



## **TIS2022 closes its third edition with 6,167 attendees and consolidates its position as a leading event in tourism innovation worldwide**

**More than 400 international experts and almost 200 technology firms took part in the third edition of the Tourism Innovation Summit, where they analyzed the challenges and trends that will help the industry move towards full recovery**

**Madrid, 4 de November de 2022.** [TIS – Tourism Innovation Summit 2022](#) closes its doors until next year with great success. A total of 6,167 congress participants of 38 nationalities, most of them C-Level executives from the sector, have met this week in Seville to find answers to the technological innovation needs of their businesses. These figures consolidate this forum and Seville as a benchmark in international tourism innovation.

TIS2022 brought together 427 international experts, representatives of the public administration and companies that are redesigning the sector through the application of technologies. An agenda of more than 190 hours of conferences in which tourism leaders discussed their current challenges and presented success stories that can guide the future of the industry. In addition, 182 leading firms such as **Accenture, Amadeus, CaixaBank, City Sightseeing Worldwide, The Data Appeal Company, EY, Mabrian, MasterCard, Telefónica Empresas, Convertix, Keytel and PastView** showcased the latest solutions in Artificial Intelligence, Cloud, Cybersecurity, Big Data & Analytics, Marketing Automation, contactless technology and Predictive Analytics, among others, to drive growth in the tourism sector.

TIS 2023 will return to Seville from 8 to 10 November to continue encouraging the tourism industry to debate and identify its major challenges, share knowledge and trends to continue growing, and network and promote new business ideas.

### **TIS reunite the tourism industry players to define what tourism will look like in 2030**

This three-day event gathered in Seville tourism industry leaders from all around the world to address the challenges facing national and international tourism businesses and the trends that will shape tourism in the coming years. Experts like **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", shared at TIS2022 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' pointed out 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.

Other leading global analysts such as Phocuswright, Arival and Skift joined TIS2022 to analyse global travel trends, while leading companies like Alibaba, Amadeus, Telefónica



or Booking.com, and public sector such as European Travel Commission or WTTC, among others, shared their experiences and how the travel industry is transforming.