



**ITB**  
AMERICAS

The Travel  
Trade Show for  
the Americas



# THE TRAVEL TRADE SHOW FOR THE AMERICAS LIVES HERE.

10 - 12 NOVEMBER 2026 • GUADALAJARA, MEXICO

 [itb-americas.com](https://itb-americas.com)

 **MESSE BERLIN**  
Americas



|                             |                           |   |                                      |                                     |                                  |
|-----------------------------|---------------------------|---|--------------------------------------|-------------------------------------|----------------------------------|
| <b>300</b><br>Hosted Buyers | <b>5,000</b><br>Attendees | <b>+5,000</b><br>Sqm of<br>Exhibition Space | <b>+42</b><br>Countries &<br>Regions | <b>40</b><br>Conference<br>Sessions | <b>2</b><br>Convention<br>Stages |
|-----------------------------|---------------------------|---|--------------------------------------|-------------------------------------|----------------------------------|

## PROVEN MARKET GROWTH

- The Americas represent one of the largest and fastest-growing tourism markets in the world.

**+10%** Increase in international travel in Latin America (2025 vs. 2024)

**+16%** Outbound travel growth from Mexico since 2024

**120** Million international trips from U.S. in 2024



“According to the latest UN Tourism Barometer, the Americas welcomed 213 million travelers in 2024, reaching 97% of pre-pandemic levels, with the Caribbean and Central America surpassing them entirely. With 7% growth compared to 2023, the Americas are reinforcing their role as a global tourism leader.

This event is a unique opportunity to connect, innovate, and build a sustainable future, showcasing the unmatched natural beauty, cultural wealth, and dynamic urban landscapes of the region.”

**Natalia Bayona**  
Executive Director, UN Tourism

## HOSTED BUYER PROGRAM 2026

- **300 Hand-selected senior travel decision-makers** with verified purchasing power to exhibitors across the Leisure, MICE, and Corporate Travel sectors, ensuring high-quality business opportunities with strong potential for long-term value and Return Of Investment.

### BUYER SEGMENTS

- The ITB Americas Hosted Buyer Program has a strong focus on the **Leisure travel sector**, while also engaging qualified professionals from the MICE and Corporate Travel segments to ensure diverse business opportunities for exhibitors.



### BUYER TYPES

- Travel agencies
- Wholesalers
- Corporate travel managers
- Tour operators
- DMCs
- Group travel organizers
- OTAs
- MICE planners
- Luxury travel consultants

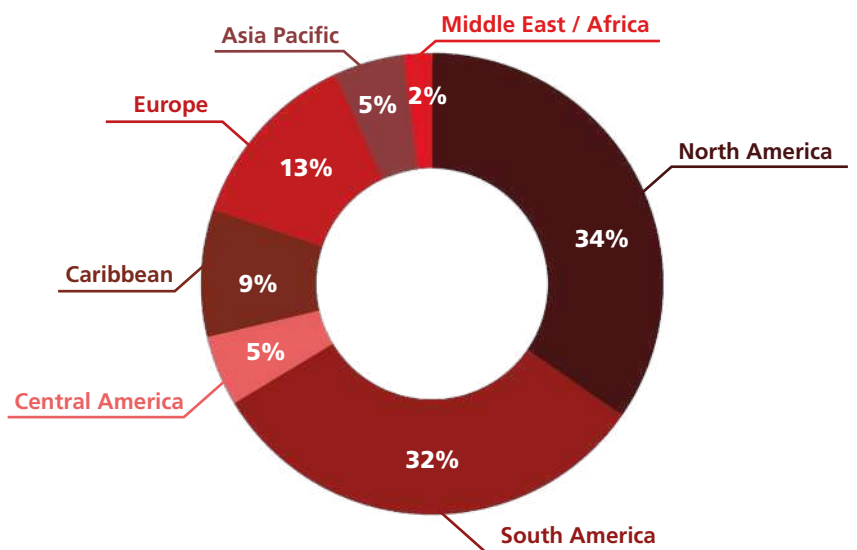
### GEOGRAPHICAL REACH



**80%** of Hosted Buyers will come from the Americas



**20%** from key international markets outside the region



APPLY TO BECOME A HOSTED BUYER [➤](#)

