



TIS TOURISM
INNOVATION
SUMMIT

22-24 OCTOBER 2025
SEVILLE - FIBES

TAKEAWAYS

**TOURISM INNOVATION
SUMMIT 2025**

**INNOVATION IN MOTION,
TOURISM REIMAGINED**



1. TOURISTS NO LONGER CHOOSE DESTINATIONS: THEY CHOOSE MEANINGFUL, UNIQUE EXPERIENCES



Today's traveler is no longer simply looking for a destination; they are seeking unique, authentic experiences that align with their personal values. This new tourist profile is more demanding and selective, faced with an overwhelming variety of options available through digital tools, and prioritizes destinations that offer experiences that respect the environment and promote sustainable tourism. This growing level of expectation translates into the fact that, when choosing, planning, and booking a trip, "travelers spend more than 5 hours on the process, relying on more complex and personalized searches," as noted by Zuriñe Eguizábal, Travel expert at Google, during TIS2025.

In this context, personalization in the tourism sector is entering a new era: thanks to generative AI, travelers can now create itineraries that not only match their preferences but also reflect their ethical and social values, taking personalization to an unprecedented level, according to David Hurtado, Innovation Lead at Microsoft.

2. CHATGPT BECOMES THE NEW TRAVEL AGENT

Artificial intelligence (AI) has ceased to be just a support tool and has become an autonomous travel agent that not only provides information but also optimizes the entire planning process. Thanks to generative AI, travelers can create complete and personalized itineraries in seconds, something that previously required hours of searching and interacting with multiple platforms. So much so that, according to tourism expert Dan Christian, travelers are increasingly relying less on traditional searches, reducing traffic to websites, and are turning more to AI tools like ChatGPT when mapping out itineraries or comparing suggestions and recommendations.

In response to this trend, booking platforms are already using algorithms to offer personalized recommendations, dynamically adjust prices, and optimize the visibility of tourism products. Additionally, virtual assistants enable continuous, multichannel support, improving customer conversion and loyalty. However, according to Joshua Ryan-Saha, Traveltech Director at the Edinburgh Futures Institute, there are still challenges to address, such as the lack of accurate operational data and the need to develop websites that are user-friendly for both people and technology.

3. THE BATTLE AGAINST OVERTOURISM IS WON WITH DATA



The ability to manage tourist flows efficiently has become one of the top priorities for tourist destinations. The use of big data and predictive analytics is enabling destinations not only to attract visitors, but also to manage their numbers in order to avoid overcrowding and its impact on both the traveler experience and the well-being of local communities.

An example of this is Andalusia's Nexus project, a platform that allows destinations to manage tourist flows in real time by analyzing data on hotel occupancy, mobility and visitor preferences. This smart data-driven approach helps destinations anticipate peak demand, ensuring a smooth experience for both tourists and residents.

4. SUSTAINABILITY IS NO LONGER ENOUGH: THE RISE OF TOURISM WITH A POSITIVE IMPACT



Sustainability alone is no longer sufficient. Regenerative tourism is emerging as the new standard for the industry, ensuring that destinations not only preserve their environment but also actively regenerate local communities and ecosystems that are affected— to varying degrees—by tourism. This approach moves beyond impact mitigation toward a more ambitious goal: creating a positive impact on both the environment and people.

This topic was central to the Innovative Tourism Regions Forum at TIS 2025, where regional government leaders from different Spanish autonomous communities shared their visions and plans on the importance of regenerative tourism in keeping destinations attractive and sustainable in the long term. To achieve this, the integration of technology and predictive data is essential for managing tourism's impact responsibly, supporting local economies while preserving resources for future generations.

5. NETFLIX, TIKTOK AND YOUTUBE: WHERE TRAVEL DECISIONS ARE MADE

Social media and entertainment platforms have taken the lead in travel inspiration. TikTok, YouTube Shorts and Instagram Reels have become the main drivers behind destination choices. Videos under 30 seconds now dominate the way travelers discover new places, and destinations must adapt to this new traveler behavior by being present on these platforms to capture audience attention.

At the same time, influencer marketing has gained prominence, particularly through collaborations with local creators who showcase lesser-known spots and promote responsible tourism. This approach is strengthened by brand storytelling that builds a distinctive identity rooted in values, culture and purpose. The Andalusian Crush project is a clear example of how destinations can leverage platforms such as TikTok and Instagram to connect with new generations of travelers. Through authentic content, Andalusia has successfully attracted international visitors by showcasing local culture in an interactive and emotional way.

6. HYPER-PERSONALIZATION + EMOTIONAL BRANDING: THE NEW FORMULA FOR A WINNING DESTINATION



Hyper-personalization and emotional city branding have become two of the most powerful tools to attract the modern traveler. Today's travelers want to feel rather than just see, transforming city branding as we knew it. Tourist destinations are adopting new communication strategies that appeal to the emotions and authenticity of travelers, tailoring their offerings to each individual's preferences and values. In this context, podcasts are emerging as an intimate, narrative format to tell local stories, interview residents, and share cultural guides. This type of content enables destinations to connect with travelers on an inspirational level, fostering a deeper relationship.

Cities like Paris, Vienna, Turin, and Dublin are adapting their branding strategies to reflect the evolving values of tourists, focusing on sustainability, culture, and digital innovation. In the words of Marcella Gaspardone, Executive Manager of Turismo Torino e Provincia, "A smart destination is not only technological; it must also be culturally and socially inclusive, constantly adapting to the needs of modern travelers."

7. GOODBYE SOLO TRAVEL: THE RISE OF DIGITAL MICROGROUPS

Community travel is booming among younger generations. The traditional solo trip has given way to online-organized microgroups. Instead of seeking solitude, travelers now look for shared experiences where they can interact with others who have similar interests. This shift from the “solo traveler” to the “community traveler” reflects a need for social and collective connection, addressed by companies like WeRoad. “Our main offering is a product for 10–15 people who don’t know each other, providing immersive real-life experiences that also allow them to discover themselves,” explains CEO Andrea D’Amico.

This trend toward community-based travel reflects a desire for genuine connection, allowing travelers to enjoy shared experiences in small but meaningful groups. This travel model offers the perfect balance between independence and social interaction, making community travel an increasingly popular choice.

8. EXPERIENCE RULES: THE NEW GENERATION OF STAYS

The hospitality industry is evolving toward more personalized and experiential models. Today's travelers seek accommodations that offer not just comfort, but also authenticity, connection, and shared values. In this context, new types of lodging are emerging, such as boutique hostels, co-living spaces, and themed accommodations, which combine design, social interaction, and flexibility.

Storytelling has also become an essential tool for differentiation in the sector. Accommodations no longer just sell rooms—they share stories that convey identity, values, and local culture: from collaborations with local artisans to immersive experiences that bring the destination's story to life. This trend is complemented by technologies such as digital check-in, voice control, and service automation, which enhance the guest experience while maintaining a human touch.



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