



TIS2024 will address the 10 key innovations that are transforming the tourism sector worldwide

TIS - Tourism Innovation Summit opens registration for its fifth edition, to be held October 23-25 in Seville (Spain)

Institutional representatives and C-Level executives from companies such as MSC Crueros, Ilunion Hotels, Hesperia Hotels and TUI Care Foundation, among many others, will present case studies and discuss innovation in the global tourism industry

Madrid, 20 June 2024 - [TIS - Tourism Innovation Summit](#) will once again turn Seville (Spain) into the epicenter of tourism innovation and traveltech. The event has opened [registration](#) to attend the global tourism summit that this year will take place **from October 23 to 25 at FIBES, Seville**. For three days, the **more than 7,000 professionals attending** will be able to learn about the latest technologies in AI, Business Intelligence, data analytics, cybersecurity, connectivity, 5G and augmented or virtual reality, among others, that are directly impacting the sector.

TIS2024 will once again host a new edition of the **Tourism Innovation Global Summit**, which will address the current trends and challenges of the tourism sector through ten thematic axes that are postulated as essential for the future of tourism.

The first of these is the promotion of **innovation and new technologies** in the sector to improve the tourist experience, anticipate trends and promote destinations. To this end, experts such as Bruno Hallé, from Cushman & Wakefield, Dolores Ordóñez, from Gaia-X Hub, and representatives from associations such as IFITT, will explore the impact of Artificial Intelligence (AI) and data in tourism, as well as the importance of cybersecurity and data protection. **Digital transformation** and digitization of processes to improve tourism business operations and destination management will also be addressed. Professors and experts Dimitrios Buhalis and Carlos Flavian will analyze the impact of the metaverse on the tourism industry.

Sustainability, circular economy and responsible tourism will also be a focus of debate at the Tourism Innovation Global Summit. Companies such as Ilunion Hotels and TUI Care Foundation will present success stories in the destinations where they operate that apply the circular economy by reducing waste and reusing resources. Initiatives to reduce the carbon footprint of tourism and to adapt tourism infrastructures and services to **climate change** will also be shared. Tourism managers from cities such as Madrid, Amsterdam or Florence will also share their strategies to minimize the environmental impact of tourism in their destinations and the integration of sustainable, responsible and ethical practices. In addition, there will be a debate on mass tourism and how to promote tourism without affecting local communities.

The promotion of **accessibility** in tourist destinations will also be addressed and projects that promote inclusion will be presented by Magali Bertolucci, head of diversity, inclusion and wellbeing at MSC Cruises.

Changes in consumer preferences, especially post-pandemic, are causing changes in the way we travel and are moving towards more experiential and personalized tourism. In this context, experts such as Enrique E. Ruiz de Lera, Deputy CMO of Turespaña, will



address **digital marketing strategies** for tourist destinations, as well as new trends in branding and the use of social networks for tourism promotion.

In parallel, TIS2024 will also analyze the tourism economy and its impact at a global level, and the emergence of **new business models** in the tourism industry that drive innovation, such as the Innovation with Purpose strategy by Ilunion Hotels. Finally, the shortage of qualified personnel in the tourism sector and strategies for attracting and retaining **talent** will also be discussed by DCH, an international organization of human capital managers.

China, guest country partner at TIS2024

The fifth edition of TIS will have **China as a guest country partner** to learn about the trends, technologies and practices that are being implemented in the field of tourism. This is a very important market for Spain, whose travel bookings increased by 260% in the last year according to data provided by Trip.com.

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.