TOURISM AND TECHNOLOGY SUMMIT 2020

FRIDAY 22ND MAY 2020 LAGOS NIGERIA

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.
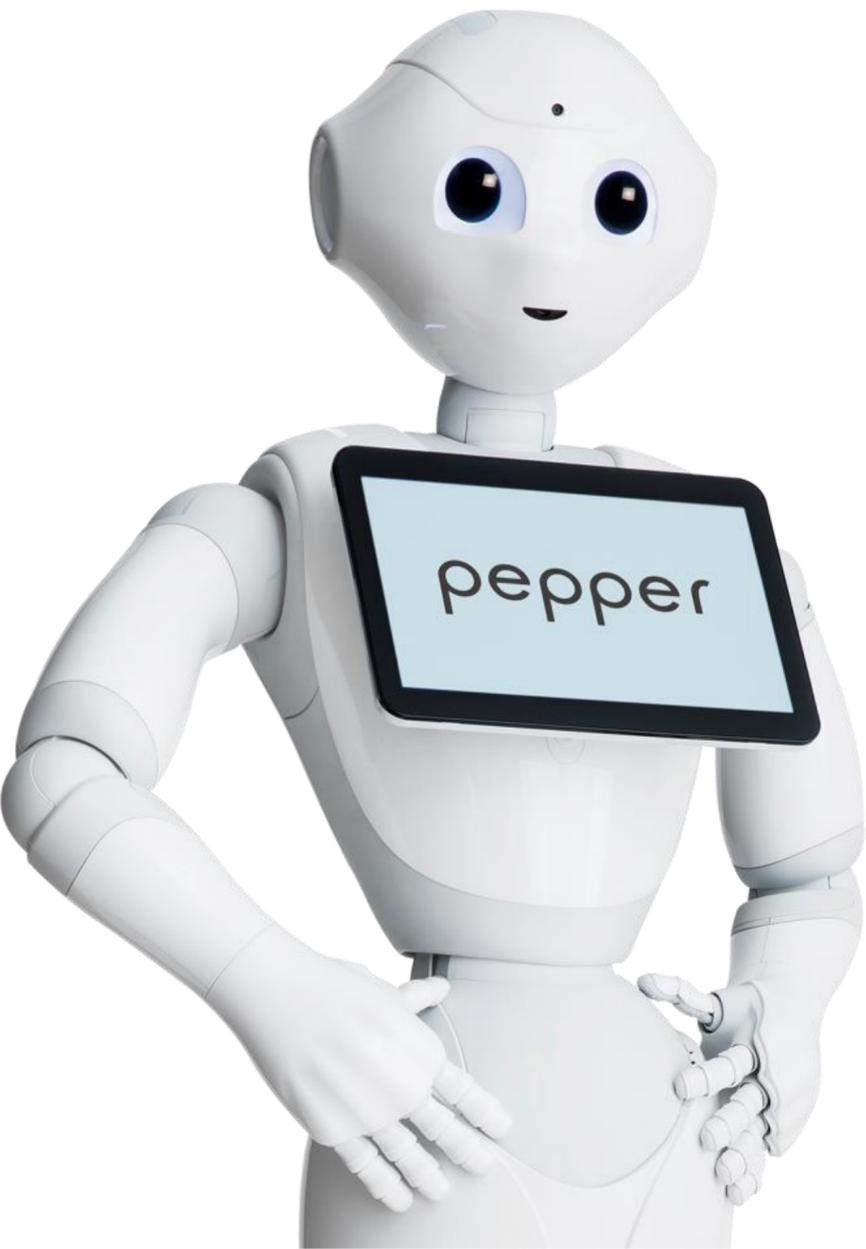
THEME

