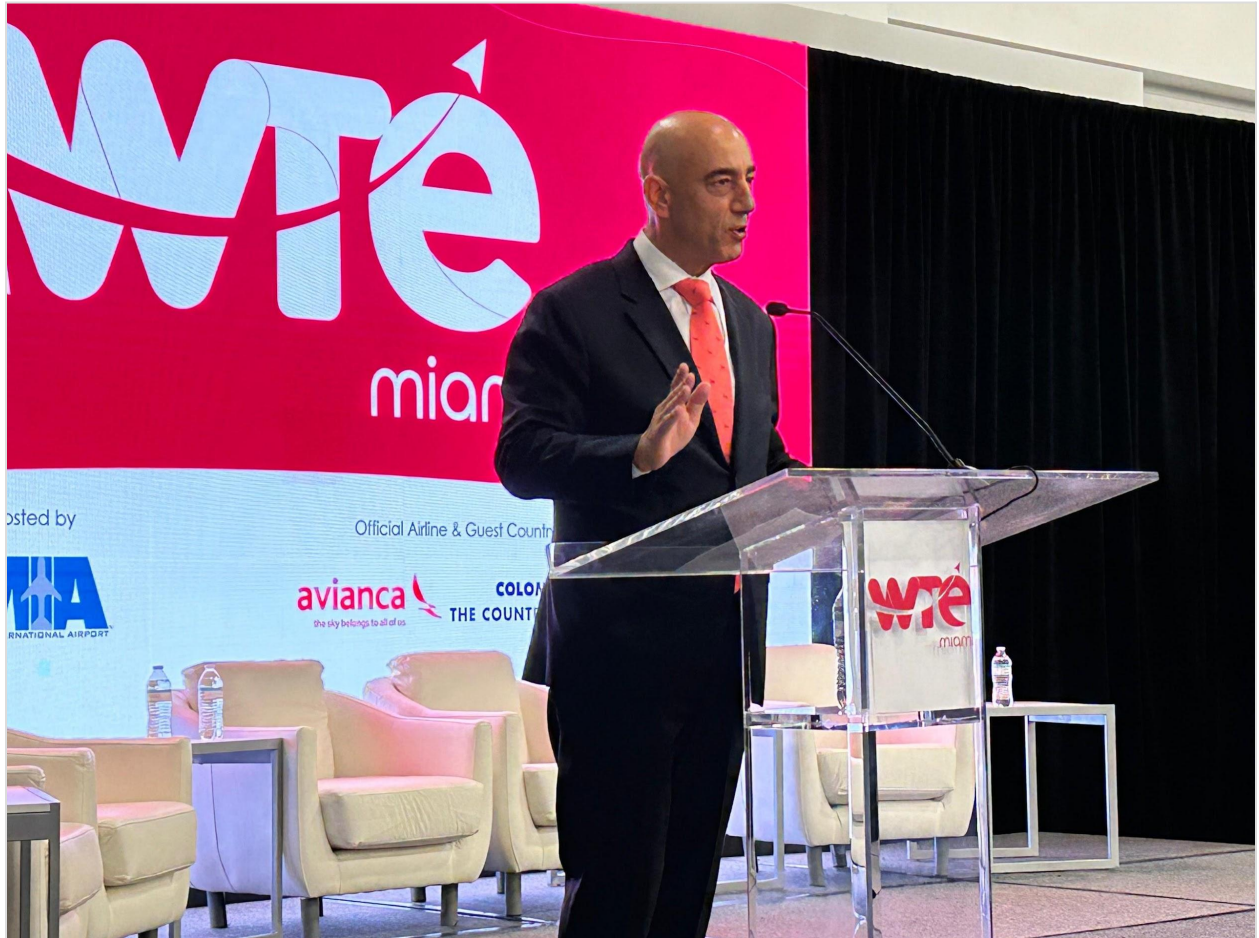




WTE Miami 2025: Where Global Tourism Destinations Converge

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As September approaches, WTE Miami 2025 is drawing a highly diverse mix of exhibitors and industry leaders. Recognized as a leading global platform and the gateway to the Americas for travel and tourism businesses, the exhibition is praised by returning exhibitors for its focused B2B environment, strategic access to the U.S. and Latin American professional markets, and ability to unlock both mainstream and niche growth opportunities ahead of the new travel season.



WTE Miami 2025, the U.S. & International Travel Market, is set to bring together a diverse and dynamic community of global tourism leaders on September 17-18 at the Miami Beach Convention Center. The event offers exhibitors an unparalleled platform to showcase their destinations, products and services to key decision-makers from the Americas, Africa, Southeast Asia and beyond.

“By bringing together top-tier U.S. buyers, tourism boards, and industry innovators, WTE Miami serves as a powerful catalyst for new business partnerships, investment opportunities, and the exchange of industry knowledge,” says Javier Pérez Palencia, Director of WTE Miami. “The strong return rate of high-level exhibitors underscores its effectiveness as a strategic gateway for organizations aiming to engage diverse markets and sectors, while consistently generating valuable opportunities.”

The Miami International Airport, along with the Greater Miami Convention & Visitors Bureau(GMCVB), the official tourism organization and host of WTE Miami, plays a central role in supporting the event's international reach and positioning.



