



ABOUT BTM

WHO ARE WE?



+55 83 3245-6856



sac@bbceventos.com.br



www.btmbrasil.com.br

INTRODUCTION

WHO ARE WE

We began our operations in **2011** in the city of João Pessoa, Paraíba. We specialize in producing **business-to-business (B2B)** events related to tourism and its various segments.

WHAT WE DO

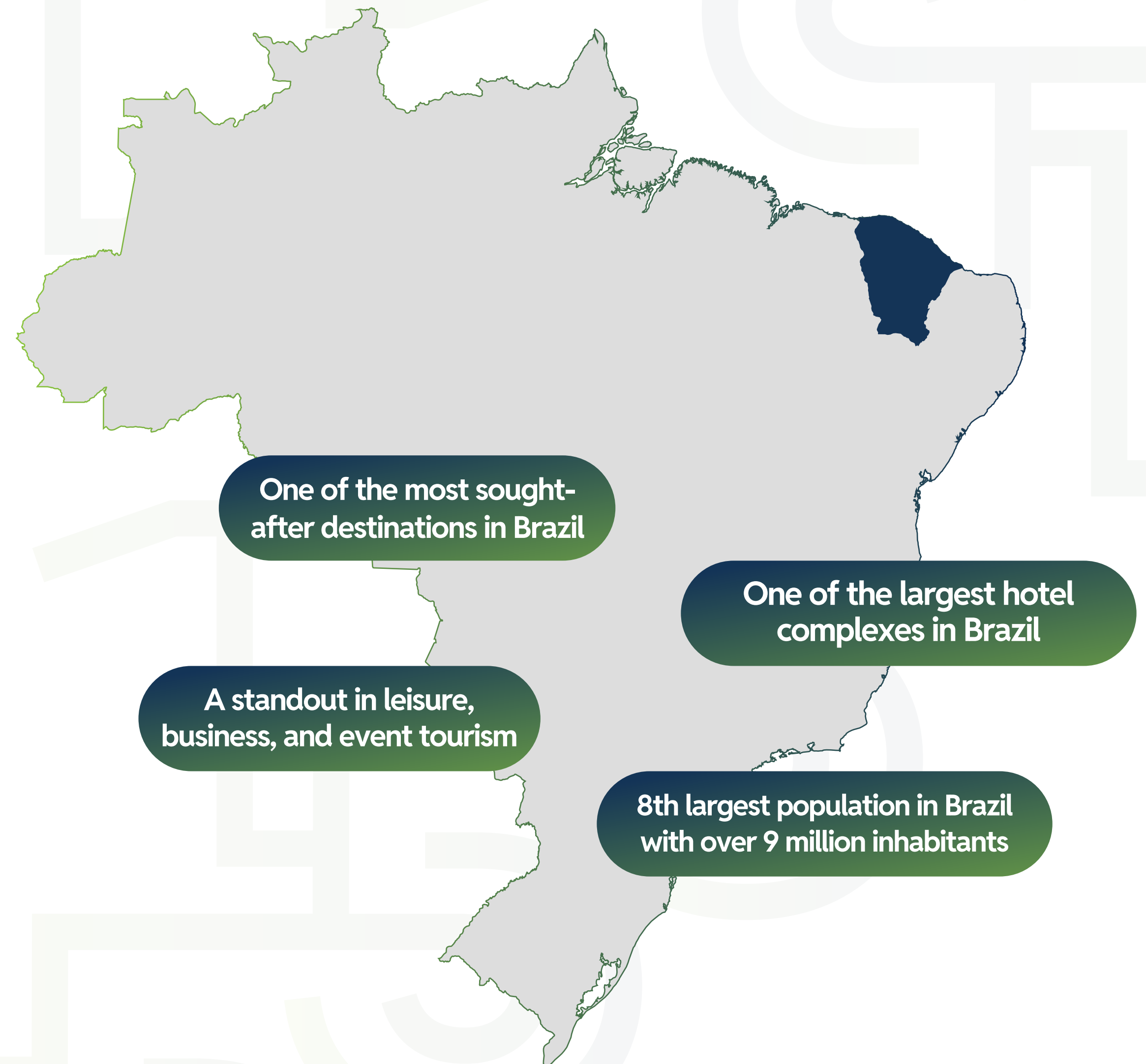
Since 2011, we have organized and managed the **BTM (Brazil Travel Market)**, considered one of the largest B2B tourism events in Brazil. In addition to **BTM**, we organize other **B2B** events—such as the MTM (Minas Travel Market)—as well as forums, business matchmaking sessions, workshops, and both domestic and international roadshows.

We help promote tourism enterprises and organizations to the domestic and international markets.

