



Tourism Innovation Awards 2024 Call is now open to Reward the most Innovative projects in the Travel and Tourism Industry

The Tourism Innovation Awards, to be held as part of TIS2024, will recognize the most innovative, digital and sustainable projects that are revolutionizing the tourism sector

The fifth edition of TIS - Tourism Innovation Summit will be held from 23 to 25 October in Seville, Spain, under the theme 'Elevating travel industry with tech'

Madrid, 07 May 2024. [TIS - Tourism Innovation Summit 2024](#), which returns to Seville, Spain, from 23 to 25 October for its fifth edition, will once again hold the prestigious Tourism Innovation Awards, awards that seek to recognize those entities, projects and initiatives that are committed to innovation, technology and digitization to drive the tourism sector towards a more efficient, competitive and sustainable future, always putting the traveler at the center.

Silvia Avilés, director of TIS, explained that *"we have more and more innovation, new business models and digital tools that are transforming tourism management as we conceived it until now. Recognizing the best cases is key to fostering collaboration, knowledge sharing and continuous improvement within the global tourism community. In this sense, we inspire other industry professionals and organizations to think differently, streamline processes and, above all, to improve the traveler experience towards much more sustainable, authentic, intelligent and memorable proposals, which is what they are demanding"*.

The Tourism Innovation Awards 2024 will have six categories

This year, the Tourism Innovation Awards 2024 have slightly modified their categories. One of them is the **Excellence in Customer Experience Award**, which seeks to recognize those projects or innovations that have gone above and beyond in creating memorable, meaningful and truly extraordinary experiences for travelers around the world.

The most disruptive solutions that use AI or data analytics to drive innovation and optimize operations in tourism businesses will also be highlighted with the **Best Innovation in AI and Data Analytics Award**. The **Digital Innovation Excellence Award** will recognize organizations that have demonstrated remarkable creativity and effectiveness in leveraging digital tools to improve services, optimize operations and elevate customer experiences.

In addition, the **Sustainable Leadership Award** will recognize initiatives or organizations that have integrated sustainable practices into their operations, minimized their environmental footprint and positively impacted local communities and cultures. In the **Emerging Business Model Award** category, recognition will go to pioneering projects that seamlessly integrate sustainability, technology and customer-centric principles, driving positive transformation and setting new standards for the sector. Finally, and new this year, the **Diversity and Inclusion Excellence Award** will recognize organizations or initiatives that demonstrate an outstanding commitment to promoting diversity, equity and inclusion within the tourism sector.



All interested organizations [can submit their candidature](#) until 6 September.

Elevating travel industry with tech

Under the slogan 'Elevating travel industry with tech', TIS2024 will present the most innovative solutions and success stories 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 managers and professionals from the tourism industry in attendance. 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.

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.