



Tourism capacity, air connectivity and rising energy costs set to shape TIS2026

Industry leaders convene at first Advisory Council meeting to define agenda for seventh edition, to be held October 6–8 in Seville

With Argentina as guest country, TIS2026 strengthens its position as a key forum to address challenges from connectivity to talent shortages

Madrid, April 22, 2026. Preparations are underway for the seventh edition of [TIS – Tourism Innovation Summit](#), which will take place from **October 6 to 8 in Seville, Spain**. Under the theme “*The generation of travel & hotel tech*”, the event will place a strong focus on **destinations and hotels**—two of the industry’s most critical segments—with the aim of not only showcasing emerging technologies but also driving their strategic implementation to deliver measurable business impact.

The roadmap for this year’s summit began to take shape in Madrid, where leading representatives from across the tourism and technology sectors gathered for the first TIS2026 Advisory Council meeting. Discussions centered on the key challenges facing the global tourism industry amid ongoing geopolitical uncertainty and inflationary pressures.

Among the top priorities identified was **tourism capacity management**, with stakeholders highlighting the need to optimize visitor flows while shifting the focus from volume to value—prioritizing quality, revenue generation and sustainable growth. **Air connectivity** also emerged as a critical issue, underpinning the accessibility and competitiveness of destinations worldwide.

Among the priority issues is **tourism capacity management**, where the challenge lies in optimizing visitor numbers and prioritizing quality, value and revenue growth over mere volume growth, as well as **air connectivity**, a key factor in destination accessibility.

Participants further addressed the impact of macroeconomic and geopolitical dynamics, particularly rising energy costs, which continue to place pressure on margins across the sector. The debate also touched on the growing implementation of tourism taxes, raising questions around their long-term sustainability and potential implications for destination competitiveness.

Inflation remains another major concern, affecting both travellers and businesses. While consumers face higher costs that may influence travel decisions, companies must navigate increasing operational expenses in an already competitive marketplace.

Talent acquisition and retention were also highlighted as a pressing challenge. The sector is facing increasing difficulty in attracting and retaining skilled professionals, a trend that could ultimately constrain innovation and slow the development of new initiatives. At the same time, sustainability will remain high on the agenda, with discussions focused on balancing economic growth with environmental responsibility.

These and other key issues will be explored at the [Tourism Innovation Global Summit](#), which is expected to bring together more than 400 national and international experts. This year’s programme will be structured around four main verticals: *Hospitality & Accommodation*; *Destinations & Travel Experiences*; *Distribution & Agencies*; and



Leadership, Innovation & Scale. Tailored agendas will also be developed for different executive profiles, including CEOs, CIOs, CMOs, CHROs, DMOs and CXOs.

Argentina named guest country for TIS2026

Following previous editions that spotlighted Mexico, China and Korea, TIS2026 will once again turn its focus to Latin America, with Argentina announced as this year's guest country.

Silvia Avilés, Director of TIS, highlighted the importance of Argentina's participation: "Argentina has enormous tourism potential, and its vision and experience will bring valuable insight to the global conversation on the sector's challenges and opportunities. Its cultural and geographic diversity offers a unique perspective on key issues such as sustainability, connectivity and digital transformation."

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.