

MARKETING CALENDAR OF EVENTS

Fiscal Year 2026-2027

40+
Events

5
Regions

13
Countries

CALENDAR KEY:

Pavilion

BTB operates a national pavilion at this show. Belizean tourism stakeholders are invited to co-exhibit alongside BTB and meet international buyers directly.

Members Only

BTB attends this event as a member of the organising body. These events are closed to non-members.

Trade Group FAM

BTB-hosted Trade FAM is a curated, immersive program designed to give travel agents and tour operators firsthand experience of Belize's tourism product.

Roadshow

BTB-organised multi-city sales missions. Stakeholders travel alongside the BTB team to meet tour operators, travel agencies, and media in market.

Attend Independently

BTB will attend or be represented at this event. Stakeholders are welcome to independently register and attend.

Media / Influencer Group FAM

BTB-hosted Media/Influence visit is a curated, immersive program that gives media and influencers firsthand experience of Belize's tourism product.

2026 - 2027 MARKETING CALENDAR OF EVENTS

April

2026

Tianguis Turístico

📍 Acapulco, Mexico | Apr 27-30
*Pavilion: Co-exhibit alongside BTB

May

2026

Around The World Embassy Tour

📍 Washington, DC , USA | May 2
*Attend Independently

ILTM Brazil (International Luxury Travel Market)

📍 Sao Paulo, Brazil | May 4-7
*Attend Independently
📍 [ILTM Latin America | The Invitation-Only Luxury Travel Expo](#)

June

2026

L.E Miami

📍 South Beach, FL, USA | June 1-4
*Membership Required
📍 [We miss you, boo](#)

K'i'iwik: Feria Turistica del Mundo Maya

📍 Merida, Mexico | June 2-5
*Pavilion: Co-exhibit alongside BTB
📍 [K'i'iwik - Feria Turistica del Mundo Maya | Maya World Fair](#)

LATA Expo 2026

📍 Cotswolds, UK | June 8-10
* LATA Members Only
📍 [LATA Expo Home](#)

Romance Travel Forum

📍 Punta Cana, Dominica Republic | June 15-18
*Attend Independently
📍 [Romance Travel Forum - Travel Trade Show Conference | Romance Travel Forum](#)

June

2026

CTO Caribbean Summer Ball

📍 London, UK | June 17
*CTO Members Only

TTG Fairer Travel Week

📍 London, UK | June 30
*Attend Independently
📍 [TTG Fairer Travel Event | TTG](#)

ARGE Roadshows

📍 Multiple German Cities | June
*ARGE Members Only

July

2026

GTM North America by North Star

📍 Fort Lauderdale, FL, USA | July 9-11
*Attend Independently
📍 [GTM North America](#)

ICAST 2026

📍 Orlando, FL, USA | July 14-17
*ICAST Members Only
📍 [Icast Fishing](#)



2026 - 2027 MARKETING CALENDAR OF EVENTS

August

2026

GTM North America by North Star

📍 Palm Springs, CA, USA | Aug. 4-6

*Attend Independently

🔗 [GTM North America](#)

Virtuoso Travel Week

📍 Las Vegas, NV, USA | Aug. 8-14

*Membership Required

🔗 [2025](#)

South America Roadshow

📍 Bogotá, Barranquilla, and Medellín, Colombia | Aug. 10-14

*Roadshow

EPTU Mexico

📍 TBD | Mexico / TBD

🔗 [EPTUR 2025: imperdible evento de negocios y networking turístico](#)

Canada Roadshow

📍 Calgary, Toronto, Montreal, Canada | Aug. 24-28

*Roadshow

Group Media FAM: USA

USA | TBD

September

2026

Vacation Express Lunch & Learn

📍 Denver, CO, USA | Sept. 3

*Membership Required

Vacation Express Lunch & Learn

📍 Charlotte, NC | Sept. 22

*Membership Required

ILTM North America

📍 Baha Mar, Bahamas | Sept. 28 - Oct. 1

*Attend Independently

🔗 [ILTM North America | Best Luxury Travel Expo of North America](#)

