



Gateway to the World's Largest Travel Market

27 & 28 October 2026 | Miami Beach Convention Center



THE GATEWAY TO AMERICA'S TRAVEL POWERHOUSE

The United States **is the world's largest and most influential travel market**, driving over 2.3 billion domestic trips annually and nearly 100 million outbound departures. For global destinations, the U.S. represents the single biggest source of high-spending, year-round travelers, shaping trends, driving tourism flows, and defining global travel demand. **Miami stands at the center of a cross-continental exchange**, connecting the Americas through business, culture, and travel.

MIAMI: YOUR HUB TO DUAL-MARKET OPPORTUNITIES

Few places capture the spirit of global travel quite like Miami. It is one of the most vibrant and exciting cities in the world, bringing together the pulse of the Americas with the glamour of a world-class destination.

With unmatched connectivity, **Miami stands as the second biggest U.S. outbound city and a major gateway for American travelers.**

Boasting world-class infrastructure, premium hospitality, and a booming travel market, Miami is the ideal host for WTE Miami 2026.

The Miami Beach Convention Center offers an exceptional environment for exhibitors, buyers, and partners to connect, collaborate, and grow.



THE U.S. OUTBOUND MARKET AT A GLANCE

100M+ annual international departures

\$200B+ spent abroad by U.S. travelers each year

60M+ Americans projected to take at least one international leisure trip in 2025

75% of global suppliers cite the U.S. as a top-priority source market

Data source: U.S. Travel Association & Tourism Economics (2025)



WHO YOU'LL MEET

TOUR OPERATORS & TRAVEL ADVISORS

The core of the U.S. travel trade, from major retail networks to independent and home-based advisors. Representing the fastest-growing segment of the market, they drive outbound and domestic travel demand across leisure, luxury, and niche experiences.

Members of key U.S. travel associations, together with leading hosted agencies, tour operators, and other high-value travel buyers, will be personally invited to WTE to discover new destinations and enhance their product portfolios.

MICE & CORPORATE TRAVEL

Engage with U.S. corporate and business travel decision makers, event planners, and incentive planners looking for new destinations, venues, and DMC partners.

LUXURY TRAVEL & DESTINATION WEDDING PLANNERS

Tap into the high-value segment of bespoke travel buyers seeking ultra-luxury experiences, and curated romantic getaways.



BUYERS AT WTE MIAMI

Connect with the Most Influential Decision- Makers in the U.S.

WTE Miami brings together the industry's most valuable buyers, from top U.S. travel advisor networks and tour operators to corporate planners and luxury travel curators. Each buyer is screened for purchasing authority, ensuring exhibitors meet professionals who can deliver real business results.

WTE MIAMI 2026 AT A GLANCE

4th Edition Growth: Double the Exhibitors. Double the Attendees.

500+
EXHIBITORS
from across the
Americas & the world

7,000+
TRADE VISITORS
including top U.S. and
overseas travel buyers

500+
HOSTED &
VIP BUYERS

10,000+
PRE-SCHEDULED
B2B MEETINGS

U.S. DOMESTIC MARKET

CONNECT WITH QUALITY BUYERS

WTE Miami offers **U.S. States, CVBs, DMOs, properties** and **travel service providers** direct access to buyers with verified purchasing power across the U.S. domestic travel sector. Each attendee undergoes a screening process to confirm their professional role and decision-making capacity, ensuring high-quality, actionable connections.

MARKET

INSIGHTS

- **2.3B+** domestic trips are taken annually across the U.S., underscoring the scale of travel within the country.
- **\$1.3T+** in travel spending, led by high-value segments like luxury, experiential, and family travel.
- **9%** growth is projected for U.S. travel agency sales in 2025, indicating a thriving and resilient segment within the industry.

WHY

IT MATTERS

By participating at WTE Miami, U.S. destinations and travel brands can:

- Tap into the ever-growing U.S. domestic travel market, driving record spending and demand.
- Connect with verified travel advisors—a resilient and trusted channel, now increasingly favored by Gen Z and Millennial travelers.
- Build lasting partnerships to boost year-round visitation and bookings.

The softening in U.S. inbound travel demand is increasingly being offset by domestic travel, which continues to show resilience.

Source: Skift 2025



WTE Miami is the only B2B travel trade show that connects exhibitors with both **the world's largest domestic travel market and the #1 outbound international market**, all under one roof. From leisure and luxury travel to MICE and destination weddings, it's where global destinations meet top U.S. buyers, travel advisors, and media.



A PLATFORM FOR GLOBAL SELLERS & DESTINATIONS

The United States is the **world's leading travel market** — outbound and domestic, with **100M+** international departures and **\$200B+** in annual travel spending.

WTE Miami gives National Tourism Organizations (NTOs), destinations and travel brands a direct path to the buyers shaping U.S. travel across leisure, luxury, and MICE segments.



