



TIS2025 explores new tourism marketing strategies with TikTok, Google, Civitatis, WeRoad, and Fever as benchmarks

Tourism Innovation Summit 2025, to be held in Seville from October 22 to 24, will address how tourism brands are reinventing the way they connect with travelers in an increasingly digital and experiential environment

Madrid, September 23, 2025 – Marketing has established itself as a key driver of transformation in the tourism industry, turning new market segments into real growth levers. Thanks to more precise strategies, destinations and tourism organizations can design specialized proposals, better adapt to seasonality, and connect more effectively with travelers, according to the World Economic Forum's report *Travel and Tourism at a Turning Point: Principles for Transformative Growth*. In this context, [TIS-Tourism Innovation Summit 2025](#), which will bring together **more than 8,000 industry professionals in Seville from October 22 to 24**, will discuss how tourism marketing is entering a new era of relevance, trust, and measurable impact, all through the [CMO's & CSO's Agenda](#).

With the help of **more than 400 leading national and international voices**, this meeting point will analyze how brands are reinventing their communication and conversion strategies to connect with travelers who are no longer just looking for inspiration or good prices, but also purpose, authenticity, emotional connection, and a true sense of community.

The role of marketing in the new era of the tourism sector

TikTok, led by Carlos Hernández, Group Vertical Director, will show how the platform is inspiring new ways to explore the world, connecting travelers with destinations through creativity and opening up new opportunities for brands to engage with global audiences. In addition, thanks to the testimony of Zuriñe Eguizábal, Senior Industry Manager Travel at **Google**, it will be possible to learn about the impact of new forms of communication on tourism marketing campaigns and how they are redefining the relationship between brands and travelers.

At the forum, professionals will learn from Xavier Pin, CMO at **Waynabox**, and Ismael García, CMO at **Civitatis**, how influencer marketing is becoming increasingly important in the industry. Both experts will explain how travel brands and destinations are using it not only for visibility, but also as a powerful lever for conversion and mutual engagement between brands and their audiences. This goes beyond the impact of links and encompasses viral campaigns with tangible results and the rise of collaborations with creators as co-brands.

In turn, Rocío Trujillo, General Manager at **Fever** in Southern Europe; Margherita Galluzzo, Head of Brand & Marketing at **WeRoad**; and Euaen Cassie, Global Head of Operations at **Timeleft**, will analyze how travel is no longer just about the destination, but about belonging, shared identity, and emotional connection. This debate will be open to key topics for the sector, such as building trust and identity through community, activating UGC (User-Generated Content), and designing group experiences that foster connection, among other issues.



On the other hand, as the search for purpose takes center stage in travel decisions, more brands are striving to balance growth and commitment. This will be discussed at TIS2025 by Florencia Allo, General Manager at **Intrepid Travel** in Western Europe, and Corinne Louison, co-founder at **FairMoove**, who will address how purpose-driven brands can expand internationally without losing their authenticity, relying on committed communities, honest storytelling, and sustainable business models.

TIS2025 will also feature leading experts such as Laura Silveo, Global Head of Brand Homes at **Pernod Ricard**, who will discuss how destinations are no longer defined solely by their geography, but are built on brands, iconic spaces, and narratives. From iconic stadiums to lifestyle brands and cultural institutions, places are transformed into experiences capable of attracting visitors, building audience loyalty, and generating new sources of revenue.

For his part, Francisco Costa, CEO of **Odisseias**, will explain how travel gifts have evolved from simple vacation vouchers or last-minute gift boxes to become a strategic lever where companies explore new revenue channels, combining technology, retail, and tourism in innovative ways.

Martech Innovation Award, one of the new features of TIS2025

In line with the growing importance of marketing in the sector, the **Tourism Innovation Awards 2025**, which recognize the most innovative projects by tourism and technology companies, return this year with some important new features.

Thus, the sixth edition of these awards introduces the **Martech Innovation Award** category. This award will recognize the most innovative and effective campaigns that use new channels, data-driven strategies, and creative and measurable approaches to reach specific segments of tourists, thereby setting new standards of excellence in tourism marketing.

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.