USA Roadshow

📍 Multiple Cities/ TBD

Group Media FAM: Pan European

USA, United Kingdom, Germany, France, Netherlands

Group Influencer FAM: Pan European

USA, United Kingdom, Germany, France, Netherlands

October

2026

CATM: Centroamerica Travel Market

📍 Guatemala City | Oct. 19-22

*Pavilion

🔗 [CATM2026 - Centroamerica Travel Market](#)

Verre Reizen Event

📍 Gorinchem, Netherlands | Oct. 11-12

*Pavilion: Co-exhibit alongside BTB

🔗 [Verre reizen | Van groepsreizen tot privé rondreizen | ANWB](#)

Aspire Escape (Aspire Travel Club)

📍 Manchester, UK | Oct. 12

*Attend Independently

🔗 [Aspire Travel Club - Events - Aspire Escapes](#)

World Travel Expo

📍 Miami, FL, USA | Oct. 27-28

*Attend Independently

🔗 [WTE Miami: International Travel and Tourism Expo](#)

Virtuoso on Tour

📍 Calgary, Canada | Oct. 27

*Membership Required

Virtuoso on Tour

📍 Vancouver, Canada | Oct. 29

*Membership Required

LATAM Group Influencer FAM

UK / Netherlands Group Trade FAM

October 12-16

2026 - 2027 MARKETING CALENDAR OF EVENTS

November

2026

WTM London (World Travel Market)

📍 London, UK | Nov. 3-5
*Pavilion: Co-exhibit alongside BTB
🔗 [World Travel Market 2026 London - Event Info And Hotels | World Travel Market](#)

Dreamtime Reisetag 2026

📍 Germany | Nov. 7
*Attend Independently
🔗 [Dreamtime | Reisetag](#)

Fernweh Festival 2026

📍 Germany | Nov. 12-15
*Attend Independently
🔗 [Dreamtime Fernweh Festival Erlangen: Ein unvergessliches Erlebnis - Fernwehfestival Reisetag](#)

USTOA Annual Conference & Marketplace

📍 San Francisco, CA, USA | Nov. 30 - Dec. 4
*Membership Required

Festuris Brazil

📍 Gramado, Rio Grande do Sul, Brazil | Nov. 12-15
*Pavilion: Co-exhibit alongside BTB
🔗 [Américas](#)

DEMA 2026

📍 New Orleans, LA, USA | Nov. 3-6
Attend Independently
🔗 <https://www.demashow.com>

Group Influencer FAM: USA

Mexico Trade FAM
Nov. 20-27

Germany FAM
Nov. 23-27

December

2026

USA Trade FAM

France Trade FAM
Dec. 7-11

January

2027

FITUR: International Tourism Trade Fair

📍 Madrid, Spain | Jan. 20-24
*Pavilion: Co-exhibit alongside BTB
🔗 [FITUR 2026 | UN Tourism](#)

February

2027

Vacation Express Lunch & Learn

📍 Ft. Lauderdale, Orlando, Tampa, FL, USA | Feb. 8-11
*Membership Required

Canada Trade FAM

March

2027

ITB Berlin

📍 Berlin, Germany | March 16-18
*Pavilion: Co-exhibit alongside BTB
🔗 [ITB Berlin - International Travel Trade Show - Berlin.de](#)



Travel Trade



Travel Trade



Travel Trade

STAY CONNECTED - BTB MARKETING UPDATES

Registration E-blast

For each trade event, and trade, media, or influencer group FAM, BTB will circulate a dedicated registration email with a JotForm link so you can confirm your participation quickly and easily.

Contact:

Trade Events and FAMs: traveltrade@belizetourismboard.org
Media FAMs: industryrelations@belizetourismboard.org
Influencer FAMs: directonline@belizetourismboard.org

WhatsApp - BTB Marketing Updates Group

Don't have time to check your inbox? Join the BTB Marketing Updates WhatsApp Group to receive the same event updates and registration links directly on your phone.

About this group:

- Admin-only posting
- No member-to-member messages
- One-way updates only – no inbox flooding
- Quick access to registration links & show news

Request to join:

