

THE FUTURE OF TOURISM

IMPACT REPORT

January 2026

TOURISE



ABOUT THIS REPORT

TOURISE launched in 2025, bringing together cross-sector leaders, not merely to observe but to build, shape and drive the future of tourism.

Under the banner of "The Big Step Forward," the TOURISE Summit brought together global partners who moved beyond narrative and toward a new era; addressing real world challenges with actionable solutions and leveraging data with expert insights to design the future of tourism not react to it.

TOURISE is not just an event; it is a year-round platform, designed as a high-velocity engine for change.

As we look back on the year, and the inaugural TOURISE Summit that cemented our presence on the world stage, this Impact Report serves as the record of transformation.

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THE FUTURE OF TOURISM STARTS NOW

The inaugural TOURISE Summit, marked a transformative milestone for global tourism. Held under esteemed patronage of His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince and Prime Minister, TOURISE took place from 11-13 November 2025 in Riyadh, Saudi Arabia.



BOUNDARY-BREAKING
COLLABORATIONS



CROSS-SECTOR
INVESTMENTS



INSIGHTS &
INNOVATIONS



GLOBAL
AWARDS

Now a future-focused, year-round platform TOURISE set a bold new agenda for the industry's future.

TOURISE IN NUMBERS



10,000

Attendees representing over:

100

Countries including;

200+

Dignitaries

11.5K

Articles published in 112 countries

67

Sessions

2000+

CEOs, Chairs & Founders

19

Media Partners

3

Stages

1000

VIPs

2.7BN

Social Media reach

140+

Speakers

9

Knowledge Partners

113BN

USD Portfolio investments

1100+

Award Nominations

42

Global Government Ministers

29.9M

Impressions

3

Innovation zones

4

Global Initiatives

80

Announcements & MoUs

6

Global TOURISE Awards

ATTENDEES

REACH

PROGRAM

KNOWLEDGE
PARTNERS

INVESTMENTS &
ANNOUNCEMENTS

TOURISE
AWARDS



INITIATIVES & ANNOUNCEMENTS

TOURISE rewrote the tourism playbook
and launched global initiatives to address the
sector's most pressing challenges.

AGENTIC TOURISM INITIATIVE

TOURISE and Globant launched the world's first Agentic Protocol for Tourism: Tourism's AI Takeover: Reinventing Travel through Agentic Tourism.

ATI defines how AI agents interact across the journey, from inspiration to return, delivering intelligent, seamless, and sustainable experiences.

The launch of ATI turned insight into action, building on the joint TOURISE X Globant white paper, developed with strategic contribution from Kearney, 'Tourism's AI Takeover: Reinventing Travel through Agentic Tourism'.



TOURISM DESTINATION INITIATIVE

The TOURISE Destination Initiative (TDI) united global leaders from governments and cities to tech giants and academia, to turn destinations into living labs for tourism innovation.

TDI's debut initiative tackles rising security and digital threats with ethical AI adoption. Building on Penn Institute for Urban Research's (IUR) white paper 'Surveillance or Safety? How Cities are Rewriting Tourism', TDI will guide the ethical adoption of AI to enhance safety while establishing new benchmarks for transparency and trust.

[Click here to learn more](#)



VISA BY PROFILE

A world-first initiative to make travel frictionless, Visa by Profile provides eligible Visa cardholders visiting Saudi Arabia ability to secure an electronic tourist visa in minutes using only passport details and card information.

This breakthrough uses digital integration and credit scoring to accelerate approvals for millions of travelers. Full automation, linking government systems, airports, and financial networks, sets a new standard for speed, security, and convenience.

[Click here to learn more](#)



NEW CODES OF LUXURY

Jointly published by TOURISE and The Future Laboratory, in collaboration with Together Group, the 'New Codes of Luxury: Elevating the Hospitality Guest Experience with AI' details how AI is redefining luxury hospitality, elevating service, personalization, and guest experience for a new generation of travelers.

At the TOURISE Summit, The Future Laboratory hosted a workshop that delved deeper into the joint report and the four frontiers shaping the future of luxury tourism:

- Curated Discovery
- Seamless Journeys
- Personalization at Scale
- Augmented Hospitality.

