



TIS TOURISM
INNOVATION
SUMMIT

22-24 OCTOBER 2025
SEVILLE - FIBES

**TOURISM
INNOVATION
AWARDS**

CALL FOR AWARDS

WWW.TISGLOBALSUMMIT.COM



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CALL FOR AWARDS

01. PURPOSE OF TOURISM INNOVATION AWARDS 2025

At the Tourism Innovation Awards, we strive to acknowledge and celebrate the visionary efforts of destinations, tourism and tech companies that are leading the way in shaping the future of travel and hospitality. Our aim is to honor those entities that exhibit exceptional innovation, forward-looking strategies, and impactful contributions to the advancement of the tourism sector.

By spotlighting innovative projects, and recognizing and rewarding outstanding achievements, we aim to foster collaboration, knowledge-sharing, and continuous improvement within the global tourism community, inspiring others in the industry to push the boundaries of innovation and create more sustainable, authentic, and memorable travel experiences for visitors worldwide.



02. CATEGORIES

The proposals that will be considered to participate in the Awards must be in the framework of the following categories:

- EXCELLENCE IN CUSTOMER EXPERIENCE AWARD
- AI & DIGITAL INNOVATION EXCELLENCE AWARD
- MARTECH INNOVATION AWARD
- SUSTAINABLE LEADERSHIP AWARD
- TRAVEL TECH NEW BUSINESS MODEL AWARD
- DIVERSITY AND INCLUSION EXCELLENCE AWARD

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EXCELLENCE IN CUSTOMER EXPERIENCE AWARD:

In an era where customer expectations are constantly evolving, the recipients of this award have distinguished themselves by their unwavering dedication to putting the customer at the center of everything they do. Through innovative approaches, seamless technology integration, and sustainable practices, they have not only met but exceeded customer expectations, setting new benchmarks for excellence in customer experience.

It recognizes those who have gone above and beyond to create memorable, meaningful, and truly extraordinary experiences that leave a lasting impression on travelers worldwide with an innovative approach.

AI & DIGITAL INNOVATION EXCELLENCE AWARD:

Recognizing exceptional achievements in leveraging digital technologies to drive innovation and excellence within the tourism sector. The award recognizes outstanding projects or solutions that harness the power of artificial intelligence (AI) or Digital Innovation to drive transformation and optimize operations within the tourism industry.

MARTECH INNOVATION AWARD:

Highlighting impactful use of marketing technologies and digital tools to promote tourism. This award honors innovative campaigns that effectively reach specific traveler segments through new channels, data-driven strategies, and measurable, creative approaches; setting new standards for marketing excellence in the tourism industry.

SUSTAINABLE LEADERSHIP AWARD:

This award acknowledges projects that excel in providing a significant sustainable impact in the sector with outstanding leadership, innovation, and commitment to environmental conservation, social inclusivity, and economic development in the realm of tourism.

Through their dedication and vision, these trailblazers are not only shaping a more sustainable future for tourism but also inspiring others to follow suit.

TRAVEL TECH NEW BUSINESS MODEL AWARD:

Celebrating visionary and transformative business models that are reshaping the tourism landscape. This award honors pioneering initiatives that seamlessly integrate sustainability, technology, and customer-centric principles, driving positive disruption and setting new standards for the industry.

DIVERSITY AND INCLUSION EXCELLENCE AWARD:

This award recognizes organizations or initiatives that demonstrate outstanding commitment to promoting diversity, equity, and inclusion within the tourism sector. It celebrates efforts to create inclusive environments, foster cultural understanding, and provide equitable opportunities for all individuals, regardless of their background, ethnicity, gender, sexual orientation, or abilities. This award acknowledges initiatives that actively celebrate diversity, empower minority groups, and contribute to building a more inclusive and welcoming tourism industry for all.

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03. AWARDS ORGANIZER

The Tourism Innovation Awards is organized and owned by TIS - Tourism Innovation Summit.

04. WHO CAN PARTICIPATE

Entries are **free of charge**. The Tourism Innovation Awards welcome participation from a wide range of entities, including companies, universities, vendors, executives, business schools, scholars, researchers, analysts, journalists, start-ups, scale-ups, accelerators, science and tech parks, innovation centers, and more, from across the globe.

All organizations aligned with this objective are encouraged to submit their proposals to the **TIS2025 | Tourism Innovation Summit Evaluation Committee**.

05. RESTRICTIONS

There are no limitations on the number of entries that can be submitted for the TIS2025 'Call for Awards.' TIS advocates for the adoption of technology and innovation by all organizations to enhance the competitiveness of the tourism industry and destinations.

