

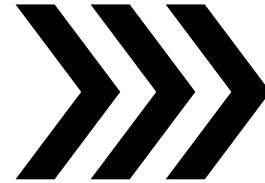


Travel Innovation Hub

Un projecte de **B^{HH}**
Gremi d'Hotels
de Barcelona

Personalització

Milenials



“Pandemics”

Disrupció tecnològica

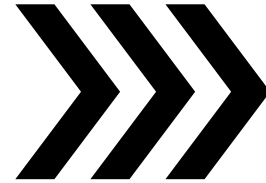
 Pagaments

 Contactless

Reconversió models de negoci



Hotels



Coworking / Coliving



The initiative in five steps

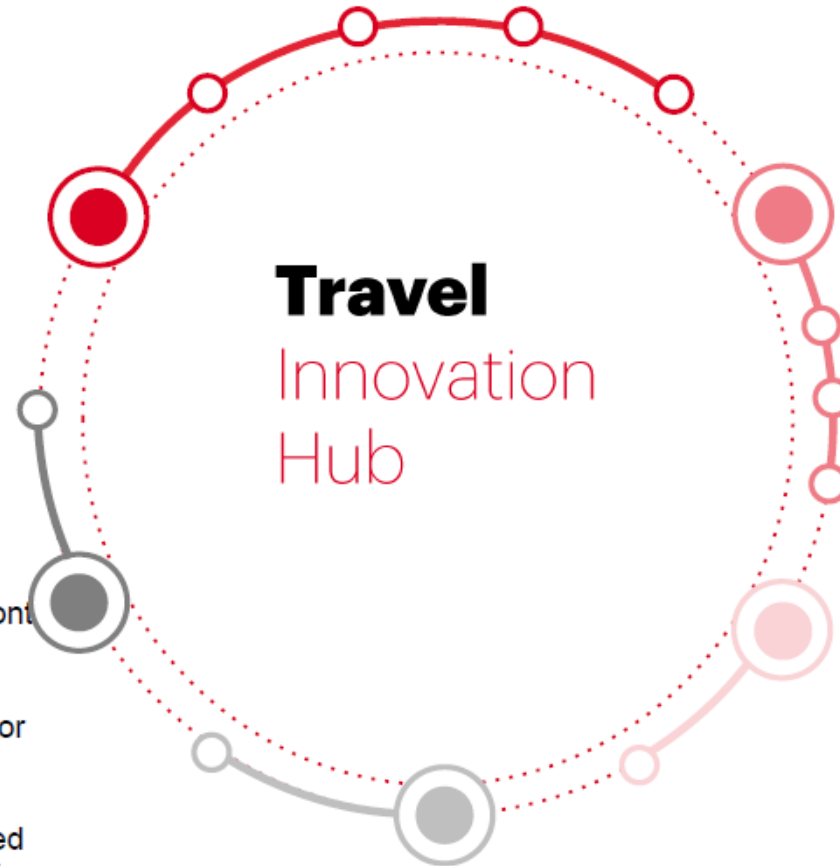
1 Training: Going Digital

Through **experience-based training programmes**, Travel Innovation Hub helps small and medium companies, corporations, entrepreneurs, public agencies and infrastructure providers to understand the impact of digital transformation and innovation in the travel value chain and the need for innovation to ensure the long-term competitiveness of the sector.

This initiative gives the members of the programme the mindset, methodology and tools needed to embrace digitalization, understand innovation and launch joint digital projects aiming to deliver **sector-wide impact**.

5 Global visibility

Showcasing of the hub's plans and results in front of industry leaders at **4YFN of Mobile World Congress** (one of the world biggest and most impactful tech encounters) and the vertical sector in **B-TravelPro** in Barcelona. Raising the awareness of **global industry leaders** to the priorities and challenges propelled by the Hub will help gain **industry support** and invite **feedback** as well as more **opportunities for collaboration**.



