

# TTW Europe

Volume: 11, Issue: December 2022

Meeting Points

## MARSEILLE



Special Feature

*Christmas in Europe*

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**Cover Story:** The numerous canals in Amsterdam are extremely popular. **Amsterdam's iconic canal** houses may be found throughout the city's network of canals, which almost surrounds the entire centre of the city.

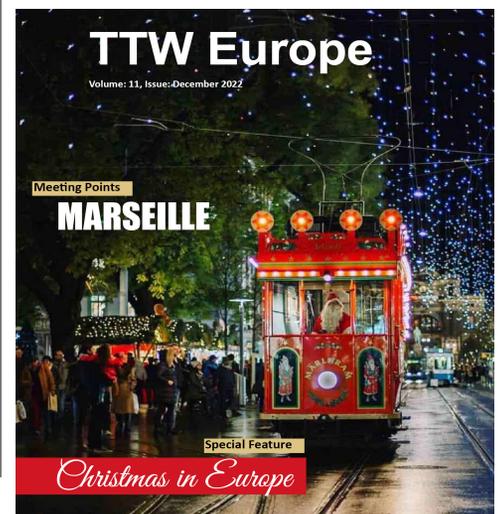
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## On the Cover



TTW EUROPE

## Dear Readers,

Welcome to the last edition of TTW Europe for this year. In this edition, you can get to know Marseille emerged as an eminent business event destination due to its seamless investment in tourism infrastructure. There are cultural edifices designed by internationally famed architects and high-end facilities are available here.

Portugal is one of the continent's most popular historic, cultural and beach destinations. Endowed with pleasant climate, it is a paradise both during summer and winter. The real draw of the destination is its off-the-beaten-path locations: from granite highlands, rough coats carved by the turbulent Atlantic to desolate islands and seagull colonies.

When visiting Europe in December, most tourists immediately think of Christmas markets, but there are many other tourist attractions as well. Equally vibrant festivities honour the occasion with lights, ice sculptures, music and age-old traditions.

The numerous canals in Amsterdam are extremely popular. Amsterdam's iconic canal houses may be found throughout the city's network of canals, which almost surrounds the entire centre of the city. The name of this historic location is "Grachtengordel," which is best translated as "Canal Ring or Canal Belt". When seen over the river, the building comes to life and makes a strong impression. Your trip to Amsterdam is incomplete without canal tour.

"T'was the night before Christmas, when all through the house, not a creature was stirring, not even a mouse." – Clement Clarke Moore.

**Editor-In-Chief**  
**Mr. Anup Kumar Keshan**

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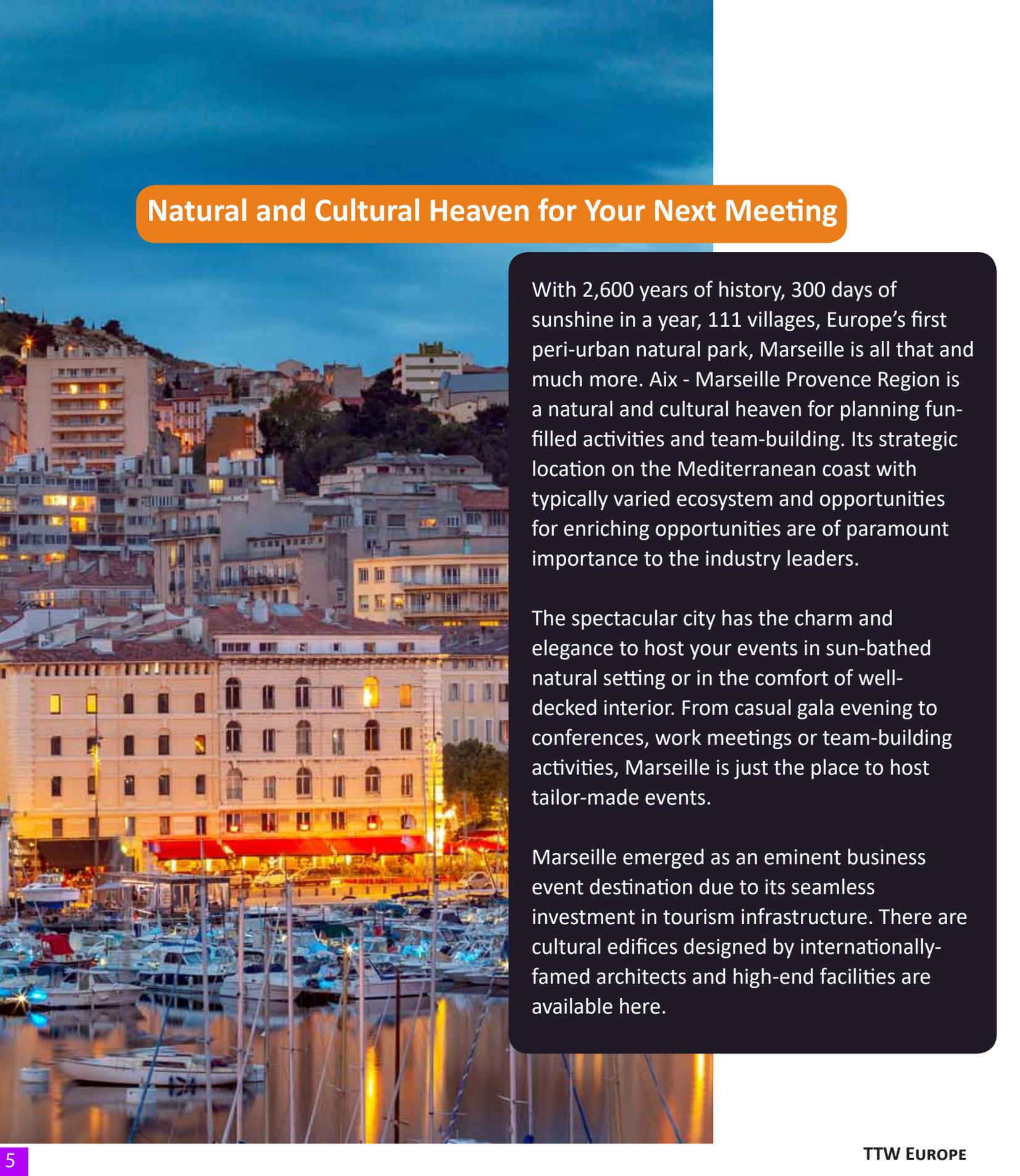
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# MARSEILLE