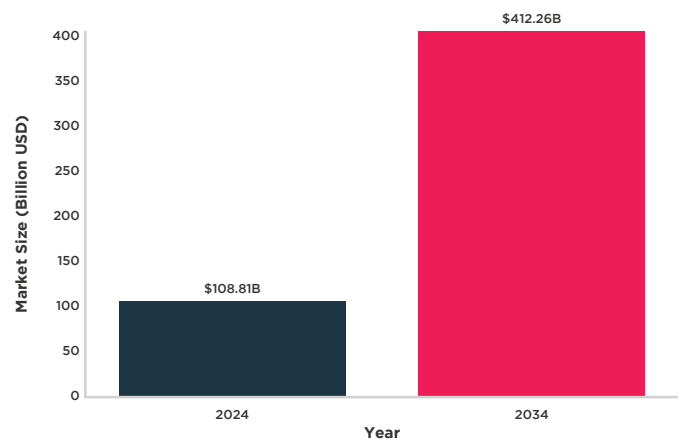
MIAMI BEACH CONVENTION CENTER

The Miami Beach Convention Center anchors the event in one of the world's most connected and vibrant tourism hubs, with seamless access to international airports, cruise terminals, and premium hospitality. It's the perfect environment to foster meaningful B2B connections and long-term partnerships.

MARKET ADVANTAGE

U.S. outbound travel is on a powerful upward trajectory, rising from 98 million international trips in 2023 to an estimated 102 million in 2024, with forecasts projecting 130 million by 2030. This growth makes the U.S. one of the world's most influential source markets. For exhibitors at WTE Miami, this translates into direct access to the buyers and advisors driving this surge, offering a timely advantage to strengthen visibility and capture a larger share of accelerating outbound demand.

U.S. Outbound Tourism Market Growth (2024-2034)



Source: Travel Perk, 2025, based on Tourism Economics forecast.

- **Florida** ranks among the top U.S. states for both **inbound and outbound travel**.
- **Miami** stands as the second biggest and **fastest growing U.S. outbound city** and a **major gateway for American travelers**.



UNIQUE FEATURES & THOUGHT LEADERSHIP PROGRAMS

DESTINATION SHOWCASE

At WTE Miami, Destination Showcases let exhibitors highlight their attractions, culture, and services to high-quality buyers, including travel agents, MICE professionals, and luxury travel specialists.

WTE FORUM

The WTE Forum is a premier platform where travel leaders from across the Americas and beyond share insights through panel discussions, workshops, and master classes on trends shaping the future of travel, from U.S. outbound and Latin American inbound markets to MICE, sustainability, and luxury travel.

ONLINE MEETING DIARY

WTE's online tool allows sellers and buyers to schedule pre-show appointments, helping exhibitors connect with the right buyers. The AI-powered matchmaking tool streamlines the process, saving time while maximizing networking and business opportunities.

SUCCESS STORIES: WHAT PARTICIPANTS SAY



"We are super excited to be back here on the 3rd edition of WTE as one of the major sponsors of the event, we are happy to welcome all the visitors that are attending the show and certainly looking forward to continuing the growth of this event to showcase more and more of what Greater Miami and Miami Beach has to offer to our visitors."

Jose Docal, Director - Travel Industry Sales, Greater Miami Convention & Visitors Bureau - United States



"We're thrilled to be part of the WTE in Miami Beach, the largest travel and tourism show in the U.S. This event is a key platform to engage with travel agents, airlines, and tourism ministries, strengthening partnerships and creating new opportunities for our community."

Emir Pineda, Director, Air Service Development Division, Miami-Dade Aviation Department



"Our first time at WTE has been an excellent experience. Representing Zaragoza as the only Spanish destination, we've connected with tour operators eager to work directly. We're grateful to WTE and look forward to returning next year."

Elena González, Zaragoza City Council



"Today at WTE Miami 2025, we're showcasing Central America for the third time in the North American market. We're launching the 'Central America Gateway' campaign, highlighting the region as the ultimate destination for nature, adventure, culture, and gastronomy."

Karina Cantó, Marketing & Promotion Coordinator, Central America Tourism Agency (CATA)



"WTE is key for showcasing Santa Marta internationally. Last year we connected with Europe, Asia, and the Americas, building relationships with travel agencies, hotels, and tourism professionals. This fair is a must for us."

José Domingo Dávila, Tourism Director of Santa Marta - Colombia

PARTICIPATION PACKAGE & SPONSORSHIP OPPORTUNITIES

Maximize your visibility at WTE Miami with a range of premium sponsorship options, designed to enhance your brand presence and connect you with key travel trade professionals:

Partner Pavilion Packages | Networking Lunch/Dinner for Buyers and Sellers | Event App Partner | Registration Area Branding

EXHIBITION SPACE RATES (Rate per sq.ft.)

WTE 2026 (27-28 OCT)

Super Early Bird Before 31st Dec 2025		Early Bird 1st Jan 2026 to 30th Jun 2026		Standard	
INLINE	US\$ 40*	INLINE	US\$ 45*	INLINE	US\$ 50*
CORNER	US\$ 42.5*	CORNER	US\$ 47.5*	CORNER	US\$ 52.5*
PENINSULA	US\$ 45*	PENINSULA	US\$ 50*	PENINSULA	US\$ 55*
ISLAND	US\$ 47.5*	ISLAND	US\$ 52.5*	ISLAND	US\$ 57.5*

*Payment is due at the time of booking with 7% tax extra (Miami-Dade County).

For sponsorship details, visit wtemiami.com/sponsors



Watch the
Show Video



RESERVE YOUR SPACE TODAY

Be part of the Americas' premier travel trade marketplace. Reserve your exhibition space today and connect with decision-makers shaping the future of outbound and domestic U.S. travel.

Contact: Fairfest, Inc.

Phone: +1 786 384 8161 | **Email:** contact@wtemiami.org

Address: 1688 Meridian Ave, Suite 600 and 700, Miami Beach, FL 33139, U.S.

PARTNERS AND SUPPORTING ORGANIZATIONS

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