



IHG, Hyatt and Accor lead the discussion on the new hotel paradigm at the TIS2025 Hospitality Tech Forum

From October 22 to 24, Seville will host the sixth edition of TIS – Tourism Innovation Summit, the leading global event on innovation and digitalization in the tourism industry, which will bring together more than 8,000 professionals from the sector

During this meeting, leaders from the hotel industry will reflect on the major challenges facing the sector and share how they are adapting to the era of artificial intelligence, operational sustainability, and new business models, among other key topics

Madrid, September 3, 2025 – The application of artificial intelligence, automation, integrations, emerging technologies, personalized experiences, as well as new tools that simplify hotel operations, together with examples of applied and real sustainability, will fill the agenda for hoteliers who will not miss [TIS – Tourism Innovation Summit](#), which will take place from October 22 to 24 in Seville. The event will also feature the Hospitality Tech Forum, which has established itself as one of the key events within the **Tourism Innovation Global Summit**, the largest forum for innovation and digitalization in the tourism industry, where the foundations for the future of tourism are laid. It will bring together leading executives from national and international hotel chains—such as **IHG Hotels & Resorts, Hyatt Hotels Corporation, Accor, Barceló Group, Minor Hotels, Sercotel, SmartRental Group, and Intelier Hotels & Suites**—to reflect on the profound changes the hotel industry is undergoing.

One of the main themes of the forum will be **how large international hotel chains adapt their global strategies to the local market**. Experts such as Helena Burstedt, Regional Vice President of Development at **Hyatt Hotels Corporation**; Coré Martín, VP of Development for Spain and Portugal at **Accor**; and Diego Álvarez, Director of Development for Iberia at **IHG Hotels & Resorts**, will discuss how to tailor their proposals to the specific context of the national customer without losing brand consistency or innovation capacity. This challenge of **balancing standardization and personalization** has become a key lever for offering authentic experiences that connect with the environment while reinforcing the chains' international positioning.

Another major topic that will be addressed is **real operational sustainability**, beyond slogans. The Hospitality Tech Forum, with speakers such as Jean-Baptiste Roussel, CSR Project Director Europe and North Africa at **Accor**, will discuss how to translate ESG objectives into concrete decisions and actions within the hotel: from effective waste reduction to the design of efficient energy systems, staff training, the involvement of local suppliers, and the need to communicate progress honestly, avoiding greenwashing and building relationships of trust with guests.

In the field of technology, **artificial intelligence** will be the focus of several sessions that will analyze its practical application beyond marketing: demand forecasting tools, price optimization, process automation, and service personalization are transforming not only the customer experience, but also internal operational efficiency and the quality of decision-making in hotel establishments themselves. In this way, the **more than 8,000 professionals attending TIS2025** will be able to compare implementation models that go beyond the isolated adoption of solutions and propose integrated and sustainable technological strategies over time.



To boost profitability in less favorable environments, the forum, with leaders such as Iker Llano, CEO at **Intelier Hotels & Suites**, will explore **innovative ways to stimulate demand during periods of lower occupancy**, sharing approaches to turn these moments of low demand into opportunities to explore new niches. From attracting digital nomads and local travelers to creating products focused on wellness, health, or cultural tourism, the goal is to diversify audiences and strengthen the connection with the territory, gaining resilience in the face of seasonality.

Among the most sensitive issues, certain problems in the sector cannot be ignored, such as **absenteeism**, which should not be treated merely as a temporary symptom, but rather as a warning sign of outdated organizational models that require a thorough review of corporate culture, employee well-being, and operational flexibility. This will be discussed by experts such as Javier Tausía, CEO at **DeLuna Hotels**, and Rodrigo Fitaroni, CEO at **MarSenses Hotels & Homes**.

Special attention will also be given to the **renaissance of hostels**, a phenomenon that is transforming the traditional image of this type of accommodation, historically associated with low cost, to position it as a booming lifestyle category. Through new approaches to design, community, co-living, and events, hostels are attracting a young, dynamic, and global audience. In this context, Carlos Escoda, CEO at **SmartRental Group**; Ramón Jiménez, CEO at **The Loft House**; and Carlos Cano, Managing Director at **Latroupe Hostels (Azora)**, will share their vision of how this model is establishing itself as a scalable proposition, with its own identity and diversified sources of income.

In addition to these major thematic blocks, the Hospitality Tech Forum will open spaces for reflection on emerging issues that are gaining weight on the sector's agenda. It will address the **convergence between hotels and tourist accommodations** at a time when the lines are blurring and both models increasingly share challenges and tools. It will also explore how to **humanize the digital experience**, restoring the value of emotional contact in the context of increasing automation.

Similarly, **innovative experiential accommodation models**, the search for **real efficiency in sustainability** (especially in water, energy, and waste management), and the strategic role played by **partnerships and collaborative networks** in the competitiveness of independent hotels will also be discussed.

With this new edition of the Hospitality Tech Forum, TIS2025 consolidates its position as a must-attend event for leaders who are shaping the future of tourism and hospitality, and as an international benchmark for anticipating trends, sharing real solutions, and building a smarter, more humane, and sustainable industry model.

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.