### THE ITB AMERICAS CONFERENCE WILL ADDRESS:

- Destinations, public policy, and where tourism is heading
- AI and technology: the new rules of travel discovery and booking
- Commercial models and the reinvention of travel in the Americas
- Sustainability, responsibility, and what it actually costs to get it right

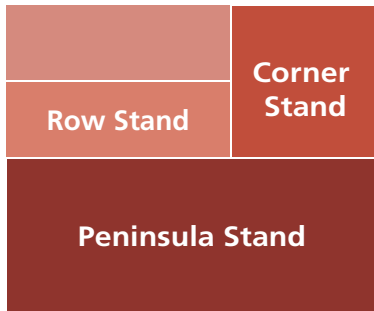
TWO STAGES

SIX TRACKS



APPLY TO BE A SPEAKER

### EXHIBITION & SPONSORSHIPS 2026



### EXHIBIT WITH IMPACT

- Exhibition spaces starting from **18 sqm**
- Work with preferred contractors or request recommended suppliers
- Each 9sqm includes:

One Appointment Set

One Company listing










Two Exhibitor Badges

### BENEFITS

- **Access to Hosted Buyers** through the automated AI matchmaking system
- Pan-American reach
- International **brand visibility**
- Valuable Business opportunities with strong long-term Return Of Investment
- Industry Networking
- Conference access

### OFFICIAL PARTNER & SPONSORSHIP OPTIONS

- Expand your visibility before, during and after the event through strategic sponsorship and branding opportunities.

|  |  |   |
|--|--|---|
|  <b>Official Partner Country</b>   |  <b>Official Partner Airline</b>  |  <b>Official Partner Hotel</b> |
|  <b>Custom-Themed Partnerships</b> |  <b>Social Event Sponsorships</b> |  <b>Onsite Visibility</b>      |
|  <b>Digital Advertising</b>        |  <b>Print &amp; Digital</b>       |  <b>Product Showcases</b>      |



POSITION YOUR BRAND WHERE THE TRAVEL INDUSTRY MEETS

Find your opportunities: [exhibitors@itb-americas.com](mailto:exhibitors@itb-americas.com)



|                                    |   |                        |
|------------------------------------|---|------------------------|
| <b>Hotels / Accommodations</b>     | <b>Retail Travel Agencies</b>               | <b>Wholesalers</b>     |
| <b>Travel Management Companies</b> | <b>Tourism Organizations / Associations</b> | <b>Tour Operators</b>  |
| <b>Tech Companies</b>              | <b>Media</b>                                | <b>MICE Organizers</b> |
| <b>Hosted Buyers</b>               | <b>Means of Transport / Carriers</b>        | <b>5,000 ATTENDEES</b> |

## EVENT FEATURES



### BUSINESS

- Exclusive B2B Show
- Hand-selected Buyers
- Pre-scheduled Meetings
- High Quality Attendees

### TRENDS

- ITB Americas Conference
- New Product Presentation
- ITB Americas Travel Trends Report
- Top Level Speakers & Experts



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AMERICAS

The Travel Trade Show for the Americas  
**10 – 12 November 2026, Guadalajara**  
🌐 [itb-americas.com](https://itb-americas.com)



**ITB**  
BERLIN

The World's Leading Travel Trade Show  
**16 – 18 March 2027, Berlin**  
🌐 [itb-berlin.com](https://itb-berlin.com)



**ITB**  
ASIA

Asia's Leading Travel Trade Show  
**21 – 23 October 2026, Singapore**  
🌐 [itb-asia.com](https://itb-asia.com)



**ITB**  
CHINA

Marketplace for China's Travel Industry  
**25 – 27 de May 2027, Shanghai**  
🌐 [itb-china.com](https://itb-china.com)



**ITB**  
INDIA

Connecting You To The Indian Travel Market  
**1 – 3 September 2026, Mumbai**  
🌐 [itb-india.com](https://itb-india.com)