



Grupo Piñero, Radisson Hotel Group and Mirador Torre Glòries among the winners of the Tourism Innovation Awards 2023

TIS2023 awards solutions in artificial intelligence, data analytics and geolocation to improve the sustainability of the tourism sector and increase its competitiveness

Seville, October 20, 2023. [TIS - Tourism Innovation Summit 2023](#) has once again recognized the initiatives and projects committed to innovation, digitalization and sustainability in the tourism sector. This year, **the Tourism Innovation Awards 2023** have rewarded five projects from different companies and institutions.

Mirador Torre Glòries received the **Cadena SER Award for Best Customer Experience** for offering a unique visitor experience in a space that combines art, science and technology. Designed as the first observatory of a new generation of viewpoints, it offers a unique experience to rediscover Barcelona and apply the lessons learned to cities around the world. The finalists in this category were Imascono for 'Exclusiverse', its 3D web space, and Puy du Fou for its live shows and special effects that take visitors back in time.

Grupo Piñero received the **Telefónica Award for Best Innovation in Artificial Intelligence and Data Analytics** for incorporating AI into its data analytics projects. Competing in the same category were Intelequia, for the implementation of its Clio virtual assistant at the Acropolis, and HiJiffy, for the launch of powerful features and capabilities in the Guest Communications Center, powered by its patented AI: Aplysia.

The CaixaBank Award for Best Digital Innovation went to the **Radisson Hotel Group** for its pioneering and immersive digital experiences that combine the virtual and physical worlds. Other finalists were Visit Real Cities, for its metaverse platform created specifically for the tourism industry, and Civitatis, for its commitment to digitalization that has led it to become part of the platform of high-growth technology-based companies in Spain, EsTech.

Plan 21 Foundation was also rewarded with the **Accenture Award for the Best Sustainable Tourism Project** for its Program for the Transformation of Sustainable Tourism Destinations in Latin America. Plan 21 Foundation competed with Tripnly for its carbon footprint calculator and Cerrás Agroturismo, a rural house based on a bioclimatic, self-sufficient and sustainable architecture model.

Finally, at the **Tourism Innovation Awards 2023**, **Swap Your Travel** won the **T-Systems Award for Best New Business Model** for its digital platform for buying and selling travel. Roibos and its disruptive technology to connect hotels directly with distribution partners, as well as the Smartvisit app, which combines geolocation and technology for sustainable tourism, were finalists in the latter category.

About TIS - Tourism Innovation Summit (October 18-20, 2023, FIBES Seville) TIS - Tourism Innovation Summit is an international forum for innovation, trends and reflection for the tourism sector, offering managers and companies in the



sector the opportunity to learn about the latest technological solutions and products to improve their competitiveness. Over 3 days, TIS2023 will bring together more than 7,000 tourism professionals looking for the latest solutions to boost their destination or tourism business. In addition, more than 400 experts from around the world will share their strategies and success stories to promote smarter, digital and sustainable tourism at the Tourism Innovation Global Summit.