

TIS2022 will analyse how the data economy and technology promote smart tourism

Experts such as Ada Xu (Alibaba Group), Misa Labarile (European Commission), Dolores Ordóñez (Gaia-X Hub Spain), Miguel Flecha (Accenture), and Sérgio Guerreiro (Turismo de Portugal), will share success stories and experiences to improve the competitiveness of the sector and avoid the overcrowding of destinations thanks to technology

Tourism Innovation Summit 2022 returns to Seville from 2 to 4 November and will bring together more than 6,000 professionals and 400 international experts

Madrid, 21st October 2022. - Knowing occupancy rates in real-time, taking advantage of shared data to launch predictions or increasing efficiency in decision-making are elements that are already part of the new tourism innovation model led by smart destinations. The industry is transforming by leaps and bounds thanks to the application of technologies such as Big Data, Artificial Intelligence, Cloud or Data Spaces to respond to the demands of a connected tourist who uses digital services when travelling, as well as optimising the traveller's experience with tools that help in strategic decision-making in real-time.

Digitalisation is once again one of the pillars to be addressed at [TIS - Tourism Innovation Summit 2022](#), the international summit on tourism and technological innovation, which will bring together more than 6,000 professionals and 400 national and international tourism experts from 2 to 4 November in Seville. Professionals such as **Marion Mesnage**, from Amadeus, and **Miguel Flecha**, travel & hospitality industry lead in Europe at Accenture, will analyse how data is transforming the tourism industry.

In the modernisation of the industry and destinations, the data economy plays a fundamental role in driving global tourism. Spain, which is on the way to becoming the first country to lead a data space in the tourism industry, has committed to the DATES project within the Digital Europe programme to lay the foundations for the European Tourism Data Space. Top-level speakers such as **Misa Labarile**, Policy Officer for Tourism at the European Commission, **Dolores Ordóñez**, Vice President of Turistec and Gaia-X Hub Spain, and **Florence Kaci**, Director EMEA and Business Development and European Market Specialist at Phocuswright, will explain how this data sovereignty initiative will guide the shared roadmap to contribute to the use of high-quality tourism data.

Mobility and architecture are also going digital

Mobility and the way we get to know architectural and cultural heritage are also evolving thanks to the application of innovative technological systems such as Big Data. The 2030 agenda has paved the way for progress in the design of sustainable mobility that reduces

carbon footprint. With this premise, **Roberto Álvarez**, CEO of Satour DMC Consultoría, will interview **Jesús Yagüe**, CEO of 123Vuela, **Manel Villalante**, General Manager of Development and Strategy at Renfe, and **Jorge Maroto**, representative of Metro de Sevilla, a concessionary company of the Junta de Andalucía, who will give a first-hand overview of the advances in this new sustainable mobility strategy.

In addition, digitalisation is already beginning to play an important role in improving visitor experiences. **Xavier Martínez**, CEO of the Sagrada Familia, will share the digital transformation project in which the basilica is immersed and how innovation is making it possible to improve the flows of tourists visiting the tourist attraction for optimal management, as well as to generate unique experiences for its visitors.

Open data to improve tourism service

Public administrations are also harnessing the benefits of using open data to provide a comprehensive service to tourists, encourage visits to cities, and boost their economic development. In addition, the combined use of data contributes to the design of new policies that reduce the mass impact of tourists and will improve the smart management of tourism destinations. **Agustina García**, from Talavera de la Reina City Council, and **John Mora**, vice-president of Ametic's Smart Cities Commission, will share their experiences with this type of technology to show how the national tourism intelligence platform is working. Meanwhile, **Sérgio Guerreiro**, from Turismo de Portugal, and **Jorge Traver**, the representative for Spain and Portugal of ETOA, will share how tourism industry professionals can obtain an overview of the sector thanks to Big Data.

Data management is of great interest for building smart destinations, as well as being used to transform them into more sustainable destinations. **Le Roy Barragan Ocampo**, Secretary of Tourism of the State of Zacatecas (Mexico), **Alberto Gutiérrez**, founder and CEO of Civitatis, **José Ángel Díaz Rebolledo**, Director of the Faculty of Tourism and Gastronomy at Universidad Anáhuac México, **Patricia Maestre**, CEO of the Sabor a Barranquilla Fair, the most important gastronomic fair in the Caribbean and Colombia, and **Carlos Díaz de la Lastra**, CEO of Les Roches Global, one of the most important international hotel and tourism management schools in the world, will discuss the importance of having innovative destinations and territories to achieve more sustainable tourism.

Another significant advantage of using data analytics is its potential to generate new opportunities to enhance the attractiveness and positioning of tourism destinations. TIS will bring the experience of different countries in integrating data analytics for best practices in the tourism sector. **Maria Elena Rossi**, Global Marketing & Promotion Director of the Italian National Tourism Board (ENIT), will present the case of Italy together with **Mirko Lalli**, CEO & Founder at The Data Appeal Company, in a session in which they will analyse how data sovereignty helps to predict trends, forecast arrivals and measure and compare the reputation of Italy.

In addition to learning about the particularities of the Italian case, attendees will be able to delve into how tourism data management promotes tourism in Berlin from **Sophia Quint**, Head of Market Research at Visit Berlin, who, together with **Urska Starc Peceny**, Chief Innovation Officer at Tourism 4.0 and **Giovanna Galasso**, Associate Partner at Intellera Consulting, will discuss the benefits of data to improve the reputation of



destinations, optimise the focus of communication campaigns and favour both the evaluation of local operators and new investments, services and strategic infrastructures.

More than 150 exhibiting firms such as **Accenture**, **Amadeus**, **CaixaBank**, **City Sightseeing Worldwide**, **The Data Appeal Company**, **EY**, **Mabrian**, **MasterCard**, **Telefónica Empresas**, **Convertix**, **Keytel** and **PastView**, among many others, will present their latest solutions in Artificial Intelligence, Cloud, Cybersecurity, Big Data & Analytics, Marketing Automation, contactless technology and Predictive Analytics for the tourism sector.