# 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.

BIOMETRICS 📷

ARTIFICIAL INTELLIGENCE 📷

BIG DATA 📷

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.
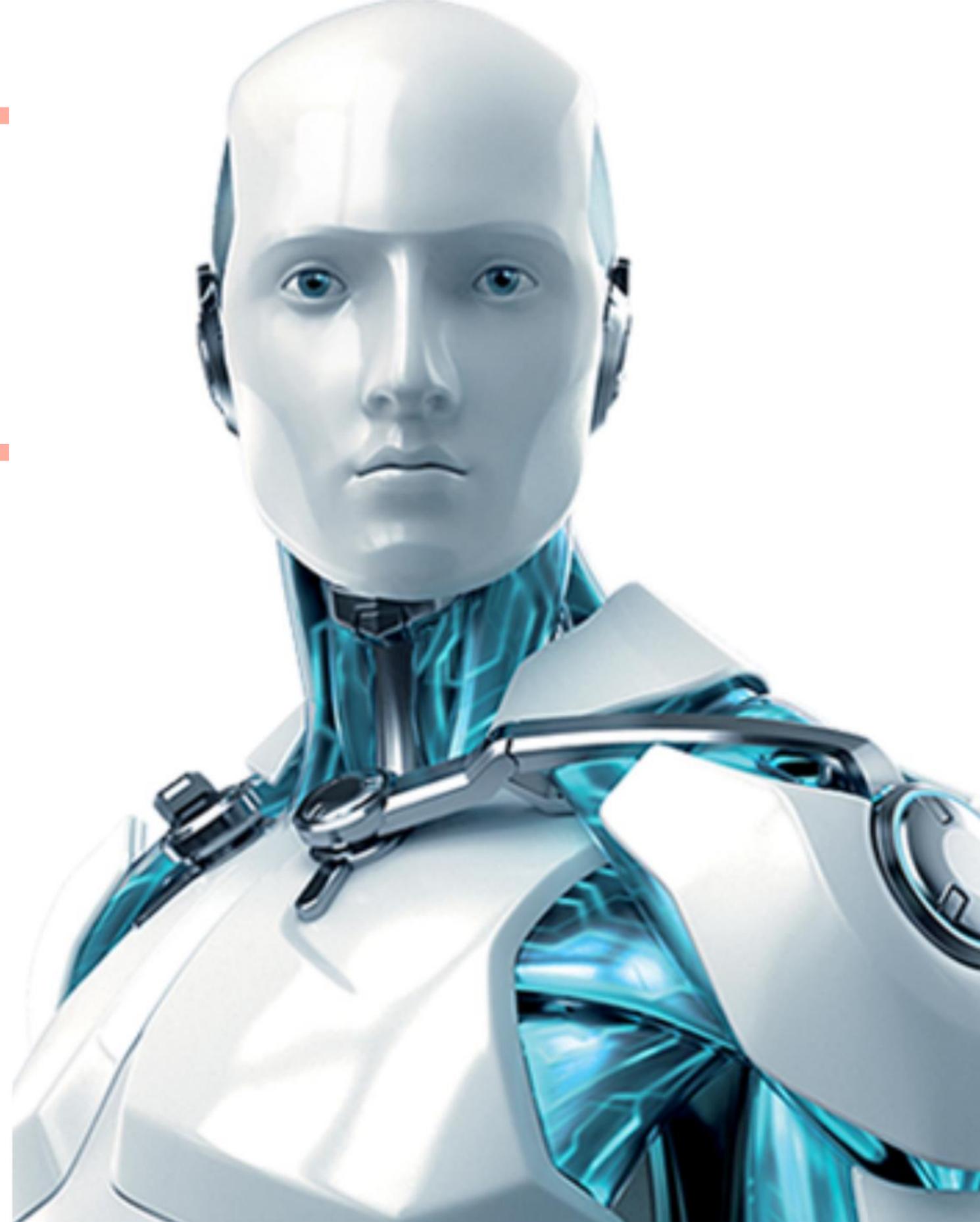
BIOMETRICS

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.

ARTIFICIAL INTELLIGENCE

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?

BIG DATA

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.

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 ($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=N500,000

INSIDE FRONT COVER=N500,000

INSIDE BACK COVER=N500,000

FULL PAGE N350,000

HALF PAGE=N250,000

QUARTER PAGE=N150,000

CONGRATULATORY PAGE=N100,000

BOTTOM STRIP COVER=N250,000

EXHIBITION BOOTHS

3 X 3 =N155,000
3 X 2=N145,000

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			

CRYPTOCURRENCY BOOKINGS

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) .

BIOMETRIC AIRPORTS

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.

MACHINE LEARNING

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)

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 GOGE AFRICA
WORLDWIDE LTD.

GOGE AFRICA

SPEAKER

TOURISM AND TECHNOLOGY SUMMIT 2019

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

IKECHUKWU NNAMANI.
PRESIDENT/CEO
MEDALLION COMM.

MEDALLION COMMUNICATIONS

SPEAKER

TOURISM AND TECHNOLOGY SUMMIT 2019

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

Chukwudi Nwaokike
Client Success Mgr
Netcore Solutions
Nigeria

netcore

SPEAKER

TOURISM AND TECHNOLOGY SUMMIT 2019

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

Nisham Chhabra
General Manager Sales
Netcore Solutions
Nigeria

netcore

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
Oriental Hotel, Victoria Island

