An Impressive Lineup of Confirmed Exhibitors Signals a Breakthrough Edition

Miami, FL, March 18, 2025

An impressive roster of global exhibitors has already confirmed participation in WTE Miami 2025, including industry leaders such as Iberia and American Airlines, and national tourism boards from across the Americas. The surge in early commitments from returning participants and the rising interest from new regions confirm WTE Miami's position as the gateway to the Americas for international business and leisure travel.

The 2025 edition of the Travel Exhibition Miami (WTE Miami) is shaping up to be the most impactful yet, with an impressive lineup of international and U.S. exhibitors having already confirmed their participation. Scheduled for September 17-18, 2025, at the Miami Beach Convention Center, the event promises a dynamic, business-driven platform that connects international travel suppliers, destinations, and innovators with buyers, partners, and media from across the Americas and beyond.

“WTE Miami 2025 has seen a 25% increase in confirmed exhibitors by this time compared to the same period last year. Larger pavilions and multi-sector representation are evident, particularly from LATAM, the U.S., Africa and Europe,” says Javier Pérez Palencia, Director of WTE Miami. “Participating in WTE Miami 2025 offers exhibitors a valuable opportunity to connect with a highly targeted and high-quality audience of industry professionals from the United States. With over 3,000 qualified buyers expected to attend this year’s edition, the event provides a powerful platform for expanding your business network, showcasing your products or services, and establishing meaningful partnerships. It’s an ideal setting to position your brand at the forefront of the global travel and tourism industry.”

A diverse and high-profile lineup of confirmed exhibitors

Confirmed exhibitors for WTE Miami 2025 represent the full spectrum of the travel industry and include national and regional tourism boards, airlines, hotel groups, travel tech companies, travel agencies, tour operators, and destination management companies. Major players already on board include American Airlines, Iberia, ProColombia, and regional tourism boards from Brazil, Mexico, the Dominican Republic, and Jamaica.

Spain's flagship carrier, Iberia, returns to WTE Miami as a Premium Sponsor and official sponsor of the Hosted Buyer Cocktail, signaling its commitment to the event: "Iberia's overall experience was outstanding," said Adriana Ron Pedrique, Portfolio Manager USA and Canada at Iberia. "From the very beginning, we were presented with a wide range of opportunities and options, allowing us to choose the best way to represent our company while staying true not only to our brand guidelines but also to our goals. Our experience at WTE Miami 2024 was so positive that returning felt like a natural choice. The event offered great visibility, meaningful connections, and real business opportunities."

Interest from Africa, Southeast Asia, and specialized travel segments

While Latin America and the Caribbean continue to demonstrate strong participation, Africa and Southeast Asia are exhibiting a significant interest in participation, driven by the increase in multi-destination intercontinental travel and Miami's role as an effective hub that connects all markets from and to the Americas.

Africa will be particularly well represented at WTE Miami 2025, with over 30 exhibitors from the region having already confirmed their participation. Among them is Visit Burundi, the country's Tourism Promotion and Development Agency, which is returning after an extremely positive experience at last year's edition, as Marketing and Brand Director Niyonzima Bernice explains: "The event provided us with excellent exposure, valuable networking opportunities, and an ideal platform to promote Burundi as an emerging tourism destination. We gained valuable insights and access to North American, Caribbean, and Latin American markets, which are important emerging targets for Burundi's tourism strategy. We established partnerships for future tour operations, cultural exchange programs, and initiated discussions with potential investors interested in Burundi's eco-tourism and hospitality sectors. We were also approached by several international media outlets and influencers interested in covering Burundi as a unique and undiscovered travel destination."

WTE Miami is also seeing a growing number of exhibitors targeting specialized travel markets, such as wellness and medical tourism, luxury travel, adventure tourism, highlighting the industry's shift toward tailored, high-experience offerings.

Returning Exhibitors Confirm Strong Business Value and Lasting Impact

The high number of returning exhibitors is one of the clearest signals of WTE Miami's value as a high-value, results-driven platform for B2B across the travel ecosystem. Organizations that participated in the 2024 edition report strong return on investment, productive networking, and meaningful business outcomes, motivating their decision to return in 2025.

Among them is the Dominican Republic Tourism Board in Miami, which will once again participate in the event, as Wendy Justo, Director, explains: “Dominican Republic Tourism Board in Miami had an amazing experience during the past WTE 2024, we connected with potential business partners in the tourism industry, it was a great event, definitely we will comeback in 2025 to generate more tourism to the beautiful Dominican Republic! Congrats to the organizers, professional networking at the top level!”

Another returning participant is Gray Dawes | Express Travel, a full-service travel management company serving clients throughout the United States and Latin America, offering personalized travel solutions for both corporate and leisure markets. Olga Ramudo, Senior Vice President for Florida and Latin America, and a longstanding partner and supporter of WTE Miami, says: “WTE Miami has quickly become a must-attend event for any agency seeking real, productive engagement with global tourism stakeholders. At the 2024 edition, we built high-quality

connections with destination representatives and suppliers that directly benefited our clients in both Latin America and the U.S. It's a business-oriented show, efficiently organized, and one of the best platforms to discover new products and create lasting partnerships."

The American Society of Travel Advisors (ASTA), the leading global advocate for travel advisors with over 17,000 members across the United States and internationally, also returns in 2025 after a successful showing in the previous edition: "WTE Miami stands out as an event that truly understands the value of the travel advisor community. For our members, it offered a dynamic platform to connect directly with destinations and tourism providers from across the globe. The 2024 edition exceeded expectations, with fruitful meetings, fresh product discovery, and genuine opportunities for long-term collaboration. Events like WTE are essential to helping travel advisors stay ahead in a competitive and ever-evolving market," comments Kelly Bergin, American Society of Travel Advisors.

Join the Global Travel Industry in Miami – Exhibitor Registration Now Open

Exhibitor registration for Miami 2025 is now open. Packages are available to suit different goals, from cost-effective standard booths to premium sponsorship opportunities that offer speaking engagements, branding exposure, and exclusive networking access.

For exhibitor registration, visit: WTE Miami 2025 – Become an Exhibitor

Key dates:

- Registration deadline: August 15, 2025
- B2B matchmaking launch: September 1, 2025
- Event dates: September 17-18, 2025

About WTE Miami

WTE Miami is the leading travel, tourism, and hospitality trade show in the Americas, serving as a key platform for industry professionals to forge new partnerships, discover cutting-edge solutions, and discuss the future of global travel.

Hosted by Miami International Airport and the Greater Miami Convention & Visitors Bureau (GMCVB), the event ensures strong business results by bringing top U.S. buyers and decision-makers to the table.

With exhibitors and attendees from across the globe, WTE Miami continues to shape the travel industry landscape year after year.

For further information about WTE Miami 2025, visit WTE Miami.

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