



## **TIS2023 will explore how AI is driving more personalized, sustainable and quality tourism**

**More than 400 world experts, including Annalisa Ponchia, Jana Jacobs, Juan Campillo, Almudena de la Mata, Franklin Carpenter and Dolores Ordoñez, will discuss how technology solutions are transforming tourism**

**The new edition of TIS - Tourism Innovation Summit will be held in Seville, Spain, from October 18th to 20th to showcase the latest trends in Artificial Intelligence, Blockchain, Data Space, Cybersecurity or AdTech**

**Madrid, 10<sup>th</sup> October 2023** – AI technologies are revolutionizing the travel industry across all segments, from improving the customer experience, and planning events to attracting and retaining tourists. Numerous destinations are already implementing the use of AI, which could generate \$400 billion for the travel industry, according to a study by WAM Global. This is the case of Andorra, which uses AI to promote the principality's attractions, or Vélez-Málaga, which will create personalized tourist routes using this technology.

With this focus, more than 400 global experts will gather in Seville, Spain, from October 18 to 20 at TIS2023, the global summit on tourism innovation and technology, to explore how AI tools, but also blockchain, data spaces or AdTech, among other exponential technologies, are transforming the sector to make it smarter, digital and sustainable.

The event will explore how AI is transforming the industry. Among other topics, it will analyze how AI-driven design innovations are creating more disruptive event experiences. **Annalisa Ponchia**, Director of Innovation & Customer Experience of AIM Group International, with over 30 years of international experience in event management, will show the "futuristic" vision of AI applications with more presence in the sector.

In addition to these improvements, AI tools are significantly optimizing the industry's customer experience, providing them with recommendations based on their preferences and streamlining their operations. **Claudia Tapardel**, CEO & Founder of CT EU Affairs, a respected European public figure with extensive experience in management, tourism and travel strategies; **Ignacio de la Cueva**, Manager of the Center of Excellence in Tourism Innovation at Eurecat; and **Chris Carmichael**, Head of Corporate Innovation at TUI Musement, will discuss how AI solutions are driving customer satisfaction in tourism.

AI can also contribute to the sustainability of the tourism industry. In this context, **Franklin Carpenter**, Director of Horwath HTL Spain, founder and first president of the Association of Tourism Professionals of Chile, will highlight how AI and innovations in data analysis and processing can help optimize the well-being of both travelers and destinations. In addition, based on his 20 years of experience in leading projects and teams in the tourism, education and hospitality sectors, he will explain how technology can contribute to the regeneration of tourism to promote sustainability and good cultural, social and local practices.

As a use case for the application of AI, TIS2023 will present the experience of VisitAndorra.com, the platform managed by Tourism of Andorra to position the country



as a tourist destination of great attraction and spectacular natural resources. **Alex Net**, General Manager of Infinitum Digital, will explain how the unique points of this destination are promoted through the various experiences catalogues such as Andorra Selected, Andorra Taste and Andorra Health Destination, to attract quality tourism.

### **Other significant opportunities: Blockchain and Data Spaces**

In line with AI, other technologies such as blockchain or data spaces are also enabling a new era of tourism. The Tourism Innovation Global Summit will feature speakers such as **Almudena de la Mata**, CEO of Blockchain Intelligence and President of the Blockchain Intelligence Law Institute, who will address the potential of this disruptive technology to improve data privacy and promote transparency and trust for both tourists and businesses. De la Mata, who was selected by Fundación COTEC as a blockchain expert in "The COTEC 100," will also explore the role of NFTs in creating assets of value in the tourism industry, along with **Mónica Molina**, senior sustainability consultant at Global Destination Sustainability Movement, and **Luca Busolli**, blockchain consultant at Klab.

Similarly, data sharing will play a crucial role in the tourism sector, given the typology of actors and the cross-cutting nature of tourism and its intersection with other sectors. TIS2023 will count on the relevant experience of **Dolores Ordoñez**, coordinator of DATES, European Tourism Data Spaces, the European project that aims to explore approaches and options for the implementation of a secure and reliable tourism data space. Together with **Misa Labarille**, Tourism Policy Officer at the European Commission, and **Juan Jesús García**, Head of Industry Affairs EMEA at Amadeus, they will discuss the challenges and opportunities of the data economy and the European Tourism Data Space.

Ordoñez, together with **Francisca Rubio**, General Manager of Gaia X Hub Spain, the initiative that is driving the creation of a secure and federated data infrastructure for Europe, **Carlos Romero**, President of Segittur, and **Daniel Caro**, Chief Data Officer of Turismo Andaluz, will also discuss the factors that need to be analyzed to allow all actors in the tourism value chain to benefit from the possibilities of data sharing.

Data protection in companies and cybersecurity will also be a topic that will be addressed by experts such as **Alfredo Serret** and **Juan Campillo**, from Telefónica Tech, who will explain how to manage data with the right tools to protect us from cyberattacks.

### **More than 200 exhibiting firms with the most disruptive technologies**

TIS2023 will also feature more than 10,000 square meters of exhibition space where more than 200 exhibiting companies will showcase the most groundbreaking technological solutions. Over the course of three days, AI application cases will be presented to personalize experiences in the attractions, tourism activities and hospitality sectors.

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**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.