



**TIS** TOURISM  
INNOVATION  
SUMMIT

**25-27 NOVEMBER 2020**  
**SEVILLE, SPAIN**



**WHERE TECHNOLOGY MEETS TOURISM**

[www.tisglobalsummit.com](http://www.tisglobalsummit.com)

**POST-SHOW REPORT TOURISM INNOVATION SUMMIT 2020**



# TIS2020: WHERE TOURISM REACTIVATION BEGINS

## VISITOR'S ORIGIN

2%

AMERICA

96%

EUROPE

1,5%

ASIA

0,5%

REST OF THE WORLD

5,154

ATTENDEES

1,263

IN-PERSON VISITORS, FROM 16 COUNTRIES

3,891

VIRTUAL USERS, FROM 56 COUNTRIES AND 5 CONTINENTS

236

SPEAKERS

59

EXHIBITORS

+40

MEDIA PARTNERS

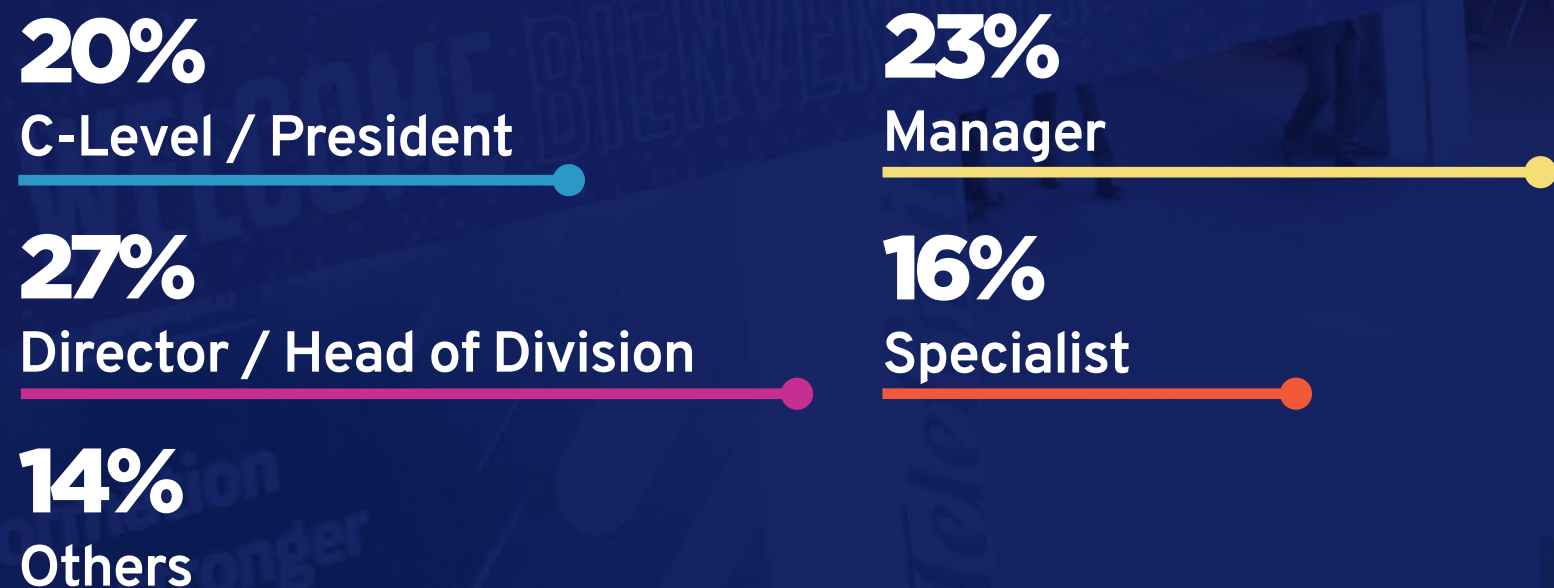
+80

NATIONAL & INTERNATIONAL ASSOCIATIONS



# WHO HAS VISITED TIS2020

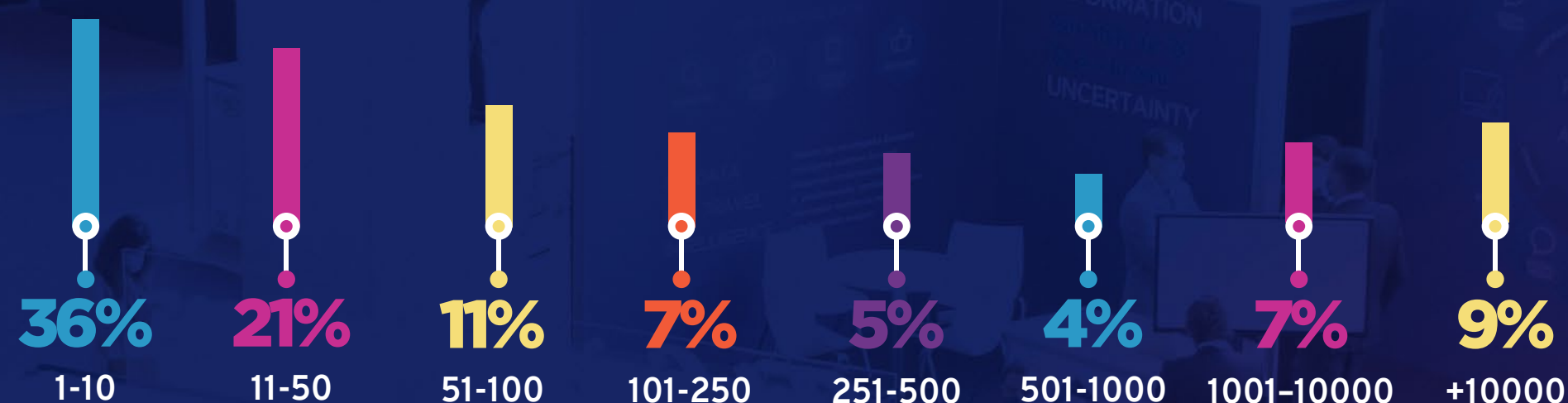
