



ACAVE organizes a conference on innovation and tourism with a round table dedicated to cybersecurity

- Technological innovation, such as artificial intelligence and ChatGPT, as well as cybersecurity, will be the main topics discussed at the conference
- The conference is organized jointly with Iberia and British Airways

Monday, April 24, 2023.- On May 4, the **Corporate Association of Specialized Travel Agencies (ACAVE)** organizes together with **IBERIA, L.A.E.** and **British Airways** a conference on innovation and tourism in which current issues will be discussed, such as artificial intelligence and ChatGPT applied to the tourism industry to improve the travel experience and cybersecurity. The meeting will be held in person at the headquarters of Foment del Treball Nacional in Barcelona and is open to all companies that are part of the tourism industry.

Jordi Martí, president of **ACAVE**, and **Adolfo García Serrano**, *senior sales manager* Spain of **IBERIA L.A.E.**, will welcome the attendees and introduce the first session, dedicated to "Innovation for improvement of the experience on the trip." Participating in this first debate will be **Celia Muñoz**, director of strategy and sales of **IBERIA, L.A.E.**; **Guillermo Castrillo**, development director of **IRYO**; **David Vidal**, Director of Customer Development Southern Europe at **AMADEUS**, and **Rafael de Jorge**, entrepreneur and professor, who will also make the presentation. **Jordi Bosch**, president of the Innovation Commission of **Foment del Treball Nacional**, will moderate the debate.

Sisco Barrera, cybersecurity expert, will present the second session, which will be dedicated to "Cybersecurity in travel agencies". Participating in this panel discussion will be **Pol Payet**, *hotel & tourism business development manager* of **Comercia Global Payments**; **Oriol Torruella**, director of the **Agència Catalana de Ciberseguretat**; and Sisco Barrera himself. Once again, Jordi Bosch will moderate the round table.



About ACAVe

The Corporate Association of Specialized Travel Agencies (ACAVe) is the employers' association of statewide travel agencies based in Catalonia. It is the most representative association in Spain and includes 450 associates and around 1,000 points of sale throughout the country. Agencies of different types are part of the Association: holiday and corporate broadcasters, tour operators, coastal and city receptives, online agencies and cruise companies .

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