



News Release

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Quito, Ecuador Welcomes the Global Travel Industry to the 48th TravelMart LatinAmerica (TMLA '26).

(Jacksonville, Florida, USA & Quito, Ecuador) Over 200 carefully qualified Travel Industry Buyers from global markets and Suppliers from Latin America are attending the 48th annual **TravelMart LatinAmerica (TMLA'26)** in Quito, Ecuador, September 16, 17, and 18. Almost 1,000 appointments between Buyers and Suppliers have already been pre-scheduled, and many more will be arranged "on-site" during the two days of business sessions held at The Villa at JW Marriott Quito.

Buyers from over 15 countries will be meeting Suppliers representing Central and South America during the three (3) days of carefully structured business and social activities. The pioneering **TravelMart LatinAmerica (TMLA)** format features two (2) full days that are dedicated exclusively to scheduled business appointments at The Villa @ JW Marriott Quito. Other activities include a Welcome Reception at the Centro de Arte Contemporáneo sponsored by Quito Tourism; Networking Lunches, including sponsorship by the Honduras Institute of Tourism; and a Closing "Farewell" Reception at the GO Quito Hotel sponsored by GO Galapagos and GO Quito Hotel. Special Pre and Post Tours enable **TMLA '26** Delegates to personally experience Ecuador's ever-expanding tourism products and services.

TravelMart LatinAmerica (TMLA) was originally launched in Lima, Peru in 1978, inaugurating one of the Travel Industry's most prestigious, productive, and enduring business development events. This is the tenth time that **TMLA** has been held in Ecuador. The Event was previously held in Ecuador in 1983, 1991, 1998, 2003, 2008, 2013, 2017, 2019, and 2024. Last year's **TMLA'25** was held in Lima, Peru.

TMLA'26 Travel Industry "Buyers" are from the world's most important tourism markets, including the United States, Canada, Europe, South America, and the Pacific. They are negotiating products and services in every pricing segment: 80% of the Buyers are looking for Deluxe/Luxury services; 81% will be booking "Moderate" priced products/services; and 30% of the Buyers feature Economy priced travel. Buyers have the opportunity to meet over 55 Supplier Companies representing Central and South America Tourism destinations who are offering every marketing/pricing segment.

The exclusive William H. Coleman, Inc. "Select-Match" pre-scheduled appointments system has already arranged almost 1,000 meetings between Buyers and Suppliers, and many more meetings will be arranged "on-site" during the business sessions. ***TMLA*** Supplier attendance is limited and is "sold out" to make sure attendance is "balanced" and that all delegates have a productive, personal, and enjoyable experience.

This year's ***TravelMart LatinAmerica (TMLA'26)*** is sponsored by a distinguished group of Travel Industry Leaders including: CAPTUR (Chamber of Tourism for the State of Pichincha), Quito Tourism, Honduras Institute of Tourism, GO Galapagos, GO Quito Hotel, JW Marriott Quito, Swisshotel Quito, Hotel Quito, Hotel Mama Cuchara, Ibis Quito Hotel, Hotel Patio Andaluz, Exclusive Ecuador, San Jose de Puembo Hotel & Convention Center, and Prefectura de Pichincha.

Raul Garcia, President of CAPTUR stated: "***TravelMart LatinAmerica*** provides Ecuador's tourism industry a unique opportunity to showcase and promote the country's diverse and growing leisure and luxury travel offerings, while highlighting our outstanding hotels, attractions, competitive advantages, and, above all, the warmth of Ecuadorian hospitality!"

Manuel Cuevas, President & CEO of William H. Coleman, Inc., the ***TravelMart LatinAmerica (TMLA)*** organizing company, said: "We are excited to welcome our Latin American travel industry partners back to Ecuador. For many delegates, this will be their first visit to Quito in several years, giving them the opportunity to rediscover the destination, experience its unique offerings firsthand, and see what awaits their clients. A special thank you goes to the Ecuadorian Suppliers and Sponsors whose continued support and hard work have helped make everything "happen."

TravelMart LatinAmerica (TMLA) is produced and managed by William H. Coleman, Inc., a pioneering international events management firm headquartered in Jacksonville, Florida, USA. Information and registration details are available on the official web site: www.travelmartlatinamerica.com; E-mail: sales@whcoleman.com.