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Mexico Aims for Stronger Tourism and Key Events in 2026

Mexico is gearing up for a more robust tourism sector and significant events in 2026, with the inaugural edition of the International Tourism Fair ITB Américas set to take place in Guadalajara. Scheduled from November 10 to 12, 2026, this event aims to become the premier travel industry event covering North, Central, and South America, as well as the Caribbean.



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The fair will feature exhibitors from across the American continent and beyond, serving as a crucial platform for business development, knowledge exchange, and the promotion of Mexico's cultural, natural, historical, and culinary richness. The Secretary of Tourism of Mexico, Josefina Rodríguez Zamora, emphasized that hosting ITB Américas in Jalisco would mark a turning point in promoting the American market and generate significant economic impact for the country. She also highlighted that Guadalajara, with its excellent connectivity and modern tourism infrastructure, is the ideal location for this event.

In addition to the fair, Mexico is set to host several other key events in 2026 that will further strengthen its tourism industry. The country is preparing for the FIFA World Cup, with matches scheduled to take place in several cities, including Mexico City, Guadalajara, and Monterrey. This global event is expected to attract millions of visitors and showcase Mexico's hospitality and vibrant culture.

Moreover, Mexico's Ministry of Culture is planning a series of cultural festivals and exhibitions throughout the year, celebrating the country's rich heritage and artistic achievements. These events will include performances by renowned musicians and dancers, art exhibitions, and culinary festivals that highlight Mexico's diverse cuisine.

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Furthermore, the Mexican government is investing in infrastructure projects to improve transportation and accommodation facilities for tourists. This includes the expansion of airports, the construction of new hotels, and the enhancement of public transportation systems to ensure a seamless experience for visitors.

Overall, Mexico's strategy for 2026 focuses on leveraging high-profile events and strategic investments to boost tourism and create lasting economic benefits. The combination of international fairs, cultural celebrations, and world-class sporting events positions Mexico as a top destination for travelers seeking unique experiences and unforgettable memories.

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4th Mexican Caribbean Gastronomic Festival Draws Over 7,500 Visitors in Bacalar

With more than **7,500 national and international visitors**, the **4th Mexican Caribbean Gastronomic Festival** successfully concluded in Bacalar's central park, solidifying its status as one of **Quintana Roo's premier culinary events**.



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A Celebration of Caribbean Flavors

Over **19 culinary exhibitors** showcased **40+ gastronomic experiences** representing the **12 destinations of the Mexican Caribbean**. Additionally, **10 exhibitors specialized in desserts and refreshing beverages** delighted attendees with innovative creations.

The **star ingredient of this year's festival was pineapple**, featured in various **dishes, drinks, and desserts**, highlighting its versatility in local cuisine.

Cultural and Educational Spaces

Beyond food, the festival included **16 workshops, conferences, and tastings** in the **Academic Pavilion**, covering **sustainable practices and regional cooking techniques** to enhance the knowledge of professionals and enthusiasts.

More than **50 artisans** displayed their crafts under the **"Hecho en Quintana Roo"** brand, while **20 producers from the Tianguis del Mayab** showcased **top local products**.

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Economic Boost for Bacalar

Thanks to the festival's success, **hotel occupancy in Bacalar surged to 90%**, reinforcing the **positive economic impact** of such cultural and gastronomic events on the destination.

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Ramadan Celebration in Latin America and the Caribbean Brings Together Faith and Cultural Diversity

Ramadan is the ninth month of the Islamic lunar calendar, commemorating the revelation of the Quran to the Prophet Muhammad. During this month, millions of practicing Muslims around the world fast from dawn to sunset, abstaining from eating, drinking, and other physical needs.



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However, Ramadan is much more than fasting; it is a time for spiritual purification, prayer, and charity.

In Latin America and the Caribbean, the celebration takes on a special nuance, as Muslim communities in the region continue to grow and enrich the cultural fabric of their countries.

In cities such as São Paulo, Buenos Aires, and Caracas, mosques fill with faithful attending nightly prayers known as Taraweeh.

After sunset, families gather for iftar, the meal that breaks the fast, which often includes traditional dishes from their countries of origin, such as hummus, falafel, and kebbe, but also incorporates local flavors.

In Trinidad and Tobago, for example, where a significant portion of the population is of Indian and Muslim descent, Ramadan is a community celebration.

The streets are filled with lights and decorations, and markets offer dates, fruits, and other typical foods for iftar.

The blend of Islamic and Caribbean traditions creates a festive and welcoming atmosphere.

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Challenges and Adaptations

Celebrating Ramadan in Latin America and the Caribbean is not without its challenges. In countries where Muslims are a minority, fasting can be particularly difficult due to long daylight hours and high temperatures. Additionally, a lack of awareness about Ramadan in some communities can lead to misunderstandings or difficulties in balancing work and school with religious obligations.

However, Muslim communities have found creative ways to adapt. Many Islamic organizations offer guides and resources to help the faithful balance their daily lives with religious practices. Furthermore, interfaith dialogue has allowed more people to learn about and respect the significance of Ramadan, fostering an environment of tolerance and understanding.

A Month of Unity and Reflection

Ramadan is, above all, a time to strengthen community and spiritual bonds. In Latin America and the Caribbean, this holy month is an opportunity for Muslims to reaffirm their religious identity while contributing to the region's cultural diversity.

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The celebrations of Ramadan are not only a reminder of the rich history of Islam in the region, but also a testament to its ability to adapt and flourish in diverse contexts.

This year, as families gather for iftar and mosques resonate with prayers, Ramadan in Latin America and the Caribbean continues to be a beacon of faith, resilience, and unity. In an increasingly interconnected world, these celebrations remind us of the importance of diversity and mutual respect, values that are more necessary than ever.

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Cuba's City of Trinidad, An Open Air Museum

The villa of the Holy Trinity, the third founded by the Spanish Crown in Cuba, was probably established at the beginning of 1514, with Diego Velázquez de Cuéllar present. Although the exact date is uncertain, it lies between 23 December 1513 and 4 January 1514. Due to its rapid development, Trinidad became one of the most prosperous towns in Cuba.



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Trinidad's history is tied to the sugar industry. During the 18th and 19th centuries, the city prospered thanks to the sugar trade, which is reflected in its well-preserved colonial architecture.

During the first half of the 20th century, Trinidad experienced significant isolation from neighboring cities due to a lack of road infrastructure. This seclusion helped preserve its colonial architecture, shielding it from the influences of neoclassical and Art Deco styles. As a result, Trinidad is now almost an open-air museum, featuring cobbled streets with stones that are over 200 years old, 19th-century palaces, and parks that still exude colonial grandeur.

Trinidad stands out as the Cuban municipality with the highest concentration of museums per inhabitant, with the five most important being located in its historic center. Among them, the Romantic Museum was the first to be founded and is one of the most visited. In addition to the Municipal Museums (Palacio Cantero), GuamuhayaArchaeology (Casa de Padrón) and Colonial Architecture (home of the Sanchéz family), there is the Casa de la Trova, a space for popular music. Just outside of Trinidad, the Torre Manaca – Iznaga and Cayo Blanco, with their beach, marine and land fauna, are also important tourist attractions.

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Romantic Museum, also known as Palacio Brunet is located in No. 52 of Calle Cristo, Trinidad, was initially built in 1740 and extended in 1808, belonging to several illustrious families. After various uses and a restoration, it was inaugurated as a Romantic Museum in 1974, being the first building in the Villa to acquire this institutional character. It stands out for its valuable collection of decorative arts that recreates the nineteenth century atmosphere, as well as for its domestic architecture of the eighteenth and nineteenth centuries, combining Mudéjarand neoclassical styles and highlighting its Andalusian courtyard, considered one of the most beautiful in Cuba.

On the other hand, the Guamuhaya Museum of Archaeology, exhibits artifacts from pre-Columbian Aboriginal communities such as the Tainas and Caribes and many colonial objects in the old Padrón House, while the Museum of Colonial Architecture, located in the old house of the Sanchéz family, shows how the architectural development of the city was reflected in housing through the centuries.

