



**TIS** TOURISM  
INNOVATION  
SUMMIT

# NEW HORIZONS FOR TOURISM TECH

**2-4 NOVEMBER 2022**

**Sevilla.** #TIS2022

[WWW.TISGLOBALSUMMIT.COM](http://WWW.TISGLOBALSUMMIT.COM)



# MAIN DRIVERS FOR TOURISM ORGANIZATIONS

## NEW HORIZONS FOR TOURISM TECH

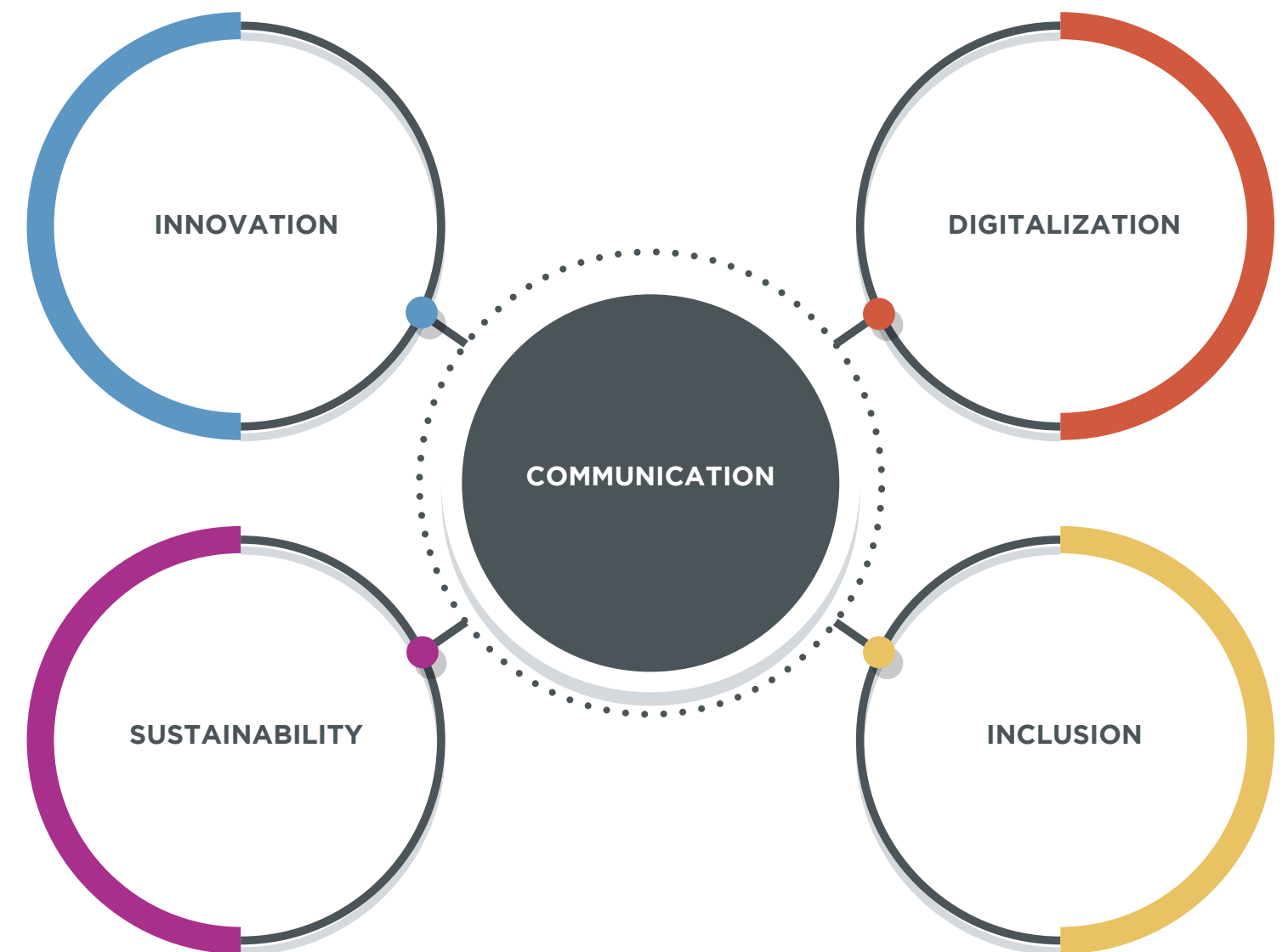
The travel industry has proven that when there is need, we are able to work together, we are one of the most resilient and collaborative industries on earth and we are able to innovate. When this happens a lot of opportunities arise as an outcome of a locomotive industry and economy at a global scale. The legacy as result of COVID-19 for tourism it is an industry completely transformed and moving faster towards a more smart, innovative, sustainable and diverse one.

