

# K'ii W'ik

Maya World  
Tourism Fair 2026

## 9 Destinations Across 5 Countries

Discover a region where **culture, nature, gastronomy, adventure,** and **living Maya heritage** come together to create truly authentic travel experiences.

**Belize**  
**El Salvador**  
**Guatemala**  
**Honduras**  
**Mexico:**  
Campeche  
Chiapas  
Quintana Roo  
Tabasco  
Yucatán

**JUN**  
**2-5**  
**2026**

**Mérida,**  
**Yucatán,**  
Mexico



MUNDO MAYA

# NEW VENUE

## **CENTRO INTERNACIONAL DE CONGRESOS (CIC)**



Centro Internacional de Congresos de Yucatán (CIC)

Address: Calle 33 502 S por 60 A y 62 Col. Centro.

C .P.97000 Mérida, Yucatán

Location:

<https://share.google/LijPaYdEMSYsUO0tP>

# GENERAL PROGRAM

## May 30 – June 2

- Pre-Tours in participating destinations **(Buyers)**

## Monday, June 1

- 09:00 AM – 05:00 PM Registration – Foyer **(Yucatán International Convention Center – CIC)**
- 10:30 AM – 01:00 PM Maya World Mexico Alliance Working Meeting **(By invitation only – Fiesta Inn)**
- 02:30 PM – 04:30 PM Board of Directors Meeting **(By invitation only – Fiesta Inn)**

## Tuesday, June 2

- 08:00 AM – 06:00 PM Registration – Foyer **(Yucatán International Convention Center – CIC)**
- 08:30 AM – 01:30 PM Maya World Academic Forum **(Open to the public) Hall 1 – CIC**
- 02:30 PM – 05:00 PM Maya World Business Roundtable **(By invitation only) Yucatán International Convention Center**
- 07:30 PM Welcome Reception Hosted by the Government of the State of Yucatán. **Quinta Montes Molina (For buyers and exhibitors)**

## Wednesday, June 3

- 09:00 AM Official Opening Ceremony & Ribbon Cutting. **Hall 1 – CIC**
- 10:00 AM – 05:00 PM. Business Appointments, Exhibition Area & Interactive Hubs. **Halls 2-5 – CIC**
- 12:00 PM – 02:30 PM. Extraordinary Meeting of Maya World Authorities. **(By invitation only) – CIC**
- 06:00 PM. Cultural Performance: Mestizo. Hosted by the State of Yucatán. Yucatán Siglo XXI Convention Center. **(For buyers and exhibitors)**

## Thursday, June 4

- 10:00 AM – 05:00 PM Business Appointments & Interactive Hubs. **Halls 2-5 – CIC**
- 05:00 PM. K'íiwik 2026 **Closing Ceremony. Hall 1 – CIC**
- 07:30 PM. Mérida, Cuisine & Living Traditions. Meet Traditional Cooks and Artisan Masters. **Hosted by the City of Mérida. (Exclusive for buyers)**

## Friday, June 5

- Post-Tours in participating destinations
- Participant departures

\*Program subject to change.

# ACADEMIC PROGRAM

**Date: June 2<sup>nd</sup>, 2026**

**Venue: Centro Internacional de Congresos**

**Hall: 1**

- **08:30 AM Registration**
- **09:00 AM Welcome Remarks**
- **09:10 AM – 09:40 AM Keynote Presentation:** Community Tourism: The Authentic Heart of the Maya World. Speaker: Carlos Tejeda, UNESCO
- **09:50 AM – 10:30 AM. Panel: The Maya World as a Living Tourism Product.** Panelists: Nancy Mejía Bonifazi, FEDECATUR. Judy Karwacki, Small Planet Travel. David . Howell, Select Latin America. Moderator: Kitzia Morales, Kgroup Wellbeing Meetings
- **10:40 AM – 11:20 AM. Panel: Air Connectivity Challenges in the Maya World.** Panelists: Marcela Toriello, TAG Airlines; Alejandro Vales, ASUR; Andrés Uribe, IATA. Moderator: Armando Fúnez, Ministry of Tourism of Honduras
- **11:20 AM – 11:40 AM Coffee Break**



# ACADEMIC PROGRAM

- **11:40 AM – 12:20 PM Panel: Commercialization Challenges for Community Tourism Networks.** Panelists: Rossana Rivero, Ha Kiin Kaax – Campeche. Zedy Euan, Caminos Sagrados – Quintana Roo; David Salguero, ACOFOP – Guatemala; Marcio Rivera, LARECOTURH – Honduras. Moderator: Manuel Xool, Coox Mayab – Yucatán
- **12:30 PM – 01:00 PM Panel: Corn as a Living Heritage: Community, Science, Gastronomy and Future.** Panelists: Marcos Che, Sustainable Backyard Milpa Program, Haciendas del Mundo Maya Foundation; Jesús Poot, Mérida Comunitaria and Maya Farmer; Javier Mijangos, Lead Researcher, CICY Science Park. Moderator: Chef Xóchitl Valdez, Pancho Maíz
- **01:10 PM – 02:00 PM. Panel: Maya World Leaders: Regional Vision and Cooperation.** Panelists: Josué Carballo, Belize Tourism Ministry; Mercedes Silva, Ministry of Tourism of El Salvador; Luisa Fernanda Rodríguez, Ministry of Tourism of Guatemala; Tania Castellanos, Vice Minister of Tourism of Honduras; Nathalie Desplas Puel, Deputy Minister of Tourism of Mexico. Moderator: Juan Pablo Nieto

**\*Program subject to change. Simultaneous translation will be offer.**





# SEE YOU IN YUCATÁN

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