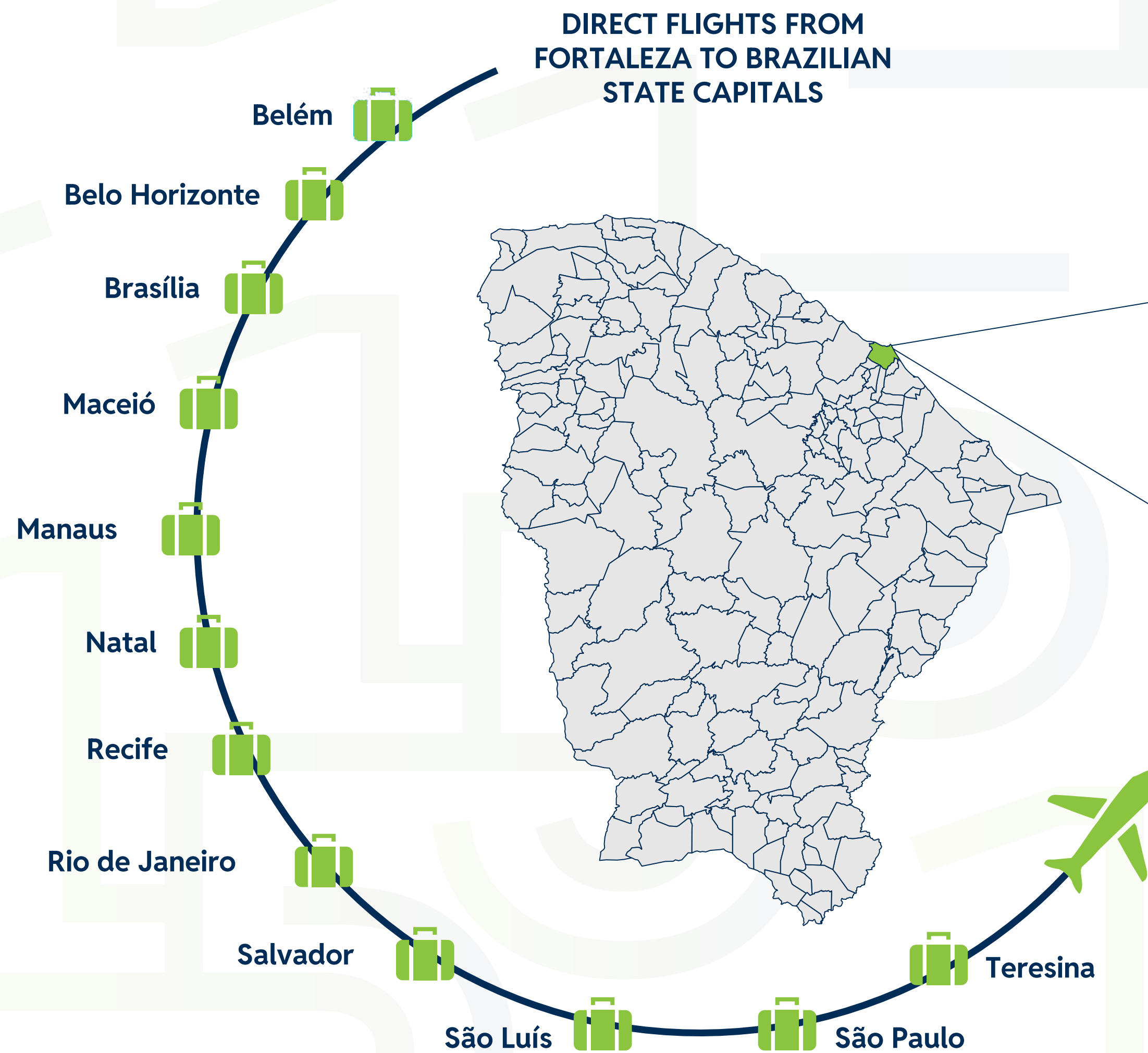


Ceará's natural attractions and economic dynamism have positioned the state as a key player in the domestic, inbound, and outbound tourism value chain.

Recognizing the impact and scale of the BTM (Brazil Travel Market), the **Government of Ceará** brought one of Brazil's major **B2B** tourism events to **Fortaleza**. Since 2021, **BTM** has found the ideal setting for a highly significant tourism event that combines networking and business.



FORTALEZA



One of the most sought-after destinations in Brazil

One of the best event centers in Brazil

Regional and national tourism and business hub

Largest international passenger flow in the North and Northeast

BTM - BRAZIL TRAVEL MARKET

BTM – Brazil Travel Market is one of the largest B2B events in the Brazilian tourism industry. Its primary audience consists of travel agents and tour operators, as well as delegations from across Brazil and international hosted buyers. **Exhibiting at the Brazil Travel Market** secures a position in the premier business showcase for Brazilian tourism.

ONE OF BRAZIL'S LARGEST B2B TOURISM EVENTS.

