

## Europe and South Korea Share a Vision for a More Human-Centered and Connected Tourism

**TIS – Tourism Innovation Summit 2025** brought together representatives from cities such as Paris, Vienna, Turin, and Dublin to present their tourism branding and digitalization strategies

The mayor of the Korean city of Yongin highlights the value of European experiential tourism and the potential of Korean digitalization as a global model

**Madrid, October 24, 2025** – During the second day of [TIS-Tourism Innovation Summit 2025](#), which runs until today, Friday, October 24th, in Seville, representatives from major European cities and Korea, Destination Partner of its sixth edition, explored new branding and digitalization strategies that are redefining global tourism.

Tourism branding experts have outlined how they are adapting their brand strategies to reflect travelers' new values, residents' expectations, and the challenges of global visibility. **Nicolas Baudy**, Digital & Technologies Director at Parisjetaime, has focused on the importance of perfecting the brand in two dimensions: economic impact and improving the visitor experience. *"We have to invest in tools and content. Paris will always be what we all know it to be, but there are other dimensions we want to explore, such as sustainability, for example. All this while being aware that there is a gap between actions and planning, as well as between digital and real life".*

Likewise, **Catharina Riess**, Director of Media House at the Vienna Tourism Office, pointed out that the goal is always *"to be as sincere as possible. Our strategy is always focused on a few key aspects that are very clear to us: the ecological responsibility of space, culture, music, and art. We believe that the city's branding is a strategic compass for understanding how to communicate the city not only to visitors but also to residents"*.

For her part, **Nollaig Fahy**, Tourism Innovation Manager at Dublin City Council Culture Company, shared his vision of smart cities and digitalization, explaining that *"it's not all about technology. You also need to have a provocative mind and ask yourself lots of questions. In our case, we have electric poles and sensors that help us track the flow of people. We need to create new opportunities for visitors and locals alike by establishing some activities outside the city center to diversify visits and the flow of people. Take the data, analyze it, and find the right solutions"*. **Marcella Gaspardone**, Executive Manager at Turismo Torino e Provincia, agreed on this point, stating that *"a destination is smart from different perspectives, including technological, cultural, and social. Tourism is constantly evolving and changing, and we must constantly adapt"*.

In addition to the challenges of digitization and sustainability, the sector is also facing widespread price increases. In this regard, **Daniel Santana**, Product Manager at Sevilla City Office, explained, *"Seville is becoming a premium market for hotels, but we are not complaining and are trying to compensate for this with affordable activities, such as the Noches Blancas; as well as promoting rural tourism"*. A clear example of this is the campaign launched last summer under the slogan 'Think You Know Spain? Think Again', Turespaña's first international tourism campaign focused on inland Spain and sustainable tourism.

Along these lines, **Leire Bilbao**, Managing Director at VisitBenidorm, commented that *"the price increase affects us all, but if you find good customers, I'm sure they'll always*

*choose you. In our case, we have monthly data on credit cards, what tourists spend, the transactions they make (hotels, apartments, etc.), hotel associations, etc. And these figures show us that there is no decline, although there is an increasingly international profile to the detriment of the national one".*

### **The Korean experience at TIS2025**

South Korea is Destination Partner of the sixth edition of TIS, which brought together a significant representation from the Asian country. Among them was the mayor of Yongin, **Sang-il Lee**, who highlighted the value of these meetings and the synergies between different countries: *"Korea can learn from Europe the value of leisurely, experiential travel. On the European continent, "traveling means taking the time to discover, enjoy, and immerse yourself in the local culture, without rushing, experiencing each destination as a life experience".* In his opinion, this more conscious, more human way of understanding tourism can inspire Korean travelers to reconnect with their surroundings and with the essence of travel itself.

At the same time, he stressed that *"Europe also has a lot to learn from Korea, especially from young people, who do thorough research before traveling and make the most of digital tools".* For the mayor of Yongin, the future of tourism inevitably involves digitalization, and in this area, *"young Koreans are an example of how technology can be naturally integrated into travel planning and enjoyment, promoting smarter and more connected 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, TIS2025 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.