



More than 6,000 congress attendees to define the future of global tourism at TIS - Tourism Innovation Summit 2022

The leading technology summit for the travel and tourism industry, which will take place from 2 to 4 November in Spain, will present the latest technological and sustainable innovations

Madrid, October 13, 2022.- [TIS - Tourism Innovation Summit 2022](#), the leading technology event for travel and tourism professionals, returns to Seville (Spain) from 2 to 4 November. TIS2022 will address 5 strategic axes for the industry: innovation, recovery of traveller confidence, digitalisation, sustainability and inclusive tourism, which summarise the challenges that tourism businesses and destinations are facing.

With three weeks to go, TIS2022 already has more than 4,300 accredited congress participants who will attend to learn about the latest innovations and technologies in Artificial Intelligence, Cloud, Cybersecurity, Big Data & Analytics, Marketing Automation, contactless technology and Predictive Analytics, among many others, which will be presented by the more than 150 exhibiting companies. **Accenture, Amadeus, CaixaBank, City Sightseeing Worldwide, The Data Appeal Company, EY, Mabrian, MasterCard, Telefónica Empresas, Convertix, Keytel, PastView** and **Tourijobs** are some of the many firms that will showcase their proposals to guide the tourism sector on the road to innovation and digitisation.

"During 3 days, tourism industry professionals will be able to learn first-hand about the most innovative solutions and technologies to transform their businesses or destinations, or sustainable solutions that respond to the new interests of travellers based on climate awareness," said **Silvia Avilés**, Event Director of TIS2022.

TIS2022: towards a new, more sustainable, inclusive and digital tourism

The **Tourism Innovation Global Summit** will delve not only into the disruptive technologies that will help to improve the competitiveness of the sector, but also into value propositions such as sustainability, inclusive tourism, reputation and security as levers to achieve new business opportunities. Thus, 400 experts will analyse how the tourism industry is making the transition to a more digital, innovative and committed to decarbonisation, as well as to the environment. **Edgar Weggelaar**, director of the Tourism Innovation Global Summit, said that the third edition of TIS *"will be the turning point towards a new stage of the industry, in which a more sustainable, safe and digitised tourism takes the baton and relaunches a crucial sector for the global economy"*.

Speakers included **Gerd Leonhard**, keynote speaker and CEO of The Futures Agency; **Ada Xu**, Regional Director EMEA at Fliggy – Alibaba Group; **Cristina Polo**, EMEA market analyst at Phocuswright; **Bas Lemmens**, CEO of Meetings.com and President of Hotelplanner EMEA; **Misa Labarile**, policy officer at the European Commission; **Kees Jan Boonen**, Head of Sustainability at Booking.com; **Eleni Skarveli**, director of Visit Greece, UK and Ireland; **Wouter Geerts**, research director of Skift; **Deepak Ohri**, CEO



of Lebuja Hotels and Resorts; and **Jelka Tepsic**, deputy mayor of Dubrovnik; **Eduardo Santander**, CEO of the European Travel Commission; among many others, will participate in this new edition of the conference.

TIS2022 has the support and collaboration of **Seville City Council**, the **Junta de Andalucía**, and **Sevilla City Office**, as well as international organisations such as WTTC, UNWTO, ETOA, Skal International, NECSTouR, or PATA, among others, to seek new business formulas to revitalise an industry that in 2019 accounted for 10% of global GDP and 13% of national GDP.