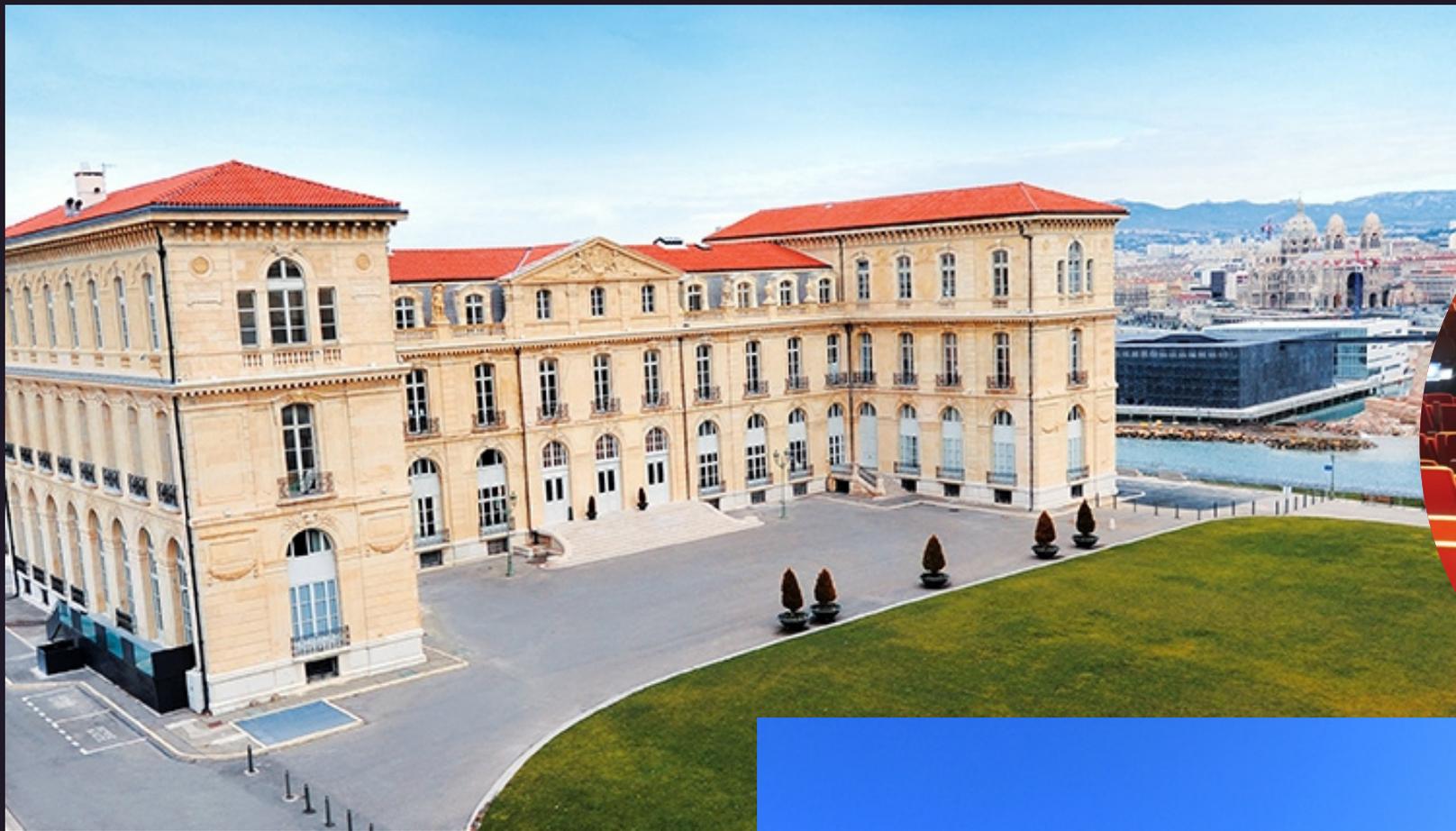
A nighttime photograph of a coastal city, likely Marseille, France. The foreground shows a harbor filled with numerous sailboats and yachts, their masts and rigging silhouetted against the dark water. In the middle ground, a large, multi-story building with many lit windows stands prominently. The background features a hillside densely packed with residential buildings, some of which are also illuminated. The sky is a deep, dark blue, suggesting twilight or early evening. The overall atmosphere is serene and picturesque.

## Natural and Cultural Heaven for Your Next Meeting

With 2,600 years of history, 300 days of sunshine in a year, 111 villages, Europe's first peri-urban natural park, Marseille is all that and much more. Aix - Marseille Provence Region is a natural and cultural heaven for planning fun-filled activities and team-building. Its strategic location on the Mediterranean coast with typically varied ecosystem and opportunities for enriching opportunities are of paramount importance to the industry leaders.

The spectacular city has the charm and elegance to host your events in sun-bathed natural setting or in the comfort of well-decked interior. From casual gala evening to conferences, work meetings or team-building activities, Marseille is just the place to host tailor-made events.

Marseille emerged as an eminent business event destination due to its seamless investment in tourism infrastructure. There are cultural edifices designed by internationally-famed architects and high-end facilities are available here.



**Best venues  
to meet at  
Marseille**





## Palais du Pharo

The name “Pharo” comes from the name of a nearby cove. The “Farot” was a heap which separates the cove from the sea and offers a look-out point, and the property got its name from here. It spreads over 7000 sq m encompassing two architectural spaces – the historical palace and its modern annex.

Situated at the entrance of the Vieux-Port with over 500 hotel rooms, the erstwhile palace was commissioned in 1852 by Napoleon III. The royal palace is now a convention centre which hosts lots of professional events.

## Marseille Chanot–Exhibit and Convention Centre

Located in the Marseille city centre, the Exhibition and Convention Centre enjoys perfect accessibility and offers amenities of all kinds for any event.

Marseille Chanot’s flexible spaces comprise of 2 modular auditoriums for 400 to 1200 guests, 15 meeting rooms, 4,500 sq m area for exhibitions, reception and catering and 1 rooftop terrace with a panoramic view. Thanks to a central courtyard and many bay windows, you get an abundance of natural light for your workspace.

