



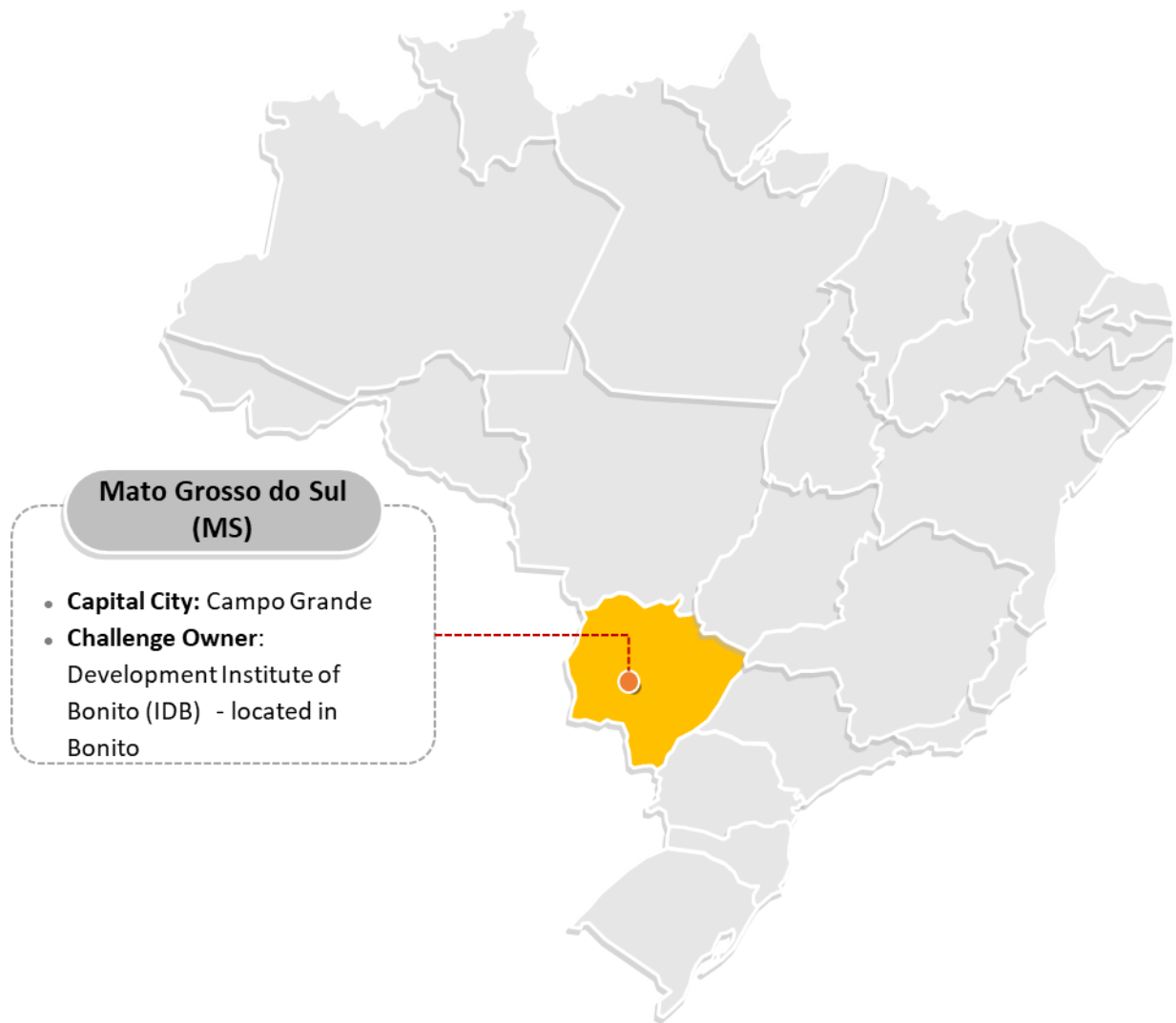
### **CHALLENGE 1: NATURE TOURISM & DIGITALISATION**

**Transformation of the nature-based tourism experiences of Bonito, Brazil into a virtual experience, with the objectives of both making exclusive nature experiences accessible to citizens around the world and guaranteeing an income for locals engaged in looking after the infrastructure and working to protect local biodiversity.**

Bonito is a municipality of 20.000 inhabitants in the central Brazilian state of Mato Grosso do Sul, internationally recognized as a nature-based destination. Known as the capital of ecotourism, it has 70% of its working population dedicated to the tourism sector, a total of 7.000 direct jobs and 2.000 indirect. According to recent data from March 2020, an average number of visitors per year around 240.0000, generating an income of BRL 340 million in the local economy. Since March 2020, however, the sector has been paused due to the COVID-19 pandemic. The large majority of jobs were lost immediately, strongly impacting the entire community.

The [Development Institute of Bonito \(IDB\)](#) is a non-profit private association and represents dozens of companies and professionals through their sector-specific association. Their objectives include promoting the sustainable development of local and regional tourism, supporting skills development, strengthening the local culture and promoting biodiversity conversation.

- Desired Type of Solutions: strategy & business model, implementation plan & strategy
- Prize for Solution & Concept Development: 10.000 €
- Application for solutions: <https://forms.gle/4sPrgQ86K6yEmion6>
- Deadline for Application: ~~15 September 2020~~ **9 October 2020 (extended)**



### **Target Audience**

The solution providers will support the target audience composed by professionals dedicated to working in local tourism nature-based attractions, responsible for employing the majority of workers in the municipality.

This target audience also encompasses 180 tours guides who lost their jobs due to the constraints of the COVID-19 pandemic on the tourism sector. These tour guides are now facing the difficult situation of trying to find another job and adapting to new activities.

The forecast for these tour guides after the pandemic is not very positive, as the tourism demand will most likely be smaller than the pre-COVID environment. In this sense, the solution provides shall present an innovative resolution for this challenge that will comprehend an alternative income action plan, while also providing support to workers that have been severely affected.

### **Resources in place**

There are three full-time employees at IDB, who will be dedicated to working and implementing the solution upon definition. Also, supporting the initiatives there are six legal entities in the municipality of Bonito, among them restaurants, hotel, bars, tourism attractions, nature-based attractions, tourism

agencies, retail shops and convention bureau. Additionally, a total of 58 associates and can articulate initiatives across the local tourism trade that can stimulate and support the challenge implementation.

A group of three full-time employees from IDB will be dedicating their time to jointly work with the solution providers and implement the selected resolution. In addition to these IDB staff, the solution providers will also count with the support from six legal entities in the municipality of Bonito (restaurants, hotel, bars, tourism attractions, nature-based attractions, tourism agencies, retail shops and convention bureau).

Additionally, a total of 58 associates of IDB can articulate initiatives across the local tourism trade that can stimulate and support the challenge implementation.