.000million (\$10,000)

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 N9,800.000million (\$8000)

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

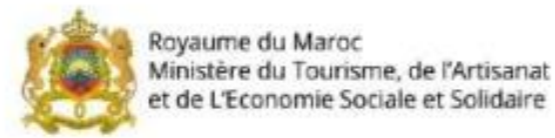
SILVER CATEGORY N7,350,000million (\$6000)

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

ESTIMATED EXPENSES

S/NO	ITEM / DESCRIPTION	UNIT	COST	TOTAL
1	VENUE	1	N5,000,000	N5,000,000
2	LED SCREENS	2	N500,000	N1,000,000
3	PA SYSTEM/SOUND SYSTEM	2	N200,000	N400,000
4	PRESS CONFERENCE	1	N1,000,000	N1,000,000
5	CONFERENCE BAGS	500	N2500	N1,250,000
6	MASTER OF CEREMONY	1	N1,000,000	N1,000,000
7	TEA BREAK/LUNCH	500	N10,000	N5,000,000
8	EXHIBITION BOOTHS	10	N100,000	N1,000,000
9	BROCHURES	500	N3,000	N1,500,000
10	RED CARPET/STAGE	2	N1.200,000	N2,400,000
11	TRANSPORT/INTERNET	2	N850,000	N1,700,000
12	PRINTING/BACKDROPS/GRAPHICS	3	N1,200,000	N3,600,000



TRAVEL TECH MOROCCO 3rd EDITION

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COMPETITORS

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2019 TECH SUMMIT

February 12, 2019
9:00 AM-6:00 PM
@LYRIC THEATRE

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LITHUANIA TRAVEL

Travel Tech Hackathon
9-11th of November
Vilnius, Lithuania

EIMIN | Such Much AI

Organizer: LITHUANIA TRAVEL
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**EMBRACE TECHNOLOGY IN YOUR
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Overcome your fears and frustrations

Full day event with International keynote speakers
inkl. lunch and networking



4th Annual **Travel Tech Middle East**

11th & 12th October 2023
Address Dubai Marina

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