Once we realized we live in the digital era, we must understand the benefits of technology as catalyser of new business models, new operative systems but foremost a better travel experience once and for all. We certainly know that in the industry of happiness nothing replaces the human touch, but in times where travellers expect a safe and fast customer service but also a personalized out, if we do not start seeing technology as our ally we are out of the market.

Tourism Innovation Summit is the place to be for any tourism professional that is aimed to understand how to face and perform better the daily challenges, get a better look on new consumer habits, create better experiences, discover new trends and solutions to transform their organization or learn from others travel strategies some insights to adapt to itself. It is the largest marketplace where to find the latest innovation for travel organizations and destinations but also the best platform to showcase and communicate initiatives that can inspire other colleagues and to start conversations to create collaborative frameworks to move further together.

Seville will host again three-days of disruptive masterclasses where success stories of travel are going on stage. Digitalization, innovation and sustainability will be main discussion and plenty of solutions will be presented to the tourism industry to address these challenges. An event to find the right partners to evolve digital, sustainable and inclusive strategies to implement them. A wide variety of technologies, integrations, new solutions will be showcased in order to move forward towards New Horizons for Tourism Tech.

## TOP STRATEGIC TECHNOLOGY TRENDS FOR 2022



# SOME DATA OF THE NEXT TOURISM



## INTERNATIONAL TOURISM REVENUE

recover and go back in 2024 to **3,5 trillion USD**



**150 MILLIONS OF NEW JOBS** will be created **in 2022**



**87% CHAIN HOTELS** are more likely to increase technology investments **IN 2023**



The collapse in international travel represents an estimated **LOSS of USD 1.3 trillion IN EXPORT REVENUES**



**BUSINESS TRAVEL** spending is expected to hit **\$1.36 trillion** by 2022



**RISING AWARENESS** on sustainability, **ZERO** plastic and fight of climate change



\*Different types of sources: WTTC, UNWTO & Media publications.



