Artificial Intelligence, data analytics and Augmented Reality: the solutions of the most innovative startups that are transforming tourism

The TIS2022 Touristech Startup Fest rewards the most disruptive projects with technological solutions that impact on tourism industry sustainability and improve its competitiveness

Madrid, 25th November 2022 - TIS - Tourism Innovation Summit 2022 has once again hosted the **Touristech Startup Fest** entrepreneurship competition, in which startups from all over the world presented their ideas and business models to leading tourism companies and investors to revolutionise and drive innovation in the travel and tourism industry.

Of the more than 4,000 startups that applied, 40 were selected as finalists to pitch at TIS2022, differentiated according to the segment of the tourism industry they focus on: Distribution Channels, Destinations, Hospitality, Mobility and Travel, Activities and Leisure and MICE. This year, 11 startups have been rewarded in the Touristech Startup Fest:

The first of them was **Hotel Treats**, which has received the **Sevilla City Office & La Fábrica de Sevilla Award** for its platform to choose from a wide variety of meaningful alternatives and gift vouchers in the world's most important luxury hotels. This space allows you to find everything, from gastronomic experiences, spa and wellness, to romantic one-night getaways.

Noytrall has received the **WTTC Award** for its guest consumption tracking service that allows hotels and guests to know exactly how much water and energy they are consuming. This service allows hotels to create a sustainable rate model by separating guest consumption from the base room rate.

Also in the hospitality sector, **e-Wand** has been the winner of the **Amadeus Venture Award**. Its project uses cutting-edge technology to turn its customers' journey into a seamless and convenient experience with a single mobile application for hotels and restaurants. The solution provides the establishment with a simple way to organise and manage customer requests through computers or mobile devices.

The **Andalucía Lab Award** has gone to **Swap Your Travel**, a digital solution to give a second chance to trips that, for various personal or professional reasons, cannot be enjoyed. Swap Your Travel is a platform that connects sellers and buyers and accepts all the existing modalities in the travel market: vouchers and/or plane tickets, train tickets and even hotel bookings or holiday packages.

Beder has won the **Telefónica Award**. This is the social network that allows users to discover the destination of their next trip and book experiences. More than 100 influencers and 50 tourism businesses already collaborate with this innovative travel tool.

The startup **TOP Tourism Optimizer Platform** has been rewarded with the **PCT Cartuja Award**. The initiative is a travel agency exclusively responsible for organising travel and services, through different providers, for government delegations, world leaders and institutions.

In addition, the **OMT** rewarded five projects: **Turbosuite**, a startup from Seville that has developed a unique algorithm in the market that allows predicting and customising accommodation prices based on each client and their preferences; **Aquardio**, a simple solution that helps people to live more sustainably by reducing the amount of water they use in the shower; **Midnightdeal**, an app that helps travellers define a budget for their holidays; **Eat INN**, an initiative that brings together the best gastronomic offers in unique spaces designed for all types of palates, with a fixed price; **Meep me**, the sustainable urban mobility app that provides the routes that best adapt to the preferences of pedestrians.

The more than 4,000 startups that applied to the Touristech Startup Fest have already become part of the world's first atlas of tourism startups. In the last edition, the Touristech Startup Fest rewarded the innovative projects of startups such as Aumentur, SmartGuide, Tourdata Tech, Indie Travel, OBW Street Style, Unblock the City, Skyzup, Visitmoov and Kolaboo.