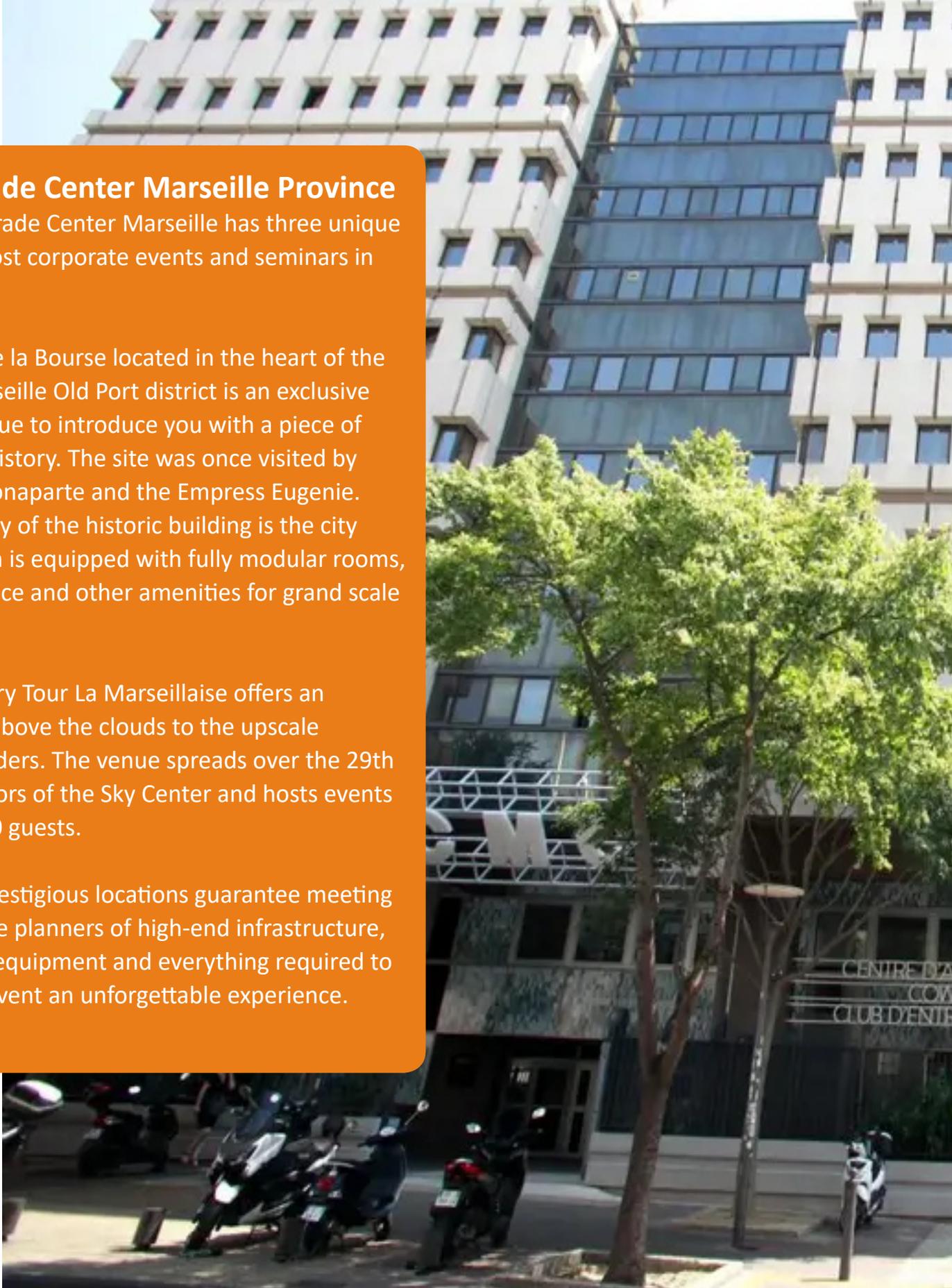
## World Trade Center Marseille Province

The World Trade Center Marseille has three unique venues to host corporate events and seminars in Marseille.

The Palais de la Bourse located in the heart of the historic Marseille Old Port district is an exclusive meeting venue to introduce you with a piece of Marseille's history. The site was once visited by Napoleon Bonaparte and the Empress Eugenie. At the vicinity of the historic building is the city centre which is equipped with fully modular rooms, a unique space and other amenities for grand scale events.

The legendary Tour La Marseillaise offers an experience above the clouds to the upscale business leaders. The venue spreads over the 29th and 30th floors of the Sky Center and hosts events for 10 to 600 guests.

The three prestigious locations guarantee meeting and incentive planners of high-end infrastructure, service and equipment and everything required to make your event an unforgettable experience.







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# Off-the-Beaten-Path Destinations

## Portugal

Portugal, the little Atlantic-bordered European country, has a growing interest among all kinds of travellers. Warm weather, good food, top-notch Atlantic beaches, old traditions, places for budget travel and hospitable people have turned it into a tourist hotspot. Besides its two large cities, Porto and Lisbon, and the much talked-about Algarve, Portugal has a lot more to offer its visitors.

Portugal is one of the continent's most popular historic, cultural and beach destinations. Endowed with pleasant climate, it is a paradise both during summer and winter. The real draw of the destination is its off-the-beaten-path locations: from granite highlands, rough coats carved by the turbulent Atlantic to desolate islands and seagull colonies.



**Imagine yourself in one of Portugal's off-the-beaten-path locales that are the country's best-kept secrets. Let's walk you through some of them:**



## Berlengas Islands, Leiria

The Berlengas' Islands archipelago is made up of three unique islands: Berlenga, Estelas and Farilhes. Berlenga Island is the largest and most famous among the three. The island has been inhabited at a small scale since the Roman era, the remnants of which can be found even today.

The historic fort of Sao Joao Baptista standing on a small rocky protrusion on the larger island of Berlenga Island and the beautiful caverns bordering the archipelago are worth a watch. Some of the other highlights of this island are the Duque de Bragança Lighthouse and the S. João Batista Fortress that bear the testimony of Portugal's architectural heritage.



## Nazaré



Located roughly in the middle of the Atlantic coast, Nazaré hails as Portugal's most traditional fishing hamlet and is a top pick for adventure enthusiasts. The wild Atlantic waves, large communities of surf campers and vivid customs make Nazare an interesting off-the-beaten-path of the country and a great party spot.

