



## **TOURISM INNOVATION SUMMIT - TIS 2025, Seville/ Andalucía**

### ***Review: AnySolution, Andalucía Nexus, NECSTouR & Global Partners charted the Future of Travel***

The **Tourism Innovation Summit (TIS) 2025**, held at Fibes in Seville from 22nd to 24th October, concluded as a premier global platform for exploring the latest trends, from AI-driven solutions to sustainable destination management. The event gathered industry leaders for insightful discussions, workshops, and networking, all centred on fostering a more resilient and competitive tourism model.

#### **Andalucía NEXUS: The Core of Innovation**

A key highlight of the summit was the significant involvement of Andalucía NEXUS, the Andalusian technological innovation hub for tourism. The hub actively participated, with a strong focus on showcasing projects that drive the sector's digital transformation and intelligent data management.

Special focus on **DESTINOS on Air** and **NEXUS FUTURE** regarding international cooperation:

The DESTINOS program featured prominently, providing a dedicated space for presenting inspirational and innovative projects that reflected current trends in digitalisation and data-driven tourism management.

#### **AnySolution, NECSTouR, & Andalucía: Driving Data-Driven and Sustainable Tourism**

The **Network of European Regions for Competitive and Sustainable Tourism - NECSTouR-**, of which Andalucía holds currently the presidency, was featured within the DESTINOS on Air agenda. The network's work, which advocates for sustainability and competitiveness among European regions, reinforced the summit's commitment to multilateral cooperation in achieving a stronger, greener, and fairer European tourism strategy.

Crucially, the DESTINOS on Air agenda hosted a session on European data management. A key voice was **Dolores Ordóñez**, General Director of **Anysolution** and Coordinator of the European D3HUB project, which will lead to the future **EU Competence Centre**. Her presentation, featuring contributions from the **D3HUB** project Pilot Destination **Dubrovnik** and the participation of **John Fitzgibbon**, Managing Director of **NECSTouR**, featuring contributions from another D3HUB project pilot destination **Lapland North Destinations**, reinforced the critical need for destinations to leverage shared data spaces and advanced analytics. This move is necessary to achieve truly strategic planning and sustainable growth, moving beyond simple metrics to regenerative outcomes.

Building on the discussions around D3HUB, Deploytour, another strategic initiative coordinated by AnySolution, was also highlighted during the TIS sessions. By enhancing access to tourism data, empowering SMEs and DMOs, and fostering innovation and sustainability, Deploytour complements the objectives of D3HUB and illustrates how European destinations can leverage data-driven strategies for long-term resilience.



Furthermore the NEXUS FUTURE projects were a crucial display within the DESTINOS agenda, powerfully demonstrating Andalusia's unwavering commitment to sustainable tourism development. These initiatives were highlighted for their aim to combine economic profitability with environmental and social commitment, generating long-term value for territories and communities through strategic collaboration and networking.

### **Global Cohort: Education and Destination Excellence**

The TIS event maintained its reputation for attracting a global cohort, with the 2025 edition showcasing essential contributions from diverse international participants, including leading educational and destination partners.

**BREDA UNIVERSITY** (Breda University of Applied Sciences): As a well-known institution for tourism education and research, Breda University shared its expertise on future-proofing the industry through talent development and academic innovation. Their participation underscored the vital link between high-quality education and technological advancement in tourism.

**DUBROVNIK** (Croatia): The historic city, often cited as a model for cultural heritage and smart destination management, brought valuable insights on the critical challenge of balancing high visitor numbers with conservation and sustainable urban tourism strategies.

**Lapland North Destinations** (Finland): Representing a unique and often remote region, Lapland North offered valuable case studies on developing sustainable, nature-based tourism and dealing with the challenges of seasonality and environmental protection in delicate Arctic ecosystems.

The message from TIS 2025 was clear: the future of tourism is intelligent, ethical, and built on a foundation of data-driven decisions that prioritise both an outstanding traveller experience and the long-term health and sustainability of the destination.

