



TIS2025 closes its sixth edition with 8,197 attendees and a focus on artificial intelligence in tourism

A total of 407 global experts and leaders and 239 exhibiting companies gathered in Seville for the leading technology event for the travel and tourism industry

Top speakers such as David Hurtado, Innovation Lead at Microsoft, shared how generative AI is transforming travel

Madrid, October 27, 2025 – [TIS-Tourism Innovation Summit 2025](#), the leading international trade fair for tourism and technology innovation, has wrapped up its sixth edition, **bringing together 8,197 professionals** from across the sector over three days. Once again, it has positioned the city of Seville (Spain) as the epicenter of the global tourism industry under the theme *“Innovation in motion, tourism reimaged.”* The event also reinforced its international scope with 27 country delegations, featuring South Korea as Destination Partner. Locally, the event generated an economic impact of €22 million in the city of Seville.

TIS2025 hosted **239 exhibiting companies** showcasing cutting-edge technologies and innovative solutions for the tourism sector. It also featured **407 national and international experts and thought leaders** who participated in the **Tourism Innovation Global Summit**, discussing key topics such as the use of AI to foster innovation, data-driven personalization strategies, the impact of digital solutions on business profitability, and the adoption of sustainability-oriented technologies. They also explored new channels for attracting travelers, collaborative platforms, and technological tools designed to reduce operational costs. Artificial Intelligence (AI) and Big Data emerged as major drivers, transforming the way tourists plan, experience, and enjoy their trips.

The summit also emphasized **sustainability**, analyzing how the tourism industry is moving toward a more responsible and ethical model that minimizes environmental impact. Across the value chain, all stakeholders agreed that technological innovation is essential both to achieving sustainable tourism and to personalizing the traveler experience.

Generative AI, the main star of TIS2025

The final day of TIS revolved around this edition’s central theme: **Artificial Intelligence**. **David Hurtado**, Innovation Lead at **Microsoft**, highlighted that generative AI has become the driving force behind the current technological revolution. *“Generative AI has evolved significantly and now has the capacity to think, make decisions, and engage in cognitive reasoning”*, he explained. In the tourism industry, Hurtado noted, AI is increasingly being integrated as a companion and assistant throughout the traveler’s journey.

He emphasized that AI should not be viewed merely as a data processor but as a tool to enhance human capabilities. *“We are talking about augmenting ourselves, not replacing ourselves”*, he stated. Hurtado also underscored the transformative power of AI in data analysis, explaining how it can interpret complex datasets and generate dynamic visualizations. As a practical example, he described how AI can analyze data from



Spain's National Statistics Institute (INE) on tourism trends - *"it can analyze, interpret, and even build new datasets based on instructions"*- thus enabling more dynamic and efficient data conversations. *"In the next 8 to 10 months, companies will begin using AI as an agent to automate tasks and improve workflows"*, he concluded.

For his part, **Joshua Ryan-Saha**, Director of **Traveltech at the Edinburgh Futures Institute**, discussed both the potential and the challenges of AI. According to Ryan-Saha, AI can interpret text, images, audio, and even code, but it still faces hurdles such as the lack of accurate operational and logistical data, which limits its effectiveness in itinerary creation and travel option searches. *"To fully leverage AI, we need to design websites that are equally friendly to both humans and technology"*, he remarked. Looking ahead, Ryan-Saha pointed to several key areas for the future of AI in tourism, including trust in AI systems, automation of search processes, and booking optimization.

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.