

TIS – Tourism Innovation Summit with A World for Travel 2023 Open registration for October in Seville

TIS2023, which will take place from October 18-20, will present strategies to drive innovation and technology in the tourism industry and improve the traveller experience

A World for Travel, the thought leadership world forum for the sustainable transformation of travel and tourism will hold in parallel its 2023 edition

Madrid, 26 July 2023 – TIS - Tourism Innovation Summit 2023 is preparing for its new edition in Seville, Spain. From October 18 to 20, the city will be the international meeting point for players in the tourism industry value chain aiming to transform their businesses and destinations by focusing on innovation and new technological tools, that maintain sustainability at the center of their core business. TIS - Tourism Innovation Summit has become the technological forum of reference for the tourism industry, which has changed the location to Hall 2 of FIBES to accommodate the high demand of exhibiting companies. In total, more than 200 firms will exhibit the latest solutions in areas such as Business Intelligence, IoT, Artificial Intelligence, Cloud, Cybersecurity, 5G connectivity, or virtual and augmented reality, to improve the competitiveness and the impact on the travel and tourism industry.

7 key trends that will drive tourism competitiveness

For three days, the Tourism Innovation Global Summit will host more than 150 conferences in six simultaneous auditoriums, where more than 400 industry experts will address the seven key trends that are defining the new tourism: **driving innovation** to reshape the future of travel; **embracing the digital transformation**; **sustainable practices** to promote environmental conservation, social responsibility and economic viability; embrace **human centricity** and explore how it can transform the travel experience; **exclusive sessions for CEOs** to promote peer-to-peer discussion for top-level executives in the industry; **marketing and sales strategies**; and trends, innovations and best practices in the **MICE and business travel** sector.

The congress will host different forums focused on each segment of the travel industry, from the MICE sector to destinations, hospitality, distribution channels and OTAs, business travel, transportation, activities and culture and leisure travel. In addition, the congress will present specific content agendas for different professional profiles, to address their daily challenges.

TIS2023 holds the new edition of A World for Travel

This year, TIS – Tourism Innovation Summit and A World for Travel (AWFT), in partnership with the Global Travel and Tourism Resilience Council, are joining forces to boost the transformation of the industry. By running alongside each other, the carbon footprint of the two events is reduced considerably.

AWFT, after its inauguration virtually in 2020, was held in Évora, Portugal 2021 and then in Nîmes, France 2022. This year AWFT is thrilled to be in Seville, Spain where the organizations aim to boost the transformation of responsible and sustainable tourism around the world through intersecting governments, industries and suppliers who touch the traveller.

Government officials, ministers of tourism, private sector captains of industry, NGOs, academics, experts and media will participate in discussions sharing groundbreaking initiatives envisioned as **the industry looks ahead to shift towards the future. More than 80 special speakers will be associated to each of the 5 themes in these shifts: climatic, environmental, technological, economic and societal.** Each will be tasked to deliver new insights, experiences, products and most critically, new ideas on leadership in sustainability.

If the first 3 editions of AWFT were largely devoted to the effects of crises and their consequences, this 4th edition will look to the future with optimism, determination, and control. **“Shift Towards the Future” is an invitation to turn the page on travel at all costs towards sustainable travel.** It is about transformation more than adaptation. It is about finding the best strategy rather than refining management.

About TIS – Tourism Innovation Summit (18-20 October 2023, Seville, Spain): [TIS – Tourism Innovation Summit](#) is an international forum for innovation, trends and reflection for the tourism sector that offers managers and companies in the sector to learn about the latest technological solutions and products to improve their competitiveness. During 3 days, TIS2023 will bring together more than 7,000 professionals from the travel and tourism sector who come to find the latest solutions to help them boost their destination or tourism business. In addition, more than 400 experts from around the world will share at the Tourism Innovation Global Summit their strategies and success stories to drive smarter, digital and sustainable tourism.

About A World for Travel

A World for Travel is aimed at the transformation of travel to preserve, globally and locally, humanity and the planet. This event allows all tourism stakeholders to react, take initiative and reshape tourism products to meet climate, digital and social requirements, to develop the benefits of tourism and to fix ongoing milestones. The event provides a common platform to share best practices and perspectives by involving all stakeholders with mixed interests and identifying threats to travel development.

About the Global Travel and Tourism Resilience Council

In 2016, the Global Travel and Tourism Resilience Council was launched. The Council is a global platform to bring together the public and private sectors addressing crisis planning, preparedness, sustainability, recovery, and resilience. As an international thought leadership forum, the Council facilitates dialogue and works with best of breed companies for the benefit of destinations and the global travel industry. More information at resiliencecouncil.com