WTE Miami 2025 Gears Up to Welcome Travel Buyers to its Most Diverse Travel Showcase

MIAMI, FL – 22nd August, 2025

WTE Miami 2025 returns September 17-18 at the Miami Beach Convention Center, bringing together hundreds of global exhibitors, emerging destinations, and its signature B2B matchmaking program.

Final preparations are underway for WTE Miami 2025: The U.S. International Travel Market, returning to the Miami Beach Convention Center on September 17-18. With exhibitor space nearly sold out and hundreds of confirmed participants, this year's edition promises to be the most internationally diverse yet. Over two dynamic days, WTE Miami will host high-impact business meetings, destination showcases, and global travel industry collaboration.

"WTE Miami 2025 brings together a curated mix of international exhibitors, travel innovators and decision-makers in one dynamic marketplace," says Javier Pérez Palencia, Director of WTE Miami. "For visitors, it's a powerful platform to explore new business opportunities, strengthen supplier relationships, and stay competitive in a fast-evolving global travel landscape."

Leading airline companies also continue to recognize the value of WTE Miami's focused and targeted format. Delta Air Lines, returning in 2025 as the Official Partner Airline, joins a growing list of industry leaders who view the event as a powerful space for generating business, building

brand presence, and exploring the future of travel. Scandinavian Airlines (SAS) also returns to the exhibition as Explorer Sponsor, bringing exceptional global reach and presence to the event.

“We are excited to rejoin WTE Miami in 2025. It’s a unique platform that brings together the industry’s decision-makers and inspires meaningful conversations about the future of travel,” says Ignacio Borbolla, Regional Manager at Delta Air Lines. “Miami holds a strategic position in the Delta-LATAM Joint Venture, playing a key role in connecting North and South America, and reinforcing our commitment to seamless, cross-continental travel.”

World Trade Center Miami (WTCM) returns as Explorer Sponsor, reaffirming WTE Miami’s role as a premier platform for international collaboration. For over 30 years, WTCM has been a key driver of trade and economic development across South Florida and beyond. “We recognize tourism as a vital pillar of international trade and economic opportunity,” notes Ivan Barrios, President and CEO of WTCM. “We are proud to support WTE Miami 2025 as it connects global travel leaders, creates new business relationships, and positions Miami as a bridge between continents.”

WTE Miami: A Strategic Hub for Global Business Growth

WTE Miami has become a key hub for the global travel industry, connecting destination marketing organizations, DMCs, tour operators, cruise lines and travel tech leaders. Its signature B2B matchmaking program facilitates targeted, high-value meetings between buyers and exhibitors, strengthening commercial connections across the worldwide travel ecosystem. This targeted networking approach encourages meaningful business interactions, supporting sustainable growth and partnership development within the international travel community.

Expanding Geographic Representation: From Brazil to Somalia

With more destinations participating than ever before, WTE Miami 2025 offers attendees a front-row seat to the evolving global travel landscape. From returning regional powerhouses like

Brazil to new participants like Somalia, the exhibition continues to reflect travel's expanding frontiers.

The Brazilian delegation continues to grow, with the state of Ceará confirming its return to WTE Miami 2025 and Bahia preparing to participate for the first time. The Brazilian states present at the exhibition will highlight a diverse range of travel experiences, from ecotourism and adventure travel to cultural heritage and UNESCO-listed sites.

Participating in WTE Miami since its very first edition has helped us build long-term relationships with international operators and boost Ceará's visibility in key source markets," notes Thiago Marques, Director of Marketing at the Ceará Tourism Board. "We see this event not only as a business platform but as a bridge that connects our people, our culture, and our destinations with the world."

The exhibition also welcomes several new destinations from around the world, further broadening its global reach. From Latin America, Honduras will showcase its Caribbean coastline, impressive Mayan archaeological sites, and emerging eco-adventure tourism offerings. "WTE Miami gives us the right visibility to position Honduras as a rising destination in Central America," says Emilio Silvestri, Director of the Honduran Institute of Tourism. "We are here to build new alliances and inspire travelers seeking nature, culture, and authentic experiences."

Meanwhile, Belize will present its unique blend of Caribbean and Central American cultures alongside its world-renowned barrier reef and rich biodiversity. "Belize's position between the Caribbean and Central America offers travelers something truly distinct," comments Evan Tillett, Director of the Belize Tourism Board. "WTE Miami is the right place to share that story with the world."

From Mexico, Quintana Roo and the Hotel Association of Cancun will bring a robust presence, promoting the region's world-class hotel infrastructure, luxury travel experiences and sustainable tourism initiatives. "As a world-class destination, Cancun and the Mexican Caribbean must be present at international forums like WTE Miami," notes Javier Aranda, Director of the Quintana Roo Tourism Board. "Our goal is to strengthen commercial links with

the U.S. and Latin America while showcasing innovation in hospitality and destination management.”

Making its debut at the event, Somalia arrives with a high-level delegation led by H.E. Abdirahman Yusuf Al-adala, Deputy Minister of Tourism. The delegation will present the country’s ambitious tourism development plans and engage with international investors. “We are proud to introduce Somalia’s tourism potential to a global audience,” states H.E. Al-adala. “Our participation at WTE Miami is a step toward unlocking sustainable tourism opportunities rooted in culture, coastline and community.”

Expanding Travel Tech and Cruise Industry Presence

The event’s innovation agenda is also expanding, with more travel tech providers and cruise leaders confirming their participation. Spanish booking tech firm Travelcompositor will showcase its latest dynamic packaging and global distribution solutions tailored for DMCs and OTAs. “WTE Miami is a strategic platform for us to present our technology to both regional and

long-haul operators seeking greater efficiency and revenue growth," says Manuel Aragonés, CEO of Travelcompositor.

Turkish luxury-focused agency Ada Vegas Travel returns, aiming to expand its American clientele. "We see WTE Miami as a meeting point between East and West, where we can build partnerships with high-end travel advisors and niche operators," notes Murat Kocak, Managing Director of Ada Vegas Travel.

The cruise sector remains a cornerstone of tourism in Miami, with Royal Caribbean, Celebrity Cruises and regional port authorities represented in the exhibition. Miami's status as the world's cruise capital continues to attract investment and innovation, reinforcing WT Miami as a key forum for cruise industry developments.

Major Media announcement: HISTORY Channel to Introduce "History Travel Solutions" at WTE Miami

WTE Miami 2025 will also mark the introduction of History Travel Solutions, a multimedia media service platform by The HISTORY® Channel, designed to connect millions of viewers across the U.S. and Latin America with the world's most iconic, historic and culturally rich destinations. This initiative blends inspiring content and digital solutions with strategic tourism promotion, helping to turn cultural storytelling into travel motivation. History Travel Solutions will be presented through exclusive sessions and activities during the show, offering a preview of how the brand will engage with global audiences and support destination visibility through one of the world's most influential media platforms.

Visitor Registration Now Open

Travel industry professionals are invited to attend and take full advantage of the rich networking and sourcing opportunities at WTE Miami 2025.

For visitor information and registration, visit: https://wtemiami.com/regular-and-trade-visitor/

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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