



## Generative AI and Personalized Experiences: Key Drivers in the New Era of Travel Agencies

**Companies such as Trip.com, Lastminute, Exoticca, Travelperk, and Intrepid Travel will showcase at TIS2025 how they take advantage of technology to enhance the traveler experience**

**Madrid, October 13th, 2025** – Tourism has been undergoing a transformation, with travelers increasingly planning and booking online, leading agencies and tour operators to reinvent themselves to compete in a digital environment that demands agility, innovation, and tailor-made experiences. In this new scenario, the way we travel has changed at the click of a button, and the latest edition of [TIS-Tourism Innovation Summit](#) will analyze how the sector is overcoming these challenges by building a new future for travel.

The leading tourism innovation event, which will take place from October 22 to 24 in Seville, will bring together executives from **Trip.com, Destinia, Pangea, Lastminute, Exoticca, We Road, Travelperk, and Intrepid Travel**, among others, to analyze tools and strategies to successfully adapt to this new environment while remaining competitive in an increasingly ephemeral and dynamic global market.

During the [Tourism Innovation Global Summit](#), travel agencies, OTAs, and tour operators will find a specialized agenda, which will focus on the new way travelers search for and plan their trips. **Nithya Ramesh**, Regional Director for Product and Marketing for Europe at Trip.com, together with **Anastasia Lizanets**, founder and CEO at Skibookers, will share how leading platforms are using generative AI, search engine innovation, and user behavior analysis to design smarter, more agile, and intuitive travel experiences.

While travelers enjoy seamless bookings and dynamic offers, a new generation of platforms is rebuilding the infrastructure that underpins global travel. From B2B accommodation distribution to API connectivity and inventory optimization, **Daive Amaro**, Regional Director for Southern Europe at Emerging Travel Group; **Marc Armengol**, Vice President of International Business Development at Hyperguest; and **Anna Grigoryan**, General Manager of Mobility and Experiences at Hotelbeds, will reveal how technology players are transforming the sector to make it more agile, intelligent, and scalable than ever.

In turn, **David Hernández**, founder and CEO at Pangea; **Mónica Emilió Prieto**, Chief Operating Officer at Destinia; and **Carlos López**, Managing Director at Avasa, will discuss how they are adapting their business models, processes, and value propositions in a context where digital tools make all the difference. Through real-life cases, lessons learned, and complementary perspectives, they will address topics such as the evolution of sales, customer relations, profitability, and how to maintain close customer relationships and personalized service in today's tourism landscape.

That's why travel brands are redefining how they attract and retain customers. Subscription models, loyalty ecosystems, and predictive commerce are emerging as powerful growth drivers, transforming not only how products are sold, but also how travelers choose, book, and repeat. **Carla Tarrés**, CEO and co-founder at Hanaley; **Susana Miranda**, Director of Loyalty & CRM at Braintrust; and **Francisco Costa**, CEO at Odisseias, will analyze how these models are scaling, the challenges they face, and how to leverage data and technology to make them profitable and sustainable.



In this era of digital transformation in the tourism sector, a new wave of brands is bursting into the market. From sports retailers and e-commerce platforms to loyalty ecosystems and lifestyle brands, these new players are designing experiences, launching travel products, and forging emotional connections with their communities. **Damien Corchia**, Head of Operations at Decathlon Travel; **Nicolás Gerbal**, Director of Travel & Leisure at Showroomprive; and **Vicky Wickens**, Vice President of International Growth at Digitrips, will reveal why these brands from outside the traditional sector are betting on tourism, what differential value they bring, how they challenge established operators, and what opportunities exist for collaboration.

### **Digitization as a catalyst for competitiveness**

Looking ahead to the future of tourism, one thing is clear: we must learn to live with macroeconomic uncertainty, technological disruption, and constantly evolving demand. In this process, innovation takes on real meaning when it must scale quickly. **Pere Vallès**, CEO at Exoticca, **Andrea D'Amico**, CEO at WeRoad, and **Alessandro Petazzi**, CEO at Lastminute, will share how they are reinventing the traveler experience, scaling in turbulent markets, and using innovation not only as a tool but as a mindset.

However, innovation is not just about generating great ideas, but also about having the teams, culture, and leadership models that enable them to be implemented quickly and on a large scale. **Felicia Williams**, Vice President of People at Travelperk; **Carlos Bello**, Director of Innovation at ILUNION Hotels; and **Juan Diego Salinas**, founder and director at Metahotel, will explore how travel companies are rethinking the way they structure, empower, and lead their teams today.

At the same time, more brands are striving to reconcile growth with commitment. **Florence Allo**, Regional General Manager West Europe at Intrepid Travel; **Mayte Redondo**, founder of Travel 2 Care People and Planet; and **Corinne Louison**, co-founder and COO at Fairmoove, will highlight how certain players manage to stay true to their mission while expanding internationally, relying on committed communities, authentic storytelling, and sustainable business models.

**Press Registration: Fill out [the following form](#) with your details to request your press pass.**

---

**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 tourism professionals the opportunity to discover the latest technological solutions and products to enhance their competitiveness. Over 3 days, TIS2024 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.