THE : FUTURE : LABORATORY

[Click here to learn more](#)





BEYOND TOURISM

TOURISE proudly hosted the launch of Beyond Tourism, a global, multi-sector initiative in partnership with the Saudi Ministry of Tourism and the World Economic Forum.

Built on WEF's Beyond Tourism report, the WEF Community is advancing an ecosystem approach that strengthens prosperity, resilience, and inclusion.



[Click here to learn more](#)

PORTFOLIO INVESTMENTS

TOURISE catalyzed USD 113 billion in portfolio investments by bringing together public and private sector leaders across tourism, technology, investment, and sustainability to unlock unprecedented deal flow.

Collectively, these commitments set a new standard for what's possible, and what's required, to meet future tourism needs and redesign the traveler journey.

[Click here to learn more](#)



ANNOUNCEMENTS

TOURISE set the stage for tourism's next chapter with landmark initiatives, cross-sector commitments and deals.

46 announcements

40 MoUs

11 innovation showcases

3 experiential zones



TOURISM RESILIENCE & LONG-RUN GROWTH OPPORTUNITIES

Bringing together industry leaders, policymakers, and experts, the Oxford Economics workshop unpacked the joint TOURISE × Oxford Economics white paper, 'Growth Amid Uncertainty: Opportunities and Risks on the Road to 2 Billion Global Travelers'.

Participants explored strategies for strengthening resilience, including infrastructure investment, policy reform, and improved accessibility, ensuring the long-term sustainability of global tourism.



Honoring destinations redefining travel for the modern explorer, the launch of the 2025 TOURISE Awards set new benchmarks for innovation, excellence and unforgettable experiences.

An independent, cross-sector jury including members from Forbes Travel Guide, Michelin Guides, Tate Modern, Condé Nast, and British Fashion Council ensured the highest standards of excellence were applied to the selection of the winning destinations.

TOURISE



[Click here to learn more](#)

TOURISE AWARDS



BEST OVERALL
DESTINATION

TOKYO, JAPAN

Tokyo dominated as the Best Overall Destination plus wins in Food & Culinary and Entertainment, cementing its status as a global capital of creativity and energy.



CATEGORY WINNERS



BEST ARTS & CULTURE
DESTINATION

NEW YORK, USA



BEST ENTERTAINMENT
DESTINATION

TOKYO, JAPAN



BEST ADVENTURE
DESTINATION

ANCASH, PERU



BEST FOOD & CULINARY
DESTINATION

TOKYO, JAPAN



BEST SHOPPING
DESTINATION

PARIS, FRANCE



TOURISE AWARDS

A night to Remember

The awards gala at Riyadh's Ritz-Carlton blended global glamour with Saudi artistry.

TOURISE

THE BIG STEP FORWARD

TOURISE



Under the theme “The Big Step Forward,” TOURISE introduced five Big Bets on the future of tourism, challenging leaders to ask: Who will lead? Who will build? Who will take the next big step

1

AI: Disruptive Technology

2

Bridges & Borders

3

Engineering Tomorrow’s Destinations

4

Driving Delight

5

The Race for Tomorrow’s Customers

AI: DISRUPTIVE TECHNOLOGY

AI is no longer just a tool; it's the new currency of travel. At TOURISE, leaders explored how AI can drive efficiency while elevating the human touch.

