



Hotel executives will explore trends and challenges driving the future of hospitality at TIS2023

Leading groups such as Guitart Hotels, The Westin Valencia or B&B Hotels will share how they are adapting to this new tourism

TIS2023 will bring together over 400 global leaders to discuss the innovations that are driving tourism towards a smarter, digital and sustainable model

Madrid, 27 September 2023 – The hotel sector is making steady progress, leaving behind a season of uncertainty marked by a turbulent economic situation. In 2023, the industry is committed to transformation and is supported by its good business prospects. According to a report by Statista and Booking, 65% of Spanish hoteliers foresee record revenues at the end of 2023.

On 18, 19 and 20 October in Seville, Spain, [TIS - Tourism Innovation Summit 2023](#) will bring together leading hotel managers to discuss how the sector is moving towards a new, smarter, digital and sustainable tourism model. **The I World Congress of the CIDH**, an association of C-level executives in the hotel business, will bring together hotel managers who will share the keys to implementing strategies adapted to the new needs of the traveller.

"The partnership between the CIDH and TIS creates a unique platform for learning, collaboration and exploration of emerging trends that are shaping the future of our industry. We have created a tourism management conference for hotel managers," says the CIDH.

With its international vision, the CIDH World Congress will analyse the global trends facing tourism and how cooperation and strategic alliances between destinations can drive the growth and development of the industry. In this context, **Bruno Hallé**, partner co-head of hospitality Spain at **Cushman & Wakefield**, will moderate a panel discussion with speakers such as **José Ramón Bauza**, MEP and former President of the Balearic Islands; **Javier Tausia**, CEO of DeLuna Hotels; **Jorge Schoenenberger**, Director/Board Member (Former CEO VECI Group and Partner Deloitte) and **Maria Abellanet**, President of CETT.

In addition, renowned female hotel executives such as **Cristina Cabañas**, President of Guitart Hoteles and Climent Guitart Foundation; **Sara Sánchez**, CEO of Rusticae; **Mayka Rodríguez**, Director of Sofitel Lisbon Liberdade; and **Rocío Cibrán**, General Manager of The Westin Valencia, will discuss the experiences and challenges of women leaders who have reached CEO positions in a traditionally male-dominated sector. The experts will explore how promoting gender equality can improve decision-making, corporate culture and business success in the hospitality industry.

The new traveller and sustainability

The sector is increasingly facing a more demanding, informed and sustainability-conscious tourist. **Celia Galera**, CEO of Habitat Futura; **Lucía Méndez-Bonito**, CEO of B&B Hotels Spain and Portugal, **Juan Manuel Martínez**, General Manager of Green & Human and **Luis Callejón**, architect and hotelier, will present strategies to promote



responsible tourism at a global level. Also, they will share success stories and innovative approaches to minimise environmental impact, foster social inclusion and promote ethical tourism.

Likewise, tour operators and travel agencies are working to respond to the changing preferences of tourists. Aspects such as personalisation, the use of technological tools and a commitment to sustainability are becoming increasingly important when planning a trip. Along these lines, **Ricardo Palazuelos**, Director of Institutional Relations at CDV; **Raúl Serrano**, General Manager of CATAI/AVORIS; **Fernando Sánchez**, Director of Icaros / W2M and **Carlos Ruiz**, General Manager of Politour 360, will discuss how their companies are adapting to meet the demands of their guests.

Luxury and wellness tourism are booming

The business opportunity that the wellness segment is offering will be one of the most relevant topics to be discussed during the conference. Leaders in the sector will explore the latest trends, ranging from psychological therapies to healthy eating, relaxation programmes and the practice of physical activities. **Lucía Romero**, CEO of Renova Thermal; **María José Gomis**, CEO of Emotions&People; and **Lucía Peris**, SPA Consultant and SPA Manager, will give the keys to boost memorable wellness experiences for travellers.

In addition to the I CIDH Congress, TIS2023 will also showcase success stories of leading hotel groups in creating unique experiences for their guests at the Hospitality Tech Forum: from new conceptualisations to hyper-personalisation, through investment, innovative financing models, to the keys to differentiation in luxury tourism. In this sense, **Alexander Zawadzki**, COO of Quartz Inn Hotels, and **Diego Calvo**, CEO of Concept Hotel Group, will discover strategies to create unique and transformative journeys that leave a lasting impact on travellers.

Fernando Turnes Pérez, Director of Hotel Royal Hideaway Corales Resort 5; **Thomas Wieringa**, founder of Quintessential | Luxury Branding Boutique; and **Silvia Martínez de Tejada**, Tourism Director of Galería Canalejas, will address the factors that are driving the increase in luxury travel. Also, they share how companies can effectively meet the demands of tourists to offer them responsible and sustainable proposals.

About TIS - Tourism Innovation Summit (October 18-20, 2023, FIBES Seville) TIS - Tourism Innovation Summit is an international forum for innovation, trends and reflection for the tourism sector, offering managers and companies in the sector the opportunity to learn about the latest technological solutions and products to improve their competitiveness. Over 3 days, TIS2023 will bring together more than 7,000 tourism professionals looking for the latest solutions to boost their destination or tourism business. In addition, more than 400 experts from around the world will share their strategies and success stories to promote smarter, digital and sustainable tourism at the Tourism Innovation Global Summit.