

EL SALVADOR TRAVEL MARKET 2026

The B2B platform where international buyers connect with El Salvador's private tourism industry.



September 14–18, 2026 • El Salvador

DISCOVER. CONNECT. BUILD BUSINESS WITH EL SALVADOR.

WHAT IS ESTM 2026?

El Salvador Travel Market 2026 is a B2B platform organized by CASATUR that connects El Salvador's private tourism industry with qualified international buyers, combining a destination experience, segmented fam trips, a B2B appointment agenda, and post-event commercial follow-up.

WHO IS IT FOR?



Tour operators and agencies

Wholesalers and outbound travel agencies.



Regional DMCs

With the capacity to program circuits.



MICE and incentives

Corporate and business travel.



Specialized segments

Surf, culture, adventure, nature, wellness, gastronomy, and family travel.



Multi-destination and commercial players

Companies able to integrate El Salvador into regional circuits, and players with real capacity to sell, program, or recommend the destination.



Plaza Libertad, San Salvador

Participation as an international buyer is subject to application, technical review, seat availability, and commercial qualification criteria.

SEPTEMBER 14-18, 2026

DAY	DATE	MAIN ACTIVITY
Day 1	Mon Sep 14	International arrivals, check-in, and operational welcome
Day 2	Tue Sep 15	Segmented fam trips and evening at Decameron
Day 3	Wed Sep 16	Return to San Salvador and opening cocktail at the Hilton
Day 4	Thu Sep 17	B2B day at the Hilton and closing dinner in the Historic Center
Day 5	Fri Sep 18	Departures and start of commercial follow-up

THE BUYER EXPERIENCES THE COUNTRY FIRST; THEN SITS DOWN TO NEGOTIATE WITH SALVADORAN OFFERINGS.

TOURISM PRODUCTS AND SEGMENTS

Surf City & wellness

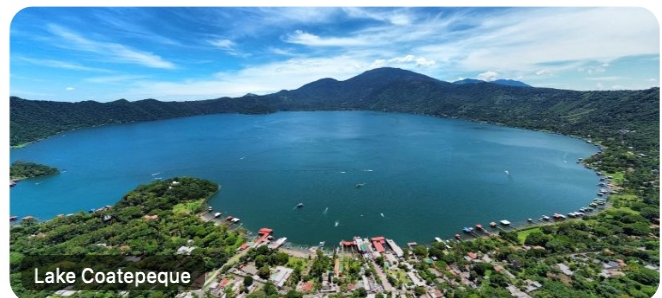
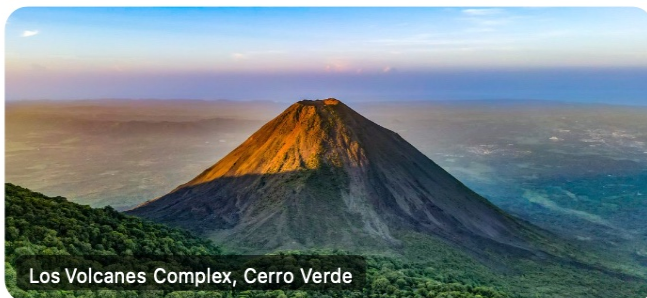
Culture & heritage

Nature & adventure

MICE & city

Regional multi-destination

Family tourism



El Salvador offers short distances, connectivity, safety, hospitality, and a private sector ready to do business.

PARTICIPATION COST FOR INTERNATIONAL BUYERS

US\$400

per person

This package applies to approved international buyers and is subject to technical review, seat availability, and logistical confirmation. The package includes, subject to approval and availability:

Air or ground ticket, depending on country of origin and available connectivity.

Accommodation during the official program.

Participation in the B2B agenda and official activities.

Segmented fam trip and logistical support during the program.

Applying does not guarantee automatic approval. Participation, air or ground ticket, accommodation, fam trip, and other benefits are subject to technical review, seat availability, connectivity, buyer profile, and confirmation by the organization.



Costa del Bálsamo, El Salvador

FOUR STEPS TO APPLY

1

Visit the official site

<https://www.elsalvadortravelmarket.com>

2

Complete the international buyer application

Company, country, market, segment, commercial experience, and products of interest.

3

Technical review

Based on commercial profile, source market, selling capacity, and seat availability.

4

Participation confirmation

The organizing team contacts selected buyers for next steps.

Applying does not guarantee automatic approval. Participation and associated benefits are subject to availability and validation by the organization.

OFFICIAL SITE

[elsalvadortravelmarket.com](https://www.elsalvadortravelmarket.com)

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