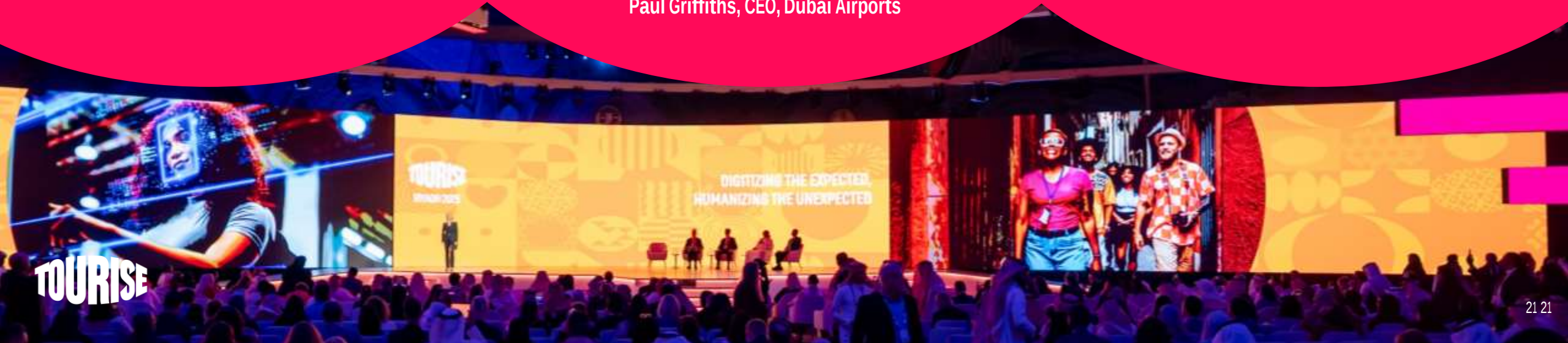
"We want to return to the days when travel felt special and intimate. However, given the scale of billions of people traveling worldwide today, we must recreate that intimacy at scale. Technology is the absolute key to achieving this."

Paul Griffiths, CEO, Dubai Airports



DIGITIZING THE EXPECTED, HUMANIZING THE UNEXPECTED

This dynamic session was hosted by AI moderator called 'Sarah' emphasizing the importance of technology to balance efficiency without sacrificing emotional connection and the human touch.



BRIDGES & BORDERS

Tourism isn't just about destinations, it's about access.

"Tourism is a force for good. It's a very strong force for good. And I think this initiative is very timely in the sense that tourism is becoming a global industry and we need to better coordinate and cooperate across borders to promote the right kind of tourism."

Thomas Woldbye, CEO, Heathrow Airport



CLEAR TO GO: SMARTER VISAS, SAFER BORDERS, SEAMLESS TRAVEL

As traveler expectations shift toward seamless, contactless journeys, how is innovation reshaping movement: biometrics, AI-driven security, and integrated visa systems promise frictionless travel from visa to arrival.

ENGINEERING TOMORROW'S DESTINATIONS

How do cities welcome the world without losing what makes them livable?

"Sustainability means different things to different people, but to me, it's about resilience and the value it generates within a community — financial, economic, social and environmental preservation — all while considering the needs of the local population."

Hawazen Nassief, CEO, Sustainable
Tourism Global Center



URBAN PULSE

Destinations worldwide face growing tourism pressure while striving to remain livable for residents. TOURISE explored how cities are responding through resilient infrastructure, multi-use public spaces, and sustainable transport that serve locals while welcoming visitors.

DRIVING DELIGHT

Travel is no longer just about place, but purpose and experience. As travelers prioritize wellness, adventure, events, and luxury, TOURISE is redefining where and how travelers choose to spend.

"I can't predict what people will desire in 10 or 20 years, but one thing is certain: people will keep traveling, because travel is the greatest investment we make in our memories."

Paolo Barletta, CEO, Arsenale Group



RSVP: THE POWER OF GLOBAL SPORTS, CONCERTS & MEGA EVENTS

Mega events are more than spectacle, they create legacies with sports, concerts, and cultural gatherings, strengthening community bonds, igniting pride, and transforming destinations.



A RACE FOR TOMORROW'S CUSTOMERS

Redefining tourism by meeting the needs of tomorrow's travelers needs bold innovation, personalization, purpose, and unforgettable experiences.

Media companies need to adapt as the marketplace evolves. People are always connected to their phones; this has significantly disrupted media. Previously, you could invest in content and blast it out to audiences. Now, its value lies in consumer trust and serving their needs.

John Wren, Chairman and CEO, Omnicom



NOT JUST AN AD MAN

In a world where attention is currency, there is a clear mandate: technology may be everywhere, but creativity, trust, and consumer closeness are the true differentiators.



LEGACY

From panels, workshops, masterclasses, creative sessions, working groups and discussions, the topics that came to the fore created a path for TOURISE to forge.

TAKEOUT #1

AI AS THE DEMAND ENGINE: REINVENTING TRAVEL DISCOVERY

AI is reshaping tourism by transforming discovery, planning, and personalization at scale, and the key is to harness this power responsibly through human-centered governance, shared standards, and safeguards that turn rapid innovation into inclusive, sustainable growth.

