WTE Miami 2025 Unites the Global Travel Industry, Driving Business Growth and Global Connections

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After two days of record attendance and strong international engagement at the Miami Beach Convention Center, "WTE Miami: the U.S. & International Travel Market" reaffirmed its role as the premier hub for the global travel industry in the United States.

Hosted by Miami International Airport and the Greater Miami Convention & Visitors Bureau (GMCVB), WTE Miami 2025 brought together nearly 300 exhibitors from four continents and more than 3,000 travel professionals — including over 100 hosted buyers, 25 international

media partners and 50 journalists — along with DMCs, tourism boards, and companies from technology, health, eco, and luxury tourism.

“This third edition of WTE Miami has exceeded all expectations, with professional buyers increasing by more than 100% compared to last year,” said Javier Pérez Palencia, CEO of WTE Miami. “This year’s show also brought major announcements — from new international airline routes to the launch of History Channel’s Travel Solutions platform — and comes at a time when Miami International Airport is preparing significant expansion projects for 2026. These milestones confirm WTE Miami as the place where the global travel industry comes together to do business and shape the future.”

Business-Driven, Growth-Focused

WTE Miami stands out as a uniquely business-oriented B2B exhibition that is focused on creating value and generating growth. The event is geared to maximize returns for both

exhibitors and visitors, with a laser focus on delivering business outcomes. Attendees benefit from a proven B2B Matchmaking networking platform that allows them to maximize contacts and conduct highly productive meetings over the two days of the event. This business focus and emphasis on measurable results attracts exhibitors and buyers / trade visitors from across the globe.

Hosted Buyers and Travel Agencies: Productive Meetings and Valuable Connections

Hosted buyers and travel agencies praised WTE Miami 2025 for its organization, the efficiency of the matchmaking platform, and the quality of business contacts generated during the two-day event.

“Ten thousand meetings and conversations have opened new markets, strengthened relationships, and expanded business opportunities,” explained Javier Pérez Palencia.

“It´s the first time attending the show and I really enjoyed it. WTE Miami has been very good, very organized punctually sharing the information about what is going on. I like this kind of shows, very transparent. Hopefully next year I will be here again!”, affirmed Riko Tindage, Sales and Marketing Director, Elite Voyages, Tour Operator, Los Angeles, USA.

“WTE Miamis is one of my favorite travel events. There are so many in destinations travel providers that I can’t wait to bring back all that I’ve learned to my clients so they can enjoy more while they are vacationing” affirmed Stacey Haines, hosted buyer at Castle Dreams Travel, Florida, USA.

“I want to express my deepest satisfaction to the organizers of this fair, for the initiative and for the resources they put at our disposal. The app allows you to meet all the exhibitors in 20-minute sessions, making time very productive and structured. The app lets you classify and search participants by category or type, so you can meet exactly who you want. I’ve met people

who will be very useful for my company today and in the future," said Juan Carlos Gómez, Miami resident representing Fora Travel, New York, USA.

"It´s been very exciting to attend my first WTE event. I made the best connections with suppliers, with technology, with destinations, and it was really great to sit down with all of them for a few minutes and really learn about what they were doing and how it could fit in with me. I'm definitely going to be back next year to meet old friends and new ones," added Jennifer Russell, Blue Palm Travel, Florida, USA.

Hosted buyer Bharat Bhakta, President of Globimax Tours and Travels, California, with a branch office in India, said: "I have been in the business for 33 years. First time here and really enjoyed it and valuated tours all over the world."

Showcasing the World: Destinations and Opportunities

WTE Miami brought together hundreds of destinations, exhibitors, and decision-makers to showcase the breadth of global tourism. With this exceptional diversity, WTE 2025 responded to

the evolving demand of the U.S. tourism industry, where travelers are increasingly seeking new destinations and varied experiences such as eco-tourism, wellness and cultural travel. The exhibition provided a platform for destinations and operators to present their unique products and services, connecting them with a wide network of industry professionals and potential partners.

Participants came from across all regions of the world, listed below with priority given to countries with the largest presence: from the Americas, with representation from the United States, Brazil, the Dominican Republic, Mexico, Peru, Argentina, Colombia, Ecuador and Chile; from the Caribbean, including Jamaica, Panama, Costa Rica, Belize, Honduras, Nicaragua, Guatemala, St. Lucia, Saint Kitts and Nevis, the Bahamas and the Turks and Caicos Islands; from Asia, with India, Turkey, China, the Philippines, Pakistan, Kyrgyzstan, Nepal and Japan; from Africa, featuring Ghana, South Africa, Egypt, Namibia, Tanzania, Uganda, Kenya, Somalia, Ethiopia, Rwanda and the Democratic Republic of the Congo; from Europe, with Spain, the UK, Germany, Italy, France, Ireland, Sweden, Iceland and Slovenia; and from the Middle East, with the United Arab Emirates and Morocco.

Exhibitors highlighted WTE Miami as the gateway to U.S. expansion

“We are here promoting our destination because we know this fair is very important. From January 2026 we will have a direct flight from Salvador to Panama and we want everybody in North America to come and visit our destination. WTE is the perfect place to do it,” said Jamille Machado of Salvador de Bahia City Hall.

