WHERE TECHNOLOGY MEETS TOURISM

www.tisglobalsummit.com

POST-SHOW REPORT TOURISM INNOVATION SUMMIT 2020
TIS2020: WHERE TOURISM REACTIVATION BEGINS

VISITOR’S ORIGIN

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>96%</td>
</tr>
<tr>
<td>America</td>
<td>2%</td>
</tr>
<tr>
<td>Asia</td>
<td>1.5%</td>
</tr>
<tr>
<td>Rest of the World</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

IN-PERSON VISITORS, FROM 16 COUNTRIES

VIRTUAL USERS, FROM 56 COUNTRIES AND 5 CONTINENTS

ATTENDEES

- 5,154 Total Attendees
  - 1,263 In-Person Visitors, from 16 Countries
  - 3,891 Virtual Users, from 56 Countries and 5 Continents

SPEAKERS

- 236 Speakers

EXHIBITORS

- 59 Exhibitors

MEDIA PARTNERS

- +40 Media Partners

NATIONAL & INTERNATIONAL ASSOCIATIONS

- +80 National & International Associations
WHO HAS VISITED TIS2020

VISITOR'S PROFESSIONAL PROFILE

- 20% C-Level / President
- 27% Director / Head of Division
- 16% Specialist
- 14% Others

SEGMENTS OF THE INDUSTRY
- HOTEL & ACCOMMODATION 28%
- DESTINATIONS & TOURISM ORGANISATION 21%
- DMC 5%
- MICE 7%
- RESTAURANTS & GASTRONOMY 3%
- TOUR OPERATORS 7%
- TOURIST ATTRACTION & ENTERTAINMENT SERVICES 6%
- TRANSPORTATION 10%
- TRAVEL AGENCIES 8%
- ASSOCIATIONS & OTHERS 5%

COMPANY SIZE BY NUMBER OF EMPLOYEES

- 36% 1-10
- 21% 11-50
- 11% 51-100
- 7% 101-250
- 5% 251-500
- 4% 501-1000
- 7% 1001-10000
- 9% +10000

AREA OF RESPONSABILITY

- GENERAL MANAGEMENT 37%
- MARKETING /PR 18%
- SALES 14%
- CIO/IT 12%
- OPERATIONS 8%
- BUSINESS DEVELOPMENT 11%
MORE THAN 700 LEADING COMPANIES VISITED TIS2020 LOOKING FOR A TECH PARTNER TO INNOVATE
TOURISM INNOVATION GLOBAL SUMMIT

236 SPEAKERS
183 HOURS OF CONFERENCES

6 VERTICAL FORUMS

DESTINATIONS OF THE FUTURE

HOSPITALITY TECH FORUM

TRAVEL & MOBILITY FORUM

DISTRIBUTION CHANNELS FORUM

LEISURE & ACTIVITIES FORUM

MICE & BUSINESS TRAVEL FORUM

8 C-SUITE AGENDAS

LEADERSHIP SUMMIT
CMO’S AGENDA
DIGITAL & CIO’S AGENDA
REVENUE MANAGERS AGENDA
DMC’S AGENDA
MINISTERIAL AGENDA
REGIONAL TOURISM COUNSELORS AGENDA
TOURISM CITIES PROMOTION AGENDA

SOME OF TIS2020 TOP SPEAKERS:

S.M. La Reina Letícia
Reyes Maroto
Ministra De Industria, Comercio Y Turismo
Luc Elzinga
Founder & President
Queerdestinations
Abel Matutes
President Paladium Hotel Group
Enrique Ybarra
CEO & Founder City Sightseeing Worldwide
Gonzalo Gortázar
CEO CaixaBank
Amancio López
Founder & President
Grupo Hotusa
Doug Lansky
Travel Journalist
Hugo Revés
Managing Director
NH Hotel Group
Juanma Morano
Presidente de la Junta de Andalucía
Daniela Otero
CEO Skal International
Maribel Rodríguez
Senior Vice President
WTTC
Alberto Gutiérrez
CEO Civitatis
Daniela Wagner
Director EMEA Pacific Asia Travel Association (PATA)
María Jesús Almazor
Consejera Delegada
Telefónica España
Juan Martí
Vicepresidente y Consejero de Turismo, Regeneración, Justicia y Administración Local de la Junta de Andalucía
Maria Jesús Almazor
Consejera Delegada Telefónica Española
Ferran Adrià
Chef & Ambassador
Telefónica
Daniela Otaro
CEO Skald International
Benjamin Jiménez
Director de Planificación Estratégica de Quintana Roo
Doug Lansky
Travel Journalist
Hugo Revés
Managing Director
NH Hotel Group
Juan Espadas
Alcalde de Sevilla
Diego Calvo
CEO en Fundación Concept Hotel Group
Mark Robinson
CEO Global Ports Holding
Debbie Flynn
Managing Partner
Finn Partners
Oriol Pamies
CEO Queerdestinations
Paul Anthony
Executive Committee Member Hotelbeds
FIRST-CLASS INSTITUTIONAL AGENDA

