



The management of tourist flows, the opportunities of digitalisation and the commitment to sustainability, main topics of TIS2022

The leading technology summit for the tourism industry will bring together more than 6,000 professionals with the aim of creating a unique meeting point between the offerings of the digital world and the needs of tourism companies and destinations

TIS 2022, which will be held from 2 to 4 November in Seville (Spain), has already opened accreditations for its third edition

Madrid, 27 September 2022 - The [TIS - Tourism Innovation Summit 2022](#) is preparing for its third edition in Seville (Spain). From **2 to 4 November**, the city will be the international meeting point for all the players in the tourism industry's value chain who aim to transform themselves thanks to innovation, new technological tools and sustainability. Thus, the Andalusian capital will become the place to discover all the opportunities offered by new technologies, such as Business Intelligence, IoT, Artificial Intelligence, Cloud, Cybersecurity or Automation, with the aim of improving the competitiveness of tourism companies and destinations.

TIS-Tourism Innovation Summit 2022 will bring together more than 6,000 professionals and 400 international experts from the sector. Under the slogan "New horizons for tourism tech", the summit will analyse how the tourism industry is making the transition to a more digital, innovative and committed to decarbonisation, as well as to the environment.

In addition, several European projects related to data such as GAIA-X, and DATES, will be present to define the future and a framework for action on tourism flows.

Silvia Avilés, director of TIS-Tourism Innovation Summit, stresses that "with the celebration of this great summit we are committed to the entire tourism sector taking a step forward and getting involved in digitisation and innovation with the aim of boosting its business activity. Therefore, we are designing a unique event to bring together technological solutions that help any profile, from hotels to airlines or cultural activities".

Tourism Innovation Global Summit: where the tourism of 2023 is defined

Tourism Innovation Global Summit will discuss the importance of digitalisation in the travel and tourism industry and will share strategies to satisfy the demands of an increasingly aware consumer. The leading conference for the travel and tourism sector, which is organised within the framework of TIS, will delve into how technologies are changing the industry, as is the user, who in recent years has become more digital, prioritising immediacy and accessibility of all content on his or her smartphone.



Technology is also a tool that can be used to extract data related to consumption and sustainability. In this sense, TIS2022 will analyse the method used by tourism companies or destinations today to calculate their emissions, and the responses they provide to protect the environment. It will also examine the certifications that recognise the sustainable efforts of destinations and companies to meet the 2030 objectives, with organisations such as Biosphere.

For its part, innovation will once again be a main topic at the Tourism Innovation Global Summit, as a response to develop strategies to address current challenges in the sector. Thus, the new measures that have emerged to protect tourists will be discussed in depth, taking into account the lessons learned by the industry as a result of the pandemic; the change that hotels are undergoing, providing a more personalised and exclusive offer; and the travel trends that will be key for 2023. All of this, without losing sight of the challenges of the lack of talent suffered by companies dedicated to tourism, and the management of tourists that must be reformulated so as not to saturate the big cities.

International experts such as **Gerd Leonhard**, keynote speaker and CEO of The Futures Agency; **Ada Xu**, Regional Director EMEA at Fliggy – Alibaba Group; **Cristina Polo**, EMEA market analyst at Phocuswright; **Bas Lemmens**, CEO of Meetings.com and President of Hotelplanner EMEA; **Misa Labarile**, policy officer at the European Commission; **Kees Jan Boonen**, Head of Sustainability at Booking.com; **Eleni Skarveli**, director of Visit Greece, UK and Ireland; **Wouter Geerts**, research director of Skift; **Deepak Ohri**, CEO of Lebua Hotels and Resorts; and **Jelka Tepsic**, deputy mayor of Dubrovnik; **Eduardo Santander**, CEO of the European Travel Commission, among many others, will discuss the state of the sector and the challenges that need to be addressed for the coming season.

More than 200 exhibiting firms to bring innovation to TIS2022

TIS - Tourism Innovation Summit 2022 will also feature more than 150 exhibiting companies, which will showcase the latest technological innovations with the aim of digitally transforming national and international tourism companies. **Accenture, Amadeus, CaixaBank, City Sightseeing, The Data Appeal Company, EY, Forward Keys, Mabrian, MasterCard and Telefónica Empresas**, are some of the many companies that will showcase their proposals to guide the tourism sector on the road to innovation and digitisation.