



**CONGRESO
ANTOMEX
2026**

PROGRAM

**6TH ANTOMEX CONGRESS
OCTOBER 27-30, 2026**

SAN CARLOS, GUAYMAS, SONORA, MEXICO

EVENT VENUES: HOTEL SAN CARLOS PLAZA Y HOTEL PLAYA DE CORTES

DAY 1 - OCTOBER 27

Arrival in Hermosillo and transfer to hotel in San Carlos.

Registration - Hotel San Carlos Plaza

3:00 PM - 8:00 PM



DAY 2 - OCTOBER 28

Arrival in Hermosillo and transfer to hotels in San Carlos.

Registration - Hotel San Carlos Plaza

10:00 AM - 8:00 PM

Yacht Tour

3:00 PM - 5:00 PM

Departure to Guaymas

5:00 PM



DAY 2 - OCTOBER 28

Welcome Cocktail - Guaymas Boardwalk, Sonora

Destination presentation showcasing Guaymas' tourism and hospitality offerings

6:00 PM

Return to Hotels

9:00 PM

Transportation is included throughout the Congress.

DAY 3 - OCTOBER 29 * VENUE: HOTEL SAN CARLOS PLAZA

8:00 AM onwards: Registration - Hotel San Carlos Plaza

9:00 AM: Opening Ceremony and Exhibit Hall Tour - Hotel San Carlos Plaza

10:00 AM - SESSION

“SUSTAINABILITY AS A TOOL FOR
COMPREHENSIVE TOURISM
DEVELOPMENT”

**SPEAKER: FERNANDO MANDRI
BELLOT**



11:00 AM . SESSION

“TOURISM PROFESSIONALIZATION AND
TRAINING: “THE CHALLENGE OF
TRANSFORMING SERVICE INTO
MEMORABLE EXPERIENCES”

SPEAKER: RAMON MARTINEZ



11:45 AM

DESTINATION
PRESENTATION:
“SONORA”

Featuring: OCVS and
SECTUR Sonora



DAY 3 - OCTOBER 29 * VENUE: HOTEL SAN CARLOS PLAZA

12:30 PM - SESSION

“MEGA SPORTING EVENTS AND
TOURISM: THE MONTERREY
2026 CASE”

SPEAKER: JULIO VALDEZ



2:00 PM - SESSION

“FROM CLICK TO
BOOKING: HOW TO GET A
PROSPECT TO TRAVEL
WITH YOU INSTEAD OF
YOUR COMPETITION”



**SPEAKER: ROMAN
ALCAZAR**

1:00 PM - SESSION

“VISITOR MANAGEMENT
SYSTEM: *IDENTITY and
DEVELOPMENT*”

**SPEAKER: ALEJANDRA
ZORRILLA**



2:30 PM END OF DAY ONE SESSIONS

FREE AFTERNOON/ EVENING



DAY 4 - OCTOBER 30 * VENUE: HOTEL PLAYA DE CORTES

9:00 AM REGISTRATION - HOTEL PLAYA DE CORTES

10:00 AM - SESSION

“TOURISM DECENTRALIZATION IN
SUPPORT OF TOUR OPERATORS”

SPEAKER: OSCAR LEON



11:00 AM - SESSION

“INCLUSIVE TOURISM AND
ACCESSIBILITY”

SPEAKER: CLAUDIA PERALTA



11:45 AM - BREAK

12:00 PM - SESSION

“HOW TO SELL IN THE USA”

SPEAKER: FELIPE GARCIA



DAY 4 - OCTOBER 30 * VENUE: HOTEL PLAYA DE CORTES

12:45 PM - SESSION

“PROMOTING MEXICO ABROAD”

**SPEAKERS: REYNALDO DZIB and
JAVIER ARANDA**



1:30 PM - PANEL DISCUSSION

“THE IMPORTANCE OF TOURISM SEGMENTATION”

PANELISTS: CLAUDIA PERALTA, REYNALDO DZIB , FELIPE

GARCIA and JULIO VALDEZ

MODERATOR: OSCAR LEON

2:15 PM - CLOSING CEREMONY & ANNOUNCEMENT OF THE
HOST VENUE FOR THE 7TH AN TOMEX CONGRESS

7:00 PM - GATHERING AT THE ESPLANADE OF HOTEL PLAYA DE
CORTES

8:00 PM AN TOMEX BOARD OF DIRECTORS SWEARING-IN
CEREMONY

8:30 PM - 10:30 PM CLOSING DINNER



DAY 5 - OCTOBER 31

POST - TOUR OPTIONS:

OBREGON and **ALAMOS**, **HERMOSILLO**, **ISLA TIBURON** and **THE DUNES**
SOME ATTENDEES WILL RETURN TO THEIR HOME DESTINATIONS.

DAY 6 - NOVEMBER 1

RETURN TO HOME DESTINATIONS,





OCTOBER 28 - 30, 2026

HOTEL SAN CARLOS PLAZA Y PLAYA DE CORTES
SAN CARLOS, GUAYMAS, SONORA, MEXICO

FOR MORE INFORMATION & REGISTRATION:

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