OPENING CEREMONY

LEADERSHIP SUMMIT

ANDALUCÍA RECEPTION

CLOSING CEREMONY
TOURISM INNOVATION AWARDS 2020

Recognizes the most innovative proposals that offer a disruptive approach to Customer Experience or Management. Innovative business models or technology that can make a change in the tourism sector.

THE BEST CUSTOMER EXPERIENCE AWARD

A new hotel booking experience, innovative, immersive and focused on the user experience, where you can hiper-personalize your room and book it from the 3D hotel map.

THE BEST INNOVATION ON AI AND DATA ANALYTICS AWARD

Tourism Impact Model (TIM) is a comprehensive tool for modelling and optimisation of the tourism impact on a local ecosystem through fostering collaboration between different stakeholders in order to reach sustainable development in a specific geographical area by following the UN SDGs.

THE BEST DIGITAL CAMPAIGN AWARD

Under Covid-19, digital content consumption sharply increased, with many people experiencing depression due to limited travel options. So KTO created brand communications to enhance interest in Korea. Consumers were quick to react to this digitally intensive campaign. Under the theme “Feel the Rhythm of Korea,” KTO created a promotional video with traditional Korean rhythm paired with contemporary dance vibes. It recorded around 270 million views and showed explosive responses.

THE BEST SUSTAINABLE TOURISM PROJECT AWARD

In 2011, Barcelona was the first City in the world to be awarded with the Biosphere certification. The Biosphere BCN standard for Commitment to Sustainable Tourism is awarded to tourism industry committed to responsible and environmentally friendly management, culture, decent work conditions, gender equity and social and economic benefits. The Commitment is based on the guidelines in the UN 17 SDGs, which are part of the Agenda 2030 and promoted by the World Tourism Association (WTO).

THE BEST NEW BUSINESS MODEL AWARD

Brings local entrepreneurs, municipalities, nearby regions and greater tourist attractions closer. With our technology, we empower accommodations/DMO’s to provide the best and most up to date city/region information to their guests.
Innovation often comes hand in hand with cooperation between corporations and startups. That is why Touristech Startup Fest is the initiative, held within the framework of TIS, which brings together the most innovative entrepreneurs with projects that can transform the tourism sector through technology and sustainability.

**WINNERS 2020**

- **MY STREET BOOK**
  This project uses cutting-edge technology to connect visitors interests with municipal services (schedules, transportation or accessibility) in order to create personalized routes.

- **MOGU**
  Digitalizes the relationship between tourism agents and interconnects platforms to share information. The solution is made up of software and a mobile application that put the tourist agent, organizer and visitor in contact to create a unique experience through technology.

- **VESTIGIA**
  A digital platform capable of analyzing the tourism business and establishing the footprint and environmental impact generated by a trip, using blockchain technology.

- **2IXR**
  A dual solution based on a cloud platform and app. The platform allows institutions and brands to create without coding their own treasure hunts or gamified maps with augmented reality to improve their visitors’ experience. The tourists will be able to discover tangible or intangible heritage in an enjoyable way.

- **LET ME PARK**
  Offers a new way of parking by giving access to car parks with automatic or reserved access. A solution that contributes to reducing traffic and CO2 emissions.
TOURISM LEADERS SHARING THEIR VOICE TO REACTIVATE OUR INDUSTRY
#TIS2020 IMPACT

95% RECOMMEND TIS2020 AS A SAFE EVENT

85% WILL ATTEND TO TIS2021

8.7 AVERAGE RATING OF VISITORS IN SEVILLE

227.6K IMPRESSIONS ON TWITTER DURING THE MONTH OF THE EVENT

97.202 IMPRESSIONS ON LINKEDIN DURING THE MONTH OF THE EVENT

820 APP DOWNLOADS

152.274 VISITS TO THE WEBSITE DURING THE MONTH OF THE EVENT

206 JOURNALISTS REGISTERED FROM 110 MEDIA
SEE YOU NEXT YEAR AT TIS2021,
FROM 10-12 NOVEMBER 2021 IN SEVILLE · FIBES

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BOLOGNA italy@nebext.com
DELIH india@nebext.com
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