# TIS2022 VISITOR'S PROFILE



**+6,000** TOURISM & TRAVEL PROFESSIONALS

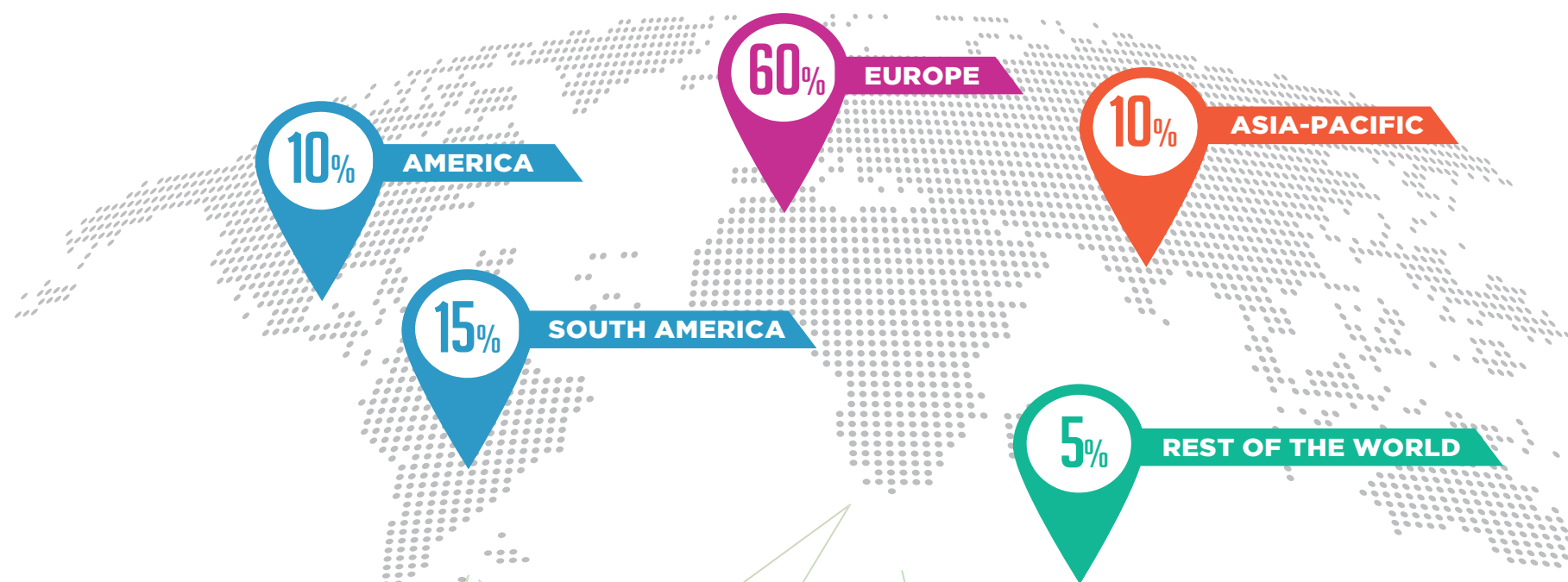
**+400** SPEAKERS

**150** EXHIBITORS

**+45** MEDIA PARTNERS

**+85** NATIONAL & INTERNATIONAL ASSOCIATIONS

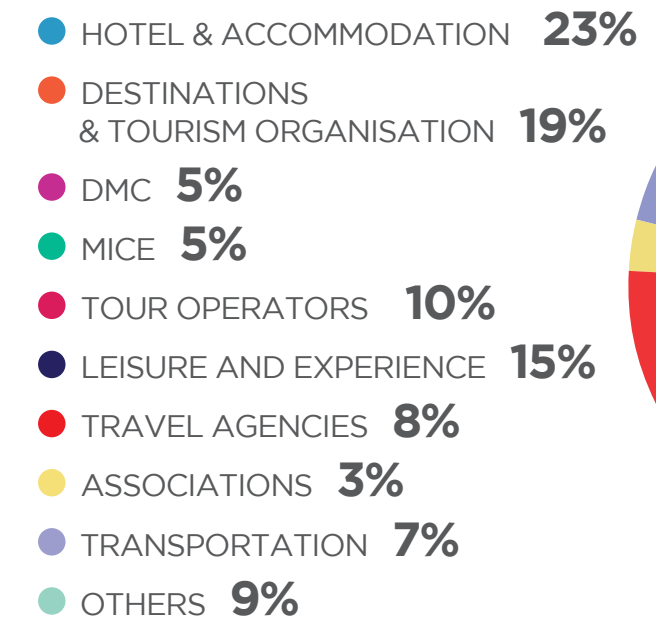
## VISITOR'S ORIGIN



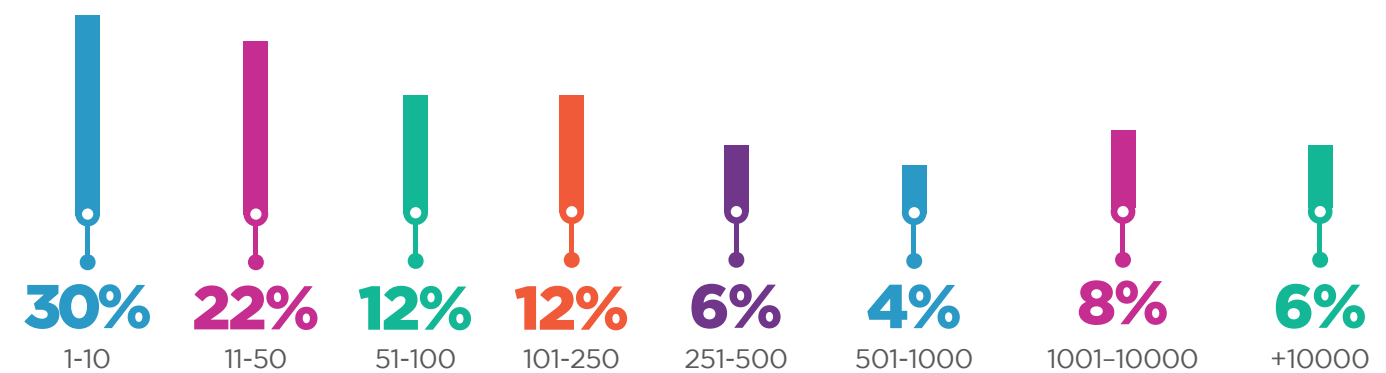
## VISITOR'S PROFESSIONAL PROFILE



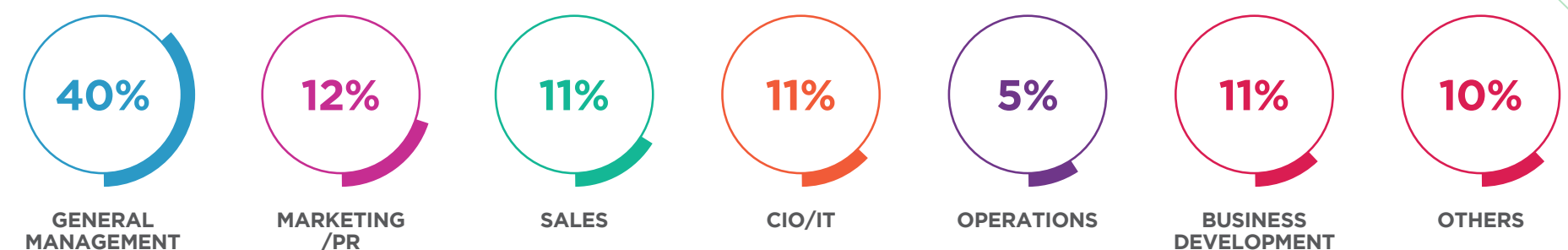
## SEGMENTS OF THE INDUSTRY



## COMPANY SIZE BY NUMBER OF EMPLOYEES



## AREA OF RESPONSIBILITY



# TOURISM INNOVATION SUMMIT

## TECH SOLUTIONS

- BUSINESS INTELLIGENCE
- IOT
- BIG DATA
- CLOUD
- MOBILE
- CYBERSECURITY
- ROBOTICS
- GIS
- BIOMETRICS
- BLOCKCHAIN
- METaverse
- DATA ANALYTICS
- 5G & CONNECTIVITY
- HARDWARE
- VR/AR

## SHOWROOM + CONFERENCE

### VERTICAL FORUMS

- DESTINATIONS
- ACTIVITIES & ATTRACTIONS
- HOSPITALITY
- MICE
- TOURIST TRANSPORT & TRAVEL
- BUSINESS TRAVEL
- DISTRIBUTION CHANNELS & OTAs
- LEISURE & CULTURE TRAVEL

## STRATEGIES & INSPIRATION

### GLOBAL NETWORK ACTIVITIES C-SUITE AGENDAS:

- UK SMART DESTINATION PARTNER 2022
