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WORLD TEA EXPO 2024 CONCLUDES ANOTHER SUCCESSFUL YEAR WITH RECORD ATTENDANCE

The newly rebranded World Tea Expo returned to Las Vegas with an 8% increase in attendance

LAS VEGAS – [World Tea Expo](#), the leading gathering of tea industry professionals, returned to the Las Vegas Convention Center, March 18-20, 2024, and celebrated record breaking attendance numbers and the successful launch of the event’s rebrand. Co-located with [Bar & Restaurant Expo](#), the combined events held in the Las Vegas Convention Center attracted 12,378 attendees, an 8% increase to 2023 attendance.

This year’s show featured an expanded and vibrant expo floor with exhibitors from 23 countries, displaying the latest innovative and trending tea products. Attendees immersed themselves in an array of exquisite teas from around the world at the **International Pavilions**, highlighting products from Japan, China, Sri Lanka, Vietnam, Sri Lanka and more. The expo also featured a dynamic and interactive **Tea Bar**, which showcased the latest in tea trends with cocktails and samples of award-winning teas.

The three-day conference program featured a memorable keynote presentation by award-winning Himalayan explorer and author, **Jeff Fuchs**. This presentation dove into Fuchs’ journey as an explorer and the work he has done to inspire the next generation of tea lovers. Other popular sessions included the **Tea Primer** tasting experience, covering the basics of tea; the exclusive **Tea and Chocolate Pairings session**, featuring creations from award-winning Belgian chocolatiers; and **Rare Teas**, where participants discovered teas that have the potential to transform their business.

New this year was the **2024 Beverage Challenge**, an international competition that allowed brands to highlight their finest teas on a global scale and gain recognition from industry experts. Categories included Best Leaf, Best Liquor, Best Tea by Origin, Grand Champion and more. Winners of the inaugural Beverage Challenge were announced on the World Tea Expo Stage on Tuesday, March 19.

“We are proud to provide the key venue where global tea professionals can meet, learn, network and embrace the future of the industry, and are thrilled to have welcomed a record number of those professionals to this year’s event,” said Tim McLucas, Vice President of Bar & Restaurant Group. “World Tea Expo continues to evolve to cater to the evolving tea industry, and we thank all of our event participants for making this year’s expo such a success.”

World Tea Expo will return to Las Vegas March 24 - 26, 2025. For more information, visit [here](#).

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About World Tea Expo

World Tea Expo is a modern and collaborative event that unites the global tea industry including growers, retailers, buyers, suppliers, and tea professionals from around the world. We are committed to elevating the tea business landscape by fostering meaningful connections and opportunities for business growth, sharing knowledge and education, and embracing innovation in this fast-evolving era. World Tea Expo is part of the Questex Travel & Hospitality Division and also produces [World Tea News](#), [World Tea Academy](#), as well as [Bar & Restaurant Expo](#), [Bar & Restaurant News](#), and [Vibe Conference](#).

About Questex

Questex helps people live better and longer. Questex brings people together in the markets that help people **live better**: travel, hospitality and wellness; the industries that help people **live longer**: life science and healthcare; and the technologies that enable and fuel these **new experiences**. We live in **the experience economy** – connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. **It happens here.**

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