



## **TIS2023 celebrates a new edition of the Tourism Innovation Awards, the most outstanding international awards in the tourism industry**

**TIS - Tourism Innovation Summit 2023 looks for the most disruptive projects on innovation, digitalization and sustainability that are revolutionizing the tourism sector**

**For three days, more than 7,000 C-Level executives will gather in Seville (Spain) to learn about success stories of tourism innovation from around the world**

**Madrid, 18 May 2023.- [TIS - Tourism Innovation Summit](#)** convenes a new edition of the Tourism Innovation Awards 2023 to recognize the best projects, solutions and technologies that are shaping the sector worldwide. The event, which returns to Seville (Spain) from October 18 to 20, will bring together more than 7,000 tourism industry professionals to learn about the latest trends and technologies that will help tourism businesses and destinations improve their competitiveness.

The aim of these awards is "*to offer examples that the tourism industry can apply in each of its segments to build a smart, sustainable, resilient, inclusive and accessible tourism model with technology as a great ally,*" says Silvia Avilés, director of TIS-Tourism Innovation Summit.

Tourism Innovation Awards are aimed at all companies, universities, technology providers, executives, startups and innovation centers, among many others, that are applying technologies such as artificial intelligence, big data, or automation, or promoting the use of alternative energies and new fuels to meet the challenges of efficiency and sustainability in the sector. All of them will be able to submit their project until September 8 on this [website](#).

### **5 categories to recognize the most innovative tourism projects.**

The projects recognized in the Tourism Innovation Awards 2023 seek to enhance the user experience, integrate new business models or use advanced technology to transform the current tourism landscape. The awards will honor the best projects or initiatives in five different categories that include the **Best Customer Experience Award**, which recognizes the project that offers an unforgettable customer experience for its clients, facilitating access to products, services, spaces and tourism and hospitality experiences with the application of technology. The **Best Innovation on AI and Data Analytics Award** recognizes teams that are doing innovative work in the application of AI and Big Data to boost their businesses.

Meanwhile, the **Best Digital & Innovation Award** recognizes the organization in the tourism sector that has a well-implemented strategy to successfully market its products or services using digital technologies.



The Tourism Innovation Awards 2023 will also recognize the **best sustainable tourism project**, demonstrating the benefits of rehabilitation, recycling, ecological transformation and the incorporation of sustainability in the strategy of tourism companies; and the **best new business model**, which will highlight the benefits of applying technology and innovation, especially Deep Tech, in the tourism industry.

**TIS2023: where to find the latest solutions for the tourism industry.**

TIS - Tourism Innovation Summit has established itself as a leading technological forum for the travel and tourism industry. In its three editions, TIS has brought together international professionals and experts to discuss and establish the roadmap for the recovery and transformation of the global tourism industry.

This year, the forum moved to Hall 2 of FIBES in response to the high demand of companies that wanted to exhibit. Under the slogan *Travel revolution takes off*, TIS2023 seeks to boost the competitiveness of the tourism industry through technology and digitization of the sector. To this end, more than 200 exhibiting firms will showcase the latest solutions in Artificial Intelligence, Cloud, ChatGPT, Business Intelligence, Virtual and Augmented Reality, Web 3.0, Cybersecurity, Big Data & Analytics, Marketing Automation, GIS, contactless technology, or Predictive Analytics, among others.