

Public-private collaboration will drive reactivation on tourism

The first Tourism Innovation Summit Advisory Board has taken place in Seville to define the future of the tourism with more than seventy leading tech and tourism companies participating together with public administration

Technology, innovation and sustainability are the key drivers that will be leading the conversation of the Global Summit this autumn in Spain

Seville, July 17th 2020.- The tourism industry and the public administration have met this week in Seville to reaffirm their commitment to public-private collaboration as a formula to reactivate urgently the activity of this industry worldwide, as a pillar on a global scale where millions of job positions and economy rely on.

The first Advisory Board of **TIS - Tourism Innovation Summit**, which is made up of the local administration such as Spanish Government, Junta de Andalucía, Seville City Hall, together with international organizations such as the WTTC, IATA, ETOA (European Tourism Association) or UNWTO, has met with leading companies from the tourism and tech sector such as NH Hotel Group, Iberia, Vueling, Globalia, Mabrian, Telefónica, Indra, Esri, Airbus, or Deloitte, among many others. Over 70 top organizations from tourism and technology sector have come together to lay the foundations for an international event aimed to define the post-Covid world tourism and the next decade of this industry.

Tourism Innovation Summit 2020 will take place next 25-27th November, 2020 in Seville and aims to "improve the competitiveness of the sector through digitization, innovation and sustainability," said Alberto Planas, CEO of NEBEXT, the organizing company of the event. Planas emphasized that "we chose Seville because we feel part of a broader and more ambitious objective led by the City Council, which is to transform the city into a world laboratory for tourism innovation in the coming years. The event expects to be the amplifier and a driving force behind new investments and the setup of new tourist competition centers in the city, given its international dimension as a specialized technological event solely for the tourism sector.

The first advisory board of **TIS2020** has made it clear that the Spanish Government, the different Andalusian administrations and the private sector have turned to the project, given our position as the second-largest tourist power worldwide. During his speech, **Juan Espadas, Mayor of Seville**, stated that innovation "is going to be the engine of recovery", highlighting that "Seville is and has been a tourist city; But we do not want to be just an attractive city, we want to be a city that generates knowledge and leadership for about for the tourism sector. We want to go beyond the promotion of tourism in Seville as a destination, and that the city becomes the place where to find the latest tech innovation to transform this industry".

One of the strategic partners of **TIS - Tourism Innovation Summit** is the organization WTTC (World Travel Tourism Council), which was represented during the event by its vice president, Maribel Rodríguez, who underlined that "we fully support the initiatives led by Seville because they have always demonstrated a great capacity to understand how the private and public sectors can collaborate to boost competitiveness. After the Covid-19 crisis, an event like this,

organized in Seville, is an opportunity to understand how technology will help the sector to get ahead”.

The Viceconsejero de Turismo, Regeneración, Justicia y Administración Local, Manuel Alejandro Cardenete, thanked “the possibility of participating in this project. In the uncertain time that we are living, today the public sector, the Spanish Government, the regional and local administration and private companies come together, and it is the line in which we must work. In fact, the Junta de Andalucía is waiting to be able to close a public-private collaboration agreement, because it is necessary to do things hand in hand. This was the way before the pandemic and now even more if it’s possible. “He also thanked the Seville City Council "for giving the possibility of carrying out this project that will take place in November and to which the Junta de Andalucía has joined."

"In Andalusia, for a long time, the Junta de Andalucía has had the Andalusia Lab to build a more competitive tourist destination thanks to new technologies and is in line with this Tourism Innovation Summit," he said. “This has to be an opportunity to put the city of Seville, Andalusia and Spain on the map. It is the first TIS event and we hope to position ourselves as a sustainable, competitive and digital market. We can transfer that brand to the rest of Europe and the rest of the world”.

TIS2020 - Private sector support to redesign the future

Together with the representatives of the public administration, the first advisory board of **TIS2020** has brought together more than 70 senior executives from the main companies in the international technology and tourism sector, as well as organizations, clusters and business associations in the industry that are seeking new ways to boost a fundamental sector in the world economy, to which are directly linked 1 in 10 jobs worldwide.

The meeting, which will take place in November 25th-27th in Seville, will feature more than 300 world experts in innovation, both from the tourism and technology sectors, who will share their vision and the trends that will shape the future of the sector, to become drivers of growth and revival of the industry.

TIS2020 is a face-to-face event born with the aim of being a forum where “professionals come to acquire new skills for their management area, and to discover the latest technological innovations and strategies, to boost the competitiveness of the sector”, said Silvia Avilés, Director of **TIS - Tourism Innovation Summit**.

In addition, **Tourism Innovation Summit** will have a strict protocol of security measures, designed following the guidelines of the UFI, health authorities and ICTE, "so that the professionals who visit us can do business, meet to establish new business alliances, acquire these latest technologies, and enjoy the city in complete safety”, added Avilés.