

K'íiwik

MAYA WORLD TOURISM FAIR

FROM THE 2nd TO THE 5th OF JUNE • 2026

Mérida, Yucatán

9 DESTINATIONS OF 5 COUNTRIES

Belice, El Salvador, Guatemala, Honduras, Campeche, Chiapas, Quintana Roo, Tabasco and Yucatán, will present their culture, nature, gastronomy, extreme sports, adventure, live Maya Culture and much more.

YUCATÁN





DISCOVER THE MAYA WORLD

Step into the Maya World, a region rich in history, culture, and natural beauty. Stretching across Mexico, Guatemala, Belize, Honduras, and El Salvador, it invites you to explore ancient ruins, vibrant local traditions, and breathtaking landscapes.

In Mexico, the Maya World comes alive in the Yucatán Peninsula—Yucatán, Quintana Roo, Campeche, and parts of Tabasco and Chiapas—where centuries-old heritage meets modern adventure.

ABOUT K'ÍWIK 2026

K'íwik 2026 is the only international marketplace fully dedicated to sustainable, community, cultural, and experiential tourism across the Maya World – a region that unites five countries through shared heritage, nature, and living traditions.

It is the essential meeting point for destinations, experiences, and travel leaders redefining the future of meaningful travel.





WHY ATTEND K'ÍIWIK 2026?

A curated marketplace for the new traveler

Today's travelers seek authentic experiences, responsible travel, and deeper cultural immersion.

Kiiwik brings together the finest selection of destinations, properties, and experiences that embody these values – from boutique jungle lodges and archaeological routes to immersive community-based programs and high-end wellness retreats.

Global visibility and professional recognition

Benefit from international media coverage and the presence of renowned travel journalists, content creators, and specialized publications.

Your participation positions you as a pioneer of sustainable, meaningful travel in one of the world's most fascinating regions.



Strategic connections and new alliances

Meet and build partnerships with:

- Tourism boards, ministries, and investment authorities shaping the region's travel future.
- Private-sector leaders in luxury, sustainability, and experiential travel.
- Regional DMCs and boutique operators specializing in high-value circuits, family travel, and cultural expeditions.

Knowledge that inspires and empowers

Take part in an elite educational program highlighting innovation, conservation, and community engagement in tourism – with sessions led by thought leaders, destination experts, and cultural ambassadors.

WHO K'ÍIWIK IS FOR:

K'íiwik welcomes a select group of global travel professionals specializing in:

- Luxury and experiential travel
- Cultural and family journeys
- Educational and alumni programs
- Adventure and nature expeditions
- Sustainable and community-based tourism

Ideal for:

Tour operators, wholesalers, luxury travel advisors, consortia and agencies serving discerning travelers from North America, Europe, and Latin America.





ATTENDEE PARTICIPATION OPTIONS

K'íiwik offers two high-value participation categories designed for top agencies with proven interest and business potential for the Maya World.

- Hosted Accomodation
- Elite Hosted Buyers

Both categories reflect K'íiwik mission to welcome only highly qualified, business-generating agents who can create measurable impact for the destinations, companies, and partners of the Maya World.

HOSTED ACCOMODATION

Qualified attendees will receive Hosted Accommodation, which includes:

- Hotel stay during official dates
- Access to all pre-scheduled business appointments
- Entry to educational sessions, networking activities, and official events
- On-site transportation provided by the program

This benefit is granted only to travel advisors who meet the qualification criteria, including:

- Demonstrated current or potential business for the Maya World
- Experience selling cultural circuits, multi-destination journeys, high-end experiences, family travel, or sustainable tourism
- Completion of the application process and successful validation by the K'íiwik team

Hosted Buyers agree to attend all confirmed appointments and official activities.





ELITE HOSTED BUYER

A select group of top-performing agencies may qualify as Elite Hosted Buyers, receiving all the benefits of the Hosted Accommodation category plus:

- Round-trip airfare from designated gateways

or

- Financial support toward the purchase of their flight ticket (amount determined by K'íiwik)

This elite category is reserved for buyers with:

- Significant sales volume in North America, Europe, or Latin America
- A strong influence in their market segment
- A proven track record in promoting the Maya World or similar high-value destinations.

PRELIMINARY PROGRAM

TUESDAY, JUNE 2ND

- Arrivals
- **10:00 - 17:00 hrs:** Academic program on Sustainable and Community Tourism. (Optional)
- **19:00 hrs:** Welcome Party hosted by the State of Yucatán

WEDNESDAY, JUNE 3RD

- **09:00 am:** Official Ribbon-Cutting Ceremony and Inaugural Tour of the Tradeshow
- **10:00 - 17:00 hrs:** Tradeshow and one on one meetings. Intercative hubs.

THURSDAY, JUNE 4TH

- **09:30 - 17:00 hrs:** Tradeshow and one on one meetings. Intercative hubs.

FRIDAY, JUNE 5TH

- Departures for post tours

*Program subject to change



CONNECTIVITY

Which airport should I fly to?

MID – Mérida International Airport, also known as **Manuel Crescencio Rejón International Airport**

The airport connects Mérida with 12 major cities across Mexico and 7 international destinations.

International direct flights:

- Miami
- Houston
- Dallas
- Toronto
- La Habana
- Orlando
- Guatemala

National direct flights:

- CDMX
- AIFA
- Guadalajara
- León
- Puebla
- Monterrey
- Veracruz
- Villahermosa
- Tuxtla
- Querétaro
- Toluca
- Oaxaca



Another option to reach Mérida is to fly into Cancún or Tulum. Cancún Airport is about a 3.5-hour drive, and Tulum Airport is roughly 4 hours away by car.

Alternatively, you can fly into Cancún and continue your journey via the Maya Train.



EARLY BIRD REGISTRATION NOW OPEN!

Secure your participation at the special Early Bird rate of US\$550 – available for a limited time only!

- Full access to business meetings, networking events, and educational sessions
- Participation in the Hosted Programs (application required)

Don't miss this opportunity to connect with the key players shaping the future of meaningful travel.

Early Bird Rate: US\$550
(Valid until March 4th, 2026)

Register TODAY



**SEE YOU IN
YUCATÁN**

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