



TIS2025 will showcase how AI is revolutionizing the way we reach travelers and manage tourist destinations

From October 22 to 24 in Seville, the leading event on tourism innovation will bring together more than 8,000 professionals to explore how AI is transforming travel experiences

Experts from leading companies such as Google, TikTok, Hotelbeds, Hyatt, IHG, and Timeleft, among others, will share their own success stories

Madrid, September 30th, 2025 – According to the report *How Technology Will Reshape the Next Decade: Transformative Travel Experiences*, produced by Amadeus, the use of generative AI tools for travel research has surged, showing a 64% year over year increase. From forecasting trends through predictive analysis to more efficient management of tourist flows and the promotion of destinations in different languages. The sixth edition of [TIS-Tourism Innovation Summit 2025](#) will present the new paradigm in the tourism sector that is taking shape following the emergence of technologies such as AI.

TIS2025, to be held in Seville, Spain, from **October 22 to 24**, will bring together **more than 8,000 professionals** to showcase how leaders in the tourism sector are using AI to reinvent the way they inspire, attract, and retain travelers. To this end, **more than 400 experts** will gather at the **Tourism Innovation Global Summit**, the largest international forum on tourism innovation, including **Alessandro Petazzi**, CEO at Lastminute.com; **Andrea d'Amico**, CEO at WeRoad; **Tina O'Dwyer**, CEO at The Tourism Space; **Damien Corchia**, Chief Operating Officer at Decathlon Travel; and **Iker Llano**, CEO at Intelier Hotels & Suites. Representatives from leading companies such as **Google, TikTok, Hyatt, IHG, Timeleft, Hotelbeds, Skibookers, Witbooking (Septeo), Paris Je T'aime, and Lapland North**, among others, will also be in attendance.

When travel begins in your feed: social media as a starting point

Social media has gone from being a simple platform for interaction and communication to becoming one of the most consulted search channels for users. In this context, **Anna Grigoryan**, Managing Director Mobility and Experiences at HBX Group, will explain how travel brands are taking advantage of this channel to generate increasingly personalized content with the help of AI and better respond to the demands of their audience. This vision will be complemented by **Dan Christian**, Host & Founder of Travel Trends Podcast, who will show how travel companies use AI to boost their results through dynamic pricing, predictive personalization, content creation, and improved customer service.

The traditional model based solely on numbers is losing relevance, giving way to content tailored to the preferences of new travelers and designing experiences that go beyond simple trip planning. **Tina O'Dwyer**, CEO at The Tourism Space, will discuss how AI can generate more authentic experiences that are connected to local identities. This vision will also shape the strategy of digitally native brands that already integrate innovation as part of their DNA, relying on AI to anticipate trends, personalize offers, and optimize operations in real time, as explained by **Alessandro Petazzi**, CEO at Lastminute.com; **Pere Vallés**, CEO at Exoticca; and **Andrea D'Amico**, CEO at WeRoad.



Likewise, **Rocío Trujillo**, Regional Manager for Southern Europe at Fever, and **Euaen Cassie**, Global Head of Operations at Timeleft, will analyze how travel is no longer just about the destination, but about building trust and identity through community, activating UGC (User-Generated Content), and designing group experiences that foster connection. In addition, **Florencia Allo**, Regional Manager for Western Europe at **Intrepid Travel**, will show how purpose-driven brands can grow without losing authenticity through sustainable models and honest narratives.

AI as a tool for hotel innovation

In the hotel industry, AI can be a great ally for the sector. For this reason, the [Tourism Innovation Global Summit](#) will present success stories in which the design of unique experiences has really made a difference, because today's travelers no longer want to simply see a destination, they want to live it. This shift from passive tourism to active participation is redefining the way attractions, destinations, and travel brands design and deliver their experiences. As such, TIS2025 will be the meeting point where travel agencies, management groups, tour operators, and online platforms will reveal how the travel experience is being transformed through immersive storytelling, hands-on activities, digital participation, and personalized itineraries.

Despite these changes in the way guests interact with hotels, TIS2025 will emphasize the essence of hospitality: warmth, empathy and a human touch. These qualities will continue to be the cornerstone of service, complemented by digital tools that, in addition to increasing efficiency, enhance the human quality of the guest experience.

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 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.