



## The Tourism Innovation Awards 2025, which reward the most disruptive solutions in the tourism sector, are now open for entries

The awards, which will be presented at the sixth edition of the Tourism Innovation Summit, recognize the most innovative, digital and sustainable projects that are transforming the tourism industry

Madrid, June 30, 2025 – [TIS-Tourism Innovation Summit](#) is already warming up for its next edition, which will be held from October 22 to 24 in Seville. As part of the event, the **Tourism Innovation Awards 2025** will once again give a leading role to the recognition of talent and initiatives that are transforming the tourism industry, distinguishing those projects, destinations and companies that are leading change through technology, sustainability and new ways of understanding the traveler's experience.

**Silvia Avilés**, Director of **TIS**, explained that *"we want to highlight the talent and vision of those who are shaping the future of tourism with bold ideas, innovative strategies and a clear positive impact on the industry. Through these awards, we promote global collaboration, the exchange of knowledge and the development of solutions that make tourism a more sustainable, inclusive and transformative activity for people and territories"*.

The awards are aimed at companies, universities, business schools, technology providers, startups, scale-ups, accelerators, science and technology parks, innovation centers, researchers, journalists and analysts in the tourism sector worldwide.

### The Tourism Innovation Awards will have six categories in 2025

This year, in line with the previous edition, the six categories that make up the awards will be maintained. One of them is **Excellence in Customer Experience Award**, which recognizes those projects that have gone above and beyond to create memorable, meaningful and extraordinary experiences that leave a lasting impression on travelers around the world.

Solutions that harness the power of artificial intelligence or digital innovation to drive transformation and optimize operations in the industry will also be highlighted through the **AI & Digital Innovation Excellence Award**. The **Martech Innovation Award** will highlight innovative campaigns that effectively reach specific traveler segments through new channels, data-driven strategies and creative and measurable approaches, setting new standards of marketing excellence.

Likewise, the **Sustainable Leadership Award** will honor efforts and initiatives that have a significant sustainable impact, with outstanding leadership, innovation and commitment to environmental conservation, social inclusion and economic development. In the **Travel Tech New Business Model Award** category, recognition will go to those business models that are seamlessly integrating sustainability, technology and a customer-centric approach, driving positive disruption and setting new standards and disruptive models in the Travel Tech ecosystem. Finally, the **Diversity and Inclusion**

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**Excellence Award** will reward initiatives that demonstrate an exemplary commitment to promoting diversity, equity and inclusion.

All interested entities [can submit their candidacy](#) until **September 7, 2025**. In previous editions, the Tourism Innovation Awards have recognized the pioneering initiatives of entities and companies such as Vueling, ILUNION Hotels, Iberostar, MSC Cruises, SEGITTUR, Casa Batlló, Grupo Piñero and Mirador Torre Glòries, highlighting their commitment to technological innovation, sustainability and the digital transformation of the tourism sector.

### **The meeting point for rethinking the tourism of tomorrow**

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. Under the slogan 'Innovation in motion, tourism reimagined', the summit will showcase success stories and innovations applied to tourism through the Tourism Innovation Global Summit and an exhibition area with more than 200 technology companies. Among the solutions to be presented are those based on AI, Business Intelligence, data analytics, cybersecurity, connectivity, 5G and augmented or virtual reality, among others, as well as solutions that help measure environmental impact, be more sustainable, inclusive and improve accessibility.

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**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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