



TIS – Tourism Innovation Summit 2022, Phocuswright and PhocusWire signed a partnership agreement to drive innovation in the tourism industry

Phocuswright and PhocusWire join forces with TIS2022 to show their commitment to the digital transformation of industry companies

The leading technological event in innovation for tourism professionals will take place in Seville from 2 to 4 November 2022

Madrid, 21 July 2022.- [TIS – Tourism Innovation Summit 2022](#), the leading technological event in innovation for professionals in the tourism sector; [Phocuswright](#), the leading travel, tourism and hotel market research organization; and [PhocusWire](#), the digital platform that reports on technology and distribution in the travel and hospitality sector, have signed a partnership agreement with the aim of weaving synergies and driving innovation in the industry.

TIS – Tourism Innovation Summit 2022 will take place in Seville from 2 to 4 November. In its latest editions has brought together more than 5,000 international congress participants with the aim of showcasing innovations and technological solutions to transform tourism destinations and companies, and more than 400 speakers who have participated in the Tourism Innovation Global Summit, the reference conference in the tourism sector organised within the framework of TIS.

Phocuswright will hold a keynote speech, showcasing research on innovation and global travel trends.

Phocuswright will also sponsor an innovation award. The winner will be invited to present their breakthrough innovation on the stage of [The Phocuswright Conference](#) which will take place 14 to 17 November in Phoenix Arizona. This agreement highlights Phocuswright and PhocusWire's commitment to the forum's main goals in digital transformation of tourism companies, the acceleration of their sustainable objectives and the promotion of a more inclusive sector.

For **Silvia Avilés**, director of TIS – Tourism Innovation Summit 2022, this collaboration agreement means "*a mutual benefit to better understand the travel, tourism and hospitality market, and to analyze in more detail current trends and those to be developed in the near future*". Avilés adds that "*the use of data in the company is going from being an added value to a requirement to make the right decisions, so this business is key to becoming a leading corporation that knows its target and the ecosystem where it wants to act*".

For his part, **Pete Comeau**, Managing Director of Phocuswright, has stated that "*TIS is a perfect forum to present critical data and analysis on technology and innovation in travel and tourism. We are excited to partner with TIS and share strategic insights and inspire smart thinking at this important industry event.*"