

8 October 2026

ITB Americas Sets the Stage for Its First Edition

ITB Americas reaches 85% exhibition capacity ahead of its inaugural event in November. Nearly 300 companies are confirmed across main exhibitors and co-exhibitors, including Brazil, United Airlines and Miki Travel. International buyers, 40 conference sessions and more than 70 top-speakers, including Pierre Vandoorne (Netflix), Lourdes Hainlin (Forbes Travel Guide) and Salim Arkuch (Expedia), add momentum to the new Pan-American B2B travel trade show. With 61 countries and regions represented, ITB Americas is set to bring the global travel industry together in Guadalajara.

ITB Americas is well on its way to its inaugural edition, taking place 10–12 November 2026, at Expo Guadalajara, Mexico. Organized by Messe Berlin Americas, the new B2B travel trade show will bring together destinations, airlines, hospitality companies, travel technology providers, tour operators, buyers and industry leaders from North, Central and South America, the Caribbean and global markets. **Trade Visitor registration is already open, and professionals can currently save USD 15 on the three-day ITB Americas Trade Visitor pass.**

"The strong exhibitor participation underlines the growing momentum behind ITB Americas as the new meeting place for the travel industry across the Americas. For trade visitors, the event offers three days of access to international suppliers, qualified business contacts, market insights and a conference program focused on the trends shaping the future of travel", said **Vicente Salas Hesselbach, VP & Managing Director Americas by Messe Berlin**

ITB Americas is designed to bring North America, Central America, the Caribbean and South America together on one B2B platform, while also connecting the Americas with international travel markets.

A Broad Cross-Section of the Travel Industry

Confirmed main exhibitors and co-exhibitors represent approximately **300 companies and organizations** from North America, Central America and the Caribbean, South America, Europe, Asia Pacific, Africa and the Middle East.

For trade visitors, this means access to a broad cross-section of the travel industry in one place, from destinations and airlines to hotels, technology companies, tour operators and other travel businesses.

Destinations represented range from **Mexico, Egypt, Brazil, Peru, USA, Dominican Republic, Iceland, Norway, Denmark, Dubrovnik, Japan, South Africa, Colombia, Thailand, Slovenia, Visit Berlin, Costa Rica, Cuba, Nicaragua** and **Quito**.

Additional long-haul markets include **Uganda, Kenya, Vietnam, Korea, China** and **New Zealand.**

The airline and transportation sector brings together leading names including **United Airlines, Air Canada, Volaris, LATAM Airlines, Trenitalia, Rovos Rail, National/Enterprise, ACE** and **AVASA (Hertz).**

Hospitality features regional and global brands from **Accor, Wyndham, Hilton, RIU, Hard Rock, Velas, Brisas, Grupo Presidente, Ishin Hotels Group and Arriva Hospitality Group.**

Travel technology companies include **Amadeus, SiteMinder, Lighthouse, Dharma, Emburse, Pliant, Canary Technologies, TripMatrix, Priority Pass by Collinson** and **RoomPriceGenie.**

Other participating travel companies are represented by **Price Travel, Miki Travel, Norte 19, Collinson Group, Mega Travel, Kavaya The Poetry of Travel, Vacations To Go Travel, Dunas Travel, Exotic Tours and Travel, Moon River Tours, Ibero Japan, Restel Hotels, Topena, Tour Plan, Corsini Travel & Tourism.**



ITB Americas Sets the Stage for Its First Edition. © Messe Berlin

A Global Network of Qualified Buyers

The Hosted Buyer Program adds a strong business dimension to ITB Americas, with buyers from across all continents. Approximately 75 percent come from the Americas and 25 percent from the rest of the world. The buyer mix is approximately 75 percent leisure, 15 percent MICE and 10 percent corporate travel. **More than 95 percent are decision-makers.**
Buyer profiles include tour operators, travel agencies, OTAs, wholesalers, travel advisors, incentive travel specialists, corporate travel managers, and specialists in luxury and adventure travel.

