



## **CEOs of Lastminute, W2M, Exoticca and Pierre et Vacances to redefine the rules of the travel industry at TIS2025**

**The ‘CEOs & Leadership Summit’ forum will debate topics ranging from technological disruption and AI to talent management and the emergence of new players in the sector**

**The sixth edition of TIS2025 will bring together more than 8,000 tourism professionals, 200 exhibiting firms and 400 experts from October 22 to 24 in Seville, Spain**

**Madrid, October 1, 2025.** Global tourism is undergoing an unprecedented transformation process where the arrival of artificial intelligence, new traveler expectations and the need for purposeful experiences are redefining how travel is conceived. In this context, destinations and tourism companies must adapt to this new environment in constant change. For this reason, [TIS-Tourism Innovation Summit](#), to be held from **October 22 to 24 in Seville, Spain**, will host the [CEOs & Leadership Summit](#), a specialized forum where executives from leading companies in the tourism industry such as **Lastminute, Exoticca, WeRoad, Destinia, W2M, TravelPerk, AMEX, Iunion Hotels, Pierre et Vacances Europe** or **The Tourism Space**, among others, will showcase their success stories and the strategies they are implementing to respond to the current and upcoming challenges in the sector.

One of the big changes in this new tourism is how to measure its success. The traditional model of measuring the impact of tourism on the number of visitors, number of overnight stays and tourist spending is collapsing, giving way to a new paradigm more concerned and aware of the positive impact of tourism on local communities and territories. At this time of change, the **more than 8,000 professionals** attending TIS2025 will be able to discover how to build **purposeful tourism**, capable of generating vitality in destinations and relevance for travelers, while leaving a positive footprint on society. To this end, **Tina O’Dwyer**, CEO and founder of **The Tourism Space**, will discuss the need to move from metrics focused on volume to indicators that measure the real impact of tourism activity on communities and territories.

### **The new players in tourism**

This moment of structural change that the travel industry is going through is also bringing about a wave of mergers, acquisitions and strategic alliances, along with the emergence of powerful new players and the repositioning of traditional giants. **Gabriel Subías**, CEO of **W2M** (World2Meet), the travel division of the Iberostar Group, and **Henry Briance**, Senior Managing Director of **Certares**, will analyze the changes and transformations that tourism companies and groups may experience in the future to maintain their competitiveness and strength in complex and changing environments.

In this regard, tourism is attracting new players from outside the traditional sector, from major sports retailers to e-commerce platforms and lifestyle brands. **Rodolphe Lenoir**, co-founder of **Impact Consultants**; **Damien Corchi**, COO of **Decathlon Travel**; and **Nicolas Gerbal**, Director of Travel & Leisure at **Showroom Privé**, will reveal why their companies have decided to expand into travel. They will also explain how they are leveraging the trust and communities they have built to design travel experiences and

products, and what opportunities for collaboration are opening for operators, destinations and OTAs in the face of this game changer.

### **Innovation, the key to an uncertain environment and a changing traveler**

The congress will also address how **innovation in the travel experience** is transforming the market. **Dan Christian**, founder of **Travel Trends Podcast**, will show how AI is becoming an everyday tool that is redefining the way we design products, optimize operations and anticipate trends. This shows that AI is already becoming a strategic driver for all areas and segments of the industry. In the MICE sector, **Noelia Herranz**, Global Vice President, Business Enablement at **AMEX** (American Express Global Business Travel) will explain how this technology is redefining the events and business travel landscape.

For their part, the CEOs of **Lastminute.com**, **Alessandro Petazzi**, **Exoticca**, **Pere Vallés**, and **WeRoad**, **Andrea D'Amico**, will share how they are reinventing the traveler experience and adopting innovation in their businesses to navigate this new changing and uncertain environment.

Likewise, in the hotel sector, **Gregory Sion**, CEO of **Pierre et Vacances Europe**, will also unveil his strategies to meet the challenges of improving efficiency, loyalty and adapting to a constantly changing customer. Meanwhile, in the travel agencies and tour operators segment, **Mónica Emilio**, Chief Operating Officer of **Destinia**, **David Hernandez**, CEO and founder of **Pangea**, and **Carlos López**, Managing Director of **Avasa Travel Group**, will analyze how they are redesigning their role to remain relevant in an ecosystem dominated by immediacy.

But no transformation is sustainable if there are no teams prepared to drive it. **Talent management** will therefore be another of the topics to be addressed at this edition of the Tourism Innovation Global Summit. **Carlos Bello**, Innovation Director at **Ilunion Hotels**, **José Emanuel Soler**, Director of **Les Roches**, **Juan Diego Salinas**, Director of **Metahotel**, and **Felicia Williams**, VP of People at **TravelPerk**, will share how companies in the sector are transforming the way they structure and empower their teams to gain speed, break down silos, encourage experimentation and attract talent in a global and highly competitive environment.

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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, TIS2025 will bring together more than 8,000 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.