2 Innovation knowledge

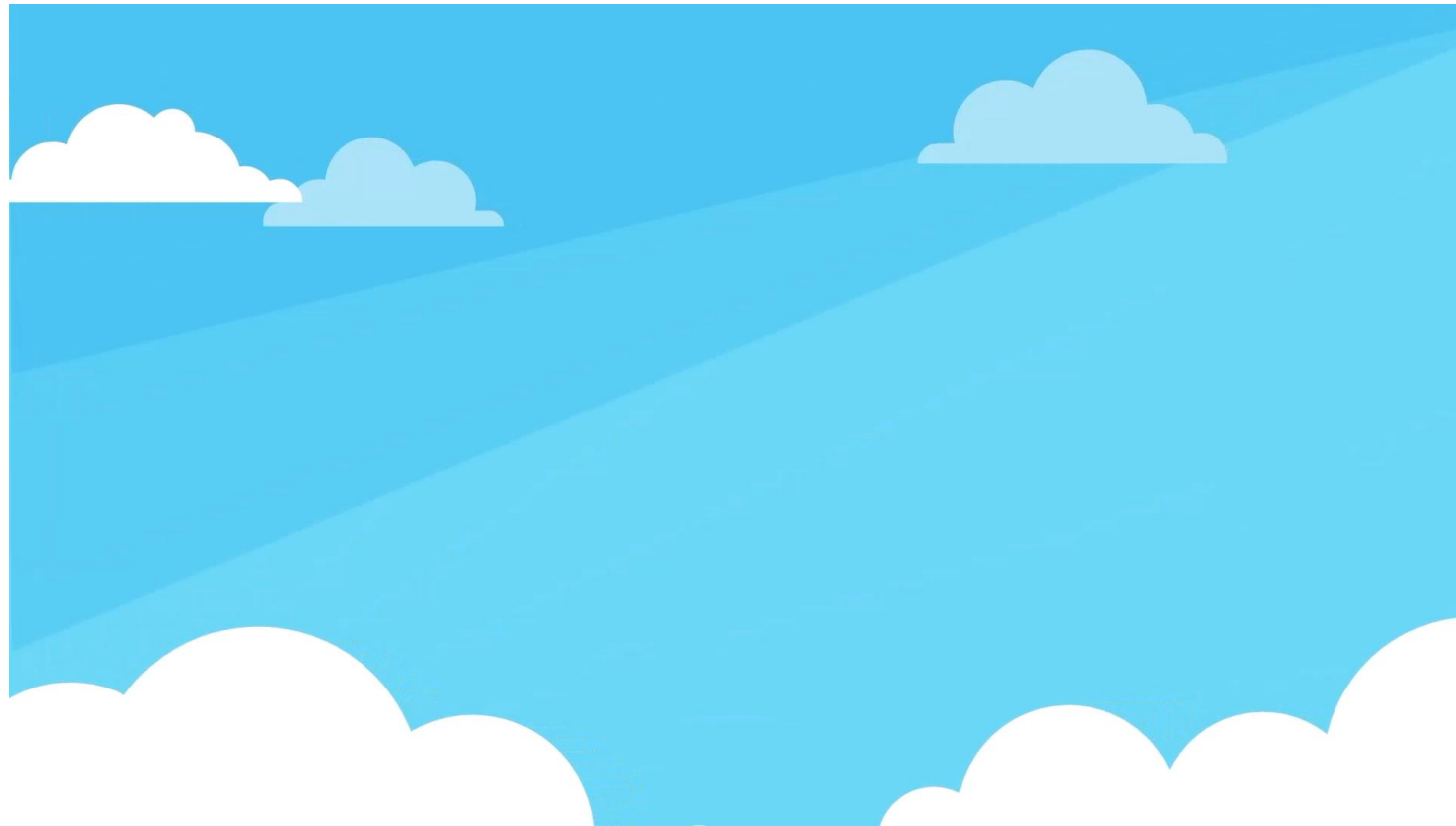
A team of innovation experts provides studies and reports related to **technology projects and trends**. Through this intelligence service, members will become better informed of **latest news** in the international innovation ecosystem that may impact in the industry, **best practice and disruptive business models**.

3 Ecosystem connection

Through the development of an **international innovation ecosystem** and **participation in leading events**, Travel Innovation Hub connects with the most **relevant global players** in the digital innovation ecosystem enabling members of the programme to discover a thriving network with which to collaborate, partner, exchange experiences and create business opportunities.

4 Sector challenges

Engagement with **innovation agents** – including startups, R&D, professional services and innovation centers, etc – to **address concrete transversal challenges** in the sector and pave the way for the undertaking of pilots and industry-wide adoption of innovations.





8 STARTUPS
5 JUDGES
5 MINUTES TO SHOWCASE

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WHEN: TUESDAY, OCT' 27TH
5 P.M (IL Time) // 2 P.M (GMT)

SCHEDULE:
17:00 - Check in & Welcoming
17:10 - Showcases + Q&A by the judges
18:00 - Q&A from audience

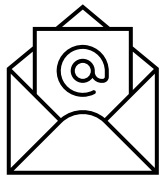
BARCELONA // JOHANNESBURG // JERUSALEM // LISBON

Logos at the bottom: BYHOURS, gamitee, GO, WeMove #MoveAnything, ROUTIER, secretcitytrails, LUGGIt

Logos at the top: JETH, Start up Lisboa, Travel Innovation Hub, BHH Barcelona Hotel Association, seeza



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