



AI agents, data analytics and governance redefine the future of tourism

From June 9 to 11 in Malaga, DES 2026 will bring together executives from Ryanair, Civitatis, Meliá, and Sercotel, among others, who will explain how technology is driving profitability and efficiency in hotels and destinations

The event will also explore the role of platforms such as TikTok LIVE, AI algorithms and content creators in the digital revolution currently transforming the leisure and entertainment industries

Madrid, June 5, 2026. – The hotel industry is entering a new era shaped by technology, specifically AI, which is completely transforming the sector: from operations to customer relations and from employee management to their well-being. Following its implementation, the challenge now lies in its strategic use to leverage its value to improve experiences based on travelers' priorities, enhance team performance amid a talent shortage, and boost efficiency to reduce costs and emissions.

For this reason, [DES – Digital Enterprise Show 2026](#), Europe's leading event on exponential technologies, to be held **June 9–11 in Malaga, Spain**, will bring **together more than 15,000 executives** to analyze the impact that AI, robotics, automation and immersive solutions are having on the hotel and tourism sectors with the aim of accelerating their competitiveness.

In the case of AI agents, the session will explore the **Civitatis** project, led by its CEO, **Andrés Spitzer**, who will explain the organization's redesign, which is based on a workforce that collaborates with intelligent learning systems. The goal is to amplify the impact of each professional so that they can determine which tasks are performed by the human team and which are carried out by AI agents to increase productivity.

Companies are also beginning to adopt this technology with an inclusive approach, delivering tangible results for both the company and its people. This will be presented by **Carlos Bello**, Director of Innovation, Technology, and Transformation at **ILUNION Hotels**, who will share the brand's digital evolution leading up to the current use of AI agents, supported by a robust database, governance and cultural adoption. All of this is aimed at strengthening and enhancing the work of the teams and elevating the guest experience.

These initiatives will be complemented by **Istanbul Airport's** strategy, which, through its digital transformation leaders, will reveal at DES 2026 how, using a data-driven smart infrastructure, they have succeeded in creating a stress-free, passenger-centric environment.

More connected, sustainable and smart travel experiences

Technology has also become a key ally in rethinking the most overcrowded tourist destinations, such as Spain, France and Italy. Against this backdrop, the event will feature **Lucía Martínez**, CIO of **AR Hotels & Resorts**; **Javier Tausía**, CEO of **Luna**

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Hotels; Juan Valdés, Software Development Director at **Ryanair Labs**; and **Leire Bilbao**, General Manager of **Visit Benidorm**, who will discuss the keys to moving beyond the traditional model and evolving toward connected ecosystems that integrate mobility, culture and digital services. Along these same lines, **Sabine Wendt**, CEO of **VisitBerlin**, will explain the roadmap the city is following, using technology, to balance tourism growth with the protection of local communities, housing availability and neighborhood life.

Beyond building responsible, smart and sustainable destinations, digital solutions are driving innovation in how businesses engage with customers. Virtual reality and extended reality initiatives, combined with AI and data analytics, are among the approaches that are fostering unique and exclusive experiences designed to build customer loyalty. **Xavier Ors**, Corporate Hotel Account Executive at **Cegid Revo**, will discuss this topic, as will **Daniel Martínez**, Director of **Visit Gijón**, and **Kiko Requena**, CMO of **Grupo Room00**, who will emphasize the importance of turning data and business results into compelling narratives that help improve ROI.

Governance, security and ethics in the age of AI

While AI and exponential technologies offer significant opportunities for efficiency, profitability and personalization, their adoption also poses new challenges in terms of security, data protection, regulatory compliance and ethical use. **Marcos Pomar**, IT & Data Governance Director at **Meliá Hotels International**, will highlight at DES 2026 the importance of robust governance to ensure solutions scale securely. Meanwhile, **Luis Miguel Martín**, CIO of **Sercotel Hotels**, will assess the dual nature of technologies, which can also pose a risk, delving into the decisions that must be made when they become a threat.

Responsibility in the adoption of AI will remain a central theme in the presentation by **Sandra De Lucas**, Head of IT at **Airbus Spain**, who will address how executives can balance business performance with ethics, trust, compliance and long-term sustainability.

The entertainment industry in a new era

In the realm of leisure, DES 2026 will once again host a forum dedicated to the technological revolution in entertainment, bringing together leaders from well-known platforms such as **TikTok LIVE**, as well as executives from **RCD Espanyol** and **RTVE**, who will examine how audiences are shifting in terms of consuming, experiencing and discovering content. Influencers **Mario de Wonder**, who has over half a million subscribers on YouTube, and **Borja Fernández**, founder of the **Memorias de Pez** channel, which has nearly 3 million subscribers on YouTube, among others, will also discuss content, breaking down the keys to understanding the effects of AI and current audience behavior. This issue will also be addressed by **Irene Cívico**, director of Talent Management at the agency representing **Rubius** and **Cristinini**.

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[About DES | Digital Enterprise Show](#) (June 9-11, 2026, FYCMA, Malaga): DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Malaga City Council and the Regional Government of Andalusia. Over nine editions, it has become the largest European professional event on exponential technologies and one of the world's leading events, offering senior management the latest solutions and products to accompany large corporations, SMEs, and European public administrations towards digital transformation. Over three days, we combine technology and innovation with digital leadership, technological solutions to improve customer and employee experience, optimization of operational processes and the identification of new business models, services and products from all industries.

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