Premier Buyer Network partners include the **Canadian Association of Tour Operators (CATO), the Adventure Travel Trade Association (ATTA), the American Society of Travel Advisors (ASTA) New York Metro and Suncoast Chapters, the Society for Incentive Travel Excellence (SITE) Mexico, FORA Travel, Expo Mayoristas, EVINTRA, the Mexican Association of DMCs (AMDEMAC) and the Latin America Tourism Entrepreneurs Group (GETLATAM).**

Buyer companies represented include **G Adventures, Intrepid Travel, TUI Musement, Trip.com, GetYourGuide, Audley Travel, EF Education First, CVC Corp, Grupo Viajes El Corte Ingles, Abreu, Yanolja Go Global, kimkim, Flexways, BestBuy Travel, WorldStrides Canada, Capgemini, GE Healthcare, Schultz Operadora and Escalabeds.**

For trade visitors, the combination of exhibitors and buyers creates opportunities to discover new suppliers, build relationships and connect with decision-makers from across the Americas and international markets.

Strong partnerships with Mexico and the World Travel & Tourism Council

Mexico is the Official Partner Country of the inaugural ITB Americas. The partnership puts Mexico at the center of the first edition and highlights the country's role within the wider Americas travel market.

ITB Americas is also strengthening its international industry network through its partnership with the World Travel & Tourism Council, WTTC.
Messe Berlin Americas is a WTTC Regional Member and an Associate Member of UN Tourism, bringing together WTTC and the organizer of ITB Americas around a shared commitment to advancing the Travel and Tourism industry.

40 Sessions and 70 Confirmed Speakers at the ITB Americas Conference

The **ITB Americas Conference** complements the exhibition with a program focused on the developments and transformations shaping travel across the Americas.
The current program features 40 sessions and 70 confirmed speakers from destinations, tourism organizations, airlines, hospitality, travel technology, sustainability, research, media and other areas of the travel industry.

Topics include market trends, AI and technology, distribution, sustainability, regenerative tourism, resilience, destination development, hospitality, aviation, MICE, luxury travel, adventure travel, travel payments and the future of tourism in the Americas.

Among the confirmed speakers are **Enrique de la Madrid, former Secretary of Tourism of Mexico and Strategic Consultant to the ITB Americas Board of Experts; Olivier Ponti, Director of Market Intelligence & Insights at Amadeus; Pierre Vandoorne, VP, Global Affairs LATAM at Netflix; Salim Arkuch, VP & General Manager, LATAM & the Caribbean at Expedia; Lourdes Hainlin, VP, Partner Services, Southern Americas & Cruise at Forbes Travel Guide; Iliana Rodriguez, Chief Sustainability and Institutional Dialogue Officer at Xcaret; Andrew Beckmann, AMER GTM, Hospitality & Travel at Stripe; Samantha Couture, Director of Operations, North and Central America at G Adventures; Mariana Aldrigui, Tourism Researcher at Universidade de Sao Paulo; and Alex Gerdts, Director, Airports and Borders Americas at Amadeus.**

The full speaker line-up and conference program are available at the official ITB Americas website.

The program reflects the breadth of the Americas travel ecosystem, with sessions addressing technology and AI, market intelligence, distribution, sustainability, destination development, hospitality, aviation, connectivity and the changing expectations of travelers.

Media accreditation includes complimentary access to the complete ITB Americas Conference program

For accredited media, access to the full ITB Americas Conference is included with the press & media accreditation, offering journalists direct access to industry leaders, exclusive insights and high-level discussions shaping the future of travel.

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 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, 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 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 March 16 to 18, 2027. ITB China, the premier marketplace for China's travel industry, is scheduled for 25 to 27 May 2027, in Shanghai. ITB India will take place in Mumbai in September 2027.

Press contacts:
ITB Berlin / ITB Asia /
ITB China / ITB India / ITB Americas
Julia Sonnemann
PR Manager
Tel. +49 30 3038 2269
julia.sonnemann@messe-berlin.de

Sophia Pleis
PR Manager
Tel. +49 30 3038 3242
sophia.pleis@messe-berlin.de

Media Contacts for Spanish/Portuguese media requests:
Daniel Ovalle / Messe Berlin Americas
Tel. +52 327 102 1510
daniel.ovalle@messeberlin-americas.com

Teresa Alcala / Messe Berlin Americas
Tel. +52 33 3972 8727
teresa.alcala@messeberlin-americas.com

Messe Berlin Americas Management:
Vicente Salas Hesselbach
VP and Managing Director
Messe Berlin Americas

Messe Berlin GmbH Management Board:
Dr. Mario Tobias (CEO), Dirk Hoffmann
Chairman of the Supervisory Board: Dr. Eric Schweitzer
Companies register: Amtsgericht Charlottenburg, HRB 5484 B

Data protection notice