

Destination Expo
ROSARITO
extraordinary
2026

Experiences beyond borders



TURISMO
Secretaría de Turismo



SEDETUR
Secretaría de desarrollo
económico y turismo

COTUCO
Comité de Turismo y
Convenciones de Playas
de Rosarito

CCT
Comité Consultivo de Turismo
Playas de Rosarito





Destination Expo
ROSARITO
extraordinary

• 25 JUNIO 2026 •

📍 Castillos del Mar Rosarito

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Rosarito Extraordinary 2026
is much more than an event.

It is a unique platform that invites you to experience and discover the city through its curated experiences. Its strategic goal is to showcase, in an immersive and engaging way, the tourism, activities, events, and products that Rosarito has to offer.



The strategy is to become a media epicenter

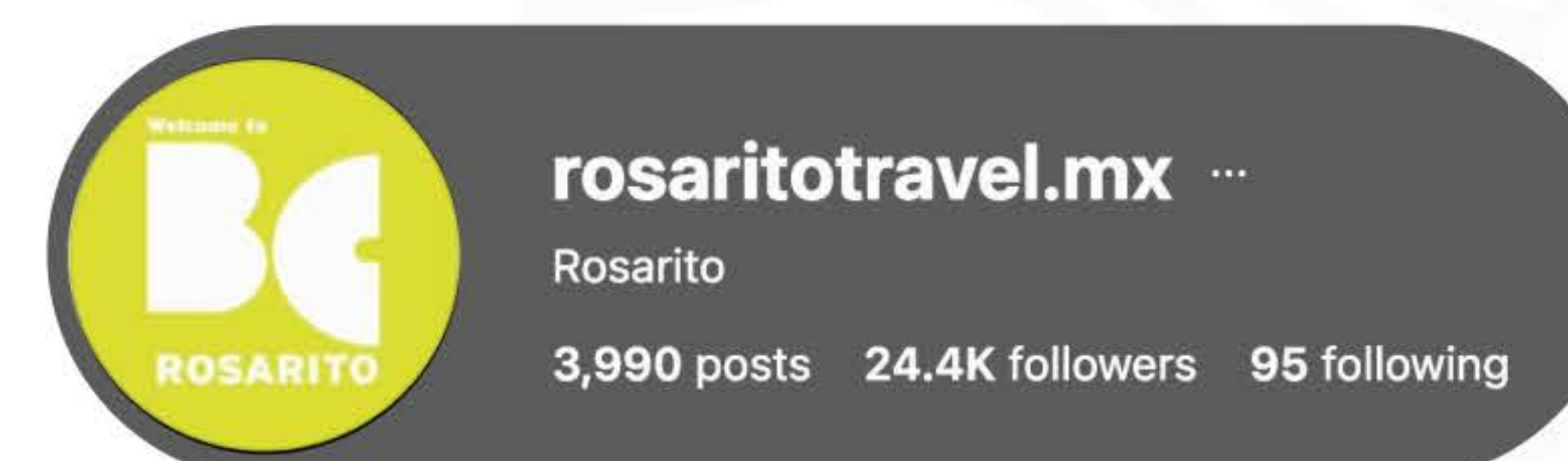
Promoting Rosarito as an extraordinary destination by showcasing the city's most iconic events and unique experiences.

Who is our perfect Partner?

Traditional Media | Tour Operators | Binational Media | Influencers

Digital Media | Official Channels | Micro-influencers | Binational Sector Leaders

The goal is 1,000,000 views



+100K
Followers

+500K
Views





4

Extraordinary Experiences

We've curated 4 zones of extraordinary experiences, each built to captivate your senses and spark your imagination.

- Ecotourism • Gastronomy • Beer & Mixology • Art & Culture • Inclusion
- Adventure • Wellness • Sustainability • Wine • Real Estate

1

• The Sea Ritual •
Origin & Ocean

• Ecotourism • Gastronomy • Beer & Mixology • Art & Culture • Inclusion •



Expo
**Destino
ROSARITO**
extraordinario
2026

2

• Fire, Malt & Tradition •
Smoke & Heritage

• Ecotourism • Gastronomy • Craft Beer • Art & Culture • Inclusion • Iron & Wood Art



3

•The Pulse of the Earth• Adventure & Alchemy

Ecotourism • Art • Inclusion • Adventure • Wellness • Mixology • Sustainability



Expo
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4

•The Luxury of the Ephemeral• Hidden Sanctuary

Wine • Gastronomy • Mixology • Real Estate • Hospitality • Romance • Events



•The Sea Ritual•

1 Origin & Ocean

The Exhibition: Showroom featuring fishing gear, jet skis, diving equipment, kayaks, and surfboards.

The Show: A fisherman arrives by boat at the shoreline to deliver a fresh bluefin tuna to a renowned chef, who begins a Live Tuna Breakdown (Ronqueo) and Tasting Show at a monumental table right in front of the audience.

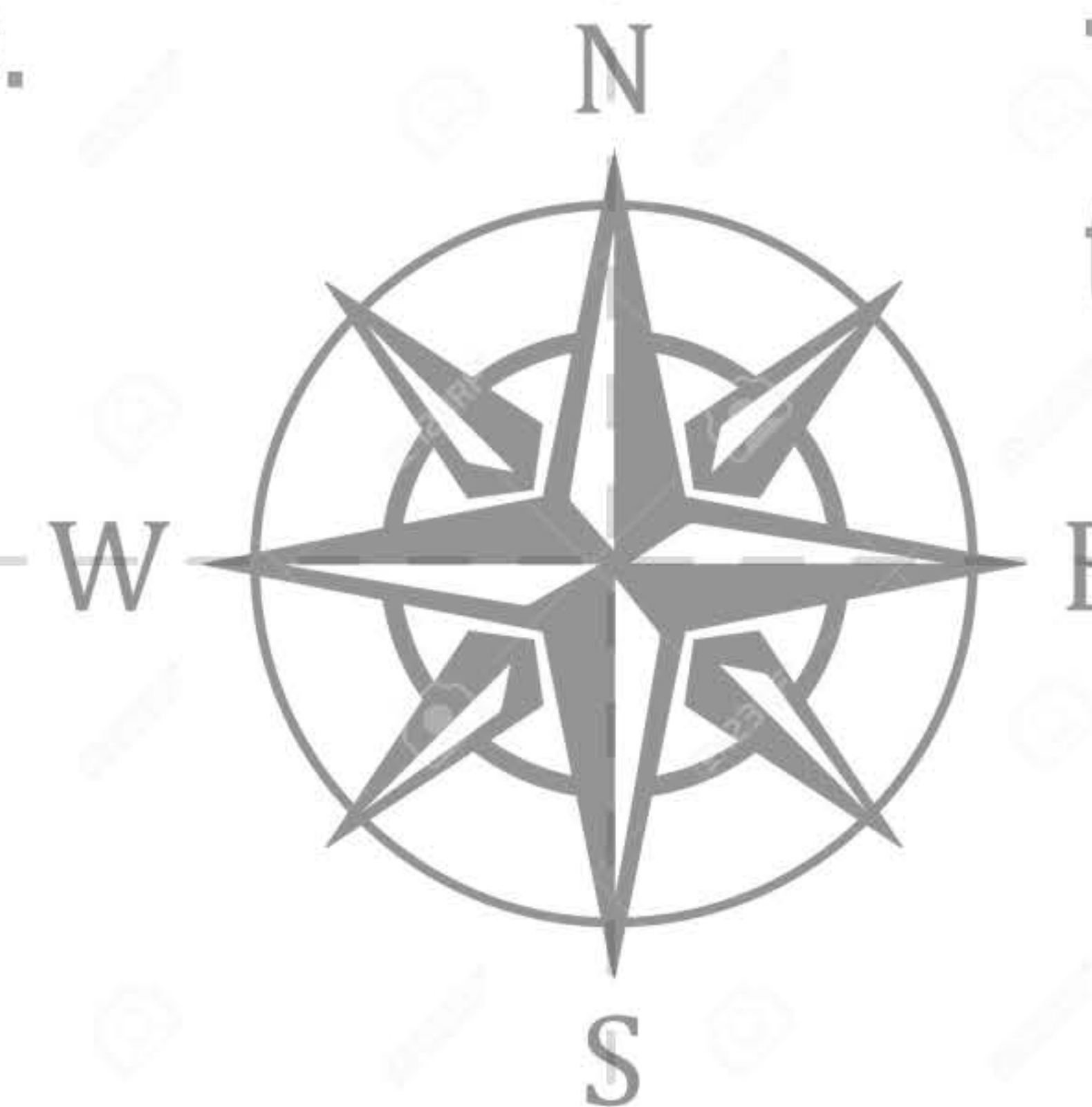
•Fire, Malt & Tradition•

2 Smoke & Heritage

The Gastronomy: The "Altar of Fire" featuring spit-roasted suckling pig and live-fire smoked barbecues.

