



## Paris 2024 Olympics and the latest innovations in AI, cybersecurity and sustainability to be featured at TIS2024

From October 23 to 25, the new edition of TIS - Tourism Innovation Summit will bring together CIOs and IT experts from companies such as AR Hotels, Vueling, Catalonia Hotels or Renfe

The CIO's Summit agenda will address AI application cases in the tourism industry, as well as the role of technology in sustainability goals and the importance of cybersecurity

**Madrid, October 15, 2024.** - Technology plays a key role today in optimizing the operations of tourism businesses and destinations and improving the customer experience. In this context, the new edition of [TIS - Tourism Innovation Summit 2024](#), to be held October 23-25 in Seville, Spain, will bring together CIOs and IT managers from companies such as **AR Hotels, Vueling, Catalonia Hotels, Renfe, Ilunion Hotels, and Lopesan**, among others, to discuss and learn about the latest trends and technological innovations for the tourism industry. Thus, the [CIO's Summit](#) agenda will address how AI, big data and digitalization can redefine the future of tourism.

One of the most prominent debates of this edition will be the case of the **Paris 2024 Olympic Games**, which will analyze the lessons learned from planning a massive event such as the Olympic Games. From infrastructure management to cross-sector collaboration, the Paris Olympic Games leaves a clear roadmap for optimizing the organization of future major events, supported by advanced digital infrastructures that benefit not only the organizers, but also the travelers and host communities.

### AI, tourism data spaces and cybersecurity

In another context, the CIO's Summit will also address the power of data and AI to define the future of tourism. **Dolores Ordóñez**, vice president of Gaia-X; **Olga Preveden**, Project Manager of Data & Innovation at the Austrian National Tourist Office; **Cristina Núñez**, Strategy Director at NECSTouR; and **Misa Labarile**, tourism policy officer at the European Commission, will analyze the regulations that are shaping the use of AI in Europe and discuss the challenges in creating a tourism data space, essential to understanding how emerging technologies will transform travelers' experiences and improve operational efficiency across the industry.

However, as technologies advance, so do some risks, and the travel industry is not exempt from them. One of these is **cybersecurity** concerns, especially in an industry that handles large volumes of sensitive data, such as travelers' personal and financial information. **David Alonso**, Cybersecurity Consultant at Telefónica Tech, will address the importance of cybersecurity and the consequences that failures can have, such as loss of customer confidence or economic or reputational damage to the brand.

### Artificial Intelligence at the service of sustainability and tourism management

No less important is sustainability and this will be highlighted by **Edoardo Colombo**, president of AI Associazione Italiana per l'Intelligenza Artificiale nel Turismo; **Feliks Kasmi**, CEO of Cientouno Group; and **Lucía Martínez**, CIO of AR Hotels. They will all

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discuss how AI and Big Data analytics are revolutionizing resource management in hospitality. They will also offer their vision of how technology can be an essential tool to drive sustainable practices, from predicting energy demands to optimizing resource use, which not only improves efficiency but also the environmental responsibility of the industry.

In the field of strategic management, operations and marketing, experts such as **Nina Colarić Cvirn**, Head of Social Media at Slovenian Tourist Board; and **Francisco Nogueira**, Country Lead Iberia and LATAM at HiJiffy, will delve into how artificial intelligence not only transforms sustainability and efficiency, but also revolutionizes strategic management and personalized marketing campaigns. AI tools enable organizations to improve real-time decision-making, fine-tune their operations and design tailored customer experiences, ensuring a more personalized and effective approach to engaging travelers.

In addition, it should be noted that technological innovation also extends to more specific areas within hotel management. An example is the transformation of the management of gastronomic services in hotels because of digitalization. Given that gastronomy is a sector with tight margins, technology is presented as a key ally to optimize processes, reduce costs and improve profitability, offering total control over operations management, as will be explained by **Esteban Sedano**, SVP Hotel Operations of PortAventura World; and **Marga Juan**, Senior Project Manager of Barceló Hotel Group.

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**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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