Karina Canto from the Central America Tourism Agency (CATA) added, “For us, the North American market is super important. In Central America, the main source of tourists for most destinations is the United States. That’s why we are here, at WTE Miami – to promote the natural, cultural and culinary beauty of our region.”

Mete Babila of Turkish operator Latitude Tour commented, “We work in the Spanish-speaking market. We usually participate in major fairs. This is our first time at WTE Miami because there are many Spanish speakers here. To grow our market, we are participating in this fair for the first time.”

DMC Michelle Caguicla, owner of MyTrips Travel and Tours, Philippines, agreed it had been a productive show: “First time attending WTE Miami, I’m very grateful … yesterday and today has been really productive.”

Airlines at the Forefront: Connecting Continents

Airlines played a central role at WTE Miami 2025, reinforcing the city's position as a global travel hub. In addition to the strong presence of Delta Air Lines and LATAM Airlines, as the Official Partner Airline, and Premium Sponsor Iberia, other international carriers also participated, including Air Europa, SAS, Arajet, SKY Airline, interCaribbean Airways, EVA Air, TUI Fly, Boldman Air, Iceland Air and Sunrise Airways.

VIVA, represented by René Medina, International Sales Manager GDS, announced during the event the launch of two new routes from Orlando and Miami to Mexico City, starting November 20 and 21, 2025. These flights will complement the airline's existing routes to Monterrey and Mérida, further expanding travel options between Florida and Mexico.

Forging Partnerships with Innovation and Networking Miami Style

WTE Miami 2025 featured high-level networking alongside innovation showcases. On the eve of the exhibition, History Channel Latin America unveiled *History Travel Solutions* at an exclusive event at Soho Beach House, presented by Daniela Martínez, Senior VP of Corporate Strategy and Advertising Sales at A+E Networks Latin America. “We have on average more than 850 million impressions every month across all our platforms, including connected TV (CTV). All these audiences are different, they connect with our content and communications, and that allows us to provide segmentation tailored to each advertiser’s needs for optimal delivery,” explained Martínez. Gabriel Jiménez Panregional Advertising Sales Manager at A+E Networks Latin America added the new platform is fully *data-driven*, ensuring that every campaign can be measured in terms of brand awareness, lead generation, etc. “*History Travel Solutions* merge storytelling and advertising tech to make sure that people not only get inspired but take action and plan for traveling,” he explained

Airlines and tourism partners were also at the forefront of networking activities. Opening night featured a vibrant Spanish cocktail hosted by Iberia and Turespaña, who welcomed more than 100 hosted buyers, partners and media to a lively cocktail reception at The Gates Hotel Miami Beach. And, to close the event, Delta Air Lines and LATAM Airlines hosted an exclusive VIP Cocktail at the popular Andrés Carne de Res Miami, bringing together exhibitors, buyers and media in a festive Miami-style atmosphere.

Professional Services Strengthening the Travel Ecosystem

Other consultants and advisors within the travel market were also present. Jeffrey Ment, Managing Partner, Ment Law Group-Law Firm, New York and Connecticut, USA confirmed: “Happy to be here in WTE Miami 2025. I represent people and companies in the travel industry around the world. It’s been a great event, I’ve seen some of my current clients and plenty of new potential from travel agents, tour operators, to suppliers.”

Miami: A Gateway for Global Travel

Strategic partners reinforced Miami’s role as a world-class hub. The Host, Miami International Airport (MIA), highlighted its role as the largest air bridge for Latin America and the Caribbean. “At MIA, we celebrate this year with 56 million passengers and over 3 million tons of cargo, so we’re very excited about our growth, but also about the growth in our community,” said Emir Pineda, Director Business Development of MIA. “We’re very excited to once again support this show. It is the largest show we have in the United States that is about tourism and travel. It is a great show for us and for our community, and we expect this to be an even bigger show next year.”

As Global Partner, the Greater Miami Convention & Visitors Bureau (GMCVB) emphasized the city’s cultural, innovative, and sustainable offerings. “We’re super excited to be back here at the 3rd edition of WTE Miami as one of the major sponsors,” said Joe Docal, Travel Industry Sales

& Marketing of the GMCVB. “We’re looking forward to continue the growth of this event and showcase more and more what Greater Miami and Miami Beach has to offer visitors.”

Building on Success: The Road to 2026

Closing WTE Miami 2025, Javier Pérez Palencia reflected on the exhibition’s achievements: “Here in Miami, we’ve seen how cooperation, innovation, and dialogue can help the travel industry navigate change and build a stronger future. The connections made at WTE Miami are the foundation for what comes next.”

WTE Miami 2025 reaffirmed its position as the premier B2B travel and tourism trade event in the U.S. and a hub for international partnerships. Preparations are already underway for WTE Miami 2026, promising an even stronger platform for destinations, airlines, and businesses to connect.

“Save the date:

The 4th edition of WTE Miami will take place during the last week of October 2026!”

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.

Media Contacts

Nuria Martí
Alarcon & Harris PR Avda. Ramón y Cajal, 27 28016 Madrid (Spain)
+34 91 415 30 20
nmarti@alarconyharris.com
www.alarconyharris.com

Adriana Mejía
WTE Miami
media@worldtravelexpo.org / marcom@wtemiami.org
https://wtemiami.com/