- TOURISM INNOVATION AWARDS 2022
- TOURISTECH STARTUP FEST 2022
- BUSINESS MEETINGS
- DISCOVER SEVILLE
- EUROPE CONNECTING APAC
- CEO'S & LEADERSHIP SUMMIT
- DIGITAL & CIO'S AGENDA
- CMO & CSO'S SUMMIT
- REVENUE MANAGERS SUMMIT
- MINISTERIAL AGENDA
- REGIONAL TOURISM COUNCELORS AGENDA
- TOURISM GENERAL MANAGERS AGENDA
- DMC'S AGENDA

## MANAGEMENT SOLUTIONS

- METASEARCH
- CRM
- ERP
- CRS
- RMS
- CHANNEL MANAGER
- RATE SHOPPERS
- AI & MACHINE LEARNING
- PREDICTIVE ANALYTICS
- REVENUE MANAGER
- INTEGRATED SYSTEMS

## MARTECH SOLUTIONS

- EMAIL & CAMPAIGN MANAGEMENT
- MOBILE APPS
- SOCIAL MEDIA
- E-COMMERCE
- DIGITAL ADVERTISING
- MARKETING AUTOMATION
- ANALYTICS & CUSTOMER JOURNEY
- CONTENT & ASSET MANAGEMENT
- CROSS-CHANNEL ADVERTISING
- DIGITAL TECHNOLOGY & STRATEGY
- DIGITAL MARKETING
- CHATBOTS
- VIRTUAL VOICE SYSTEMS
- DIGITAL SIGNAGE

## EXPERIENCE SOLUTIONS

- SUSTAINABILITY
- SAFETY
- HEALTH SERVICES
- SDG'S
- BRANDING & REBRANDING
- COMMUNICATION STRATEGY
- ONLINE REPUTATION
- CUSTOMER EXPERIENCE
- CONSULTANCY
- SERVICES

