

The revolutionary impact of social media and content creators on tourism promotion

From October 23 to 25, TIS - Tourism Innovation Summit will address the latest strategies in the field of communication and digital marketing in the tourism sector

Madrid, September 10, 2024. Digital marketing and communication in the tourism sector have undergone a remarkable transformation in recent years, driven mainly by technological advances and changing consumer preferences and expectations. In 2024 the simple presence in social media or campaigns more focused on SEO and SEM have been left behind to give way to new strategies that will be addressed by industry leaders and experts at [TIS - Tourism Innovation Summit 2024](#), the leading event on tourism innovation that **will take place from October 23 to 25 in Seville, Spain.**

According to recent data, 71% of users consider Instagram, TikTok or YouTube as new search engines for travel inspiration. **TikTok has become the main destination search engine**, according to the results presented by the study 'Top Love Brands in RRSS' of the travel sector by IAB together with Alkemy Iberia. Faced with all these changes, the different players in the travel industry value chain have had to evolve and innovate to become more competitive and respond to the demands of a consumer who seeks personalization in all their experiences.

To learn about new strategies for promoting Spanish tourist destinations, representatives of Turespaña will share at TIS2024 some of these new marketing actions based on the use of advanced technology and data analysis, which seek to capture the attention of international travelers and boost Spain's competitiveness as a leading destination.

On the other hand, it would be impossible to ignore **the power of social media and user-generated content**, which have become essential tools for tourism promotion. Throughout its three days, TIS2024 will address how digital platforms and user-generated content are redefining the way destinations present themselves to the world. It will also provide first-hand knowledge of success stories that allow destinations and tourism businesses to maximize the impact of social media in marketing campaigns.

In addition, TIS will feature the presentation of a study **by Women Leading Tourism and Atrevia** that analyzes the presence of professional women in the tourism sector within the media and will dive into the importance of communication and branding for the differentiation of tourism destinations.

Likewise, hotel industry leaders such as Álvaro Carrillo de Albornoz, Managing Director of the Instituto Tecnológico Hotelero, and Pedro Molleda, senior vice president of NH Hotel Group, will address new strategies for engaging with guests and building loyalty. Jordi Caralt, CEO of Hidden Away Hotels, and Alfonso Pérez Liñán, marketing and commercial director of Palladium Hotel Group, will share the most disruptive trends in innovation and luxury in the hospitality sector.

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.

TIS es un evento de:



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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