Tourism Innovation Summit opens its startup competition

TIS will design the first world's startups tourism atlas in its first meeting in Seville on November 2020

The 4 winning projects will test and implement their project in the Andalusian city

2020, Madrid, July 24. - Tourism Innovation Summit, the largest technological innovation forum made for professionals from the tourism sector to be held in Seville from November 25 to 27, opens Call for Innovation for its **Touristech Startup Fest**, an event organized within the framework of **TIS - Tourism Innovation Summit** open to 400 startups that will compete with the most innovative, technological and sustainable projects on the tourism sector. The participating companies will be able to present their projects until next October 18th through the following link.

Touristech Startup Fest was created to become an international reference forum to connect the tourism sector entrepreneurial ecosystem with investors, entrepreneurs and business angels. Also, tourism sector professionals will find a space where they will have the opportunity to learn about the most innovative and disruptive business models, together with solutions that could help them in their digitization strategy.

An essential appointment for the sector where there will be meetings with potential partners and investors to develop and carry out the projects, together with an exclusive agenda that will allow to know in detail the innovative ecosystem and new tourism business models that will turn Seville into a benchmark city in technological tourism innovation.

The first world's tourism startup atlas

The 400 companies that will present their candidature at the Touristech Startup Fest will be part of the first world's tourism startup atlas. "We want to give entrepreneurs visibility and help them to boost their projects through disruptive technologies such as Artificial Intelligence, IoT, Cloud or Blockchain so they become reality and present themselves to the industry," says Silvia Avilés, Director of Tourism Innovation Summit.

The 40 selected candidates will have the opportunity to pitch at the Touristech Startup Fest and present their proposals on November 27th in Seville. A total of 4 winners will be selected from all the proposals and will have the opportunity to test and implement their technological initiative in Seville.

According to Edgar Weggelaar, Director of Tourism Innovation Global Summit, "companies must embrace technology to drive the digitization of their businesses and increase the competitiveness. The tourism sector has to reinvent itself to emerge stronger from the current economic crisis after the hibernation of last months caused by the Covid-19 pandemic". In this sense, he also adds that "companies must work in sustainable and innovative solutions that respond to new consumer habits of customers".

Besides, all startups participating will have the opportunity to be part of an entire social agenda and meetings throughout the innovative and technological ecosystem of Seville.

The organization of Touristech Startup Fest has the support of collaborators such as La Salle Technova, Agora Next Travel Tech, PCT Cartuja, UNWTO, Wakalua, IASP, APTE, Spanish Startup, Associazione Startup Turismo, EEN, and Startup Europe.