

TIS - Tourism Innovation Summit 2022 presented in Seville to the international tourism and technology ecosystem

TIS2022, organised by Nebext with Sevilla City Office Sevilla City Council as a partner, will bring together more than 200 exhibiting companies and 400 experts from around the world to analyse the digital, sustainable and inclusive transformation that the tourism industry is undergoing

The Mayor of Seville, Antonio Muñoz, the Regional Government of Andalusia, as well as leading companies in the sector have shown their support for the event at its first advisory board

Seville, 14 July 2022 - The third edition of the [TIS – Tourism Innovation Summit](#) has been officially presented to the international tourism and technology ecosystem at its first advisory board. **Antonio Muñoz**, Mayor of Seville, and **Juan Manuel Ortiz**, representative of the Public Company for the Management of Tourism and Sport of Andalusia, attended the presentation session, which was also attended by **Silvia Avilés**, Director of TIS-Tourism Innovation Summit; and **Edgar Weggelaar**, Director of the Tourism Innovation Global Summit, the leading congress in the tourism sector organised within the framework of TIS.

As highlighted, the next edition of the global event, which will be held at Fibes, **Seville's Exhibition and Conference Centre**, from 2 to 4 November, with **Sevilla City Office Sevilla City Council** as a partner, will lay the foundations of the tourism industry towards a new model based on sustainability, inclusion and digitisation. Under the slogan "New horizons for tourism tech", TIS2022 will analyse how this sector has been transforming itself to face the disruptions that have arisen in the last two years as a result of the pandemic, the climate crisis and the increase in commodity prices.

Avilés has stressed that *"events like this are what help the national and international tourism sector to grow and drive it towards improving its processes to increase its profitability and adapt it to the current demands of consumers"*. Avilés has added that *"TIS was born by and for the tourism industry, to teach how to implement new technologies, transform tourist destinations towards a model based on environmental, socio-economic and territorial sustainability, perfect operations and update the traveller experience"*.

For his part, **Antonio Muñoz** has emphasised that *"TIS has proven to be a must-attend event where companies and leaders in the tourism industry analyse what strategies to implement to reposition destinations and products; an international meeting point where tourism demand can be restored in a sustainable and intelligent way; and a showcase that places Seville at the centre of tourism thinking, making it an urban laboratory of innovation and an international benchmark"*.

The Regional Government of Andalusia, as well as leading companies and organisations in the industry have also shown their support and involvement in this third edition of the event, which aims to become the great tourism innovation summit in southern Europe.

TIS2022: over 200 exhibiting firms and 400 international experts

Tourism, one of the businesses hardest hit by the pandemic, has re-emerged with a vengeance to revolutionise the way we have travelled until now. Digitalisation and sustainability are the pillars underpinning the epochal change that marks this industry in Spain. Thus, **TIS2022** will showcase, through more than 200 exhibiting companies, the most innovative solutions for applying technology to the tourism ecosystem with the aim of making it more competitive, efficient and environmentally friendly at the same time.

Likewise, during the three-day event, more than 400 international experts will give the keys to implement new business models and delve into the most advanced technological trends, with an agenda designed to offer high quality content to the different segments of the sector. **Edgar Weggelaar**, director of the Tourism Innovation Global Summit, has remarked that "*it will be these great experts who will show us the new ways of travelling based on customer trust, sustainability, digitalisation and security*".

Among the professionals attending TIS2022 are **Valentina Superti**, Director of Tourism, Proximity and Digitalisation of the European Commission; **Aradhana Khowala**, a world leader in the travel, tourism and hospitality sector who currently sits on the Board of the Lucerne World Tourism Forum and is CEO of the strategic consultancy Aptamind Partners; **Bas Lemmens**, a specialist in online travel who has worked in companies such as Booking.com, Ebookers.com or Isango.com and is now CEO of Meetings.com and President of Hotelplanner.com; or **Daniela Wagner**, a leading specialist in the global travel industry and Director for Europe, Middle East and Africa of the Asia Pacific Travel Association.

More than an event for the tourism sector

To stimulate the creation of spaces for knowledge transfer, TIS2022 will also host networking activities such as the **Leadership Summit**, a lunch to create synergies with industry leaders; the **Tourism Innovation Awards**, which recognise organisations that carry the banner for digitalisation and sustainability in the field of tourism; or the **Touristech Startup Fest**, an event that offers emerging talent the chance to present their projects to investors and leading corporations.

As the perfect setting in which to host TIS2022, **Fibes**, Seville's Exhibition and Conference Centre, will once again serve as a space for meetings, debate, dialogue, reflection and the promotion of new networks and projects that seek to transform the development model towards an economy built on two fundamental and closely related axes: sustainability and innovation.

In this ecosystem, Fibes, from Seville, is an authentic epicentre of knowledge, a think tank where to share experiences and weave networks, a place to keep abreast of trends, analyse the keys and exchange ideas for responsible development, participating in the construction of tourism that brings benefits and makes a city, a sustainable and digital future.