



## The new generation of 'travel & hotel tech' arrives at the new edition of TIS2026

The leading trade fair for tourism technology and innovation will hold its seventh edition from October 6 to 8, 2026, in Seville-Spain

Madrid, February 10, 2026. [TIS – Tourism Innovation Summit](#), the leading international event in tourism and technology innovation, returns to Seville, Spain, from **October 6 to 8, 2026**. Established as the key meeting point for the digital transformation of tourism, TIS brings together the main players and professionals in the sector. Over three days, TIS2026 will provide a unique opportunity to explore innovative solutions and connect with strategic partners that help destinations and tourism companies enhance competitiveness, optimize operations, and enrich the traveler experience through digital advancements.

Under the slogan '**The new generation of travel & hotel tech**', the seventh edition of TIS will showcase the latest technology applied to the tourism sector in the era of artificial intelligence and digital transformation. It will feature cutting-edge traveltech solutions designed to help the sector understand evolving travelers demands, deliver unique and personalized experiences, and implement innovation and sustainability initiatives in the tourism industry for destinations, travel agencies and activities alike. Among the highlighted innovations are Large Language Models (LLMs), advanced AI systems capable of processing and generating human-like text. These tools allow tourism companies to automate customer service, create personalized content, and extract strategic insights from traveler data, revolutionizing how experiences are designed and business decisions are made.

This edition of TIS2026 goes further by enabling tourism professionals not only to discover new technologies, but also to implement them strategically to generate a tangible impact on their businesses and bottom lines. In this regard, **Silvia Avilés**, director of TIS, points out that *"until now, the event had stood out for showcasing the latest innovations and demos of AI applications in tourism businesses and destinations, but now we are going a step further, exploring how this technology has evolved from experimental tools into strategic business assets. Its importance will be highlighted through discussions on ROI, challenges, and opportunities. Data has shifted from being merely strategic to becoming corporate equity, and we must learn to analyze and leverage it wisely."*

### **Eight specialized forums to explore a sector reaching record figures**

According to the World Travel and Tourism Council (WTTC), tourism is expected to account for 1% of the global economy by 2034, supporting some 450 million jobs. To explore this landscape and its opportunities for enhancing tourism competitiveness through market innovations and traveler demands, the congress will feature a comprehensive agenda across five auditoriums running in parallel, structured **around eight specialized forums**: Destinations, Hospitality, Activities & Attractions, Travel Agencies, Tourist Transport, Business Travel, Distribution Channels & OTAs and Leisure & Culture Travel. In addition, customized agendas will be designed according to management areas such as general management, technology, marketing, sales and human resources.



The event will also host multiple networking spaces to foster collaboration and knowledge exchange. Among these are the **Tourism Innovation Awards 2026**, recognizing leading organizations in digitalization and sustainability; and the **Touristech Startup Fest**, a unique platform designed for emerging entrepreneurs to showcase their business models and projects to investors and leading tourism companies to grow.

### **TIS, where global tourism leaders meet**

The last edition of TIS2025 brought together more than 8,000 professionals and conference attendees over three days to explore the latest trends and technological solutions alongside more than 200 exhibiting companies and 400 national and international experts and leaders. The event also hosted 27 delegations from different countries, with South Korea as the guest country, reinforcing TIS's position as a benchmark event for the global tourism sector.

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**About TIS – Tourism Innovation Summit (October 6-8, 2026, FIBES Seville):** [TIS – Tourism Innovation Summit](#) is an international forum for innovation, trends, and reflection for the tourism sector that offers executives and companies in the sector the opportunity to learn about the latest technological solutions and products to improve their competitiveness. Over three days, TIS will bring together more than 8,000 tourism professionals who come in search of the latest solutions to help them promote their destination or tourism business. In addition, more than 400 experts from around the world will share their strategies and success stories at the Tourism Innovation Global Summit to promote smarter, more digital, and more sustainable tourism.