“As proud sponsors of WTE Miami, we recognize how important it is to showcase the role our destination plays in facilitating the growth of business and tourism,” says Rolando Aedo, COO of the GMCVB. “All of our travel industry partners at this event continue to leverage opportunities that drive meaningful connections and long-term partnerships supporting our industry and the critical role Miami International Airport plays in that success.”

Spain looks toward new markets

Turespaña – Spain’s Tourist Office – is actively participating in this edition as a Premium sponsor in various events to promote Spain as a tourist destination.

For the first time, the region of Aragón will take part in WTE Miami 2025, together with its capital, Zaragoza, and the cultural tourism route Ruta Mariana.



Aragón, jewel of the Spanish crown and still a hidden gem for many international travelers, presents the rich and diverse tourism appeal of northeastern Spain, including its authentic gastronomy, historical heritage, and a wide range of nature- and culture-based experiences. “Our participation in WTE Miami represents a clear commitment to positioning Aragón internationally as an unmissable travel destination in Spain. We aim to showcase to the American market the richness, diversity, and excellent location of our region—from our amazing natural landscapes to our deep-rooted traditions and cultural heritage,” affirms Jorge Moncada, Director General of Tourism for the Government of Aragón.



Zaragoza, known as “the city of two cathedrals” and with over 2,000 years of history, will highlight its Roman legacy, its role as the city where Francisco de Goya began his artistic career, and its wine culture as the World Capital of Garnacha—a celebrated native Spanish grape variety. Thanks to its prime location, just 90 minutes from Madrid and Barcelona by high-speed train, Zaragoza is an ideal and sustainable hub for travelers exploring Spain. “WTE Miami is a great opportunity to connect Zaragoza with tour operators across the Americas and position our city within new global travel circuits,” says José Francisco García, Manager of Zaragoza Tourism.

A Platform That Delivers Results

WTE Miami stands out for its ability to convene representatives from across the world, creating an event where global destinations and tourism suppliers come together to explore infinite opportunities.

One of last year’s high-profile exhibitors, the Central America Tourism Agency (CATA), leveraged the event to advance the positioning of Central America as an attractive

multi-destination region for U.S. travelers. Boris Iraheta, Secretary General of CATA, commented: “This event provided us with a strategic platform to showcase the rich tourism offerings of Central America and promote the Centroamérica Travel Market – Honduras 2025, an exclusive space for marketing the tourism offerings of the isthmus to the professional audience attending the fair.”

Kristin Karst, Co-Owner and Executive VP at Ama Waterways, agrees: “It’s all about looking ahead — the future of travel and cruising, the opportunities on the horizon, and how we can grow sustainably. There’s so much we can learn from one another as we shape the industry for years to come”.

Building Business Through Targeted Networking and Meaningful Connections

At the heart of WTE Miami’s value is its focus on high-quality B2B engagements. Exhibitors like CATA benefit from targeted matchmaking programs that foster meetings with buyers, tour operators, agencies, media representatives and digital platforms.

“We made significant progress on our objectives to build new commercial ties with U.S. tour operators and agencies, and follow up on joint promotional initiatives,” Boris Iraheta explains. “We held follow-up meetings with strategic players such as the International Air Transport Association (IATA) and the airline Volaris, focusing on improving air connectivity and promoting multi-destination tourism in Central America,” he concludes.

This precision networking is echoed by other exhibitors. Adriana Ron Pedrique, Portfolio Manager USA & Canada, Iberia, praises the event’s structure and outcomes: “WTE Miami stands out for its efficiency and targeted approach. It offers the opportunity to connect with the right people, and everything is organized to make the most of your time. The event feels more focused, more personal, and especially valuable thanks to the strong presence of both U.S. and Latin American industry leaders in one place.”

Other leading airline companies also recognize the value of WTE Miami's 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 high-impact space for generating business, building brand presence, and exploring the future of travel.

Uncovering New Market Niches and Growth Areas

WTE Miami also offers a valuable platform for discovering emerging trends and niche markets. CATA's participation last year revealed unexpected opportunities with agencies focused on regenerative travel and community tourism, which view Central America as a promising territory for offering authentic and responsible experiences. "We also found new possibilities to organize farm trips for U.S. influencers who create high-impact visual and narrative content. This offers a different and valuable venue for promoting our destinations," says Boris Iraheta.

The event also unlocked new distribution channels and provided access to new opportunities for CATA: "We opened conversations around new distribution channels, and potential collaborations with travel wholesalers, engaged with new players in the Latin American market, and explored opportunities with niche U.S. travel segments."

Join the Global Travel Industry in Miami – Exhibitor Registration Now Open

WTE Miami 2025 is where global destinations meet actionable opportunities. With its professional focus, international diversity and strategic positioning in one of the world's most connected cities, this event is an essential gateway to the U.S. and Latin American travel markets.

Exhibitor registration is now open

- Registration deadline: August 15, 2025
- B2B matchmaking launch: September 1, 2025
- Event dates: September 17-18, 2025

For exhibitor registration, visit: [WTE Miami 2025 – Become an Exhibitor](#)

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](#).

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@wtemiama.org
<https://wtemiama.com/>