



Tourism Innovation Awards 2025 spotlight AI-powered hotels, immersive experiences and green cruises

The sixth edition of TIS – Tourism Innovation Summit recognized solutions that transform the customer experience and contribute to the development of smart tourist destinations

Madrid, October 28th, 2025 – Once again, [TIS-Tourism Innovation Summit 2025](#) hosted the **Tourism Innovation Awards 2025**, which recognize the most outstanding initiatives and projects in innovation, digitalization, and sustainability within the tourism sector. This year, solutions aimed at improving user experience took center stage, as did the advanced technologies that are transforming the current tourism landscape. Among the more than 165 entries received, six projects promoted by different companies and institutions were recognized in this sixth edition of TIS.

The **Vueling Award for the Best Travel Tech New Business Model** was given to **TripResale**, a company that creates a secure marketplace for reselling non-refundable reservations, reducing losses and offering flexibility to travelers and hotels. The finalists in the category were **Experience Buddy**, with its XB solution, an intelligent platform for planning personalized rural tours, connecting travelers with local operators, and promoting sustainable tourism; and **Ddriftt** for its solution that allows vacation rentals to generate income while building direct trust.

The **City Council of Malaga** was also a winner for its '**Malaga Loves**' project, which received the **Mabrian Award for the Best Martech Innovation** for implementing high-level urban art that fosters civic pride and turns spaces into permanent cultural icons. The finalists in the category were **Walks Tours and Devour Tours**, for developing videos in collaboration with influencers that significantly increased their YouTube subscribers, and **Slovenia**, for its 'It's all in our nature' campaign, which sought to promote its destination during a world-class event such as the Paris 2024 Olympic Games.

In turn, **Radisson Hotel Group** has also been awarded the **Newhotel Award for AI and Digital Innovation** for its commitment to using this technology to personalize guest experiences and optimize processes through intelligent search, translation, and workflows. The Vice Ministry of **Tourism of Ecuador**, for its diversification of tourism with Big Data and AI to promote sustainable excellence and improve national competitiveness, and **Visit Flanders**, for its AI travel guide that offers personalized recommendations, highlights hidden gems, and promotes meaningful travel experiences, were named finalists.

Inside your Movie has won the **Adestic Award for the Excellence in Customer Experience** for a solution that creates personalized Hollywood-style movies, offering its users immersive and personalized experiences. On this occasion, **Wine on Route** and its AI solution that guides and advises wine tourists, and **Puy du Fou Spain**, for creating unique experiences at its events, were the finalists.

For its part, **United Waterways** won the **Septeo Award for the Best Sustainable Leadership** for a river cruise configurator that allows companies to design flexible, innovative, and environmentally responsible vessels. The eco-piloting programs, which reduce CO₂ emissions, promoted by **Transavia France**, and the regenerative practices



of local empowerment and sustainable growth that inspire small businesses, by **Galiwonders**, were the finalists for this award.

Finally, the **Cadena SER Award for Diversity and Inclusion Excellence** went to **TUR4all**, a travel agency run by the organization **Impulsa Igualdad**, for offering accessible and inclusive travel experiences while reinvesting profits in programs that promote autonomy and social participation. The initiative by **Autism Friendly Club** to transform hotels, restaurants, and businesses into inclusive and accessible spaces for people with autism, and the free guided tours to mobilize volunteers and create meaningful social and cultural connections by Guides for Good from **HBX Group** were finalists.

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.