



The next decade of travel and tourism will be defined at Tourism Innovation Summit 2022

Alibaba, Amadeus, Telefónica, Booking.com, European Travel Commission, among others, will share their experiences and how the travel industry is transforming

Leading global analysts such as Phocuswright, Arival and Skift join TIS2022 to analyse global travel trends and position the event as a benchmark in tourism innovation worldwide

Madrid, 25 October 2022. - [TIS - Tourism Innovation Summit 2022](#), the global summit on tourism and technological innovation, returns to Seville (Spain) from 2 to 4 November, bringing together more than 6,000 professionals. This year, more than 400 leading international experts will unravel the new trends that are transforming the tourism industry and shaping the future of the sector. Understanding how the hotel industry is evolving, how European destinations are applying technologies such as AI or data analytics to be more resilient to external shocks, and how tourists' travel experiences are changing will be some of the pillars that will be addressed at the Tourism Innovation Global Summit.

Among the featured experts will be **Gerd Leonard**, CEO of The Future Agency, included among the 100 most influential Europeans by Wired UK for inspiring millions of people with his motto "people, planet, purpose and prosperity". In his speech, Leonard will provide his futuristic perspective on the new era of the travel industry based on his extensive experience in major companies such as Microsoft, NBC, Visa, Google and the European Commission. The author of the best seller 'Technology vs Humanity' will reflect on the changes that the next 10 years will bring to the sector, influenced by three basic principles: holistic, circular and human, where technology and sustainability have a lot to say. The expert will also explain how to prepare to make the best decisions in the new tourism model.

Another leader who will be at TIS 2022 is **Tim Hentschel**, the co-founder and CEO of HotelPlanner. A third-generation hotelier, Hentschel will share the insights he has gained from being part of a leading travel technology company that applies artificial intelligence. With more than 20 years of consolidated experience in the industry, he will discuss how technological innovation plays a key role in shaping the hospitality industry and how the sector can stay ahead of the curve to respond to changing consumer demands.

In addition, **Bas Lemmens**, CEO of Meetings.com, **Diego Calvo**, CEO and founder of Concept Hotel Group, **Annakaisa Ojala** of Visit Finland and **Mark Robinson** of Scenic Luxury Cruises & Tours will discuss how digitalisation is revolutionising the industry and what are the new trends and habits of the traveller.

New demands, new travel experiences

Another of the pillars that will be discussed during TIS2022 will be the major consumer shifts in travel experiences and the importance of understanding travellers' new demands



to respond to the market. The conference will unveil exclusive new research from Arival and Phocuswright, which addresses the changes that are taking place among travellers when it comes to their travel and tourism experiences. In addition, **Douglas Quinby**, co-founder and CEO of Arival, will unveil trends among US and European travellers on how they find and book travel, and what the industry needs to know and do to attract new tourists.

Another established research expert, **Wouter Geerts**, Director of Research at Skift, the travel industry intelligence company, will present the opportunities for the tourism sector in the face of current uncertainty due to international events such as the war in Ukraine, the impact of inflation and the fight against climate change. As an analyst of the tourism industry, he will offer a global report based on data to respond to the current and future challenges of the sector. **Cristina Polo**, EMEA market analyst at Phocuswright, will share the key technology and travel trends that are transforming the traveller's buying process and travel experience, while **Ada Xu**, EMEA regional director at Fliggy (Alibaba Group), will give an overview of the tourism landscape in China.

Along with more than 400 international speakers, more than 150 exhibiting firms such as **Accenture, Amadeus, CaixaBank, City Sightseeing Worldwide, The Data Appeal Company, EY, Mabrian, MasterCard, Telefónica Empresas, Convertix, Keytel, Turijobs and PastView**, among many others, will present at TIS2022 their latest solutions in Artificial Intelligence, Cloud, Cybersecurity, Big Data & Analytics, Marketing Automation, contactless technology or Predictive Analytics, among others, for the tourism sector.