One of the best daytrip spots is Stio, the outstanding 318 metre headland on the Portuguese coast. The most interesting feature of the place is it can

only be reached on foot. Other popular attractions in Stio are The Shrine of Our Lady of Nazaré and the Dr. Joaquim Manso Museum.,



## Porto Moniz, Madeira

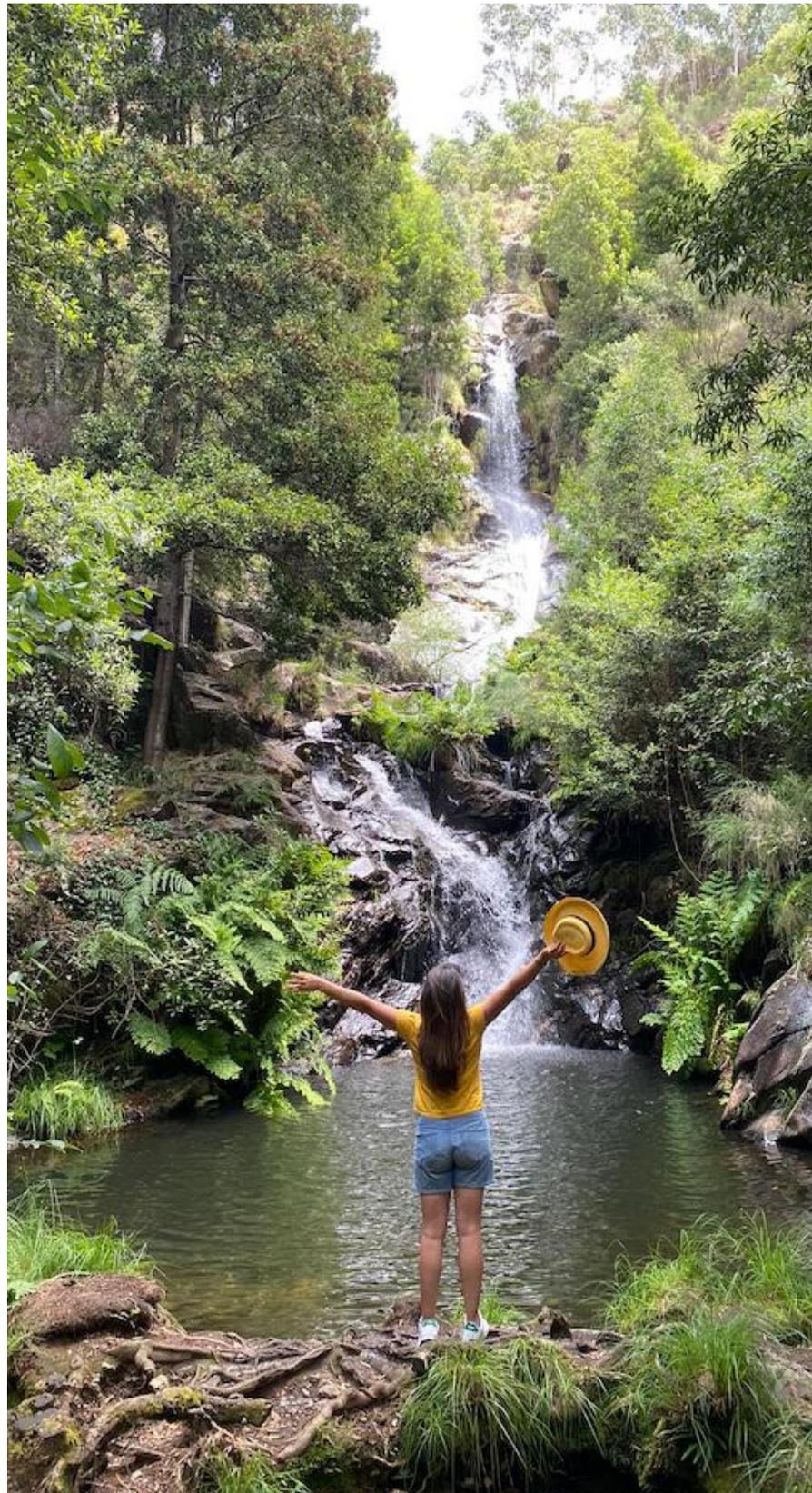
Porto is the Portuguese word for port. Due to the island's unique topography, Porto Moniz was alienated from the rest of the island for a long time. Until the 1980s, it was a whaling town. The town now has a populace of approximately 1700 natives.

Tucked on the northern tip of Madeira Island, Porto Moniz is one of Portugal's hidden gems. The impressive lava pools generated by the rising tide add to the beauty of the island's landscape.

# Parque Nacional da Peneda-Gerês

Serra da Peneda and Serra do Gerês are Portugal's only protected areas that have earned the designation of national parks. Located in the extreme north-east of Portugal between the Alto Minho and Trás-os-Montes, one gets to see a different world amidst the two parks. The community villages of Pites das Jnias and Tourém uphold their ancient values and culture and stand as a testimony to the peaceful co-existence of nature and humans.

The 703 sq km extensive national park is an ideal off-grid hideout and is home to stunning flora and fauna. Granite mountains, stream-carved valleys and espigueiros sitting atop hillsides and overlooking terraced fields will certainly take away your breath away at the first glance. Photographers should not miss a chance to click the intriguing gestures of an Iberian wolf or a wild horse peeking.



## São Miguel Island

Located in the middle of the North Atlantic, São Miguel Island is a wonderful jewel for nature lovers with abounding scope for adventurous activities.

The seamless verdant terrain of the island gives it the nickname 'Ilha Verde' which refers to 'green island'. The true reason to visit this natural paradise is its spectacular beach battered by the wild Atlantic Ocean.



## Comporta

Comporta is made up of three villages: Comporta, Carvalhal and Pego in the northwest alcove of Alentejo's rural area. Located just off the major roadway that runs along the Atlantic Ocean, there is a succession of white-washed towns that are mostly residential.

Portugal never fails to entice travellers with its picturesque villages, dramatic landscape, well-known attractions, pulsating culture and so many more things to experience. But, some of the best are still found off-the-beaten-road and should be on the bucket list of any wanderlust soul.

## Vietnam's tourism sector to accelerate digital transformation process

The collaboration with technology platforms and tourism business sectors will bolster efforts to quickly adapt and take advantage of digital transformation effectively. Dr. Hà Văn Siêu, Vice Chairman of Việt Nam National Administration of Tourism under the Ministry of Culture, Sports and Tourism, made the statement at a digital transformation roundtable discussion held in Hà Nội on Wednesday.

Việt Nam's tourism development strategy to 2030, approved by the Prime Minister on January 22, 2020, set an orientation to accelerate the digital transformation process in the tourism industry, toward the formation and development of a smart tourism ecosystem.



## Over 30 European tourism bodies gather in Prague

Today, the heads of Europe's national tourism boards convened in Prague for the General Meeting of the European Travel Commission (ETC). This meeting, which was hosted by Czech Tourism, brought together over 30 CEOs of national tourism authorities (NTOs) from across Europe and ETC associate members from private industry to discuss the state of play for Europe's tourism sector.