# TOURISM INNOVATION GLOBAL SUMMIT



**7**  
KEYNOTES

**8**  
VERTICAL FORUMS

**8**  
C-SUITE AGENDAS

**+20**  
TECH SERIES

**+400**  
SPEAKERS

**6**  
AUDITORIUMS

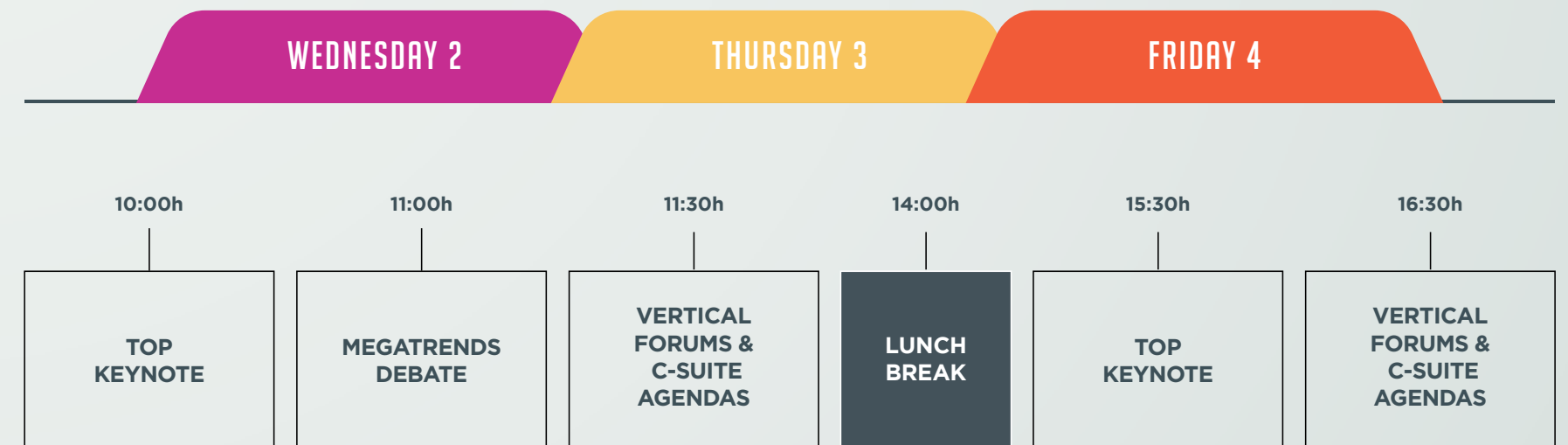
**+150**  
CONFERENCES

## TIS HOT TOPICS

- STRATEGY
- METaverse
- INTEGRATING SYSTEMS
- COMMUNICATION STRATEGIES
- INNOVATIVE ECOSYSTEMS
- RECOVERY
- TRUST
- LGBTQ+
- INCLUSIVE TOURISM
- SDG'S
- AGENDA 2030
- TRENDS
- VISION

- TOURISM TECH INNOVATION
- TRAVEL POLICIES
- SAFETY
- CYBERSECURITY
- LOYALTY PROGRAMS
- DIGITAL MARKETING
- GEOLOCALIZATION
- MOBILE
- CLOUD
- SALES & REVENUE INNOVATION
- CREATING BETTER EXPERIENCES
- NEW DISTRIBUTION CHANNELS
- TECH REVOLUTION

- NEW PLAYERS
- TARGETTING THE NEW CONSUMER
- SUSTAINABILITY
- INTERNATIONAL COORDINATION
- HEALTH PASSPORT
- SOLO TRAVELERS
- CONTACTLESS
- DOMESTIC VS INTERNATIONAL TOURISM
- RURAL OR GREEN TOURISM
- TRAVEL FOR IMPACT
- CIRCULAR ECONOMY
- WOMEN LEADERSHIP
- CONSUMER HABITS
- TRAVEL TRACKER



# SEVILLE, TOURISM INNOVATION WORLD CAPITAL

Seville is famous worldwide for its culture, monuments, traditions and artistic heritage. But it is also the neuralgic centre of the South of Spain, with great connections by plane and train. Seville is a very attractive city for any visitor travelling for business or leisure thanks to an endless possibilities and offer.

Seville will become the world hub on Tourism Innovation by congregating during three days top leaders, the most disrupting solutions and the discussion about the future and challenges of the tourism industry. This city connects the tradition with the most cutting edge technology and advances for tourism sector. An ecosystem is emerging due to their strategic vision.



# AN EVENT DEDICATED ONLY TO INNOVATIVE COMPANIES

Participate in the leading Tourism Innovation event and connect with your target to turn into the leader guiding companies into how to transform their business and become competitive. If you are one of them, here we present 10 powerful reasons to do not miss this great opportunity for your business:

- 1 **Showcase your solutions to a C-Level audience**
- 2 **Drive the discussion**
- 3 **Grow sales**
- 4 **Demonstrate thought leadership**
- 5 **Increase Brand awareness**
- 6 **Most high quality networking and activities**
- 7 **Find partners for your biggest challenges**
- 8 **Build valuable relationships and become a provider of choice**
- 9 **Increase media relations and broadcast impacts**
- 10 **See how your competitors are innovating**

**Partner**

The best option to show your leadership in the sector and stand out from the competition. Locate your booth in the best area of the expo, gain the maximum visibility, participate in the congress, and invite your best clients and prospects, amongst many more activities.