TAKEOUT #2

TALENT TRANSFORMATION: BUILDING A FUTURE-READY TOURISM WORKFORCE

Tourism faces structural talent shortages as roles become more diverse, high-skill, and tech-enabled. This is a unique opportunity to redesign jobs for higher-value work, create clear career pathways, and use technology to boost productivity and appeal. By modernizing training and aligning mobility frameworks with incentives, the sector can build a resilient, future-ready workforce.

TAKEOUT #3

RESIDENT-FIRST DESTINATIONS: PROSPERITY WITH STEWARDSHIP

Resilient tourism begins with a resident-first approach that balances economic growth with cultural and environmental care through integrated planning, smart infrastructure, tech-driven management, and diversified appeal to make places better to live, as well as better to visit.

TAKEOUT #4

STORY-DRIVEN DEMAND: CREATORS, MEDIA AND SOCIAL THAT CONVERT

Travel inspiration is now social and mobile-first, with creators and content driving demand. The future lies in authentic storytelling fused with commerce to turn inspiration into action while safeguarding brands and creating lasting value for destinations.

TAKEOUT #5

INVESTMENT AT SCALE: GOVERNMENT FORESIGHT AND PPPs TO BUILD THE NEXT ERA

Tourism's next era hinges on strategic investment. Governments set clear agendas and multi-year programs that attract private capital through strong PPPs across infrastructure, digital, and skills. Blended finance and guarantees turn ideas into bankable projects, while major events accelerate execution. Long-term planning builds resilient assets, stronger brands, and shared value.

TOURISE ADVISORY BOARD

TOURISE was shaped by its cross-sector Advisory Board, a powerhouse of **16 industry leaders** from tourism, technology, aviation, sustainability, media, and entertainment. Chaired by His Excellency Ahmed Al-Khateeb, Minister of Tourism of Saudi Arabia, the board plays a pivotal role in ensuring TOURISE addresses high-impact global issues shaping the sector.



H.E. AHMED AL KHATEEB

MINISTER OF TOURISM, SAUDI ARABIA, CHAIRMAN OF
TOURISE & CHAIRMAN OF TOURISE ADVISORY BOARD



FAHD HAMIDADDIN

Vice Chair – CEO,
Saudi Tourism Authority



LUIS MAROTO

President & CEO,
Amadeus



MARIO ENZESBERGER

Founder and CEO, Liberty
International Tourism Group



MO GAWDAT

Founder,
One Billion Happy



STEPHANE LEFEBVRE

CEO, Solotech



PATRICK ANDERSEN

CEO, Carlson Wagonlit Travel



NEIL JACOBS

Founder, Wild Origins



THOMAS WOLDBYE

CEO, Heathrow Airport



JORDI CARNES

Former CEO, Barcelona
Tourism Board



BLAKE CHANDLEE

Former President of Global
Business Solutions, TikTok



RANDY DURBAND

CEO, Global Sustainable
Tourism Council



JULIA SIMPSON

President & CEO, World Travel
and Tourism Council



DR. FABIEN FRESNEL

CEO, Riyadh School of
Tourism and Hospitality



JEAN PHILIPPE-COSSÉ

International Events
Specialist



HAWAZEN NASSIEF

CEO, Sustainable Tourism
Global Center

TOURISE SPONSORS

Helping make the TOURISE summit a success, 26 powerhouse partners sponsored TOURISE, united by a common vision: to spark innovation, unlock new investment opportunities, and drive meaningful impact across the global tourism landscape.

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WHAT COMES NEXT?

Building on the success of the inaugural 2025 Summit in Riyadh, TOURISE remains committed to shaping the next 50 years of travel through bold initiatives and transformative thinking.

As a year-round platform, TOURISE will continue to drive innovations and initiatives with groundbreaking reports, thought leadership, and active participation in global events throughout 2026.

Mark your calendar and join us in **Riyadh from 23–25 March 2027** as we continue to drive action and the conversations that will change the future of tourism.

Stay connected at **TOURISE.com** for the latest updates, insights, and announcements.

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