

## **Covid passport and technology: key drivers to reactivate tourism**

*Companies such as Ryanair, Hilton, Avis Rent a Car or Port Aventura, and destinations such as Mexico, Greece or Spain will participate in the second edition of TIS2021 to share their tourism reactivation strategies*

*According to the World Tourism Organization, 60% of tourism experts expect the industry to return to pre-pandemic levels by 2022*

**2021, September 24.** – The second edition of [TIS - Tourism Innovation Summit 2021](#), the global summit of innovation and technology for the travel industry, will gather +5,000 tourism professionals from **10 to 12 November in Seville (Spain)**. After near to two years suffering travel restrictions due to the health crisis, a new era for tourism is beginning, thanks to the massive global vaccination campaign, the implementation of health responsibility controls and the use of technological tools that have facilitated decision-making.

Some international organisations are already showing signs of optimism with the vaccination progress, the reopening of borders and the lifting of restrictions. The **World Tourism Organisation** predicts in its latest survey of industry experts that tourism will finally pick up in 2022. In the specific case of Spain, the **European Central Bank** states that our country will improve its tourist figures compared to last year. The European institution forecasts that around 45 million visitors will arrive in the country in 2021, 54% of those received in 2019.

In this context, the agenda of the **Tourism Innovation Global Summit 2021** will include several sessions that will analyse the current economic situation and offer a perspective of what we can expect for the coming year, with experts such as **Philip Moscoso**, professor at IESE and **Ana Lucia Lind**, CEO and co-founder of Swiss Financial Engineering. In addition, **Misa Labarile**, policy officer for tourism at the European Commission, will share the European Union's tourism strategies included in the 2030 Agenda.

However, although the vaccination is progressing, the tourism sector is facing a challenging period to boost the reactivation of its activity to pre-pandemic levels, or at least to adequate economically levels for the sector. According to the CESAE Business & Tourism School<sup>1</sup> study on trends and challenges in the tourism sector for 2021, digitalisation stands out as a differentiating element that will allow products or services to be shown through Augmented Reality, to manage customer information more efficiently or even create loyalty programmes. TIS2021 will bring together top executives from different hotel groups such as **Hilton**, **AccorHotels** or InterContinental Hotels Group, to analyse the new demands of customers and their strategies to this new era that has arisen as a result of the pandemic.

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<sup>1</sup> <https://www.cesae.es/informe-turismo-2021/descarga.pdf>



Along with technology, regaining travellers' trust is another of the great challenges that the industry must face on its reactivation. **Gianluca Testa**, Director for Southern Europe at Avis Rent a Car, **Eddie Wilson**, CEO of Ryanair and **Fawaz Farooqui**, Director of Cruise Saudi, will expose the keys to encourage tourists to travel again, as well as analysing the future of mobility. Additionally, Barcelona and Seville tourism directors, **Marian Muro** and **Antonio Jiménez**, will reveal their strategies for boosting tourism in their destinations, while **David Garcia**, general manager of PortAventura World, and **Douglas Quinby**, CEO and co-founder of Arival, will define the trends, new value and transformation proposals for the tourism activities sector.

*"At Tourism Innovation Summit we are working to turn this event into the start point towards a new stage of the industry, developing a more sustainable, safe and digitised tourism in order to relaunch a crucial sector for the global economy"* states Silvia Avilés, director of TIS, Tourism Innovation Summit.