



Segittur, Hotelverse and Ilunion Hotels, among the winners of the Tourism Innovation Awards 2024

The fifth edition of the awards also recognized the proposals of Singular Places, Invisible Cities and SwiftON, which promote a more sustainable and inclusive tourism

TIS - Tourism Innovation Summit once again recognizes solutions that improve the customer experience and drive smart tourism destinations

Madrid, October 25, 2024. [TIS - Tourism Innovation Summit 2024](#) has once again hosted the Tourism Innovation Awards 2024, which recognize initiatives and projects committed to innovation, digitization and sustainability in the tourism sector. In this new edition, the awards recognized solutions to improve the user experience or advanced technologies changing the current tourism landscape. Of the more than 140 nominations received, six projects from different companies and institutions have emerged as the winners of this fifth edition of the Tourism Innovation Awards 2024.

One of the companies recognized was **Hotelverse**, which received the **Accenture Award for Excellence in Customer Experience** for its online OTA solution, which reduces dependence on travel agencies. This initiative enables hotels to retain more revenue while improving satisfaction and delivering personalized customer experiences. Aloja Experience's real-time data analytics technology and Imvizar's multimedia and AR platform for creating interactive narrative environments were runners-up in the category.

Ilunion Hotels won the **Telefónica Award for the Best Innovation in AI and Data Analytics** for its project that leverages Data-Driven Organizational Culture while proposing the adoption and strategic planning of AI tools to generate economic and social value for the company's stakeholders. NTT Data's AI and machine-learning solutions applied to the tourism sector and Smartseer's system to provide tailored and personalized recommendations to tourists were the finalists for this award.

Also winning was **Segittur**, which was recognized with the **Vueling Award for Digital Innovation Excellence** for transforming the Spanish tourism sector through responsible management and digital innovation, implementing initiatives such as Smart Tourist Destinations and the Tourism Intelligence System to boost competitiveness and collaboration. The finalists in the category were Datlas, with its data exchange portal for the tourism sector in Latin America, and BOB, with its luggage management solution with Bluetooth technology for real-time tracking of luggage.

The **Melilla Award for the best Emerging Business Model** went to **Singular Places**, a company that promotes sustainable travel by connecting technology and local ambassadors, supporting SMEs and giving back to communities. NaviSavi's initiative to support local economies in promoting tourism, and Tripresale's project that allows users to book non-refundable hotel stays that can be resold if cancelled, were runners-up for this award.

For its part, the **Cadena Ser Award for Diversity and Inclusion Excellence** has distinguished **Invisible Cities**, a company created in 2016 with a strong social commitment that empowers people who have experienced homelessness by turning them into guides of their cities, allowing them to share their stories while earning a living

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wage and fostering community connections. The finalists in the category were Park4dis and its accessible mobility solution, and Tifloactiva for its smart accessible urban models that enhance the tourist experience.

In turn, the startup **SwiftON** has also been awarded the **Innovasur Award for the best sustainable leadership**. With a commitment to sustainability, it encourages hotel guests to take shorter showers to save water. By IoT and gamification, it sends feedback and rewards in real-time to encourage responsible use in tourist stays. ANCYCO and its network of collaborative collaborations that drive local development and promote sustainable and cultural projects, and B&B Hotels, with its method of building eco-friendly hotels, were the finalists for this latest award.

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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