



## Leading cities in sustainable and responsible tourism take the spotlight at TIS2025

**Destinations such as Vienna, Paris, Dubrovnik, and Dublin will present their strategies for integrating sustainability and tourism growth with the help of technology at TIS – Tourism Innovation Summit 2025**

**Sustainable tourism gains prominence with innovative strategies to balance economic, social, and environmental growth**

**Madrid, October 3rd, 2025** – Sustainable tourism that respects local communities and promotes inclusivity is undoubtedly one of the industry's top priorities. With travelers becoming increasingly aware, sustainable tourism continues to gain momentum and, in fact, its value is projected to grow by 23.8% annually over the next ten years, reaching nearly \$13 trillion by 2034, according to the 'Sustainable Tourism Industry Survey'.

[TIS-Tourism Innovation Summit 2025](#), to be held **from October 22 to 24 in Seville, Spain**, will bring together more than 400 experts to discuss how to balance the economic, social, and environmental benefits of tourism, minimize its negative impacts on destinations, distribute profits fairly, and contribute to a more responsible future for the sector. TIS2025 will show how the world's most innovative destinations are adapting their strategies to the new challenges of sustainable tourism, from the use of technology and data to the redefinition of branding and the management of overtourism.

At the European level, **Nicolas Baudy**, Chief Digital & Technology Officer at **Parisjetaime**, and **Catharina Riess**, Director at **Media House from the Vienna Tourism Office**, will explain how these two cities are reimagining their tourism strategies to align with the current values of travelers, who are seeking more sustainable and inclusive experiences. Both are implementing new brand narratives that not only highlight their heritage but also place sustainability at the core of their tourism campaigns. They will also highlight how digitalization and emotional narratives play a crucial role in attracting an audience that is increasingly aware of the impact of their travel decisions. For her part, **Petra Stuček**, CEO at Ljubljana Tourism, will share initiatives that the city has launched to promote sustainability.

**Nollaig Fahy**, Tourism Innovation Manager at **Dublin City Council**, will focus on managing overtourism with specific examples of how they have addressed the negative effects of mass tourism, seeking a balance between economic growth and sustainability. She will also present innovative strategies such as the implementation of carrying capacity limits and the use of technological tools to monitor tourist behavior, with the aim of protecting natural resources and improving the quality of life of residents. This approach demonstrates that destinations can shift from a quantity-based tourism model to one focused on the quality of the experience, prioritizing long-term sustainability.

### **Technology promoting more sustainable tourism**

Another key topic will be **smart tourism management**, with a special focus on how technologies can help destinations improve their responsiveness to visitor flows. **Hanna Kouri**, CEO at **Lapland North Destinations**, **Vlaho Margaretic**, Senior Tourism Advisor Specialist for the city of **Dubrovnik**, and **Ana Ramirez**, from the **Smart Tourism Office** in **Seville**, will explore how tools such as **D3HUB** are transforming the way destinations manage tourist flows. For his part, **Luis Campos**, EU Affairs Portugal Together for



Tourism - T4T, will address how the use of data and technology can optimize carrying capacity, improve mobility, and make tourism infrastructure more sustainable.

In the field of data, **Leire Bilbao**, Manager at **VisitBenidorm**, and **Marcella Gaspardone**, Marketing and Promotion Manager at **Turismo di Torino e Provincia**, will explore how destinations are using data analysis to attract more qualified tourism, benefiting both tourists and local communities. Through smart market segmentation, performance improvement, and investment attraction, these destinations are working to ensure that their tourism models are both profitable and responsible, preserving local authenticity and maximizing the positive impact for the region.

Likewise, **Florencia Allo**, Regional General Manager West Europe at **Intrepid**, and **Corinne Louison**, co-founder of **Fairmoove**, together with **Jesús Ruiz**, Head of Sustainability & Impact at **Turespaña**, will offer their perspective on how tourism brands can expand internationally without losing their focus on sustainability and social responsibility. Both will give examples of how purpose-driven tourism companies are scaling their positive impact, maintaining their commitment to communities and the environment, while achieving global growth. One of the keys to their success lies in connecting with committed local communities and using authentic storytelling as a tool to generate more conscious tourism.

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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.