The coast of Trinidad presents remarkable contrasts: to the east of the peninsula of Ancón predominate beaches of fine sand that extend for more than four kilometers, while the beach María Aguilar offers a more intimate environment with remarkable seabed. Ancón is considered many times as the best beach of the Cuban southern coast, and one of the best in the whole archipelago.

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Cayo Blanco offers an exceptional diving experience with coral formations up to 5 meters high, caves, tunnels and narrow canals. The Ancón area is home to a rich marine biodiversity, including tropical fish, sponges, jellyfish and more than 40 species of corals, such as black corals. There are three different diving areas with platforms, terraces and sites near Cayo Blanco, characterized by the presence of marine sponges of various colors and sizes.

The city is also surrounded by two main geographical structures: the Heights of Trinidad, a strongly dissected mountainous area belonging to the Massif of Guamuhayathat comprises more than 70% of the area, with heights between 400 and 800 m and the Pico Potrerillo as its highest point (931 m); and the karstic topography present both in the mountains and on the Monoclinales heights and the west coast, highlighting the cave system of La Cantoja Valley, which houses remains of indigenous settlements. This geographical feature makes the city be framed between beautiful mountainous landscapes and the Caribbean sea, so muvhas sometimes is known as “the city between the mountains and the sea.”

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Ceviche, The Star Dish of The Peruvian Gastronomy

Also cebiche, ceviche, sebiche or seviche (all valid according to the Royal Spanish Academy; depending on the geographical area) is the flagship dish of Peruvian food. This delicacy consisting of meat, can be fish, seafood or both, marinated in citrus dressing.



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The etymological origin of the word “seviche” is uncertain, with several theories proposed. A popular theory, backed by historian Javier Pulgar Vidal, suggests that it derives from the Quechua “siwichi”, meaning fresh fish. Another theory, attributed to the journalist Federico More, links him with “bait”, although with derogatory connotations.

On the other hand, historian Juan José Vega posits an Arabic root, “sibech” (acidic food), related to the preparation of fish by Muslim women for the Catholic Monarchs.

The exact origin of ceviche is uncertain, although it is theorized that it originated on the Peruvian coast between the 2nd and 5th centuries with the Mochica culture, who prepared a dish of fresh fish marinated in tumbo juice, a local fruit. Initially, this preparation was carried out on board the boats of fishermen, who used saltwater to cook the fish chopped up.

After the Spanish conquest, lemon was added to “catch” the fish, since the colonizers did not like raw fish, giving rise to the “milk of tiger”. Over time, ingredients such as sweet potato, onion, corn, lettuce, parsley and seaweed were added, consolidating the unique identity of the cebiche as a truly Peruvian dish.

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The cebiche varies regionally. For example, in Central America, including El Salvador, Honduras and Guatemala, where fish is seasoned in lemon juice with onions, cilantro, chiles and garlic, served with soda crackers and often garnished with tomato sauce or mayonnaise.

Much further south, in Chile, the cebiche is prepared with fish or seafood macerated in lemon, mixed with onion, coriander and spices, with variants that include salmon in the south and Peruvian influence in the central area. In Colombia, cebiches or cocktails include shrimp, oysters and other seafood, with tomato sauce, mayonnaise and coriander, accompanied by crackers.

In Ecuador, especially on the coast, although with versions in the mountains and the Amazon, it is prepared with a variety of seafood such as oysters, shells, shrimp and fish, and sold widely throughout the country.

Among the most popular varieties in Peru, we highlight the fish cebiche, the mixed one, the black shell, the shrimp and the chinchilla, each with ingredients and preparations specific to the region. There are also less common versions such as the Amazonian cebiche, duck and mushroom, showing the culinary diversity of this iconic dish.

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The ceviche, having achieved such popularity, was declared a Cultural Heritage of the Nation on 23 March 2004, establishing 28 June as its world day. The statement also set the official spelling as “ceviche”, with’s’ and ‘v’, based on historical and literary references from influential Peruvian figures.

On December 2023, the Intergovernmental Committee of UNESCO has inscribed the practices and meanings of ceviche, an expression of traditional Peruvian cuisine, on the Representative List of the World Heritage. This is the twelfth Peruvian item on the list, the first related to culinary culture and covering the entire country.

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