



TIS TOURISM
INNOVATION
SUMMIT

23-25 OCTOBER 2024
SEVILLE - FIBES

ELEVATING **TRAVEL INDUSTRY** **WITH TECH**

Sevilla. Andalucía

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WEDNESDAY OCTOBER 23RD 2024- TOURISM INNOVATION GLOBAL SUMMIT

	MAIN AUDITORIUM	Auditorium 2	Auditorium 3	Auditorium 4	Auditorium 5	DIGITAL DEMOS
10.00 h	CEO & LEADERSHIP SUMMIT	HOSPITALITY FORUM	SMART DESTINATIONS/DMOS AGENDA	A WORLD FOR TRAVEL - INSTITUTIONAL AGENDA	DIGITAL & CIO'S SUMMIT	TOURISM INNOVATION THEATRE
	STRATEGIC PARTNERSHIPS FOR ACCELERATING INNOVATION IN TOURISM	ENHANCED CUSTOMER EXPERIENCE: LEVERAGING AI TO DELIGHT AND ENGAGE GUESTS	SECURING THE FUTURE: NAVIGATING THE 5G REVOLUTION AND CYBERSECURITY IN SMART DESTINATIONS	OPENING OF A WORLD FOR TRAVEL FORUM	UNLOCKING THE POTENTIAL: EXPLORING THE DIVERSE APPLICATIONS OF BLOCKCHAIN IN TOURISM	DIGITAL DEMOS
	LEADING THE CHARGE: ADVANCING SUSTAINABLE TOURISM PRACTICES	ECO-FRIENDLY HOSPITALITY: INTEGRATING GREEN TECHNOLOGY INTO ACCOMMODATIONS	EMPOWERING TRAVELERS: ENHANCING EXPERIENCES WITH SMART DESTINATION MOBILE APPS	HUMAN IMPACT IN THE TRAVEL INDUSTRY	BLOCKCHAIN FOR SECURE PAYMENTS: TRANSFORMING TRANSACTIONS IN TOURISM	
	OPENING CEREMONY	BRAND LOYALTY IN HOSPITALITY: BUILDING STRONG EMOTIONAL CONNECTIONS WITH CUSTOMERS	BUILDING BRIDGES: COLLABORATIVE PLATFORMS FOR STAKEHOLDER ENGAGEMENT IN SMART DESTINATIONS	WORKFORCE STRUCTURE IN THE TRAVEL INDUSTRY	WEB3: TRANSFORMING TOURISM THROUGH DECENTRALIZATION AND DIGITAL OWNERSHIP	
CX LEADERSHIP: STRATEGIES FOR INSPIRING CUSTOMER-CENTRIC CULTURES IN TOURISM ORGANIZATIONS	REVOLUTIONIZING PAYMENTS: EXPLORING EMERGING TRENDS AND TECHNOLOGIES IN DIGITAL PAYMENTS	DIGITAL TRANSFORMATION IN DESTINATION MANAGEMENT: INNOVATIONS AND BEST PRACTICES	INNOVATION AND ADVANCEMENT IN THE TRAVEL INDUSTRY	CONNECTED EXPERIENCES: HARNESSING IOT INTEGRATION FOR SEAMLESS GUEST SERVICES		
14.00 h	LUNCH TIME					
18:20 h	CEO & LEADERSHIP SUMMIT	HOSPITALITY FORUM	SMART DESTINATIONS/DMOS AGENDA	A WORLD FOR TRAVEL	DIGITAL & CIO'S SUMMIT	TOURISM INNOVATION THEATRE
	REGENERATIVE TOURISM: SHAPING THE FUTURE OF SUSTAINABLE TRAVEL	MOBILE-FIRST STRATEGIES: LEVERAGING INTEGRATION OF MOBILE TECHNOLOGIES FOR ENHANCED GUEST ENGAGEMENT	NAVIGATING THE FUTURE: SMART MOBILITY SOLUTIONS FOR SUSTAINABLE TOURISM	DIGITIZATION AND DIGITAL TRANSFORMATION IN TOURISM	CYBERSECURITY IN TOURISM: PROTECTING DATA AND GUEST TRUST IN A DIGITAL WORLD	DIGITAL DEMOS
	MEASURING IMPACT: METRICS AND KPIS FOR EVALUATING SUSTAINABLE TOURISM INITIATIVES	HARNESSING AI AND BIG DATA FOR SUSTAINABLE TOURISM STRATEGIES	AI-DRIVEN URBAN PLANNING: SHAPING SMART DESTINATIONS FOR THE FUTURE	EXPLORING HOW THE TOURISM INDUSTRY CAN ADAPT TECH INNOVATIONS	TECH-FORWARD TOURISM: DIGITIZING SMES FOR SUCCESS	
	EMBRACING DIVERSITY: INCLUSIVE TOURISM PRACTICES FOR A GLOBAL COMMUNITY	VOICE-ACTIVATED ASSISTANTS: REDEFINING GUEST SERVICES WITH AI-POWERED VIRTUAL CONCIERGES	INSIGHTS AT YOUR FINGERTIPS: HARNESSING DATA ANALYTICS FOR VISITOR UNDERSTANDING	EMERGING TRENDS IN THE TRAVEL INDUSTRY	EXPLORING METAVERSE: VIRTUAL DESTINATIONS AND DIGITAL TOURISM EXPERIENCES	

