



TIS2024 will address the use of AI, Big Data or cybersecurity for the transformation and development of the tourism sector

From October 23 to 25, TIS - Tourism Innovation Summit will present cases of application of new technologies in tourism businesses and destinations

CIOs and executives from hotel groups such as AR Hotels, Meliá, NH, Palladium, Barceló and RIU will analyze how technology improves the guest experience

Madrid, July 15, 2024. [TIS - Tourism Innovation Summit 2024](#) will come to **Seville, Spain, from October 23 to 25** with an edition starring all those technologies that are transforming the tourism sector and that are helping to address very relevant challenges such as understanding the new traveler, sustainability or digitization.

For three days, experts and tourism leaders will take the stage at the Tourism Innovation Global Summit to analyze how the use of **Artificial Intelligence (AI) and Big Data** is revolutionizing the way tourists plan, experience and enjoy their trips. These technologies allow companies in the sector to offer more personalized, efficient and satisfactory services thanks to the analysis of large amounts of data based on new consumer preferences.

This is the case of Bruno Hallé, partner and co-director of the hotel division of **Cushman & Wakefield**, who will present the latest trends in this field. The **International Federation for IT & Travel & Tourism (IFITT)** will also present practical cases of the application of AI in the tourism sector, and Dolores Ordóñez, vice-president of **Gaia-X** and General Manager at AnySolution, will analyze the **European Tourism Data Space** initiative as one of the keys to boosting growth in the sector.

TIS2024 conference will also discuss how **Extended Reality (XR)** technologies, which include augmented reality (AR), virtual reality (VR) and mixed reality (MR) are revolutionizing the way tourism destinations promote themselves. These immersive technologies offer new ways to attract and capture the attention of potential visitors, providing interactive and enriching experiences that go beyond traditional marketing tools.

For their part, CIOs from hotel groups such as **AR Hotels, Meliá, Palladium and Barceló** will discuss Mobile-First strategies and how to leverage the integration of mobile technologies to improve guest engagement in the hotel sector. Likewise, hotel executives from **NH Hotel Group** and **Radisson** will share how to maximize revenue and profitability by leveraging data analytics, demand forecasting and dynamic pricing algorithms. The use of green technologies to boost sustainability in the tourism sector will also be addressed by hotel groups such as **SIX Senses, RIU and Grupo Piñero**.

Digitalization, transparency and cybersecurity

The **Blockchain** in tourism is helping achieve greater transparency, security and efficiency in transactions. Its use enables the creation of immutable and verifiable records of every transaction, from flight and hotel bookings to payments and rewards. The decentralization of these processes eliminates the need for middlemen, which not

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only reduces costs but also streamlines operations and reduces the possibility of fraud; something that will be highlighted by members of the **Alastria** platform. They will also address the challenge of transforming tourism through decentralization and digital ownership with WEB3 technology.

The **digitization of processes and operations in tourism** businesses is one of the major challenges today. This transformation makes it possible to optimize efficiency, improve customer experience and reduce costs. Digital technologies such as reservation management systems, online payment platforms, mobile applications for destination management and big data analysis allow tourism companies to automate routine tasks, better manage their resources and offer personalized services. In this sense, firms such as **Iunion Hotels** will share how digitalization facilitates informed decision-making through real-time data analysis, thus improving responsiveness to market demands and customer preferences.

Another relevant issue of major concern to the industry is **cybersecurity and data protection**, which are essential to safeguard travelers' personal and financial information, as well as to maintain the integrity and reputation of tourism companies. It is crucial to implement robust cybersecurity measures, such as data encryption, multifactor authentication and continuous network monitoring, to prevent unauthorized access, fraud and security breaches. In addition, compliance with data protection regulations, such as GDPR in Europe, ensures that companies manage information in an ethical and transparent manner, strengthening customer trust in the digital tourism ecosystem.

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.

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