## VISITOR'S PROFESSIONAL PROFILE



## SEGMENTS OF THE INDUSTRY



## COMPANY SIZE BY NUMBER OF EMPLOYEES



## AREA OF RESPONSIBILITY





# MORE THAN 700 LEADING COMPANIES VISITED TIS2020 LOOKING FOR A TECH PARTNER TO INNOVATE





# TIS2020 EXHIBITORS

## GLOBAL PARTNERS



## EVENT PARTNERS



## OFFICIAL AIRLINES



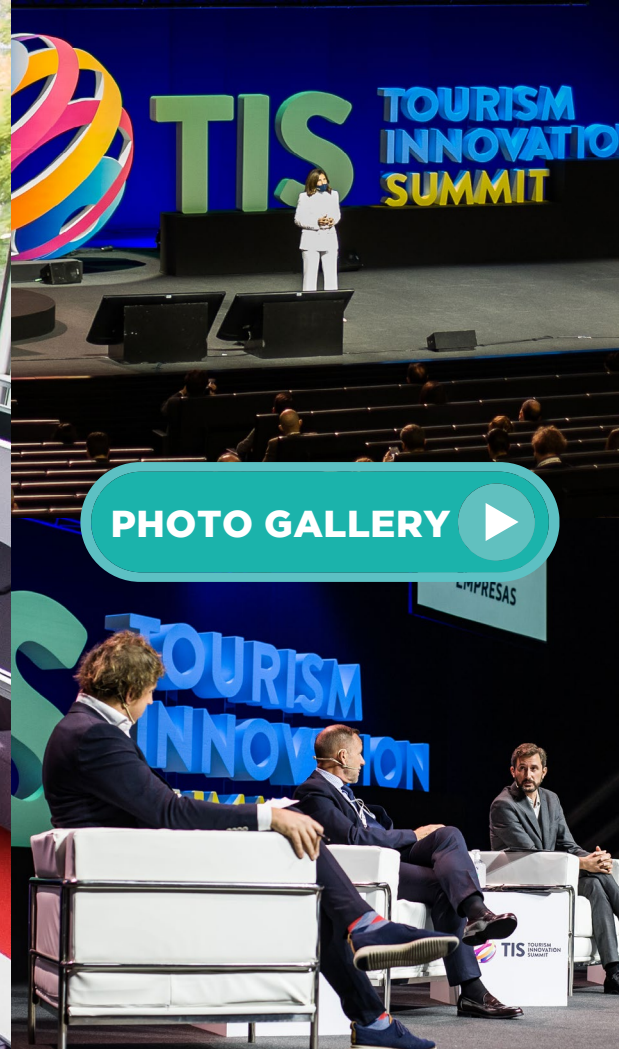
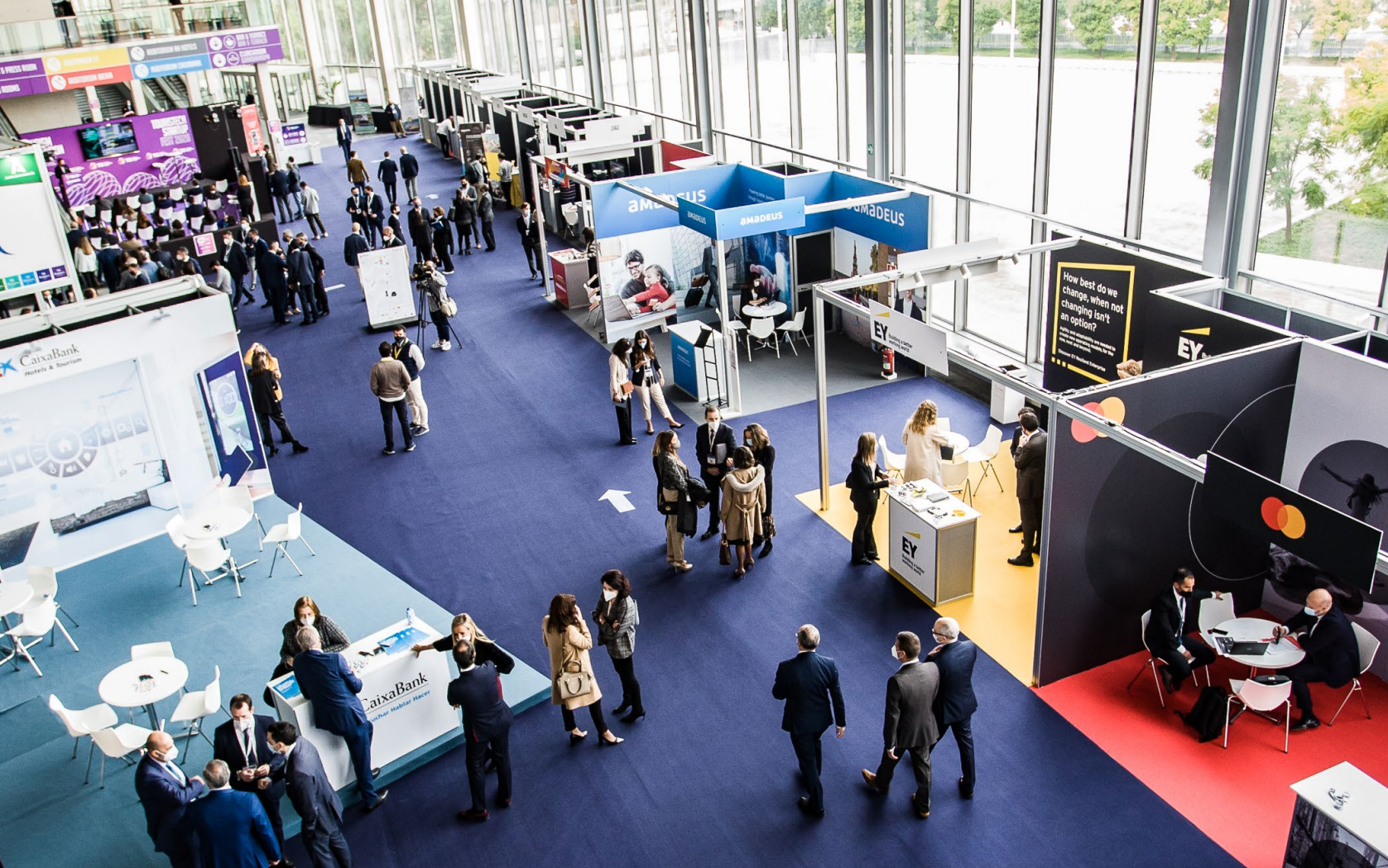
## GLOBAL HEALTH PARTNER