5,000 TOURISM PROFESSIONALS EXPECTED

AGENTS AND OPERATORS FROM ACROSS THE COUNTRY

AIR AND GROUND CARAVANS



Corredor BTM
23 de outubro de 2025
Centro de Eventos do Ceará

TARGET AUDIENCE AND SCOPE

GEOGRAPHIC SCOPE

International.

ESTIMATED ATTENDANCE

5,000 participants, including visitors, exhibitors, and guests.

VISITOR PROFILE

Travel Agents
Tour Operators
Tourism Boards
Municipal, State, and Federal
Governments
Associations
Specialized Press
Other Tourism Industry Players

TOURISM SEGMENTS OR NICHEs

Leisure
MICE – Meetings, Incentives, Conferences, and
Exhibitions
Corporate
Luxury
Ecotourism
Rural Tourism
Community-Based Tourism
and others

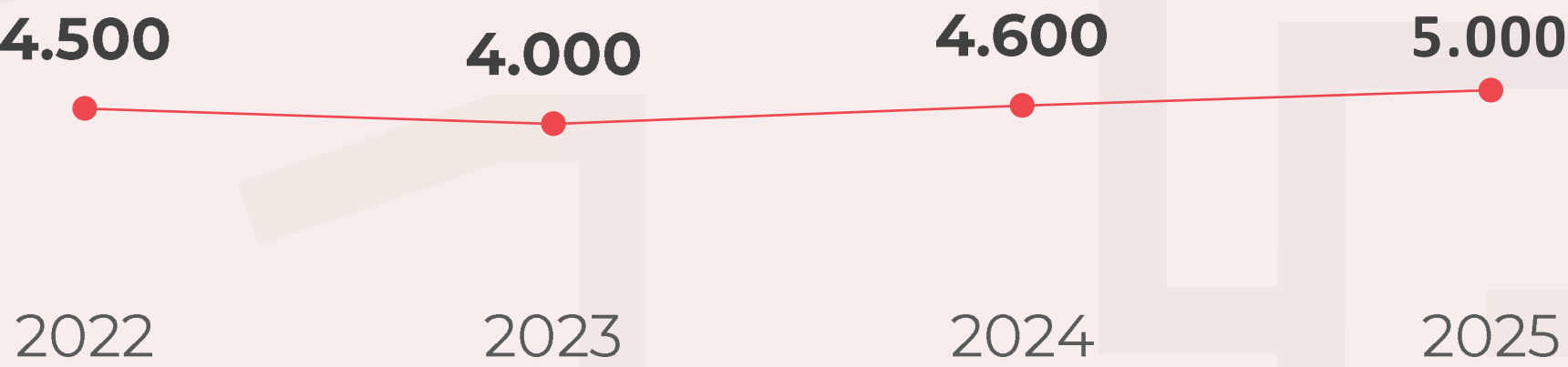
BTM 2025 VIDEO



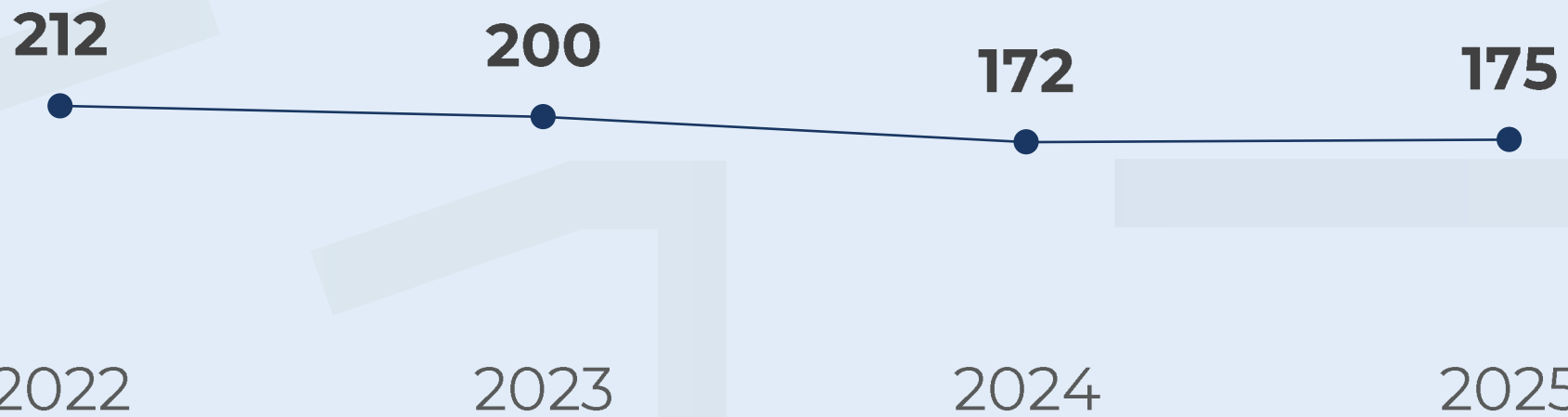
[CLICK HERE TO WATCH THE FULL VIDEO](#)