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

TOURISM AND TECHNOLOGY SUMMIT 2019. (PARTNERS)
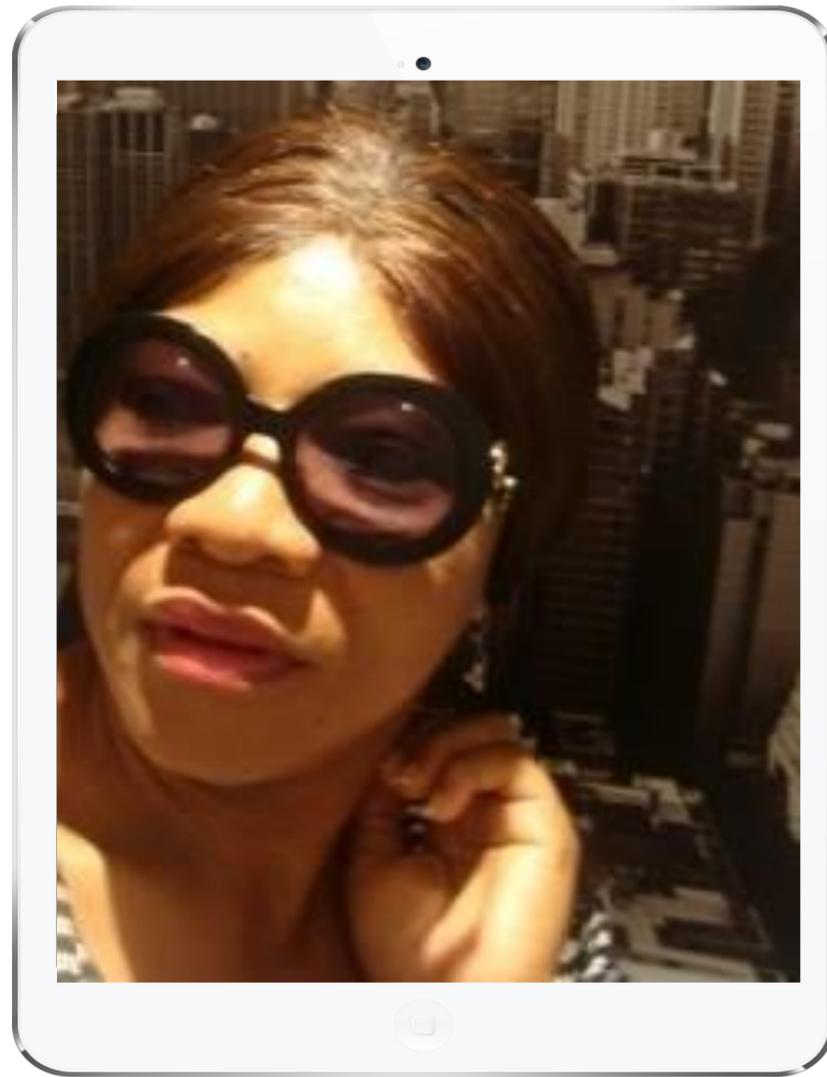
THE TEAM

Clara Chinwe Okoro
Executive Producer/COO
Brandworld Media
          &
Founder
My Beautiful Africa
(Ideator)
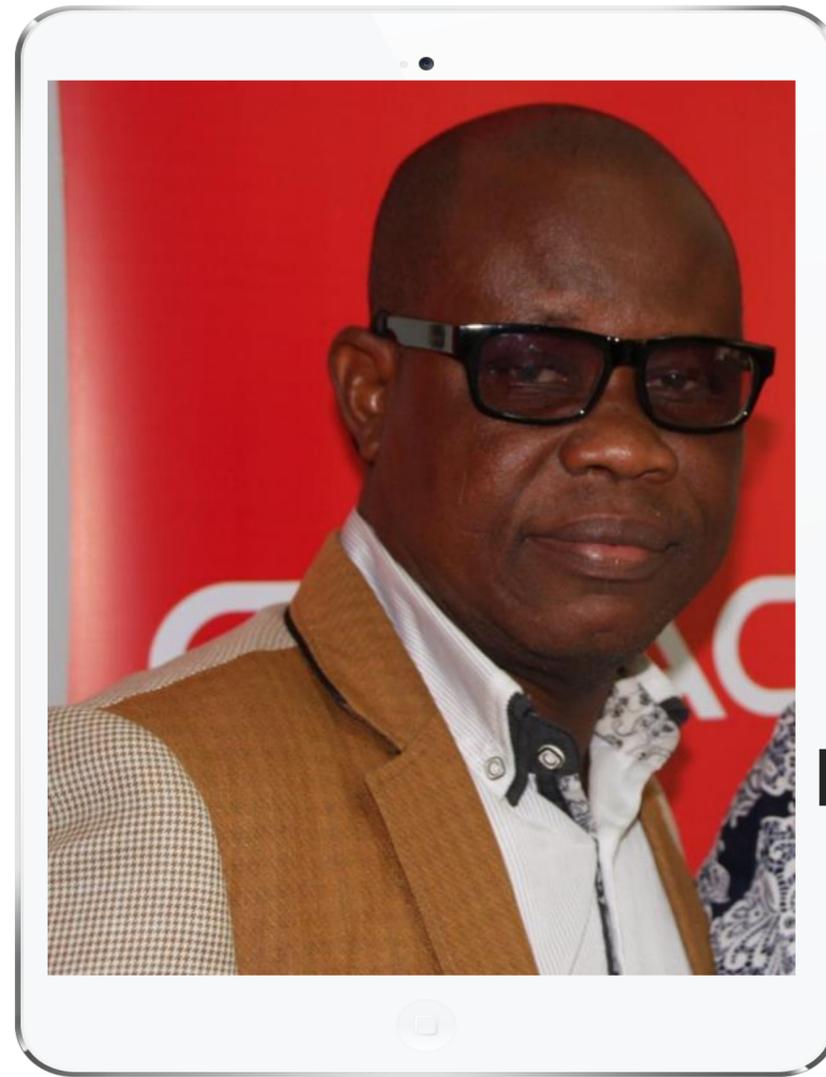
Isaiah Erhiawarien
Co-Founder Technology Mirror
(Project Consultant)

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THANK
YOU