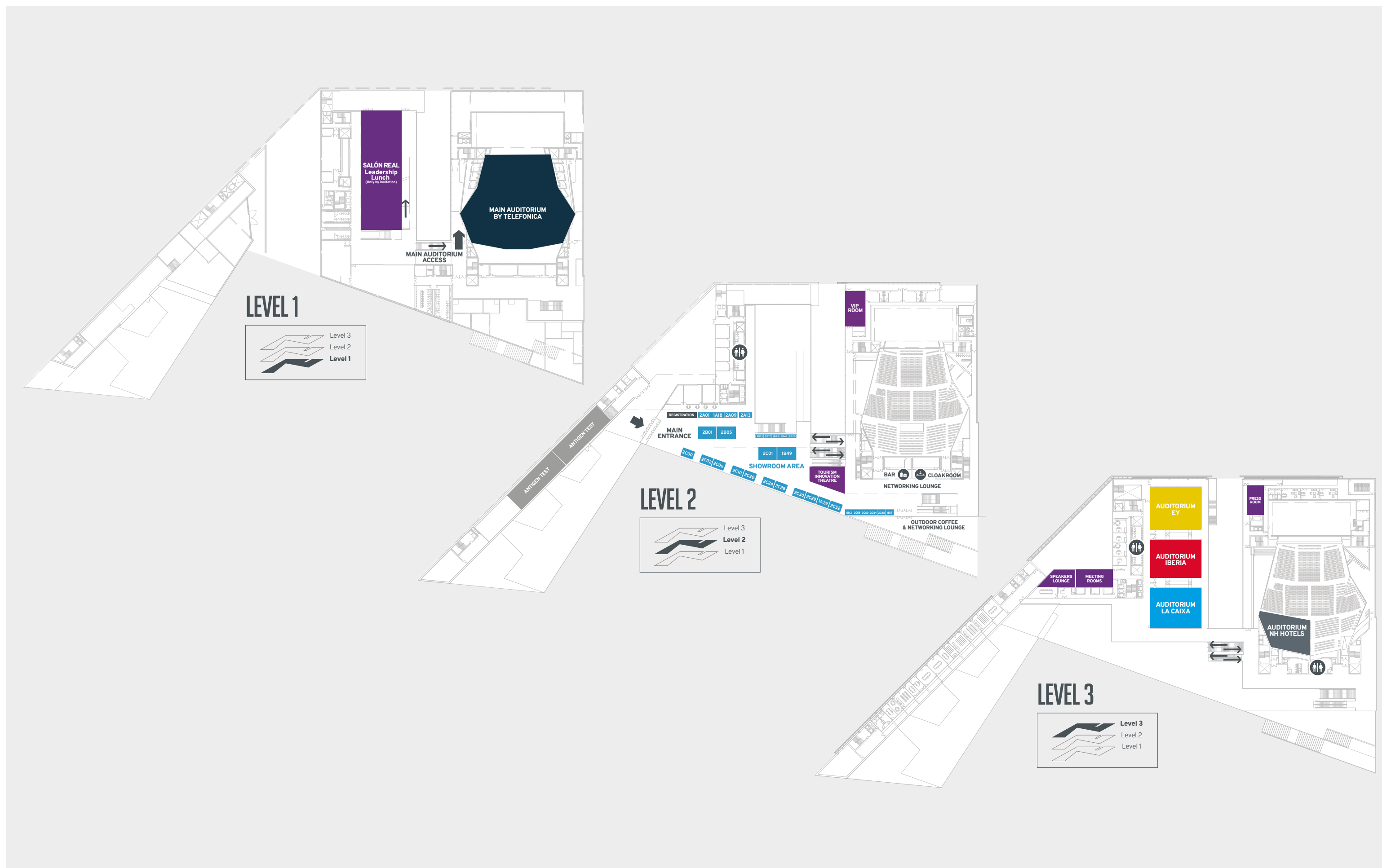
## INSTITUTIONAL PARTNERS











| EXHIBITOR                          | STAND    |
|------------------------------------|----------|
| ABC                                | 2B05     |
| AMADEUS                            | 2C24     |
| ANDALUCÍA TOURISM BOARD            | 1B49     |
| AR VISION                          | 1B49     |
| ARKIKUS                            | 1A29     |
| ARTYMAX                            | 1B41     |
| AUMENTUR                           | 1B49     |
| BEAMBASSADOR                       | 1B13     |
| BRACELIT                           | 1B49     |
| CAIXABANK                          | 2C01     |
| CITY SIGHTSEEING                   | 2C28     |
| CLUB OF COURSE                     | 1B17     |
| COVERMANAGER                       | 1B49     |
| DATA SEEKERS                       | 1B49     |
| DELOITTE                           | CONGRESS |
| DWAST SMART TOURISM PROJECT        | 2A01     |
| ELEA SOLUCIONES                    | 1B49     |
| ESCAPE CITY BOX                    | 2B25     |
| ESPACIA                            | 2C52     |
| EXPANSIÓN                          | 2B05     |
| EY                                 | 2C20     |
| GLOBALIA                           | CONGRESS |
| GVAM                               | 2C68     |
| HEIMDALL TECHNOLOGIES              | 1B49     |
| HOSTELTUR                          | 2B05     |
| HOTELIER.COM                       | 2B05     |
| IBERIA                             | CONGRESS |
