

The Technological and Sustainable Revolution Transforms the Future of Travel Agencies at TIS2024

TIS - Tourism Innovation Summit 2024 will address the use of AI, Big Data and mobile-first strategies to boost the competitiveness of travel agencies and tour operators

Executives from Trip.com, TripAdvisor, TUI, Civitatis, and Intrepid Travel will offer key tools for integrating advanced technologies and sustainable business models in the travel agency and tour operator sector

Madrid, October 11, 2024. Travel agencies and tour operators live immersed in an environment where their adaptation to an increasingly digitized market and their ability to offer personalized and environmentally friendly experiences are essential for their future. To overcome these challenges, it is necessary to adopt technologies such as Artificial Intelligence, Big Data or 'mobile-first' strategies, among others, to help them overcome these challenges. The new edition of [TIS - Tourism Innovation Summit 2024](#), which will take place from **October 23 to 25 in Seville, Spain**, will bring together executives from **Trip.com, TripAdvisor, TUI, Civitatis, Intrepid Travel, Tuzmo, Reinención Viajera, Local Secrets, Wheel the World, Julià Tours, Sasane Sisterhood**, among others, to analyze the tools and strategies needed to successfully navigate this new scenario, maintaining their competitiveness and relevance in an ever-changing global market.

In the specialized agenda that TIS2024 has prepared for travel agencies and tour operators, the use and application of technologies such as AI and Big Data will be one of the main topics. Thus, experts such as Mercedes Sánchez (**TripAdvisor**), Guillem Gisbert (**Trip.com**), and Oliver Benalal (**Hesperia World**), will share how to take advantage of these technologies to offer products more tailored to the individual preferences of travelers, improving the customer experience and optimizing operations.

In this regard, executives from different segments of the travel industry, such as Raul Alvarez (**Radisson Hotel Group**), Julie Gregoire (**MSC Curises**), Andy Washington (**Trip.com**) and Inmaculada Martinez-Ruiz (**Ilunion Hotels**), will explore leadership strategies in tourism. They will emphasize the importance of fostering customer-centric cultures, thus improving the sector's competitiveness.

In this digital transformation environment that the tourism industry is experiencing, the need to implement **mobile-first strategies** is also very relevant. Through case studies, TIS2024 will offer an in-depth look at how digitization is changing how travel agencies and tour operators interact with their customers, allowing for more personalized attention and generating new business opportunities. Also, at a time of profound digital transformation with the rise of online bookings and digital transactions, TIS2024 will address **cybersecurity strategies** that will help travel agencies and tour operators understand how to protect their customers' data and ensure a secure and reliable booking experience.

However, all these new tools, practices and strategies must be geared towards one of the industry's premises: sustainability. The focus is increasingly being placed not only on environmental sustainability, but also on social sustainability. In this sense, José Manuel Lastra (**CEAV-Spanish Confederation of Travel Agencies**), Florencia Allo Moreno

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(**Intrepid Travel**), Rana Saad (**Tuzmo**) and Isabel María Atienza (**Reinvención Viajera**) will examine the social impact of tourism for local communities and how it can drive positive change in them, showcasing successful projects and partnerships that empower local communities, preserve cultural heritage and foster inclusive growth.

In this way, TIS2024 is a real meeting point for travel agencies and tour operators to establish **strategic alliances** and explore collaborations with technology companies, destinations and suppliers to boost their business through key synergies. The event will provide them with the knowledge and tools necessary to adapt to a constantly evolving industry, where technology, sustainability and personalization are key factors for future success.

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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