



World-renowned speakers such as Céline Cousteau and Alfonso Vegara will discuss how to promote responsible tourism at TIS2023

Representatives from France, Tunisia, Portugal, Italy, Slovenia and Estonia will analyze the impact of sustainability on tourism destinations at TIS2023

From October 18 to 20, more than 7,000 tourism professionals from around the world will gather in Seville (Spain) to learn first-hand about the latest trends in tourism innovation

Madrid, September 15, 2023 – In a world where tourism is a major economic driver (contributing nearly \$7.4 trillion to global GDP in 2022), the significant environmental challenges posed by the tourism model developed to date mean that sustainability has emerged as an inescapable goal for the sector. By 2030, the UNWTO estimates that 1.8 billion tourists will be traveling around the world, up from 900 million in 2022, highlighting the importance of further integrating sustainability criteria into all tourism operations. Travelers themselves are already aware of the need to choose more sustainable travel options, and according to a recent Booking report, 61% of tourists are already looking for this type of alternative.

This year, **TIS - Tourism Innovation Summit 2023** will be the epicenter of this crucial debate. Taking place in Seville, Spain, from October 18 to 20, the Summit is the platform where more than 7,000 tourism professionals and 400 international experts will explore how innovation and technology can provide viable solutions to balance economic growth, environmental sustainability and positive impact.

To achieve this, TIS2023 will bring together leading international voices who are already making sustainability relevant. It is the case of **Céline Cousteau**, documentary filmmaker, socio-environmental advocate, explorer, and founder of the production company CauseCentric Productions, which focuses on the dissemination of documentaries to raise awareness of environmental issues and advocate for the conservation of our planet's oceans and natural resources, who will address the adoption of sustainable practices in the tourism sector.

In addition, **Alfonso Vegara**, PhD in Urban and Regional Planning and graduate in Architecture, Economics and Sociology, will share success stories and analyze how urban solutions can be integrated into the tourism sector for a positive impact.

The tourism sector is fully in line with environmental commitments and the introduction of sustainability criteria in its operations. **Dominique Maulin**, Director for Spain and Portugal of Atout France, **Leila Tekaiia**, Director for Spain and Portugal of the Tunisian National Tourist Office, **Maria de Lurdes Vale**, Director of Turismo de Portugal, and **Ana Muñoz Lladrés**, Deputy Director General for Tourism Development and Sustainability of the Spanish Ministry of Industry, Trade and Tourism, will analyze the future of sustainability in tourist destinations such as Spain, France, Portugal and Tunisia. They will also discuss how tourism businesses can adopt sustainable practices to achieve positive environmental and social impacts while satisfying the changing expectations of travelers.



On the other hand, **Maria Zarraluqui**, Vice President of Global Development at Meliá Hotels International, and **Guy Bigwood**, CEO of the Global Destination Sustainability Movement (GDS) and an expert in regenerative tourism, will analyze the impact of the 2030 Agenda on sustainable practices and how tourism companies can align their strategies with the SDGs to increase positive social and environmental impact. Meanwhile, **Oscar Perelli**, Director of Studies at Exceltur, and **Sandra Torre**, Director of Tourism at the Municipality of Genova, will share what opportunities and collaborative initiatives can be leveraged between tourism stakeholders and municipal authorities to create an integrated and sustainable urban tourism experience.

In this context, **Josep Rodríguez**, Head of European Projects of the Tourism Department of the Provincial Council of Barcelona, **Ana Moniche**, Head of European Projects and International Networks of the Tourism and Sport Department of Andalusia, and **Petra Stuček**, Director General of Tourism of Ljubljana and President of the Board of Directors of City Destinations Alliance (CityDNA), will present strategies and initiatives that can be implemented to improve resilience, foster a common approach to overcoming challenges and promote mutual growth in tourist destinations.

This year TIS2023 will host A World for Travel, that will focus on how the tourism sector is addressing climate change, with speakers including **Küllli Kraner**, Head of Tourism at the Estonian Ministry of Tourism, **Linden Coppell**, Head of Sustainability at MSC, **Spiros Almpertis**, Vice President of Crystal Cruises, **Will Bateman**, CEO of Ccell Renewables, and **Isobel Gibson**, sustainability consultant for the aviation industry, will also analyze the impact of maritime and cruise tourism on the oceans.

About TIS - Tourism Innovation Summit (October 18-20, 2023, FIBES Seville) TIS - Tourism Innovation Summit is an international forum for innovation, trends and reflection for the tourism sector, offering managers and companies in the sector the opportunity to learn about the latest technological solutions and products to improve their competitiveness. Over 3 days, TIS2023 will bring together more than 7,000 tourism professionals looking for the latest solutions to boost their destination or tourism business. In addition, more than 400 experts from around the world will share their strategies and success stories to promote smarter, digital and sustainable tourism at the Tourism Innovation Global Summit.