The meeting took place alongside the State Agency for Tourism Development of Ukraine (SATD) organised by the Czech Presidency of the Council of the EU. ETC's newest member, the State Agency for Tourism Development of Ukraine (SATD), was in attendance for the first time. This gave an opportunity for the NTOs in attendance to hear first-hand how the Ukrainian tourism sector is coping with the war.





## **Mediterranean region seeking to decarbonise its tourism industry**

With ever-increasing numbers of tourists visiting the region, Mediterranean countries are coming under growing pressure to tackle the related environmental impacts, including air and water pollution. The Mediterranean is one of the world's leading tourist destinations, thanks to its unique natural ecosystems and cultural and historical heritage.

In 2019, the area welcomed more than 400 million international tourists, figures that are expected to grow further in the coming years, hitting the 500 million mark by the end of the decade. But while the tourism industry has become a key driver of economic activity for the region, it comes with an environmental cost.





### **FITUR 2023 once again outperforms with strong growth in all parameters**

FITUR 2023 will be held from 18 to 22 January at IFEMA MADRID, an edition that once again demonstrates the strength of the sector, with an estimated growth of 15% in all its parameters, rising to 30% in the international area, as well as the support of all public and private agents in the tourism industry's value chain.

It will be a great fair representative of the strength of the tourism ecosystem in the world, which will reach participation figures very close to its historical record, and which will show its leadership both in the international calendar reinforced by the resilience exercise developed during the pandemic, which distinguishes FITUR as the only major international tourism fair that has been held without interruption.

Sustainability, innovation and cutting-edge trends will be the core themes of FITUR's content, in line with the fair's objective of contributing to the revitalisation and growth of tourism activity. Besides, FITUR will have a strong business focus during its first three days dedicated exclusively to B2B and a B2C proposal during the weekend.

## Another floating hotel for FIFA World Cup fans sets sail for Doha

Amid the luxury awaiting those visiting Qatar for the FIFA World Cup 2022 are cruise liners to house fans in the waters of Doha. One such cruise ship set sail for Doha, 20 days ahead of the kick-off to take place on November 20.

MSC Cruises announced that MSC World Europa had set sail for Qatar in preparation for its naming ceremony, which will take place in Doha on November 13, in preparation for the reception of fans to arrive in the Gulf state. Tournament organisers have arranged three cruise liners that will accommodate fans to ease the pressure on hotels and other forms of accommodation the country has built for the 1.2 million people expected to visit the country for the tournament. MSC World Europa is one of the three ships, which will serve as floating hotels.

The cruise liner is a modern floating hotel, consisting of 22 floors. It has 2,626 cabins and more than 40,000 square metres of public space. The ship has been built to keep pace with modern standards in technology and green practices, and includes versatile recreational options.



*Exploring Magical*



*Wonders in Christmas*

Christmas is all about holidays, love, festivities, togetherness, night parties, revelry, etc. Europe is home to a myriad of destinations that are ideal for celebrating Christmas the best way!

When visiting Europe in December, most tourists immediately think of Christmas markets, but there are many other tourist attractions as well. Equally vibrant festivities honour the occasion with lights, ice sculptures, music and age-old traditions.



The winter festivities bring together several tourist favourites, including shopping, trying regional cuisine, sightseeing, experiencing local crafts, pageantry, music and entertainment.

Look for Christmas concerts in churches, brilliantly-lit streets, and holiday displays in department store windows in any of these cities as well as others throughout Europe.

## *How Does Europe Embrace Christmas?*

Here are a few of the top Christmas vacations in Europe that you've been looking for.

At this time of year, every town and city is vibrant and lit up.



### **Nuremberg, Germany**

Nuremberg is home to the most well-known Christmas market in Europe and the first to become a popular tourist destination. A big plaza surrounded by historic structures, with a cathedral with a bevy of pinnacles that are illuminated, might serve as a movie location. The scene is filled with rows of cabins, each with its own glittering wonderland, and on one side is a magnificent fountain that is also well-lit.



While you will find many items at Nuremberg's Christkindlesmarkt that are similar to those found throughout Germany, keep an eye out for modern crafts and design as well as the usual local handiwork.



## Precepes Scenes, Italy

When St. Francis of Assisi constructed a copy of the nativity in 1223 at his mountain hermitage in Greccio, close to Assisi, it is believed that he invented the first public nativity scene, known in Italy as a precepe. The yearly custom persisted there and expanded all over Italy, taking on various shapes in various provinces and cities.

In December, any traveller is sure to encounter at least a few. The more interesting ones include scenarios with real people acting as the holy family and shepherds, as well as other animals like live sheep. On December 23, in Barga, Tuscany, more than 100 dressed individuals form a procession behind Mary and Joseph. A tableau with hundreds of costumed actors portraying the arrival of the Three Kings on Epiphany may be seen in Rivisondoli, Abruzzo.

## Basel, Switzerland

Christmas and Switzerland go hand in hand. Such is the culture of Basel's incredible events. Once you've been to this city, a winter break is a given because it's one of the best Christmas getaways in all of Europe.

The city is engulfed in the enchantment of the holiday markets and snowy mountains. Münsterplatz Christmas Market is the best of all the holiday markets. Over 180 merchants sell wooden toys, candles, handcrafted Christmas ornaments and other items.

## Manchester, England

Manchester is a vibrant city, but the holiday season raises the vigour even further. In 1999, this town had the first Christmas market in the entire United Kingdom.

Every year, the event becomes bigger and contains about 300 gorgeous stalls. There are many different things you can purchase, including food, jewellery and handicrafts.





## Zurich, Switzerland

Be it the relaxing powers of the hot springs or the tranquil vibe of the tropical forests, Costa Rica is one of the nicest places to spend Christmas in Europe. This is due to the fact that throughout the holiday season, this city is transformed into a winter wonderland that is filled to the brim with lights and ornaments.

Even a magnificent Christmas tree decorated with Swarovski crystals can be seen in the city's main train station. Ice skating, shopping at one of the city's many markets and taking in some of the breathtaking views from the top of the Lindenhof are just a few of the other fantastic things to do in Zurich during the holiday season. So, if you choose to visit this well-known Swiss city over the holidays, prepare to be in awe as you stroll through the old town, sip mulled wine and take in the enchanting energy of the place.

## Dubrovnik, Croatia

If there is one thing that you absolutely must do when spending a European Christmas in Dubrovnik, it is to sing the local songs. Everyone visiting Dubrovnik must see the Christmas trees on the Stradun since it is regarded as one of the best sites to celebrate Christmas in all of Europe.

