



TIS presents its 2025 edition focused on new tourism opportunities in the AI era

TIS - Tourism Innovation Summit returns to Seville, Spain, from October 22 to 24, 2025 for its sixth edition

Last year's event brought together nearly 8,000 industry professionals, 221 exhibiting firms and more than 400 international experts

Madrid, January 23, 2025. FITUR has once again hosted the official presentation of the new edition of the [TIS – Tourism Innovation Summit](#), which will take place **from October 22 to 24, 2025 in Seville, Spain**. The summit, already established as a key technological event for the travel and tourism industry, will bring together the sector's main players and professionals. Once again, it will be an opportunity to explore the latest innovative solutions and connect with strategic technology partners to help destinations and tourism businesses improve their competitiveness, optimize their processes and enrich the travelers' experience through digital and sustainable advances.

The sixth edition of TIS premieres the slogan **'Innovation in motion, tourism reimaged'**. According to **Silvia Avilés**, director of TIS, *“this new edition will inevitably be marked by Artificial Intelligence (AI). The new claim seeks to respond to this time of so many and constant changes in the sector and also to the demands of travelers who are now totally digital. In TIS2025 we are going to reimagine tourism to adapt it to this new reality and to redefine the new roadmap always from an ethical, innovative and sustainable point of view”*.

During the presentation, the director of TIS outlined some of the central themes of its 2025 edition, which will include *“the adaptation of tourism to the latest innovations and technologies; the application of AI in tourism planning; the importance of cultivating sustainability and social strategies; tourism regeneration to create value in local communities; and the ability to meet the new demands of travelers, which are in line with personalized and transformative experiences”*.

Avilés also highlighted the importance for the sector of *“understanding the differential value of inclusive and accessible tourism; renewing communication and marketing strategies; committing to new business models with collaborative structures; implementing solutions that respond to the consequences of climate change; and talent management, another of the sector's challenges, where diversity and inclusion in human teams are essential”*.

The successful figures of TIS2024

The fifth edition of TIS in 2024 turned Seville into the epicenter of the global tourism sector, bringing together **nearly 8,000 congress attendees and professionals** who came to discover the latest innovations and trends from 221 exhibiting firms and 416 experts and world leaders. In addition, TIS2024 was attended by 41 international delegations from different countries, including a delegation from China as guest country, thus positioning the event as one of the most successful and benchmark events in the tourism sector worldwide.

TIS es un evento de:

NEBEX T
NEXT BUSINESS EXHIBITIONS



About [TIS - Tourism Innovation Summit \(October 22-24, 2025, FIBES Seville\)](#): 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