



## **TIS - Tourism Innovation Summit 2021 presents “Restart the new ways of travel” at WTM London**

*TIS2021 presents the highlights of its new edition at the WTM London that will gather over 6.000 travel and tourism professionals November 10-12 in Seville*

*Tourism Innovation Global Summit agenda will include 400 leading speakers that will define the new ways of travel in 8 vertical forums and 150 conferences along 3 days*

**November, 1<sup>st</sup>, 2021.** – [TIS - Tourism Innovation Summit 2021](#) has presented this week at the WTM London the new features of its second edition, which returns to Seville (Spain) next week from November 10<sup>th</sup> to 12<sup>th</sup>. While the WTM London gather travel and tourism professionals that come to sell and promote destinations and touristic products, next week all this industry is travelling to Spain to attend TIS2021 where they will learn how to transform the industry and boost tourism competitiveness in 2022 as visitors.

Aligned with the claim, “Restart the news ways of travel”, TIS2021 will address 5 strategic topics this year: reactivation, recovery of traveller’s trust, digitalization, sustainability and inclusive tourism. Those are the challenges that the global tourism industry is facing. To cope with this, TIS2021 will gather key companies and top leaders to rethink tourism models and define new ways of traveling. Tourism Innovation Global Summit agenda will include 400 leading speakers organized in 8 vertical forums and 150 conferences along the 3 days.

Tourism Innovation Global Summit will present success stories of destinations that are implementing actions to regain the confidence of travellers. This is the case of countries such as **Greece** -which has become the European country that has received the most tourists this summer, with more than 2 million-, **Mexico** -which expects to close 2021 with the visit of 28.4 million international tourists-, **Saudi Arabia, Jordan** or **Bulgaria**. Also, leading companies such as **TUI Musement, GetYourGuide, City Sightseeing Worldwide, Intercontinental, Accor Hotels or Hilton** will share their strategies to attract tourists back after the pandemic. Moreover, sustainability in the tourism industry will be one of the main topics of the conference. Leaders from companies such as **Costa Cruises, Iberia, Vueling, Iberostar, Ryanair or Mastercard** will present the formulas and keys to tackle the great challenge of becoming an environmentally friendly industry.

TIS2021 agenda will also include vertical forums for different segments of the industry, such as hospitality, travel and mobility, distribution channels, or MICE. In this sense, the MICE Summit will analyse how this industry has been forced to reinvent itself in the last few months and how its future will be. The new mantras in the events industry, the best practices and the new ROI of hybrid events, how to cope with two audiences (onsite and online) and how technology is evolving to carter the new demands are some of the topics of this vertical summit.



In addition, more than 150 exhibitors will present their solutions to the leaders of the tourism sector, to become their partners and develop technological solutions to boost touristic offer in a sustainable way, helping companies to achieve their sustainable goals aligned with the 2030 Agenda. In this context, TIS2021 will present new trends related to emerging technologies such as the Internet of Behavior, cloud, cybersecurity, big data, robotics, smart business models, or hyperautomatization, among others that are transforming competitiveness on travel. The event will also showcase disruptive solutions such as artificial intelligence, machine learning or predictive analytics.

Companies such as **Accenture, Amadeus, CaixaBank, City Sightseeing Worldwide, Deloitte, Evolutio-Genesys, EY, ForwardKeys, Mabrian, Mastercard, Telefónica Empresas, Cloudbeds, Convertix, Globant, Minsait, Orange and Past View**, and organisations such as **WTTC, UNWTO, Skal International, NECSTouR, European Cities Marketing, Arival, Biosphere, Destinations International, MPI and PATA**, among others, have shown their support and will to be involved in this second edition, which aims to become the reference innovation summit for the industry.