

# Summit of the Americas to move location in 2021

By **Hibah Noor** on December, 11 2019 | Associations



IAADFS announced that the Summit of the Americas show will be moving from Orlando to Palm Beach, Florida in 2021.

The Summit will utilize the Palm Beach County Convention Center with its adjoining headquarters hotel as well as several close by hotels within walking distance of the convention center.

According to Michael Payne, President and CEO of IAADFS: “This decision reflects the feedback and thoughtful input we have received from our members, exhibitors, and supplier partners to consider after many years in Orlando a venue more convenient to the Miami area. Its proximity to Miami and the Miami International Airport will make it more convenient for many attendees. The modern high-speed train operating from Miami to Palm Beach adds even more of a convenience factor and the station is blocks from the convention center. The whole arrangement is more intimate and provides an opportunity for the industry to have the closeness it desires, but with a wide variety of activities and dining experiences from which to choose. It also provides the chance to be more price competitive for participants.”

“We looked at Palm Beach a few years ago, but at that time it lacked a true headquarters hotel, which it now has,” stated Payne. “In addition, the city is going through a major renaissance downtown with expanded shopping and fine dining options, as well as reasonable and varied price points for hotels, all conveniently located together. It is a great fit for the Summit and the convention center is a first class venue. We are excited about this change and the possibilities it provides.”

More details will be provided in the coming months from the organization, but 2020 will be the final year in Orlando as IAADFS works to address the need to enhance the Summit of the Americas, constantly respond to the changing nature of the duty free and travel retail industry, and meet the expectations of attendees. Meanwhile, the 2020 Summit of the Americas is fast approaching and the response has been tremendous, with 80 percent of the available exhibit space already requested, and additional requests for space continuing to come in. The Executive Conference Sessions are being finalized, and an announcement on the programming content and speakers will be forthcoming. Registration and housing are open, and more information about the 2020 Summit can be found at [www.2020summitoftheamericas.org](http://www.2020summitoftheamericas.org).

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