



TIS2025 defines the challenges of tourism and seeks to boost it through exponential technologies

From October 22 to 24, more than 8,000 professionals will gather at TIS - Tourism Innovation Summit to explore the future of the tourism industry, articulated around thrusts such as technology, AI and sustainability

The first TIS2025 Advisory Council brought together the traveltech and tourism sector with representatives of destinations, hotel leaders and the entire value chain, to define the great challenges for the sustainable growth of the industry

Madrid, May 27, 2025. [TIS-Tourism Innovation Summit](#) 2025, which will be held from October 22 to 24 at the FIBES exhibition center in Seville, continues to make progress in the preparations for its next edition. This has become evident with the holding of its first Advisory Board, which has included representatives from leading companies such as Vueling, Telefónica, Veolia and MasOrange, and from organizations and institutions such as the World Travel & Tourism Council (WTTC), SEGITTUR, CEOE and Paradores. TIS2025 will bring together more than 8,000 professionals from the global tourism ecosystem in the Andalusian capital to showcase the technological solutions that are reimagining the way we travel.

With the slogan '**Innovation in motion, tourism reimagined**', TIS2025 will once again be the setting for the [Tourism Innovation Global Summit](#), a benchmark forum that will bring together more than 400 experts from different areas of the tourism sector to chart the path towards the new traveler profile.

The congress will have an agenda distributed in five auditoriums that will operate in parallel and will be structured around **eight specialized forums**: Destinations of the Future, Hospitality, Transportation and Tourist Travel, Distribution Channels and OTAs, Activities and Attractions, MICE, Business Travel, and Leisure and Culture. In addition, customized agendas will be designed for different professional profiles such as CEO, DMO, CIO, CTO, CMO, CSO and HR managers.

South Korea, guest country at TIS2025

In this sixth edition of TIS, **South Korea** takes over from China as guest country with the aim of *"building bridges and understanding how technological innovations are being applied in this Asian country, something that will be key to inspire new business opportunities. Through case studies and examples of disruptive marketing and communication campaigns, our goal is to offer companies and professionals in the sector, tools and learning that allow them to access this market, expand their strategic vision and apply that knowledge in their own projects to continue to evolve"*, explained **Silvia Avilés**, Director of TIS.

The integration of AI among tourists is highly integrated and this is shown by recent studies that point out that almost half of travelers trust the use of artificial intelligence when planning their trips. Therefore, among the main thematic thrusts of the Tourism Innovation Global Summit, the use of artificial intelligence to drive innovation through case studies, data-driven personalization strategies, the irruption of robotics, the impact of digital solutions on business profitability, and the adoption of technologies focused on

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sustainability stand out. New channels to attract travelers, collaborative platforms and technological tools to reduce operating costs will also be explored.

Moreover, in a context marked by changing consumer habits, today's travelers increasingly prioritize authentic experiences, access to personalized proposals and sustainable options that minimize their impact on the territory. According to recent reports, 89% of tourists say they want to travel more consciously and responsibly, choosing destinations that respect local culture and the environment, 74% look for sustainable accommodations and more than 60% are inspired by digital channels (such as social networks, travel blogs or video platforms) to plan their getaways. This highlights the broad transformation in which the sector is immersed.

Faced with this evolution of the traveler, **TIS-Tourism Innovation Summit 2025** is positioned as a key meeting point for travel industry players who want to adapt and lead this change. With a focus on innovation, digitization and sustainability, the event seeks to offer destinations and tourism companies the necessary tools to reformulate their business models to integrate naturally into the traveltech industry. TIS2025 will undoubtedly contribute to anticipate the expectations of new travelers and build a more resilient, personalized and sustainable tourism, aligned with market demands and the Sustainable Development Goals.

About [TIS - Tourism Innovation Summit](#) (October 22-24, 2025, 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, TIS2024 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.

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