THURSDAY OCTOBER 24TH 2024- TOURISM INNOVATION GLOBAL SUMMIT

	MAIN AUDITORIUM	Auditorium 2	Auditorium 3	Auditorium 4	Auditorium 5	DIGITAL DEMOS
10.00 h	CEO & LEADERSHIP SUMMIT	HOSPITALITY FORUM	OTAS/DISTRIBUTION CHANNELS	A WORLD FOR TRAVEL - INSTITUTIONAL AGENDA	CMO's & CSO's AGENDA	TOURISM INNOVATION THEATRE
	LEADING THE CHARGE: CORPORATE SOCIAL RESPONSIBILITY IN TOURISM	CLOSING THE LOOP: IMPLEMENTING CIRCULAR ECONOMY PRACTICES IN HOSPITALITY OPERATIONS	AI-POWERED CHATBOTS IN ACTION: CASE STUDIES OF SEAMLESS CUSTOMER SERVICE	ACCESSIBLE AND INCLUSIVE TOURISM	AI-POWERED CONTENT CREATION: REVOLUTIONIZING TRAVEL MARKETING WITH PERSONALIZED RECOMMENDATIONS	DIGITAL DEMOS
	THE ROLE OF GOVERNMENT POLICIES IN PROMOTING TOURISM DEVELOPMENT	VR CONCIERGE: PERSONALIZED GUEST SERVICES IN THE DIGITAL AGE	PERSONALIZED TOURISM: AI AND BIG DATA DRIVING TAILORED EXPERIENCES	ADDRESSING THE IMPORTANCE OF ADOPTING SUSTAINABLE AND ETHICAL PRACTICES	DATA-DRIVEN MARKETING STRATEGIES: LEVERAGING BIG DATA FOR TARGETED CAMPAIGNS	
	SOCIAL IMPACT TOURISM: LEVERAGING TRAVEL FOR POSITIVE COMMUNITY DEVELOPMENT	BEYOND TRADITIONAL STAYS: EXPLORING INNOVATIVE ACCOMMODATION CONCEPTS FOR SUSTAINABLE TOURISM	USER-CENTRIC DESIGN IN BOOKING PLATFORMS: ENHANCING CUSTOMER EXPERIENCE	HIGHLIGHTING INDIVIDUALS AND ORGANIZATIONS THAT ARE LEADING THE WAY IN IMPLEMENTING INNOVATIVE	BEYOND CHECKOUT: STRATEGIES FOR ENGAGING WITH GUESTS POST-STAY	
DIVERSITY AND INCLUSION IN TOURISM: BUILDING A MORE REPRESENTATIVE WORKFORCE	CIRCULAR TOURISM FINANCE: INVESTING IN SUSTAINABLE INFRASTRUCTURE AND INNOVATION	DATA-DRIVEN INSIGHTS: HARNESSING ANALYTICS AND REPORTING TOOLS FOR STRATEGIC DECISION-MAKING		THE SEARCH ENGINE'S ROLE IN TOURISM: OPTIMIZING VISIBILITY AND BOOKINGS		
14.00 h	LUNCH TIME					
18:20 h	CEO & LEADERSHIP SUMMIT	REVENUE MANAGERS AGENDA	OTAS/DISTRIBUTION CHANNELS	A WORLD FOR TRAVEL	BUSINESS AND LEISURE TRAVEL	TOURISM INNOVATION THEATRE
	FOSTERING INNOVATION CULTURE: STRATEGIES FOR ENCOURAGING CREATIVITY AND ENTREPRENEURSHIP	DYNAMIC PRICING STRATEGIES: LEVERAGING INTELLIGENT BOOKING SOFTWARE FOR REVENUE OPTIMIZATION	OPTIMIZING BOOKING PLATFORMS: HARNESSING AI AND BIG DATA FOR SEAMLESS RESERVATIONS	EXAMINING HOW NEW TECHNOLOGIES, PRACTICES, AND STRATEGIES ARE DRIVING THE TOURISM INDUSTRY FORWARD IN TERMS OF EFFICIENCY, SUSTAINABILITY, AND CUSTOMER EXPERIENCE.	NAVIGATING THE FUTURE OF CORPORATE TRAVEL: EXPLORING NEXT-GEN BOOKING PLATFORMS	DIGITAL DEMOS
	NAVIGATING GEOPOLITICAL CHALLENGES: STRATEGIES FOR TOURISM RESILIENCE AND ADAPTATION	DRIVING EFFICIENCY: EXPLORING COST-OPTIMIZATION TECHNOLOGIES IN TOURISM OPERATIONS	ADAPTING TO CHANGING PREFERENCES: USING AI AND BIG DATA TO ANTICIPATE TRENDS		SUSTAINABLE STAYS: EXPLORING THE RISE OF DOMESTIC TOURISM	
	ELEVATING TOURISM DESTINATION MARKETING AND PROMOTION IN THE DIGITAL ERA	MAXIMIZING REVENUE: OPTIMIZING PERFORMANCE WITH ADVANCED REVENUE MANAGEMENT SYSTEMS	STREAMLINING OPERATIONS: MAXIMIZING EFFICIENCY WITH ADVANCED BOOKING MANAGEMENT SOFTWARE	CLOSING OF A WORLD FOR TRAVEL FORUM	DATA-DRIVEN DECISION MAKING: LEVERAGING ANALYTICS FOR SMARTER BUSINESS TRAVEL STRATEGIES	