## Vienna, Austria

It should come as no surprise that Vienna, one of the largest cities on this list, hosts numerous Christmas markets. There are fourteen Christmas markets in Vienna each year, but these are just two of them. While the majority of people associate Christkindlmarkets with Germany, Austria also evidently places a high priority on the tradition. There is a Christmas market in Vienna for everyone, whether you want to peruse local art or eat local cuisine.

## Prague, Czech Republic

The Astronomical Clock and the Church of Our Lady before Tyn, two of Prague's most well-known landmarks, cast a shadow over the city's Christmas market.

A sizable Christmas tree, multiple stages and a variety of Christmas huts serving trdelnik and delectable mulled wine are all set up. After a cool day of visiting Prague, it's a terrific place to warm up!





**Europe is filled with love, lights and festivities that invites you again and again.**



## Lightopia

Date: 24 Nov 2022-2 Jan 2023

Place: London, United Kingdom



One such experience is an award - winning the lightopia experience dated from 24th Nov 2022 - 2nd Jan 2023. This year each location has a unique themed Christmas celebration in London, Manchester, Alton Towers Resort and Brussels.

Whether it be Crystal Palace Park's famous dinosaurs, or Lightopia London's very own fantastical Christmas creature, there's always something new to discover.

# Amsterdam Light Festival

Date: 1 Dec 2022- 22 Jan 2023

Place: Amsterdam, Netherlands



Experience Amsterdam light Festival cruising the canal boat and get carried away to the world of imagination with the official audio guide. The audio guide tells us all about the artworks, artists and theme, but leaves enough room to chat with the company. A cruise takes about 75 minutes and there are several boat companies and departure locations.

# Festival of Lights Lyon

Date: 8 - 11 December 2022

Place: Lyon, France



The winter 'Fete des Lumieres' in Lyon is one of the city's most exciting extravaganzas.

The Festival of lights in Lyon brightens December's streets with dazzling displays and creates a massive buzz across Lyon's different districts.

# Christmas

Date: 25 December 2022

Place: Throughout Europe



Christmas is an annual festival commemorating the birth of Jesus Christ, observed primarily on December 25 as a religious and cultural celebration among billions of people around the world.

Christmas Day is a public holiday in many countries



## EXPLORING CITY WITH CANAL CRUISING

The numerous canals in Amsterdam are extremely popular. Amsterdam’s iconic canal houses may be found throughout the city’s network of canals, which almost surrounds the entire centre of the city. The name of this historic location is “Grachtengordel,” which is best translated as “**Canal Ring or Canal Belt**”. When seen over the river, the building comes to life and makes a strong impression. Your trip to Amsterdam is incomplete without canal tour.

You’ll feel connected to the local culture, thanks to the Amsterdam cruises. Explore some of the Prinsengracht and Keizersgracht canals, two of the city’s oldest and most well-known canals.



# What is special about Amsterdam Canal Cruising?

Amsterdam, as we know it today, dates back to the 12th century. The fishermen who lived along the river's banks constructed the Aemstelredamme, or "dam in the river Amstel", across the saltwater inlet known as IJ.



According to historical evidence, the name of the canal city changed from Amstelland to Amsterdam in the early 1300s. Amsterdam began to experience its Golden Age around the beginning of the 17th century. At this time, the city experienced an extraordinary urban boom as trade and business flourished and marine success reached its pinnacle.

Prinsengracht, Keizersgracht, Herengracht and Jordaan are all part of the 17<sup>th</sup> century concentric semi-circular canal ring. In 2010, UNESCO designated the canal ring as a World Heritage Site. 165 canals totaling more than 100 km make up the entire loop of canals in Amsterdam. Using more than 1700 bridges, these 400-year-old canal networks link every section of Amsterdam.

## Amsterdam Sightseeing Cruise

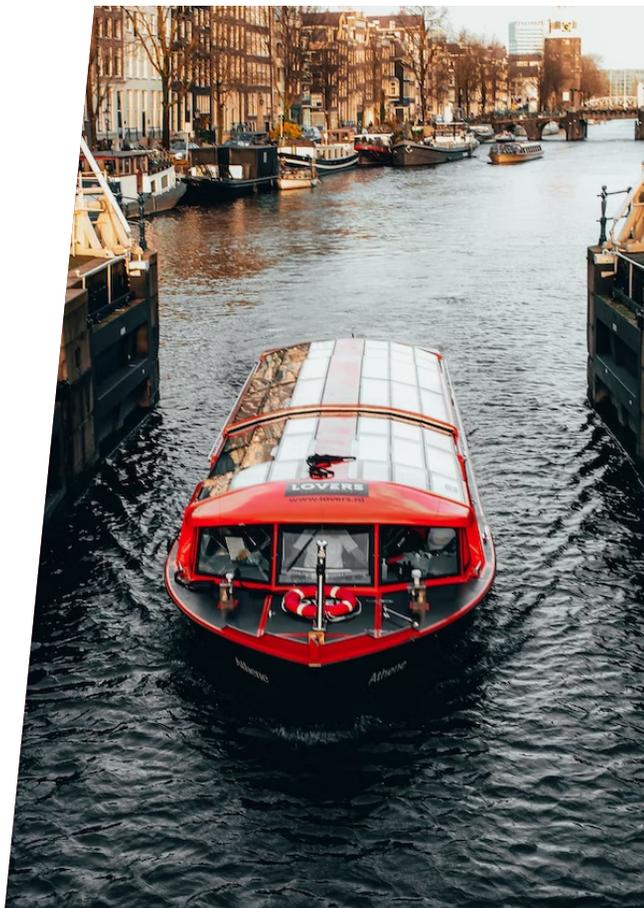
This incredible glass-enclosed cruise offers you the chance to take in Amsterdam's breathtaking splendour. The Anne Frank House, the Skinny Bridge, the Golden Bend and the Reguliersgracht are just a few of the well-known attractions in Amsterdam that you will see as you cruise down the UNESCO-listed canals. While seeing these locations, you can also listen to a professional guide's informative commentary.

## Evening Canal Cruise

When the sun begins to drop and elegant lamps and moonlight illuminate the historic streets and rivers, Amsterdam takes on a dreamy character that only gets stronger. By reserving a spot on one of the evening canal cruises, you can participate in a fantastic evening.

You get to see the most well-known Amsterdam sights as you pass through the cruises. You can learn everything about the city and its buildings via the multilingual audio tour. Furthermore, no daytime cruise can take you through Amsterdam's red-light district, which is where this cruise also sails. All this you do while you relax with a beverage on board.