However, please be aware that entries must adhere to certain guidelines and must not contain any threatening, abusive, defamatory, or false content. In such cases, the organizer reserves the right to remove the entry without prior notice to the author.

06. PROPOSAL APPLICATION

Only submissions made via the TIS website will be considered valid. By submitting a proposal, you agree to adhere to the terms and conditions outlined in the online form. We strongly advise reviewing each aspect of the terms and conditions before proceeding. All submissions for the Tourism Innovation Awards 2025 must be completed using the provided online form.

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All information provided, including the form and any supplementary details, must be completed in English. Proposals submitted in any other language will not be considered. Additional documents beyond those requested in the online form will not be accepted unless explicitly required by the organizer. The organizer retains the right to request clarification or additional information regarding submitted entries.

07. SUBMISSIONS DEADLINE

The deadline for the Call for Awards is **September 7th, 2025 (23:59:59 CET)**. The TIS Call for Awards may be extended if deemed necessary, at the discretion of the Organizer.

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08. EVALUATION CRITERIA

All submitted proposals will be evaluated by TIS | Tourism Innovation Summit 'Evaluation Committee' in terms of the impact achieved within the frame of:

- Innovation
- Leadership
- Disruption
- Strategy
- Execution



09. EVALUATION PROCESS

The evaluation process is divided in two phases:

PHASE 1:

Regulatory Compliance and Preliminary Assessment:

The Evaluation Committee will initially review entries to ensure they meet the specified requirements and selection criteria.

A pre-selection of three potential award candidates per category will be conducted. Pre-selected candidates will receive notification via email (as outlined in Section 10: Pre-Selection Communication).

If necessary, the organizer may request further information to supplement the submitted entry.

In rare cases, proposals may be reassigned to a different category based on the Evaluation Committee's feedback. Candidates will be promptly notified of any changes.

PHASE 2:

Selection of Winners:

The Evaluation Committee will review and assess the projects, ultimately selecting the winner for each TIS2025 award category.

The Evaluation Committee members and the award winners will be announced during the Tourism Innovation Awards 2025 Gala Ceremony, scheduled for **October 23rd, 2025**. It is required that a representative from the winning team be present to accept the award in person during the Gala. Please note that award winners are responsible for covering their own travel and accommodation expenses.

The decision of the Steering Committee is final, confidential, and not subject to any queries or public investigations.

The Evaluation Committee reserves the right to declare any of the TIS2025 Awards categories void.

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10. PRE-SELECTION COMMUNICATION

Finalists selected for the Awards will receive notifications starting from September 22nd, 2025, sent to the primary email address provided in the registration form.

11. PRIZES

The Tourism Innovation Awards will award the finalists with the following prizes:

- Each finalist of every category will receive one invitation to attend the Awards Gala.
- Winners will receive a trophy recognizing their achievement in their respective category.
- Media coverage and promotion of the award will be extended across all TIS Tourism Innovation Summit channels and Media Partners.

12. INTELLECTUAL AND PROPERTY RIGHTS

The participant bears responsibility for the authorship of the submitted proposal; whether an individual or organization, they are the rightful owner of the intellectual and, where applicable, industrial property rights associated with it.

The participant is also accountable for ensuring that the submitted proposal does not infringe upon any intellectual property rights, industrial property rights, copyright, and/or image rights, assuming full responsibility in relation to third parties. The Organization bears no liability in this regard.

In the event that the proposal is short-listed, the participant grants authorization to the Organization to disseminate, reproduce, and publish the proposal in any format and through any medium for the purpose of promoting the Tourism Innovation Awards 2025.

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13. DATA PROTECTION

Tourism Innovation Summit (TIS) undertakes to maintain the confidentiality of the proposals received and the companies or authors and only will share them with the Steering Committee members for deliberation purposes.

Once one proposal has been selected, TIS organization may consider publishing any details such as author, company/organization, title, brief, abstract, website, and/or topic, in those channels and means that TIS uses for its promotion.

We inform you that Tourism Innovation Summit will process all your data in accordance with the provisions of its Privacy Policy, where you could be able to exercise the rights that this norm confers.

14. QUERIES AND SUGGESTIONS

If you have any questions, doubts or suggestions regarding this Call for Awards or TIS | Tourism Innovation Summit, please contact us at:

E: congress.tis@barter.es

If you are also interested in exhibiting or knowing different options for participation in the Tourism Innovation Global Summit 2025, contact us at:

T: 00 34 919 551 551

E: info@tisglobalsummit.com





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KNOWLEDGE



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