



Dear participants,

We are thrilled to see your enthusiasm to be part of the recovery of the Hospitality industry! It is a unique opportunity to restart tourism in a more balanced, innovative and sustainable way, with Hospitality as one of its driving forces. The time is right to foster new ideas, offer a new industry paradigm and shift consumption habits.

Before you apply to the Hospitality Challenge, make sure you have the following information ready:

- Name of Project
- Location of your Project
- Type of business (For profit / Not-for-profit)
- What problem in the Hospitality, Travel and Tourism industry are you trying to solve? (1200 words maximum)
- Category of your Project
 - Luxury travels, goods and services
 - Hotels and hotel related operations
 - Food and Beverage
 - Smart Real State
- What is your project about? What is its added value? (1200 words maximum)
- How does your Project differentiate from similar solutions?
- At what stage is your project?
- What are your main challenges?
- What [sustainable development goals](#) does your project address?
- How do you measure the impact of your project on the referent goal?
- How can your skills contribute to your Project in a positive way?
- Have you already identified some profile to help you in implementing your project?
- Why does your Project should be the winner solution?
- Provide us with a presentation of your Project, maximum 20 slides (PDF/PPT)
- You can also provide us with a video if desired (max 100 MB)

For more information, please write to idt@unwto.org. We will be available to answer your questions about your application. You can ask for the Department of Innovation, Digital Transformation and Investments.

We look forward to receiving your application!