

Preliminary Agenda

IEI/4/9 October 2025

UN Tourism Tech Adventure: Grand Final of the UN Tourism Artificial Intelligence Challenge

Saturday, 8 November 2025
Mandarin Oriental, Riyadh (Saudi Arabia)
Pavilion Area

Background:

On 8 November 2025, the Grand final of the [Artificial Intelligence Challenge in Tourism](#) will take place, within the framework of the [26th Session of UN Tourism's General Assembly](#). Four finalist startups will compete to become the winners of this edition.

The event will feature welcome messages from the host authorities and UN Tourism, and participation of Ministers, investors, academics, tech corporates, and key stakeholders from the tourism ecosystem, as well as an interactive panel with the partners and the pitch presentations of the 5 finalist companies.

A jury composed of national and international partners will select the winners, who will pitch their ideas and take part in the award ceremony. They will receive the announced benefits: a 2-month acceleration programme at SPARK the Innovation Sphere of Les Roches, scholarships from the UN Tourism Online Academy, tailored mentorships, opportunities for internationalization, access to investment and venture capital programmes, and global visibility through UN Tourism's innovation network. A single winner will be chosen to take part in the Award Ceremony during the Thematic Session on 10 November in the Plenary Room.

This Global Innovation Challenge of UN Tourism, launched in November 2024 at the WTM in London, received more than 440 applications from 84 countries. It aims to identify and support startups and technology companies developing artificial intelligence solutions applied to tourism. The initiative seeks to foster a responsible use of AI that enhances sustainability, improves the traveler experience, increases the competitiveness of destinations, and ensures ethical principles in the application of these technologies.

Provisional Programme

MC:	National media outlet of Saudi Arabia
13:30 – 12:45	Opening Remarks
12:45 – 13:00	Opening Keynote: “Driving the Future of Tourism: AI and Startup Innovation on a Global Scale” <ul style="list-style-type: none">• Ms. Natalia Bayona, Executive Director, UN Tourism
13:00 – 13:30	Pitching Round of the finalists of the UN Tourism Artificial Intelligence Challenge: <ul style="list-style-type: none">• Startup I: IUrban (Spain)• Startup II: EyeGo (Saudi Arabia/UAE)

- Startup III: HotelOpsAI (India)
- Startup IV: Consensus Framework - SMART (Brazil)
- Startup V: B-Human (Colombia)

Jury will be composed out of the partners of the AI Challenge and local stakeholders: Plug and Play, Unicorn Hunters, Les Roches, and Amadesu (Ventures).

13:30 – 14:15

Private Sector Panel: “AI in Tourism: Empowering Startups and Communities for the Future”:

This panel with the partners of the UN Tourism AI Challenge will bring together investors, academics, and venture capital leaders from leading tech companies to explore the transformative potential of artificial intelligence in tourism. The discussion will address the opportunities AI presents—such as enhanced efficiency, smarter destinations, personalized traveler experiences, and stronger destination branding—while also examining the obstacles startups face, including funding gaps, technological adoption, and regulatory challenges.

Moderator: Mr. Antonio López de Ávila, Director for Innovation, Education and Investments, UN Tourism

14:15 – 14:30

Closing and Award Ceremony (TBC)

14:30 –

Lunch