

Global Travel Brands Unite for WTE Miami 2026 as the Industry Targets the World's Most Valuable Travel Market

- *Visitor Registration opens today, June 23, for WTE Miami 2026*
- *Representation from more than 70 countries, including 20+ National Tourism Organizations and Convention Bureaus, making WTE Miami one of the most internationally diverse travel trade events in the Americas*
- *The Travel Advisor of the Future Conference to feature 20+ sessions and 100+ speakers examining the future of travel distribution, sales, technology and traveler behavior*
- *Direct access to the buyers, advisors and travel professionals driving more than 9.3 million monthly U.S. outbound departures*



October 27 - 28, 2026
Miami Beach Convention Center

MIAMI, June 23, 2026 — [WTE Miami](#) will bring together the global travel industry to explore the trends, technologies and partnerships shaping the future of tourism on **October 27-28, 2026** at the **Miami Beach Convention Center**. [Visitor registration is now open](#) for the Exhibition, which is expected to double in size and impact after its acquisition earlier this year by Fairfest Media.

Over 500 exhibitors, 7,000 buyers, 500 hosted and VIP buyers, and senior industry leaders from around the world will converge for the largest gathering of National Tourism Organizations at any travel trade show in the Americas.

*"The travel industry is entering one of the most significant periods of transformation in its history," said **Simon Press, managing director international, Fairfest Inc.** "Artificial intelligence is changing how travelers discover and book destinations. Consumer expectations continue to evolve, new distribution channels are emerging and competition for the American traveler has never been greater. The U.S. outbound and domestic travel market continues to thrive. WTE Miami has been created to give the North American travel industry the practical knowledge and global business connections needed to succeed in this rapidly changing environment."*

Preparing the Industry for *Travel Advisor of the Future*

At the center of this year's event is the theme **"Travel Advisor of the Future,"** reflecting the evolving role of advisors as technology, traveler expectations and distribution models continue to evolve.



The [WTE conference](#) will feature more than 100 speakers across 20+ sessions diving into the trends, technologies and business models shaping the future of travel distribution and sales. Sessions will explore how AI is transforming destination marketing, customer engagement and distribution, alongside the latest intelligence on U.S. consumer behavior, outbound travel trends, travel advisor influence, social media, creator-led destination discovery and data-driven tourism marketing.

The program is being developed in collaboration with industry organizations and partners including Host Agency Reviews (HAR), the Adventure Travel Trade Association (ATTA) and the African Travel Association (ATA) — helping ensure the conference combines practical advisor education, destination expertise and global industry perspectives. Every session is designed to equip travel professionals with tangible strategies to improve performance, strengthen partnerships and identify new opportunities for growth.

A Global Marketplace Built Around Business

WTE Miami has been designed to deliver measurable commercial outcomes, not simply exhibition space. Combining pre-scheduled business meetings, strategic networking and an executive conference program, the exhibition connects destinations, airlines, hotels, travel advisors, tour operators, technology providers and tourism organizations with qualified buyers actively seeking new products, partnerships and business opportunities.

WTE Miami's buyer program will facilitate 10,000+ pre-scheduled and on-the-spot meetings between exhibitors and qualified buyers from across the U.S. travel ecosystem, ranging from independent agencies and home-based travel advisors to partnership teams of host agencies and consortia — creating opportunities for new partnerships, market expansion and commercial growth.

With exhibitors spanning every sector of the travel ecosystem, WTE Miami provides a platform where international suppliers can access one of the [world's most valuable travel markets](#) while developing long-term commercial relationships across North America and beyond.

Backed by Industry Leaders

WTE Miami is being delivered in collaboration with Miami International Airport (MIA) and the Greater Miami Convention & Visitors Bureau (GMCVB), reinforcing Miami's position as one of the world's premier international travel gateways.

The exhibition has also been supported by leading global travel associations including Skål, ASTA, ATTA, and ATA, reflecting a shared commitment to strengthening international tourism and creating new opportunities for destinations and the wider travel industry.

More than 20 national tourism organizations are expected to participate in WTE Miami 2026, alongside destinations, airlines, hospitality companies and travel technology providers from more than 70 countries.

Confirmed participants include the **Jamaica Tourist Board, South African Tourism, China National Tourist Office, Cayman Islands Department of Tourism, Maldives Mission to the United Nations, Belize Tourism Board, Honduras Tourism, Royal Jordanian, Iberia, SKY Airline, Frenchbee, Marriott International, Hyatt Hotels, Juniper Travel Technology, TBO.com** and many more exhibitors and partners to be announced in the coming months.

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About WTE Miami

World Travel Exhibition (WTE) Miami is a global B2B travel marketplace connecting destinations, tourism organizations, tour operators, airlines, hospitality providers and travel technology companies with the North American travel industry. It's where America's travel trade meets the world.

With the Greater Miami Convention & Visitors Bureau (GMCVB) and Miami International Airport (MIA) as Hosts, the event combines an international exhibition, hosted buyer program, pre-scheduled business appointments, executive conference and networking program, creating a platform where organisations can generate new business, build strategic partnerships and gain practical insights into the future of travel. For more information visit www.wtemiami.com.

Event Highlights

- 500+ Hosted & VIP Buyers and 7,000+ buyers
- 500+ exhibitors from 70+ countries
- 20+ National Tourism Organisations
- International business matchmaking program
- AI & Future of Travel Conference
- Executive networking events
- Practical insights into U.S. consumer and outbound travel trends
- Strategic partnerships with Miami International Airport (MIA) and the Greater Miami Convention & Visitors Bureau (GMCVB)
- Supported by Skål, ASTA, ATTA, ATA and many more

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