The Artisan Industry: Live blacksmithing and woodwork workshops, a high-end furniture exhibition, and a dedicated space for indigenous communities showcasing basket weaving, handcrafted jewelry, and traditional medicine.

The Show: Horse exhibition, trick roping showcases, and pony rides for children, along with the Rosarito Craft Beer Fest.



•The Pulse of the Earth•

3 Adventure & Alchemy

The Adventure: ATV exhibition, paragliding, hiking gear, and a glamping showcase featuring giant tipis.

The Mixology: Bars from iconic restaurants featuring a signature cocktail show crafted with ingredients from the mountains and the sea.

The Ambiance: Controlled bonfires, coffee, and transition music (Sunset Ritual) as the sun goes down.

•The Luxury of the Ephemeral•

4 Hidden Sanctuary

The Exclusivity: A pop-up restaurant inside a natural sea cave, featuring exclusive culinary canapés.

The Concept: "The Valley at the Beach" (Premium Baja California wine tasting).

Business & Lifestyle: Destination Wedding (Romance Tourism) showroom and oceanfront real estate projects.

• El Ritual del Mar •
Origen & Océano

• Deportes Acuáticos • Pescado y Marisco • Surf • Inclusión •



• The Pulse of the Earth • Adventure & Alchemy

Ecotourism • Art • Inclusion • Adventure • Wellness • Mixology • Sustainability





• Fire, Malt & Tradition •

Smoke & Heritage

• Ecotourism • Gastronomy • Craft Beer • Art & Culture • Inclusion • Iron & Wood Art



• The Luxury of the Ephemeral • Hidden Sanctuary

Wine • Gastronomy • Mixology • Real Estate • Hospitality • Romance • Events



A wide-angle photograph of an outdoor concert venue at sunset. In the background, a large, multi-story building with many lit windows sits on a hill. Palm trees are scattered around the building and in the foreground. In the middle ground, a stage is set up with a large screen displaying abstract purple and blue light patterns. The stage is framed by a metal truss structure with many bright stage lights. In the foreground, the ground is covered in sand and is filled with numerous tables and chairs. Many of the tables have small, square fire pits with flames, and some have lit candles. The overall atmosphere is warm and inviting, with the golden light of the sunset illuminating the scene.

MainStage **ROSARITO** extraordinario 2026

Destination Expo ROSARITO extraordinary 2026



•The Sea Ritual•

Origin & Ocean

Showroom featuring fishing gear, jet skis, diving equipment, kayaks, and surfboards. Live Tuna Ronqueo and Tasting Show at a monumental table right in front of the audience.



•The Pulse of the Earth•

Adventure & Alchemy

ATV exhibition, paragliding, hiking gear, and a glamping showcase featuring tipis. Signature cocktail show crafted with. Controlled bonfires and transition music (Sunset Ritual) as the sun goes down.



•Fire, Malt & Tradition•

Smoke & Heritage

"Altar del Fuego" a la vuelta y vuelta, asados de humo y Carnitas. Cerveceros artesanales, talleres vivos de herrería y madera, mueblería, comunidades Productores Indigenas con cestería, joyería y caballos.



•Fire, Malt & Tradition•

Hidden Sanctuary

Pop-up dentro de la cueva natural "El Valle en la Playa" (vinos de Baja California). Showroom de Turismo de Romance (bodas) y proyectos inmobiliarios frente al mar.



•Rosarito Extraordinary•

Co-Creation Roundtables

Conference and collaborative workspace for key allies of Baja California's tourism sector.

📍 Castillos del Mar Rosarito / Site Map



CASTILLOS
DEL MAR



Experiences beyond borders Welcome to Rosarito Extraordinario.



**BAJA
CALIFORNIA**
GOBIERNO DEL ESTADO

TURISMO
Secretaría de Turismo



**Playas de
Rosarito**
10mo Ayuntamiento

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