TIS2024 is back to discover the most Innovative Travel Tech solutions for industry leaders

The fifth edition of TIS - Tourism Innovation Summit will take place from 23 to 25 October 2024 in Seville, Spain

TIS continues its international expansion and welcomes China as a Guest Country Partner

Madrid, March 7th, 2024. Seville is already warming up to host the new edition of **TIS – Tourism Innovation Summit**, the annual meeting between the travel and tourism industry and the technology sector. This year, the event proposes to go a step further with the slogan **'Elevating travel industry with tech'. From 23 to 25 October 2024,** TIS will become the epicenter of tourism innovation worldwide, gathering all the stakeholders in the sector to learn about the most innovative solutions and find the best technological partner. The objective is to help tourism businesses and destinations boost their competitiveness, improve efficiency in operations and processes, transform the traveler experience and be more sustainable.

According to **Silvia Avilés**, director of TIS, *"In this new edition, we will focus on the present and future of the sector, which is driven by the travel tech revolution. In this way, the event will become an international meeting point in which discover technological solutions for the entire value chain of the tourism sector (airlines, cruises, railways, travel agencies, hotels, destinations, distribution channels...)".*

And how will it do this? By addressing and analyzing strategies and presenting the most cutting-edge innovations that have a direct impact on tourism management. A new model based on traveltech solutions where the improvement of all internal (operations, resource management...) and external (traveler experience, quality of services...) processes is fundamental. TIS will analyze **the impact of technology in transforming the traveler experience** and making it increasingly personalized, but always incorporating the human side and with more security guarantees.

TIS will also focus on other areas in which technology is a close ally, such as **improving efficiency in industry processes and decision-making**. In this sense, Artificial Intelligence will be the technology par excellence to analyze traveler behavior, improve flow management and deseasonalize tourist destinations, and thus move towards reducing the carbon footprint and improving sustainability.

TIS2024, in figures

In its fifth edition, TIS will have **more than 200 exhibiting companies**, making it the largest platform for bringing tourism sector professionals the latest technologies in AI, Business Intelligence, data analytics, cybersecurity, connectivity, 5G and augmented or virtual reality, among others, as well as solutions that help to measure environmental impact, to be more sustainable, inclusive and improve accessibility.

During the event, the **Tourism Innovation Global Summit** will once again take place, bringing together **more than 400 experts and leaders from the tourism sector from all over the world** who will share their vision, success stories and trends in more than **150 conferences.** The conference will gather **eight vertical forums** dedicated to each

segment of the tourism industry, from the MICE sector, Destinations, Hospitality, Travel Agencies, TTOOs, Business Travel, Transport, Activities and Culture and Leisure.

In addition to these specific forums, the Tourism Innovation Global Summit will once again feature specific content agendas for industry professionals (CEOs, CIOs and CTOs, CXOs, DMOs, CMOs and CSOs and CHROs), as well as an agenda aimed at public tourism representatives from different countries, regions and cities, so that each professional can find answers to the challenges they face in their daily work.

After Portugal, France, the United Kingdom and Mexico, this year **China will be Guest Country Partner at TIS2024**, to discover and understand Chinese tourists, how Asian markets work and learn from them.

TIS2024 will also offer several networking activities to foster the creation of synergies and knowledge transfer. The **Leadership Summit**, a lunch with industry leaders to establish collaborations; the **Tourism Innovation Awards** 2024, which will recognize organizations that are leading the way in digitalization and sustainability in tourism; and the **Touristech Startup Fest**, which will allow emerging talent to present their projects to investors and leading companies.

About TIS - Tourism Innovation Summit (October 23-25, 2024, 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, TIS2024 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.