FRIDAY OCTOBER 25TH 2024- TOURISM INNOVATION GLOBAL SUMMIT

	MAIN AUDITORIUM	Auditorium 2	Auditorium 3	Auditorium 4	Auditorium 5	DIGITAL DEMOS
	CEO & LEADERSHIP SUMMIT	HOSPITALITY FORUM	MICE	ACTIVITIES AND ATTRACTIONS	TRANSPORTATION	TOURISM INNOVATION THEATRE
10.00 h	INVESTING IN INNOVATION: EVALUATING ROI AND LONG-TERM IMPACT	HOSPITALITY REDEFINED: HOTELS AS AMBASSADORS OF LOCAL LIVING	TECHNOLOGY INTEGRATION IN MICE: ENHANCING EVENT MANAGEMENT AND ATTENDEE EXPERIENCE	VIRTUAL TOURS AND ONLINE EXPERIENCES: EXPANDING ACCESS AND ENGAGEMENT	GREEN TRANSIT HUBS: SUSTAINABLE TRANSPORTATION GATEWAYS FOR URBAN TOURISM	DIGITAL DEMOS
	INNOVATING THE GUEST JOURNEY: SEAMLESS EXPERIENCES FROM BOOKING TO DEPARTURE	GREEN BY DESIGN: ACHIEVING SUSTAINABILITY THROUGH INNOVATIVE BUILDING DESIGN AND CERTIFICATION	DESTINATION SELECTION STRATEGIES: POSITIONING YOUR DESTINATION FOR MICE SUCCESS	SUSTAINABLE THEME PARKS: BALANCING FUN AND ENVIRONMENTAL RESPONSIBILITY	JOURNEYS BY RAIL: SUSTAINABLE TRANSPORTATION FOR TOURISM	
	THE FUTURE OF WORK IN TOURISM: ADAPTATION, AUTOMATION, AND AUGMENTATION	ROBOTIC REVOLUTION: INNOVATIONS IN HOSPITALITY AND GUEST SERVICES	SUSTAINABLE EVENTS: IMPLEMENTING ECO-FRIENDLY PRACTICES IN THE MICE SECTOR	INNOVATIVE SOLUTIONS AND DIGITALIZATION: ELEVATING ENGAGEMENT AND SALES AT TOURIST ATTRACTIONS	CRUISE SHIPS AND SUSTAINABLE PORTS: NAVIGATING THE FUTURE OF MARITIME TOURISM	
	KEYNOTE EXPERT ON FUTURE TRENDS SHAPING THE INDUSTRY					
	CLOSING CEREMONY					
14.00 h						



NETWORK



KNOWLEDGE



BUSINESS OPPORTUNITIES



TIS TOURISM INNOVATION SUMMIT

PERFORMING STUNNING EXHIBITIONS TO YOUR BUSINESS SUCCESS

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NEBEXT
NEXT BUSINESS EXHIBITIONS

IN COLLABORATION WITH:
Sevilla City Office