WTE MIAMI TO EMBRACE AI-POWERED TECHNOLOGY AS IT SHAPES THE FUTURE OF TRAVEL TRADE

For the first time, WTE Miami will utilize Fairfest's proven SnapCard AI technology, bringing an AI-powered matchmaking app to the show alongside programming focused on the future of AI in travel

MIAMI BEACH, FL — SEPT. 23, 2026 — WTE Miami is putting artificial intelligence into action, introducing AI-powered matchmaking for attendees while bringing industry experts together to explore how the technology is transforming travel.

Taking place October 27–28 at the Miami Beach Convention Center, WTE Miami will incorporate **SnapCard AI**, Fairfest's proven event technology platform and AI-powered matchmaking app, for the first time. The technology allows attendees to describe the types of business connections they are looking for in their own words, helping them identify more relevant matches across the show. **With 26 NTOs and CVBs confirmed to date and additional organizations expected to join, SnapCard AI will help connect attendees with destinations and tourism organizations aligned with their business interests and objectives.**

At **OTM 2026**, SnapCard AI attracted **7,291 active users from 140 countries**, representing **42% adoption despite little dedicated promotion**. **82% of exhibitors secured meetings through the platform**, while meeting requests increased 97% year over year.

"Over the years, I've tried just about every version of buyer-seller matchmaking, and SnapCard AI is the first that genuinely feels built for how people actually do business. Bringing it to WTE Miami for the first time—alongside a conference track asking the bigger questions about AI in travel—means we're not just talking about the future of this industry, we're putting it to work on the show floor." — Simon Press, Managing Director International, Fairfest Media

At WTE Miami, SnapCard AI will use natural language processing to help attendees find relevant connections and refine their searches, creating a more targeted approach to buyer-seller matchmaking.

The technology complements an AI-focused conference program examining how artificial intelligence is changing the travel industry. **"AI Solutions for the Travel Industry"** will feature Grace Van Hollebeke, Head of Marketing at Tern, alongside an invited Google speaker. **"AI for Travel Professionals," an MPI Certification Course**, will be led by Tim Luepke, Director of MPI Academy.

The program will culminate with **"AI in Tourism: How It's Changing Travelers and How It's Changing the Travel Industry,"** a keynote from Karen Ring, Senior Director of Marketing at Sabre Corp., exploring AI's influence on traveler decision-making and the future of the industry.

By bringing **AI-powered matchmaking together with expert-led programming**, WTE Miami is giving travel professionals an opportunity to experience the technology firsthand while examining its broader implications for the future of travel.

WTE Miami will take place October 27–28, 2026, at the Miami Beach Convention Center. Register for your spot here.

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About WTE Miami

WTE Miami is a premier international B2B travel trade event connecting destinations, tourism organizations, hotels, airlines, cruise lines, travel technology companies and tourism suppliers with qualified travel buyers from across the United States, Canada, Latin America and the Caribbean. Held annually at the Miami Beach Convention Center, the event serves as a gateway to one of the world's most influential travel markets, creating opportunities for business development, strategic partnerships and market expansion. Taking place October 27–28, 2026, the fourth edition is expected to welcome more than 500 exhibitors, 7,000 travel trade professionals, 500 hosted and VIP buyers, and facilitate more than 10,000 pre-scheduled B2B meetings.

Organized by Fairfest Media, WTE Miami brings together leading global destinations, tourism boards, hospitality brands and travel suppliers while showcasing the trends shaping the future of travel through its WTE Forum and Travel Advisor of the Future Conference. Building on the success of previous editions, the event has become one of the fastest-growing international travel trade exhibitions serving the U.S. market, supported by industry partners including Miami International Airport and the Greater Miami Convention & Visitors Bureau. For more information, visit **www.wtemiami.com**.