| INSYDE                             | 2A13     |
| INNOVASUR                          | 2C29     |
| IURBAN                             | 1B49     |
| IVNOSYS                            | 2A09     |
| KIDO DYNAMICS                      | 2C64     |
| LA VANGUARDIA                      | 2B05     |
| MABRIAN                            | 2C02     |
| MAGNOLIA                           | 2C06     |
| MASTERCARD ESPAÑA                  | 2C10     |
| MATTERPORT & COMMUNITY GLOBAL      | 1B45     |
| MEDIASET                           | 2B05     |
| MOGU GLOBAL                        | 2C58     |
| MOVILOK                            | 1B49     |
| MYSTREETBOOK                       | 1B49     |
| NH HOTEL GROUP                     | CONGRESS |
| OK LOCATED                         | 1B49     |
| OPOSSUM                            | 1B49     |
| ORANGE                             | CONGRESS |
| PAST VIEW                          | 1A18     |
| PAYTHUNDER                         | 1B49     |
| PIXITOUR                           | 1B49     |
| QUIRÓN PREVENCIÓN                  | 2C00     |
| TELEFÓNICA EMPRESAS                | 2B01     |
| TRAVELWEEKLY                       | 2B05     |
| TRAVOLUTION                        | 2B05     |
| UNBLOCK THE SMART SIDE OF THE CITY | 2C60     |
| UVAX                               | 2C30     |
| VESTIGIA                           | 1B49     |
| VIRSOLUT                           | 2B13     |
| VYOOTRIP                           | 1B49     |
| WIFREEZONE                         | 1B49     |