**Exhibitor**

Present your products and solutions to thousands of potential buyers in the expo zone. Choose between Premium Zone to enjoy the major traffic to your booth, or Business Zone to economize your investment.

**Newcomer**

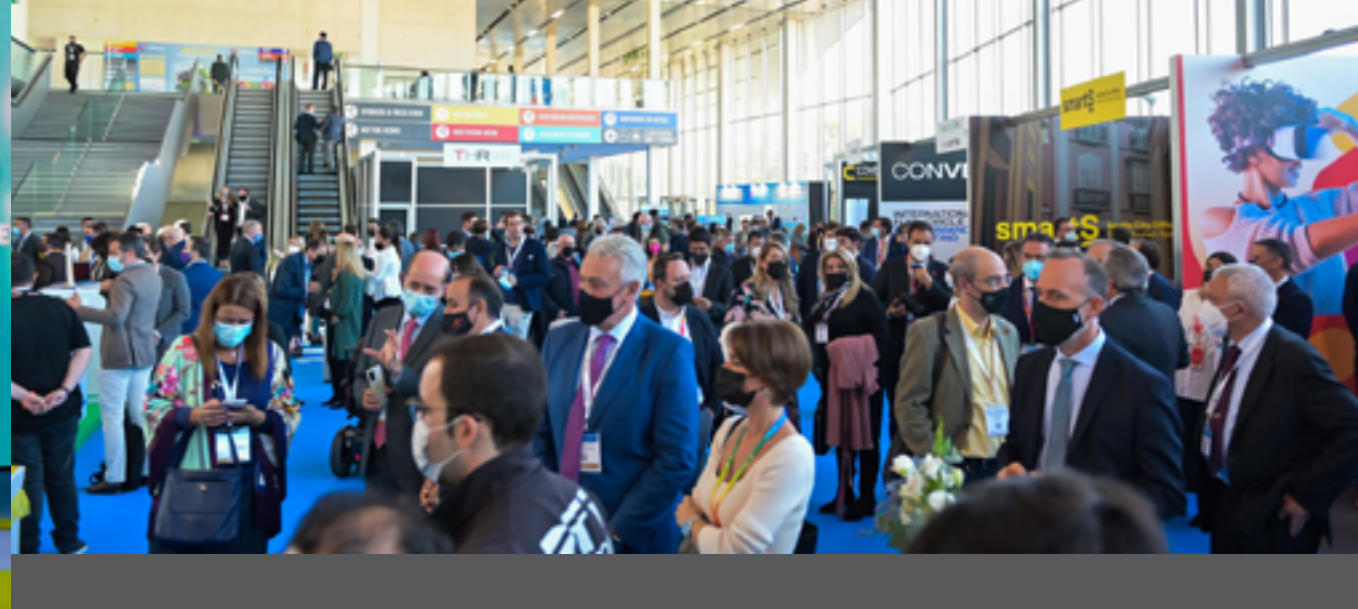
We know how difficult beginnings are. That is why we offer a "Turnkey Pack" so you can participate in the most innovative event of the sector, with the minimum investment.



NETWORK



KNOWLEDGE



BUSINESS OPPORTUNITIES

## PERFORMING STUNNING EXHIBITIONS TO YOUR BUSINESS SUCCESS

**BARCELONA** spain@nebext.com

**LISBON** portugal@nebext.com

**BRUSSELS** belgium@nebext.com

**MADRID** info@nebext.com

**SHANGHAI** china@nebext.com

**TELAVIV** israel@nebext.com

**BOLOGNA** italy@nebext.com

**LONDON** uk@nebext.com

**DELHI** india@nebext.com

**FRANKFURT** germany@nebext.com

**MEXICO CITY** mexico@nebext.com

**SAO PAULO** brazil@nebext.com

**SILICON VALLEY** usa@nebext.com

**TORONTO** canada@nebext.com

**WARSAW** poland@nebext.com

**DUBAI** uae@nebext.com



  
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AN EVENT OF:

**NEBEXT**  
NEXT BUSINESS EXHIBITIONS

IN COLLABORATION WITH:

Sevilla  
City  
Office