



TIS2024 will offer innovative strategies for improving tourism competitiveness through technology

TIS - Tourism Innovation Summit 2024 will explore how the adoption of innovative technologies is transforming operational management, improving efficiency and increasing profitability in tourism businesses

Representatives from MINOR Hotels, Amadeus, Iberia, Trip.com, and Accenture, among others, will share their experience on how strategic alliances and investment in technology are redefining the future of tourism

Madrid, October 18, 2024. [TIS - Tourism Innovation Summit 2024](#), the leading event on tourism innovation to be held **October 23-25 in Seville, Spain**, will address how **SMEs and large companies in the tourism sector** can adopt disruptive strategies to maximize their operational efficiency, improve their competitiveness, optimize revenue and adapt to the new demands of the global market. That is why it will bring together the top managers and leaders in the tourism industry to offer their vision on strategy, growth and the future of tourism operations in a highly competitive environment.

If we focus on the European tourism sector, one of the pillars of the Old Continent's economy, its growth has been significant in recent decades, generating employment and contributing significantly to the member countries' GDP. However, to maintain this trend and be globally competitive, it is crucial for companies to invest in technology. Experts such as **Morgann Lesné** (Cambon Partners), and **Bobby Demri** (Roch Ventures), will analyze the mismatch between the size of the European tourism market and technology funding, an obstacle that has hindered the region's competitiveness over the last 15 years. In addition, they will explore how recent regulatory measures are stimulating innovation, with a particular focus on sustainability, and how the European startup ecosystem is poised to lead the next technology revolution in the travel sector.

Throughout this process, collaboration between different sectors has become a key driver for innovation and resilience in the tourism industry. To this end, leaders from different areas will discuss at TIS2024 how strategic alliances are redefining the future of tourism globally. **Jorge A. Vasaro**, Director of Competitiveness and Innovation of the Ministry of Tourism of Nuevo Leon; **Emily Weiss**, Senior Managing Director and Global Industry Lead Travel of Accenture; and **Boon Sian Chai**, Managing Director and Vice President International Markets of Trip.com, will share their vision on how these collaborations between consulting firms, digital platforms, tour operators and technology companies are improving customer-centric solutions, driving sustainability and creating value in the sector.

Operational efficiency is another of the key pillars for improving the competitiveness of tourism companies, and this is where innovative technologies such as automation, cloud computing and data analysis are transforming the daily operations of hotels, OTAs and tour operators. Experts such as **Alvaro Rubio**, Country Manager of SiteMinder, and **Diego Fernandez**, CEO of Port Hotels, will present case studies on how the adoption of these technologies is not only helping to reduce costs, but also to improve profitability and customer experience.

Technologies to improve the profitability of tourism businesses

TIS es un evento de:

NEBEXT
NEXT BUSINESS EXHIBITIONS



The Tourism Innovation World Summit will also host a vertical forum focused on **Revenue Management**, which will present tools and technologies that are transforming revenue management in hotels, online travel agencies (OTAs) and tour operators.

In this sense, revenue management is a critical area where technology is also playing a transformative role. Tourism companies can maximize their profitability by implementing revenue management systems based on data analytics and dynamic pricing, something that will be highlighted by **Álvaro Repetto** (Kampaoh), **Iliana Cruz** (Parques Reunidos), **Cori Inti Galindo** (MINOR Hotels), and **Dario Artiola** (Radisson Hotel Group).

In the case of dynamic pricing, advanced rate optimization algorithms and demand forecasting tools are revolutionizing the industry. **Ignacio Valeros Blas** (Iberia), and **Neville Isaac** (Taiga Resorts), will explain how these solutions allow hotels and OTAs to adjust their prices in real time, based on factors such as demand, competition and consumer behavior, helping to maximize revenue and profitability for tourism companies.

Finally, TIS2024 will also address the crucial role that investors play in the development and growth of tourism. Businesses executives from the venture capital industry will delve into the types of innovations that are capturing the attention of investors. **Jesus Rodriguez Maseda** (Savills), and **Suzanna Chiu** (Amadeus Ventures), will offer practical advice on how to stand out to venture capitalists and secure funding to drive growth through technology.

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.

TIS es un evento de:

NEBEXT
NEXT BUSINESS EXHIBITIONS