TIS presents the three levers of tourism competitiveness: AI, sustainability and Data

The fifth edition of TIS - Tourism Innovation Summit, to be held from 23 to 25 October, returns to Seville under the claim 'Elevating travel industry with tech', bringing together more than 7,000 attendees

The technological event for the tourism industry unveils some of the keys and use cases of Artificial Intelligence applied to travel and tourism

Madrid, 27 May 2024. If there is one element that we can no longer discern from any industry, it is technology. Its implementation has generated a true revolution that has also reached the travel and tourism sector. A transformation that is analyzed every year at **TIS - Tourism Innovation Summit**, the technological event for the tourism industry, which returns in 2024 **to Seville, Spain, from 23 to 25 October** to learn about the latest traveltech trends from the world's leading experts in the field.

As a result of the expertise gathered by TIS, together with world leaders in the sector, the event now presents, in anticipation of the celebration of its fifth edition, the top 3 trends that will mark the future of the tourism sector and that will also be discussed in Seville at TIS2024: **sustainability**, technologies such as **AI, blockchain, big data or digitization and personalized experiences**.

The first of these, and a cross-cutting issue that affects the entire value chain and all agents in the tourism sector, is **sustainability**. For example, airlines are focusing their efforts on decarbonization using Sustainable Aviation Fuel (SAF), which reduces CO_2 emissions by around 80%. Another means of transport, such as the train, is also developing sustainable practices such as the production of trains with renewable and recycled materials. In short, sustainable tourism is one of the biggest challenges facing the sector with the aim of protecting the environment, but also of satisfying the new demands of tourists, their greater environmental awareness and respect for differential experiences, always respecting destinations and the local population to preserve spaces and cultures.

Technology is obviously another trend, especially focused on the tourism sector in applications such as generative **AI, blockchain, big data and digitalization.** In the case of AI, it is applied to increase customer loyalty thanks to the possibilities and facilities they find when obtaining information during their tourism experiences, among other things. Blockchain is already helping to improve security and will play a key role in the implementation of the new European digital identity. In the future, by creating unique and secure digital identities, travelers could enjoy a faster and more secure verification process at airports, hotels and other access points. In the case of big data tools, they enable better decision-making and improve efficiency in the operations of tourism businesses. In addition, the analysis of this data allows new demands from tourists that are directed towards into digital channels and an increase in sales. **Digitalization** is a leitmotiv whose implementation affects all the links in the companies that make up the tourism sector with the aim of improving processes and, therefore, efficiency in logistics, booking centers, personnel management, etc.

Consumers' preferences and needs have changed significantly in recent years, which has led to changes in their demands. Today, tourists increasingly demand **personalized experiences** that offer unique and authentic travel and experiences, that respect the environment and that use technologies such as mobile apps to enhance their experience. In addition, due to the uncertainty of a changing world, they value security, flexibility, and adaptability in booking changes.

Elevating travel industry with tech

Under the slogan 'Elevating travel industry with tech', TIS2024 will present the most innovative solutions and successful cases of the application of technologies that are helping the sector to better understand the new demands of the traveler and offer unique and personalized experiences, to the more than 7,000 executives and professionals from the travel industry in attendance. Consolidated as a key event for the tourism sector, TIS continues its international expansion and on this occasion will welcome China as its guest country. More than 200 exhibiting companies 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.

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.