



Berlin, Gothenburg, Amsterdam and Bologna will share the keys to sustainable tourism at TIS2022

Companies such as Booking.com, Garden Hotel Group, Air Europa and Viajes El Corte Inglés will explain how they are developing a culture of sustainability in their organisations

Tourism Innovation Summit 2022 will bring together more than 6,000 professionals and 400 international experts from the tourism sector in Seville

Madrid, 11 October 2022 - Global tourism has taken off from January to May with almost 250 million international trips compared to 77 million in the first five months of 2021, according to the latest World Tourism Barometer of the World Tourism Organization (UNWTO). This means that the sector has recovered to almost half (46%) of its pre-pandemic level.

A good pace of economic growth for an industry that was shaken by Covid-19 and for which challenges remain latent. One of the major challenges for tourism is its environmental impact, accounting for around 8% of global greenhouse gas emissions from tourism activity. For this reason, [TIS - Tourism Innovation Summit 2022](#), which third edition will take place in Seville (Spain) from 2 to 4 November, will address how technology and innovation are catalysts of transformation to achieve sustainable tourism that seeks to develop its activity generating a minimum impact on the environment, as well as on local communities.

Leading experts such as **Kees Jan Boonen**, head of public relations at Booking.com; **Susanna Sciacovelli**, head of communications and institutional relations at Viajes El Corte Inglés; **Andrea Escamilla**, from Air Europa; **Patricio Azcárate Díaz de Losada**, secretary general of the Responsible Tourism Institute; and **Amit Sharma**, consultant and technician in sustainable tourism at UNDP (United Nations Development Programme); among others, will address during **TIS2022** the commitment of all segments of the tourism industry to sustainability.

The search for sustainable tourism is a growing trend and there is a consolidated perspective of the imperative need to redefine current travel policies and consumption habits. Throughout the conference, the importance of sustainability will be analysed as a cornerstone in the reactivation of tourism, under a new, renewed model that is more respectful of the environment.

In addition, the challenge of sustainability will be tackled with success stories that have been rewarded for their commitment to the environment. **Gabriel Llobera Prats**, CEO of **Garden Hotel Group**, will explain how this family business from Mallorca (Balearic Islands, Spain) with eleven hotels has been involved for years with the environment, local communities, suppliers and the environment. One of the actions they have been carrying out for more than five years now is to offer their clients local and seasonal products (km

0) that have been grown locally, thus supporting the local community and helping to strengthen local production.

The first Tootbus Sustainable Tourism Barometer, conducted by Opinion Way, will also be presented at TIS2022, to understand how travellers' environmental awareness will shape tourism trends in the coming years. *"The barometer allows us to assess the importance of sustainability for travellers: 80% of us are ready to favour sustainable urban travel, but less than 20% are ready to do so if it comes at a higher price. However, we are confident that travellers' environmental awareness will boost the responsiveness of all tour operators towards sustainability,"* says **Arnaud Masson**, SVP Digital & Sightseeing at Tootbus.

Destinations committed to sustainable tourism

Along the same lines, **Xavier Font Urgell**, head of the Technical Tourism Office of the Barcelona Provincial Council, will address, as an expert in public management of tourism, the initiatives being carried out by the administration to ensure that tourism activity contributes to the well-being of the local population, its territory and its identity. In other words, maintaining the essence of the destination without mortgaging it for future generations.

Together with them, **María de Pilar Rubio**, from the Mayor's Office of Melgar (Colombia), and **Miguel Sánchez**, executive director of Biosphere Portugal, will share how the different territories are facing the challenges of the 2030 Agenda in terms of sustainability.

In addition, representatives from five of the cities with the largest tourist influx in Europe, such as **Berlin, Gothenburg, Amsterdam, Bologna, and Valencia**, will discover the projects they have underway in their respective cities to learn about the main tourism sustainability indicators. This is a methodology that they share and that is based on the integral governance of the destination, based on sustainability, accessibility, tourism intelligence, innovation and resilience.