# TOURISM INNOVATION GLOBAL SUMMIT

**236**  
SPEAKERS

**183**  
HOURS OF CONFERENCES

## SOME OF TIS2020 TOP SPEAKERS:

**6**  
VERTICAL FORUMS

DESTINATIONS OF THE FUTURE

HOSPITALITY TECH FORUM

TRAVEL & MOBILITY FORUM

DISTRIBUTION CHANNELS FORUM

LEISURE & ACTIVITIES FORUM

MICE & BUSINESS TRAVEL FORUM

**8**  
C-SUITE AGENDAS

LEADERSHIP SUMMIT

CMO'S AGENDA

DIGITAL & CIO'S AGENDA

REVENUE MANAGERS AGENDA

DMC'S AGENDA

MINISTERIAL AGENDA

REGIONAL TOURISM COUNSELORS AGENDA

TOURISM CITIES PROMOTION AGENDA



**S.M. La Reina Leticia**



**Reyes Maroto**  
Ministra De Industria, Comercio Y Turismo



**Luuc Elzinga**  
Founder & President Tiqets



**Abel Matutes**  
President Palladium Hotel Group



**Enrique Ybarra**  
CEO & Founder City Sightseeing Worldwide



**Gonzalo Gortázar**  
CEO CaixaBank



**Juanma Moreno**  
Presidente de la Junta de Andalucía



**Amancio López**  
Founder & President Grupo Hotusa



**Doug Lansky**  
Travel Journalist



**Hugo Rovira**  
Managing Director NH Hotel Group



**Maribel Rodríguez**  
Senior Vice President WTC



**Alberto Gutiérrez**  
CEO Civitatis



**Juan Marín**  
Vicepresidente y Consejero de Turismo, Regeneración, Justicia y Administración Local de la Junta de Andalucía



**María Jesús Almazor**  
Consejera Delegada Telefónica España



**Ferran Adrià**  
Chef & Ambassador Telefónica



**Daniela Wagner**  
Director EMEA Pacific Asia Travel Association (PATA)



**Daniela Otero**  
CEO Skal International



**Benjamin Jiménez**  
Director de Planificación Estratégica de Quintana Roo



**Juan Espadas**  
Alcalde de Sevilla



**Diego Calvo**  
CEO & Founder Concept Hotel Group



**Mark Robinson**  
CCO Global Ports Holding



**Debbie Flynn**  
Managing Partner Finn Partners



**Oriol Pamies**  
CEO Queerdestinatios



**Paul Anthony**  
Executive Committee Member Hotelbeds



# FIRST-CLASS INSTITUTIONAL AGENDA



OPENING CEREMONY BY HER MAJESTY QUEEN LETIZIA



LEADERSHIP SUMMIT



ANDALUCÍA RECEPTION



CLOSING CEREMONY



# TOURISM INNOVATION AWARDS 2020

Recognizes the most innovative proposals that offer a disruptive approach to Customer Experience or Management. Innovative business models or technology that can make a change in the tourism sector.

## THE BEST CUSTOMER EXPERIENCE AWARD



A new hotel booking experience, innovative, immersive and focused on the user experience, where you can hiper-personalize your room and book it from the 3D hotel map.

## THE BEST INNOVATION ON AI AND DATA ANALYTICS AWARD



Tourism Impact Model (TIM) is a comprehensive tool for modelling and optimisation of the tourism impact on a local ecosystem through fostering collaboration between different stakeholders in order to reach sustainable development in a specific geographical area by following the UN SDGs.

## THE BEST DIGITAL CAMPAIGN AWARD



Under Covid-19, digital content consumption sharply increased, with many people experiencing depression due to limited travel options. So KTO created brand communications to enhance interest in Korea. Consumers were quick to react to this digitally intensive campaign. Under the theme "Feel the Rhythm of Korea," KTO created a promotional video with traditional Korean rhythm paired with contemporary dance vibes. It recorded around 270 million views and showed explosive responses.

## THE BEST SUSTAINABLE TOURISM PROJECT AWARD



In 2011, Barcelona was the first City in the world to be awarded with the Biosphere certification. The Biosphere BCN standard for Commitment to Sustainable Tourism is awarded to tourism industry committed to responsible and environmentally - friendly management, culture, decent work conditions, gender equity and social and economic benefits. The Commitment is based on the guidelines in the UN 17 SDGs, which are part of the Agenda 2030 and promoted by the World Tourism Association (WTO).

## THE BEST NEW BUSINESS MODEL AWARD



Brings local entrepreneurs, municipalities, nearby regions and greater tourist attractions closer. With our technology, we empower accommodations/DMO's to provide the best and most up to date city/region information to their guests.





