

Messe Berlin Americas Joins the World Travel & Tourism Council as a Regional Member

As part of the preparations for the launch of ITB Americas, taking place 10–12 November in Guadalajara, Mexico, Messe Berlin Americas builds on its relationship with the World Travel & Tourism Council (WTTC), the global organization representing the private Travel & Tourism sector.

Messe Berlin Americas, organizer of ITB Americas, announces its incorporation into the World Travel & Tourism Council (WTTC) as a Regional Member. With this alliance, the travel trade show for the Americas joins a global network of industry leaders committed to advancing tourism development worldwide.

As the first and only travel trade show bringing together North America, Central America, South America and the Caribbean under a single B2B platform, ITB Americas connects the region's travel and tourism ecosystem, driving business opportunities, knowledge exchange and industry collaboration.

The inaugural edition of ITB Americas will bring together **destinations, tourism boards, buyers, travel companies, hotel brands, airlines, technology providers, MICE professionals and industry leaders** from across the Americas and beyond. Trade Visitors can register now to attend ITB Americas 2026 and connect with leading players from across the travel and tourism industry. The event is expected to welcome more than 5,000 attendees and participants from more than 42 countries and regions.

Organized by Messe Berlin Americas, the regional subsidiary of Messe Berlin, ITB Americas builds on the global ITB portfolio of travel trade shows and is designed to become the leading gateway to the travel and tourism industry across the Pan-American region. By joining WTTC as a Regional Member, Messe Berlin Americas reinforces its commitment to working alongside the industry's leading organizations to shape the future of travel and tourism in the Americas.

Gloria Guevara, WTTC President & CEO, said:

“We are delighted to welcome Messe Berlin Americas as a Regional Member. Through its focus on fostering business connections, knowledge exchange and collaboration, the organization plays an important role in strengthening engagement across the Travel & Tourism sector in the Americas. We look forward to working together to connect industry leaders, support regional growth and advance opportunities for the sector throughout the continent.”

Vicente Salas Hesselbach, VP & Managing Director Americas at Messe Berlin, said:

“Joining WTTC as a Regional Member marks an important milestone for Messe Berlin Americas and, above all, for ITB Americas. As we prepare to launch the inaugural edition of ITB Americas, we are committed to building a platform that brings together the travel industry across the entire continent, fostering meaningful business connections, knowledge exchange, and long-term collaboration. This achievement reinforces our commitment to shaping a stronger, more innovative, and sustainable future for travel and tourism in the Americas.”

Stay connected with ITB Americas

Be the first to receive the latest event updates, including exhibitor announcements, ticketing information, speaker reveals and program highlights: **Register for the ITB Americas Newsletter.**

Follow ITB Americas on our **social media channels**: **LinkedIn**, **Instagram**, **X** and **YouTube** to join the conversation and stay informed as we build the future of travel across the Americas.

For more information, visit **www.itb-americas.com**

About the World Travel & Tourism Council

The World Travel & Tourism Council (WTTC) is the global body representing the private sector of Travel & Tourism and the leading authority on the sector's economic and social contribution worldwide. Its members include Chairmen, Presidents and CEOs of the world's leading travel and tourism companies across hotels, airlines, airports, cruise lines, tour operators, technology platforms and destinations, spanning every major region globally.

WTTC works to advance sustainable growth across the Travel & Tourism sector by driving collaboration between industry leaders and governments, shaping global policy, and providing authoritative research on the sector's economic impact worldwide.

About ITB Americas

Taking place annually, the first edition of ITB Americas will be held from November 10-12, 2026, in Guadalajara, Mexico. As the premier B2B travel trade show for the entire American continent, ITB Americas unites industry professionals from North, Central, and South America as well as the Caribbean. Organized by Messe Berlin Americas, the event builds on the global success of the global ITB brand, offering a dedicated platform for networking, business opportunities, and industry insights. With a strong focus on regional and international market potential, ITB Americas features a curated Hosted Buyer program and a high-level conference showcasing thought leaders and industry experts.

About ITB Global Brand Family

For more than 50 years the name ITB has stood worldwide for the travel industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person, or hybrid format alike. ITB India will take place in Mumbai from 1 to 3 September 2026. ITB Asia will be held in Singapore from 21 to 23 October 2026, covering the APAC market. The inaugural ITB Americas will be held in Guadalajara, Mexico, from 10 to 12 November 2026, covering the American market. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from 16 to 18 March 2027. ITB China, the premier marketplace for China's travel industry, is scheduled for 25 to 27 May 2027, in Shanghai.

Additional information is available at **ITB Americas**

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