



Finland, Dublin, Vueling and Casa Batlló, winners of the Tourism Innovation Awards 2022

TIS2022 rewards solutions in Artificial Intelligence, data analytics, Augmented and Mixed Reality, and geolocation, to improve the sustainability of the tourism sector and increase its competitiveness

Madrid, 8th November 2022 - TIS - Tourism Innovation Summit, the global summit of innovation and technology for the travel and tourism industry, celebrated last week the **Tourism Innovation Awards 2022** in Seville (Spain). TIS2022 has once again recognised the initiatives and projects that are committed to innovation, digitalisation and sustainability in the tourism sector.

Casa Batlló received the **Best Customer Experience Award by CaixaBank** for offering a unique immersive experience to the visitor during the visit and also before and after thanks to Artificial Intelligence, Augmented Reality and Machine Learning. The finalists in this category were DigitalGuest for its upselling tool to facilitate the day-to-day work of hoteliers, and EMG - Essen Marketing GmbH, for its tourist tour of the city using mixed reality glasses.

Vueling received the **Best Innovation on Artificial Intelligence and Data Analytics Award by Telefónica** for its use of mobile geolocation and data analysis to improve its portfolio of routes, thus offering greater added value to passengers, stakeholders and the environment. Competing in the same category were Turbosuite for its use of Big Data and AI to deliver the best price, at the best time and to the right customer, and HiJiffy, the first AI-based operations system specifically designed to understand hospitality enquiries.

The **Best Digital Innovation Award by Amadeus** went to **Dublin City Council** for its use of technology, data analytics and digitisation to create more accessible, sustainable and inclusive destinations for both local citizens and tourists. The finalists were OTA Insight for its platform that brings together and tracks all key business metrics in the hotel market, and Tifloactiva Innovation for its solution that allows visitors to touch models of monuments, castles or archaeological pieces and receive real-time feedback in audio-described form for the blind, in blocks of text, in sign language for the deaf and in a children's version.

The **Bioscore** platform for managing all information related to sustainability and thus establishing action plans or obtaining sustainability certificates has won the **Best Sustainable Tourism Project Award by EY**. Bioscore competed with the Agència d'Estratègia Turística de les Illes Balears and its new legislation on sustainability and circularity in tourism in the Balearic Islands, and Outdooractive AG, a digital platform for hikers and cyclists around the world concerned about the sustainability of the environment.

In addition, **Hoteltreats**, an e-commerce platform for hotels, resorts and hospitality companies, received the **Best New Business Model Award by Data Appeal**. MOCO Museum Barcelona and the first art exhibition with NFTs, and Ferryhopper with its



platform to search and find the best deals on ferry trips, were the finalists in the latter category.

Finally, the Tourism Innovation Awards 2022 also recognised **Finland** with the **Prix d'Excellence** for its leadership in sustainability and for being an example of a smart destination that offers unique experiences to its visitors.