



The transformative impact of AI on tourism to headline TIS 2026

Registration is now open for the seventh edition of TIS – Tourism Innovation Summit, which will take place October 6–8 in Seville

Artificial Intelligence in tourism, smart destination management, new distribution models and trends in tourist accommodation will be the central themes of the conference this fall

Madrid, June 26, 2026. [TIS – Tourism Innovation Summit](#) returns to Seville from **October 6 to 8, 2026**, at FIBES. The event, which has already opened [registration](#) for its seventh edition, will once again position the Andalusian capital as an international hub for tourism innovation. Over the course of three days, the event will bring together **more than 8,000 professionals from the tourism and hospitality sectors** to discover the most innovative solutions, trends and success stories that are shaping the industry's evolution at a pivotal moment for its competitiveness.

Under the theme, "The new generation of travel & hotel tech", TIS2026 will explore how AI, data analytics, the cloud, automation and digital trust are transforming the industry, taking AI from experimentation to real, scalable business impact. **More than 200 leading exhibitors** in tourism technology and innovation will present the solutions and services that are redefining the new generation of technology for the tourism and hospitality sector, ranging from AI-powered solutions and data-driven strategies to automation, cybersecurity and sustainable innovation.

An increasingly specialized tourism industry

Once again, TIS2026 will host the [Tourism Innovation Global Summit](#), the premier conference for exploring the new dynamics that are reshaping global tourism. The conference will feature **more than 400 national and international experts**, including **Wilfred Fan**, CCO of Klook (Asia's leading distribution platform); **Jana Adamcová**, vice president of the Prague Tourism Board; **Eduardo Bosch**, CEO of Louvre Hotels; **Cristina Cabañas**, president of Guitart Hotels; **Teodora Marinska**, COO of the European Travel Commission; **Rikke Holm Petersen**, Marketing Director of Wonderful Copenhagen; **Joan Roca**, CEO of Essentialist; **Fabio Bin**, CMO and co-founder of WeRoad; **Beatriz Miguel**, General Manager of Ilunion Hotels; and **Etienne Goujot**, CEO of Thalasseo, among others.

This year, the conference will structure its agenda around four major verticals, designed to provide professionals across the industry with a roadmap tailored to their specific challenges: **Leadership, Innovation & Scale; Destinations & Experiences; Hospitality & Accommodation; and Distribution & Agencies**. In addition, the program will feature customized agendas for CEOs, CIOs, DMOs, CMOs, CHROs and tourism authorities, offering tailored content on decision-making, technology implementation, talent acquisition, commercial management and improving traveler experience.

Thus, TIS2026 will examine how tourism companies can scale their business models, build resilience and apply technology from a strategic perspective, a topic of critical importance given the current political uncertainty, cost pressures and the impact of AI on business performance. The event will also address new leadership challenges, data-driven decision-making, talent management, women's leadership and the new skills required for the industry's next stage of development.



Likewise, the transformation of tourism distribution will be another key focus of the agenda, with an emphasis on how AI, automation and hyper-personalization are changing the way tourism products are designed, sold, and marketed. The agenda will examine the evolution of travel agencies, distribution channels, the role of transportation and airlines, as well as the opportunities emerging in international markets.

Destinations will also play a leading role, with case studies from cities such as Prague, Seville, Copenhagen, Berlin, Dubrovnik and Bratislava on the smart management of tourist flows, the coexistence of residents and visitors, funding strategies and the creation of higher-value experiences. In addition, initiatives aimed at preventing overcrowding, improving the urban experience and moving toward a more balanced form of tourism will be shared.

In addition, TIS2026 will broaden its focus on tourist accommodation, incorporating new formats such as vacation rentals, campgrounds, glamping sites and other types of tourist accommodations. In this context, the conference will explore the practical application of AI in areas such as operations, revenue management, marketing, customer service and talent management, along with the analysis of investments and the management of hotel assets and vacation rental properties.

The new edition of TIS2026 will also feature new content related to some of the industry's major challenges. In collaboration with Escapada Rural, a study on rural tourism in Spain will be presented, a segment that continues to gain prominence in the diversification of tourism offerings and in creating opportunities for inland regions. In addition, the conference will feature sessions on digital sovereignty in Spain and Europe as it applies to the tourism sector, an increasingly relevant issue in a context where data, digital infrastructure and technological autonomy have become strategic elements for destinations and companies.

Argentina, guest country

Following previous editions featuring Mexico, China and South Korea, the event once again turns its attention to Latin America to showcase the region's tourism, cultural and geographic diversity to the industry. **Argentina will be the guest country at this seventh edition**, sharing its vision on sustainability, connectivity, digital transformation and the development of new tourism models.

TIS2026 will also strengthen its role as a business platform to promote and recognize talent and innovation through more targeted activities such as the **Tourism Innovation Awards**, which will recognize the most innovative, digital and sustainable projects that are transforming the tourism industry across the global tourism industry; and the **Touristech Startup Fest**, a competition for tourism startups, which will select 40 emerging companies to present their solutions to investors, venture capital funds and leading companies in the tourism sector.

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.