



Dr. Mario Tobias  
Chief Executive Officer

Berlin, 24 March, 2025

To

The Honorable Tiit Riisalo

Minister of Economic Affairs and Information Technology, Estonia

Dear Minister Riisalo,

We were delighted to welcome your country at this year's ITB Berlin, and we greatly value the continued collaboration and your presence at our prestigious event. We hope that the partners attending had successful discussions and concluded fruitful business transactions.

As part of our ongoing efforts to expand the reach and influence of the ITB brand, I am pleased to share some important news with you. I would like to personally inform you that the ITB family has expanded with a significant new addition to our global portfolio. In addition to ITB China in Shanghai, ITB Asia in Singapore, and ITB India in Mumbai, we will be launching ITB Americas in Guadalajara, Mexico, November 10-12, 2026. This new event will cover the entire continent from Canada to Patagonia and is designed for North, Central, and South America as well as the Caribbean.

We kindly ask you to pass this information on to the relevant travel and tourism professionals in your entity and sector, so we can extend a warm welcome to you in Mexico in November of 2026.

With best regards from Berlin,

A handwritten signature in blue ink, appearing to read "Dr. Tobias", written in a cursive style.

Dr. Mario Tobias

Chief Executive Officer

PS: See [www.itb-americas.com](http://www.itb-americas.com) for further information. Our Managing Director ITB Americas, Mr. Vicente Salas, will be ready to answer any inquiry at [vicente.salas@messe-berlin.de](mailto:vicente.salas@messe-berlin.de)!