## City Canal Cruise

Enjoy this 75-minute leisurely sightseeing cruise tour of Amsterdam, which boasts plush seats, glass-topped boats and breathtaking views as it glidingly travels around the gorgeous canals.

You can listen to the audio recordings that explain the background of the well-known attractions. The most peaceful way to explore the alluring locations of this lovely Dutch city is on this cruise.

## Hop-on Hop-Off Canal Cruise

Going at your own pace is the best way to take in the city's sights. You have this flexibility with the Hop-on Hop-off Canal Cruise. A ticket valid for 24 or 48 hours can be purchased. You have unrestricted access to the city's sightseeing boats. These GPS and Wi-Fi equipped boats have ten distinct ports in Amsterdam where you can board. For these cruises, there are two distinct routes, and the stops on the green and blue lines are distinct. Before starting on the journey, double-check the cruise's timetables and the stops you plan to visit on a certain day.



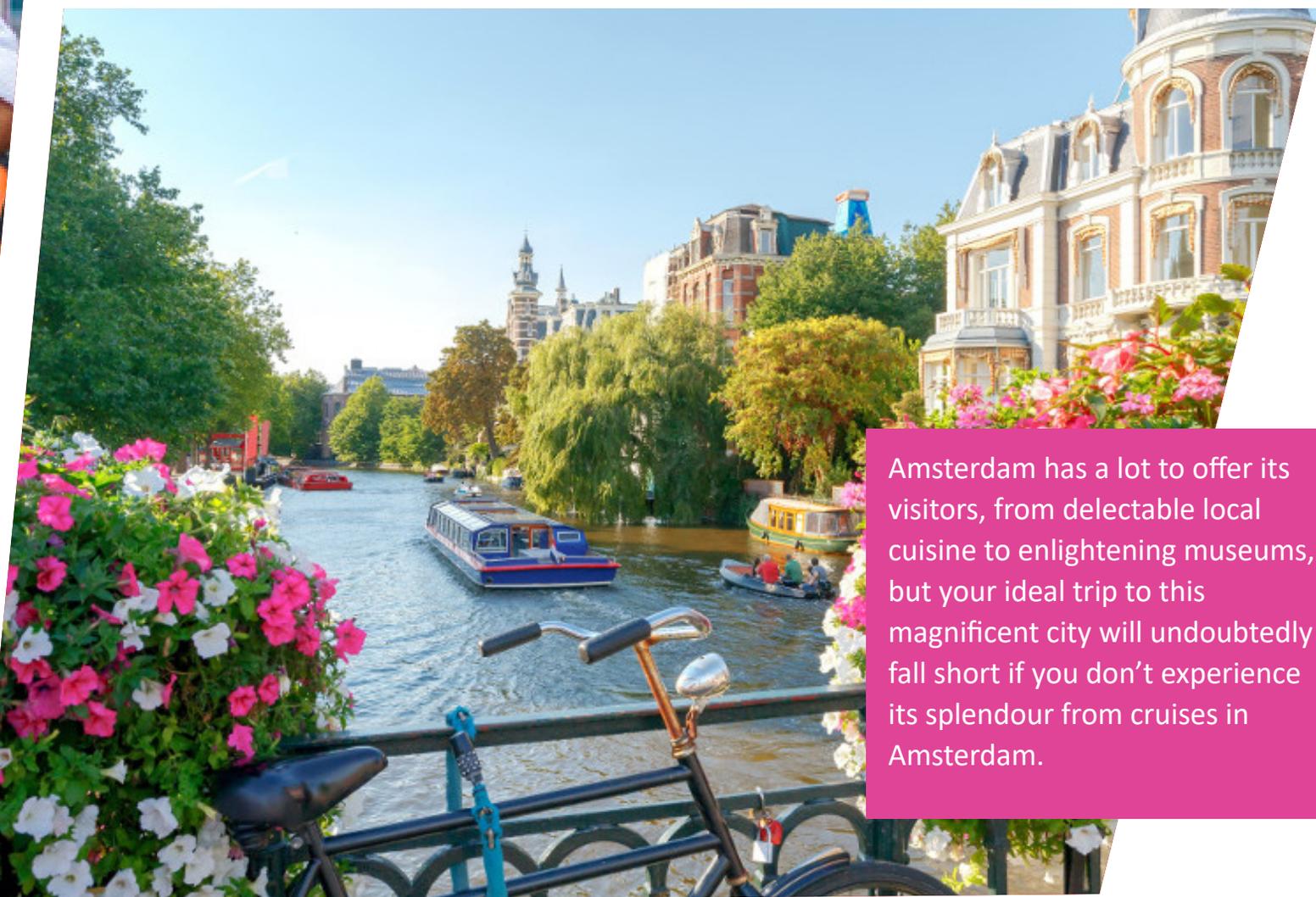


## Burger Cruise

While enjoying some mouthwatering burgers and fries, this upscale gourmet cruise takes you to some of Amsterdam's most well-known attractions. An unforgettable trip in Amsterdam can be had by sipping your preferred beer, wine or soft drink while taking in the stunning city. To sample the delectable master recipes of the region's renowned chefs, board this cruise if you love cuisine or are passionate about gourmet burgers.

## Champagne Cruise

As the name implies, this champagne cruise in Amsterdam encourages visitors to take in the splendour of this alluring city while sipping champagne. This tranquil tour floats along Amsterdam's well-known Canal Ring, which was built in the 17<sup>th</sup> century. While sipping champagne and listening to the recorded commentary, one can delve into this historic city's past.



Amsterdam has a lot to offer its visitors, from delectable local cuisine to enlightening museums, but your ideal trip to this magnificent city will undoubtedly fall short if you don't experience its splendour from cruises in Amsterdam.



## Tourism Innovation Summit 2022

Date: 2-4 November 2022

Place: Seville, Spain

TIS 2022 closes its third edition with 6,167 attendees and consolidates its position as a leading event in tourism innovation worldwide

*More than 400 international experts and almost 200 technology firms took part in the third edition of the Tourism Innovation Summit, where they analyzed the challenges and trends that will help the industry move towards full recovery*

TIS – Tourism Innovation Summit 2022 closes its doors until next year with great success. A total of 6,167 congress participants of 38 nationalities, most of them C-Level executives from the sector, have met this week in Seville to find answers to the technological innovation needs of their businesses.

These figures consolidate this forum and Seville as a benchmark in international tourism innovation.



TIS2022 brought together 427 international experts, representatives of the public administration and companies that are redesigning the sector through the application of technologies. An agenda of more than 190 hours of conferences in which tourism leaders discussed their current challenges and presented success stories that can guide the future of the industry.

