



TIS2024 is calling tourism experts to share trends and strategies in tourism innovation

From 23 to 25 October, the new edition of the Tourism Innovation Summit will bring the latest technological innovation and the latest solutions to meet the demands of the new traveler

Madrid, 22 April 2024. The dynamic tourism sector is in constant transformation, driven by rapid change and emerging innovations. Technological evolution, a focus on sustainability and changing traveler preferences are setting the future of tourism. To excel in a highly competitive market, tourism businesses and destinations must adapt nimbly to these trends, ensuring their relevance and future success.

From 23 to 25 October 2024, [TIS - Tourism Innovation Summit](#), the annual meeting between the tourism industry and the technology sector, returns to **Seville, Spain**, to present the most innovative 'TravelTech' solutions and success stories of the application of these technologies that help the sector to better understand the new traveler's demands and offer unique and personalized experiences.

With this aim, the **Tourism Innovation Global Summit** looks for tourism leaders to share the latest trends in tourism innovation. Over three days, the conference plans to bring together more than 400 experts from different segments of the tourism industry such as destinations, hospitality, tourist transportation, distribution channels and OTAs, tourist activities and attractions, cultural and leisure tourism, business travel and the MICE sector, to analyze and understand this new, more connected and demanding traveler.

More than 180 sessions will be held in six simultaneous auditoriums with specific forums for each of the segments of the tourism industry and with agendas focused on different professional profiles, such as CEOs, CIOs and CTOs, CXOs, DMOs, CMOs and CSOs and CHROs. In addition, the conference will once again feature an agenda aimed at public tourism representatives from different countries, regions and cities. All professionals and experts in the tourism sector who want to share their inspiring vision with tourism managers, companies and destinations can [apply to the Call for Speakers](#) until 31 July 2024.

"Today's travelers are looking for unique and authentic experiences, hyper-personalization and sustainable choices, and are inspired by a variety of new channels to choose their next destination. The Tourism Innovation Global Summit aims to help tourism companies and destinations understand this paradigm shift and adapt their business model and offerings to new customer needs, without losing sight of the impact of technology and the importance of sustainability in decision-making", said Ángeles Moreno, Tourism Innovation Global Summit Congress Curator.

The TravelTech revolution

Under the slogan '**Elevating travel industry with tech**', TIS2024 returns for its fifth edition, focusing on the present and future of the sector, which is characterized by the traveltech revolution. The event will become meeting point to discover technological solutions for the entire value chain of the tourism sector, to provide the tools that help the sector to improve its processes, build a more sustainable industry, and face the



current challenges of management and promotion with technology as a facilitating lever. To this end, **more than 200 exhibiting firms** will showcase 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, be more sustainable, inclusive and improve accessibility.

The event will also host different networking activities to foster the creation of synergies and knowledge transfer: the Leadership Summit, a lunch that will bring together 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 talents the opportunity 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.