



Hospitality &
Travel Industry
Innovations
Global Forum

PRESS RELEASE

August 1, 2018

Invitation to the Welcome Challenge Global Forum™

The **Welcome Challenge Global Forum™** is a Public-Private Partnership Initiative dedicated to the development of Hospitality & Travel Industry through encouraging innovative ideas and startups from the field. The Forum is a common ground for meetings and discussions and an open-floor cooperation for all industry players, both private and government, traditional and disruptive.

A major element of the program will be an annual Startup Competition inviting business innovators and potential disruptors to pitch their ideas to established companies in the Hospitality and Travel industry, angel investors, business incubators and accelerators.

The annual Welcome Challenge Global Forum will provide an opportunity to test-drive the newest, most innovative business models, concepts and project ideas to an audience of prominent travel corporations, possibly leading to high level mentorships, development partnerships and investment.

Besides technology-driven innovations, the forum will also test newest business models and experience-based concepts that can become the hospitality industry's sustainable environmental standards in the future.

Date and location – October 24-26, 2018, in Tbilisi, Georgia.

Who can participate – Startup companies and individual entrepreneurs who aspire to revolutionize the hospitality and travel industry by developing technology-driven innovations, and experience-led concepts. Also welcome are senior managers of major corporations representing all fields of the hospitality and travel industry; international experts and high-tech innovators; financial and investment firms.

What types of projects are eligible - any innovative ideas, methods, technologies, or concepts that offer solutions to challenges in various fields in or related to the hospitality and travel industry - accommodation, entertainment and recreation, food and beverage, events management; financial modeling, mobile money, app development, design, logistics and other auxiliary areas are also eligible.

How to apply - for the convenience of the applicants, and to make the selection of the startups fair, Welcome Challenge™ has incorporated a startup-registration and jury-evaluation platform, YouNoodle.com. To apply, please go to our website, www.welcometchallenge.com and click on APPLY icon.

Application deadline - October 1st, 2018

Contributors and Supporters - This pioneering, annual event is supported by UNWTO (United Nations World Tourism Organization) and funded by the Government of Georgia, thus allowing a free-

of-charge registration, accommodation, meals, entertainment, and sightseeing for chosen startup participants.

There is one primary reason to attend Welcome Challenge™ -

BE FIRST to know what innovations are coming – to customize them for your benefit, to anticipate the changes, and to learn how they can/may disrupt your business.

The Welcome Challenge Global Forum believes that entrepreneurship, individual enterprise, mentorship and the ability to be heard are all essential elements in creating a more just and inclusive world with opportunity for everyone.

Welcome to Welcome Challenge Global Forum™

Welcome Challenge Global Forum™ Organizing Committee

info@welcomechallenge.com

www.welcomechallenge.com

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