



B2B TRAVEL INTELLIGENCE

THE WEEKLY NEWSLETTER

Monday, 13 April, 2026

Vol.201

SPOTLIGHT
IBTM
ILTM
WTM AFRICA

IBTM Africa (April 13-15, Cape Town, South Africa)

Africa's Dedicated MICE Platform at WTM Africa
IBTM Africa takes place alongside WTM Africa at the Cape Town International Convention Centre (CTICC) from April 13-15, 2026. This dedicated business events programme is fast positioning itself as a critical platform for Africa's MICE sector.



© IBTM

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ILTM 2026: Where Global Luxury Travel Actually Gets Decided

The 2026 edition of the International Luxury Travel Market (ILTM) series is not just another trade calendar—it is where the real business of luxury travel unfolds.

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© WTM

WTM Africa 2026: Connecting Global Travel with Africa's Opportunity Economy

World Travel Market Africa (WTM Africa) returns from April 7-9, 2026, positioning itself as one of the continent's most influential travel trade platforms. Designed to bridge global demand with African supply, the event brings together tourism boards, hospitality brands, DMCs, airlines, and travel professionals under one roof.

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EDITOR'S SHARP TAKE (THIS WEEK AND THE FUTURE TRENDS)

1) AI is no longer optional — it's reshaping distribution models

2) Growth is stabilizing → profitability > expansion now

3) India + APAC = primary demand engine

4) Experience-led travel is replacing commodity packages

5) Tech risks (AI fragmentation, cybersecurity) are rising fast



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MACAO: MITE 2026 Opens (10TH APR) – Central Asian Trade Delegation Makes First Visit

The 14th Macao International Travel Expo (MITE 2026) kicks off (April 10) at The Venetian, but the real B2B action started today with a pre-opening “Trade Gathering Mini-Mart”

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© MITE

Macao International Travel Expo (MITE) 2026 (April 10–12, Macao)

According to Liu Yaohuang, President of the Macao Travel Agency Association (the event’s organizer), MITE has become one of the most iconic activities under the Central Government’s designation of Macao as a “World Tourism and Leisure Center,”

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© MATTA

The 58th MATTA Fair 2026 just concluded its three-day run on April 5th, 2026, at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur

It featured 2,051 booths from 332 organizations, showcasing a strong rebound in the travel sector, according to TIN Media. Focus on Future Travel: The event serves as a major push for the Visit Malaysia 2026 campaign.

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IN NEWS THIS WEEK

AZERBAIJAN: ATB Pitches “Umrah Plus” Strategy at ITE 2026 Jakarta

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VIETNAM: VITM 2026 Goes All-In on B2B – 400 International Buyers Expected

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IndiGo & IATA Trial First Contactless International Travel at Bengaluru Airport

In a significant development for India's aviation technology landscape, IndiGo, the Digi Yatra Foundation, Bangalore International Airport Limited (BIAL), and IATA successfully conducted technical trials of a contactless international travel system at Kempegowda International Airport, Bengaluru .

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How Legacy Giants Are Adding AI to Stay Relevant for Indian Agents" :GDS, CONTENT & REGIONAL PLAYERS

Global Distribution Systems (GDS) are not sitting idle. Sabre (through its Taiwan arm) launched Trevo (AI corporate travel),

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The Autonomous Travel Managers Coming for India's Corporate Pie" AGENTIC AI & CORPORATE TRAVEL

The next wave is agentic AI —systems that don't just book but manage travel autonomously. Navan (USA) launched Navan Edge in March 2026

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IN NEWS THIS WEEK

Malaysia Travel Fair Draws Record Crowds Despite High Airfares

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Maldives & PATA to Host Crisis Webinar on Travel Disruptions

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THE GLOBAL PICTURE – WHY NOW

Tourism accounts for approximately 8-10% of global greenhouse gas emissions . Food waste alone in the tourism sector contributes up to 10% of global greenhouse gases . With over 600 million guests served annually by tourism businesses, the sector’s environmental footprint is under unprecedented scrutiny .

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UNEP & UN Tourism: “Recipe of Change” Initiative

Participating businesses commit to tracking food waste levels and implementing operational and behavioural solutions to halve global food waste by 2030 (SDG 12.3) .

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GLOBAL TOURISM BOARDS – INITIATIVES

The next wave is agentic AI –systems that don’t just book but manage travel autonomously. Navan (USA) launched Navan Edge in March 2026

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Cruise Industry Rebounds Despite \$111 Oil

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Sri Lanka Crosses 750,000 Tourist Arrivals – But Momentum Slows

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**SPOTLIGHT
EVENTS IN
APRIL**

- 1. AI Future International Forum (April 14–15, Moscow, Russia)**
20,000 attendees 250 sponsors, 200 speakers,
- 2. IBTM Africa (April 13–15, Cape Town, South Africa)**
660+ interested buyers—many managing \$1M+ budgets
and significant growth in regional experiential tourism
- 3. MCE North & West Europe 2026 (April 12–14, Copenhagen, Denmark)**
200+ top-tier MICE professionals 80% of suppliers are returning
- 4. The Meetings Show Asia Pacific (April 14–15, Singapore)**
over 300 exhibitors and 600+ qualified buyers attendees from 80+
countries buyers projecting US\$250 million in spending
- 5. MATTA Fair in Malaysia (April 3–5)**
over 2050 booths covering 3 levels
- 6. Macao International Travel Expo (MITE) 2026 (April 10–12, Macao)**
The event attracts over 10,000 worldwide exhibitors, professional buyers and
public visitors every year with over 10 million online impressions,
700 exhibitors from 58 countries and regions, alongside over 600 hosted
buyers.

IN NEWS THIS WEEK

British Tourists Flock Back to Cyprus & Turkey After Ceasefire

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Global & Regional Highlights

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