OUR NUMBERS

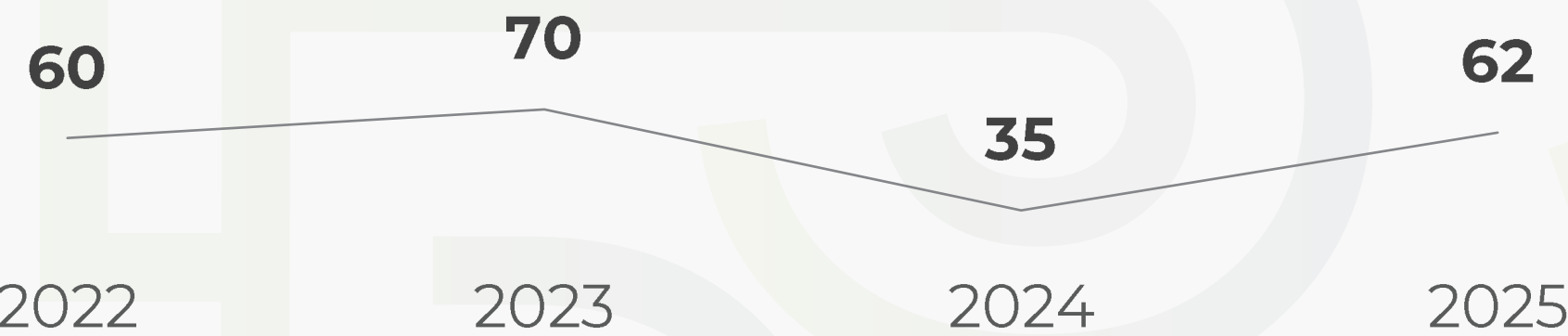
TOURISM PROFESSIONALS



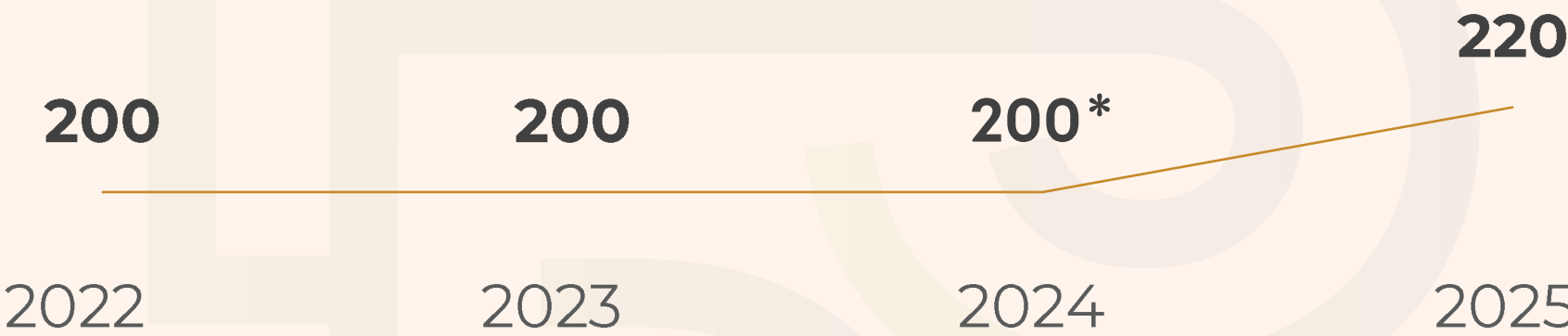
BOOTHS



TRAINING PROGRAMS



BUSINESS MATCHMAKING SESSION



WHAT MAKES BTM A MUST-ATTEND EVENT?

- One of Brazil's largest B2B tourism events;
- The largest in the North and Northeast regions;
- Over 170 stands;
- 5,000+ tourism professionals per day;
- Travel agents from across Brazil;
- Hosted Buyer program;
- MICE Forum;
- Business matchmaking sessions, training workshops, and plenty of innovations!





LEARN MORE ABOUT THE BTM



BTM 2025 chega ao fim com crescimento recorde; confira a cobertura completa do M&E

PANROTAS

BTM 2025 tem recorde de satisfação de visitantes e expositores, diz BBC Eventos



Embratur

Embratur lidera ações estratégicas na Brazil Travel Market 2025 para impulsionar o turismo global no Ceará e Nordeste



BTM 2025 realiza rodada de negócios exclusiva em Fortaleza

Brasilturis

BTM 2025 cresce 11% e supera 5 mil inscritos



BTM 2025 homenageia grandes nomes do turismo brasileiro em Fortaleza



 +55 83 3245-6856

 sac@bbceventos.com.br

 www.btmbrasil.com.br