In addition, 182 leading firms such as Accenture, Amadeus, CaixaBank, City Sightseeing Worldwide, The Data Appeal Company, EY, Mabrian, MasterCard, Telefónica Empresas, Convertix, Keytel and PastView showcased the latest solutions in Artificial Intelligence, Cloud, Cybersecurity, Big Data & Analytics, Marketing Automation, contactless technology and Predictive Analytics, among others, to drive growth in the tourism sector.

TIS 2023 will return to Seville from 8 to 10 November to continue encouraging the tourism industry to debate and identify its major challenges, share knowledge and trends to continue growing, and network and promote new business ideas.



## TIS reunite the tourism industry players to define what tourism will look like in 2030

This three-day event gathered in Seville tourism industry leaders from all around the world to address the challenges facing national and international tourism businesses and the trends that will shape tourism in the coming years.

Experts like Gerd Leonard, CEO of The Future Agency, included among the 100 most influential Europeans by Wired UK for inspiring millions of people with his motto “people, planet, purpose and prosperity”, shared at TIS2022 his futuristic perspective on the new era of the travel industry based on his extensive experience in major companies such as Microsoft, NBC, Visa, Google and the European Commission. The author of the best seller ‘Technology vs Humanity’ pointed out the changes that the next 10 years will bring to the sector, influenced by three basic principles: holistic, circular and human, where technology and sustainability have a lot to say.

Other leading global analysts such as Phocuswright, Arival and Skift joined TIS2022 to analyse global travel trends, while leading companies like Alibaba, Amadeus, Telefónica or Booking.com, and public sector such as European Travel Commission or WTTC, among others, shared their experiences and how the travel industry is transforming.



## Finland, Dublin, Vueling and Casa Batlló, winners of the Tourism Innovation Awards 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, Hotel treats, 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.

# Calendar of Events



**ibtm** WORLD

**IBTM World**  
Nov 29 – Dec 1, 2022  
Barcelona, Spain  
[ibtmworld.com](http://ibtmworld.com)



**IITM**  
India International  
Travel Mart

**IITM Hyderabad**  
Dec 2-4 , 2022  
Hyderabad, India  
[iitmindia.com](http://iitmindia.com)



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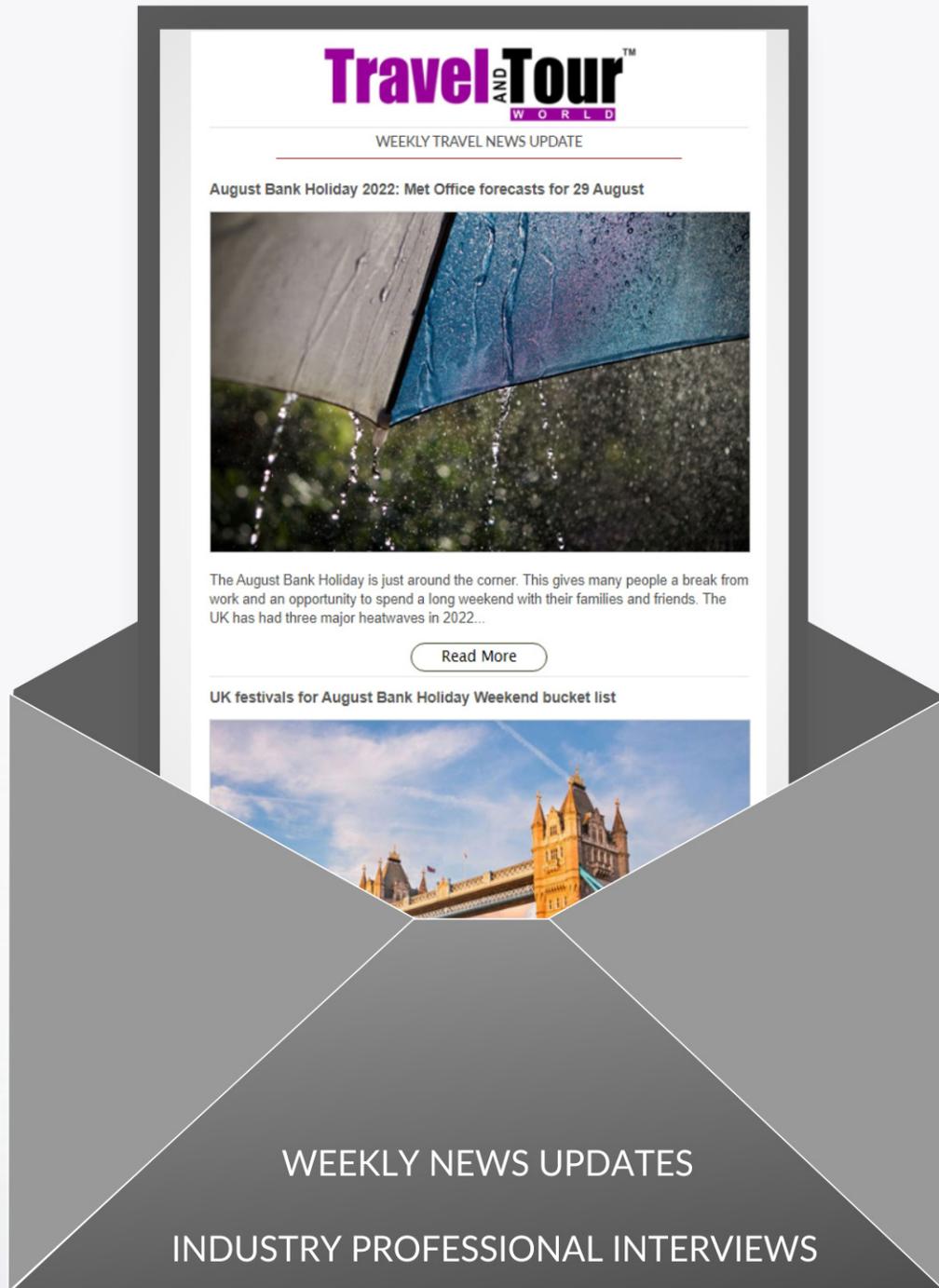
**Travel Turkey Expo (TTI  
Izmir)**  
Dec 8-10, 2022  
Izmir, Turkey  
[travelturkeyexpo.com](http://travelturkeyexpo.com)



**india**  
**TRAVEL MART**  
INTERNATIONAL TRAVEL AND TOURISM MART

**India Travel Mart**  
Dec 9- 11, 2022  
Jaipur, India  
[itmindia.in](http://itmindia.in)

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