# TOURISTECH STARTUP FEST 2020

Innovation often comes hand in hand with cooperation between corporations and startups. That is why Touristech Startup Fest is the initiative, held within the framework of TIS, which brings together the most innovative entrepreneurs with projects that can transform the tourism sector through technology and sustainability.

400

STARTUPS APPLICATIONS



40

SELECTED ONE TO PITCH



4

WINNERS TO TEST IN SEVILLE

## WINNERS 2020

### MY STREET BOOK

This project uses cutting-edge technology to connect visitors interests with municipal services (schedules, transportation or accessibility) in order to create personalized routes.

### MOGU

Digitalizes the relationship between tourism agents and interconnects platforms to share information. The solution is made up of software and a mobile application that put the tourist agent, organizer and visitor in contact to create a unique experience through technology.

### VESTIGIA

A digital platform capable of analyzing the tourism business and establishing the footprint and environmental impact generated by a trip, using blockchain technology.

### 2IXR

A dual solution based on a cloud platform and app. The platform allows institutions and brands to create without coding their own treasure hunts or gamified maps with augmented reality to improve their visitors' experience. The tourists will be able to discover tangible or intangible heritage in an enjoyable way.

### LET ME PARK

Offers a new way of parking by giving access to car parks with automatic or reserved access. A solution that contributes to reducing traffic and CO2 emissions.





# TOURISM LEADERS SHARING THEIR VOICE TO REACTIVATE OUR INDUSTRY





# #TIS2020 IMPACT

**95%**  
RECOMMEND TIS2020

**85%**  
WILL ATTEND TO TIS2021

**8,7**  
AVERAGE RATING

**227.6K**  
IMPRESSIONS ON TWITTER DURING THE MONTH OF THE EVENT

**97.202**  
IMPRESSIONS ON LINKEDIN DURING THE MONTH OF THE EVENT

**820**  
APP DOWNLOADS

**152.274**  
VISITS TO THE WEBSITE DURING THE MONTH OF THE EVENT

**206**  
JOURNALISTS REGISTERED FROM 110 MEDIA

"El sector del turismo atisba la luz al final del túnel."  
*"The tourism sector sees the light at the end of the tunnel"*

**Expansión**

"Caribe Mexicano participa en "Tourism Innovation Summit" de España"  
*"Mexican Caribbean participates in "Tourism Innovation Summit" of Spain"*

**NITU**  
NOTICIAS DE LA INDUSTRIA TURISTICA

"Maroto anuncia 355 millones para la digitalización del turismo."  
*"Ministry Maroto announces 355 million euros to digitalise tourism"*

**LA VANGUARDIA**

"From 25 to 27 November, the TIS - Tourism Innovation Summit 2020 will be organized in Seville"

**Travel AND Tour**  
WORLD

"Los líderes del sector turístico se dan cita en Sevilla en el congreso más importante de 2020"  
*"Tourism leaders reunited in Seville in the most important congress of 2020"*

**ABC**

"해외서도 혁신성 인정한 한국홍보"  
*"Korea Tourism rewarded internationally at the Tourism Innovation Awards 2020"*

**여행신문**

"Queen Letizia of Spain opens Tourism Innovation Summit in Seville"

**XINHUANET**

"First Tourism Innovation Summit to showcase how technology will make travel safe"

**TRAVOLUTION**  
SMARTER DIGITAL TRAVEL



# MEDIA PARTNERS & COMMUNITY

## STRATEGIC PARTNERS



## SUPPORTING PARTNERS



## STRATEGIC MEDIA PARTNERS



## MEDIA PARTNERS







NETWORK



KNOWLEDGE



BUSINESS OPPORTUNITIES

## SEE YOU NEXT YEAR AT TIS2021, FROM 10-12 NOVEMBER 2021 IN SEVILLE · FIBES



**BARCELONA** spain@nebext.com

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**MADRID** info@nebext.com

**SHANGHAI** china@nebext.com

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**WARSAW** poland@nebext.com



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IN COLLABORATION WITH:

