

Mundo Charro at FITUR: Mexico's "National Flagship Project" Destination That Will Redefine Immersive Tourism

Strategically located between Mexico City and Teotihuacan, the destination ushers in a new era of immersive cultural entertainment. Its phased opening begins this summer with its world-class hotel and a robust infrastructure for Weddings, MICE.



Madrid, Spain Jan 22, 2026 (IssueWire.com) - Within the framework of the International Tourism Fair (FITUR), where Mexico is leading the global conversation as a Partner Country, Mundo Charro was officially presented to the international community: the most ambitious tourism and economic development project of the last decade in the central region of Mexico.

More than a theme park, Mundo Charro was conceived as a "National Flagship Project". With a 100% Mexican private capital investment exceeding \$3.5 billion pesos (equivalent to approximately \$200 million dollars or €170 million), this destination transforms the richness of Mexican identity—its history, its gastronomy, and Charrería, considered an Intangible Cultural Heritage of Humanity by UNESCO—into a contemporary immersive experience, designed for the national and international traveler seeking authenticity and sophistication.

Located in Singuilucan, Hidalgo, this destination benefits from strategic connectivity thanks to its bus terminal and parking for over 1,700 vehicles and 70 passenger transport units. Just 45 minutes from Mexico City and 20 minutes from the Teotihuacan pyramids, it positions itself as the final point of the most important cultural circuit in the Mexican highlands.

A sanctuary for experiencing Mexico through all the senses: the destination spans 100 hectares, 34 of

which have a built footprint, and breaks with the traditional model of contemplative tourism. At Mundo Charro, identity is not observed, it is lived through the five senses. The offerings of its theme park, with a capacity to receive more than 4,000 visitors, will be organized into six Thematic Lands—from the vibrant “Mexico de Fiesta” to the avant-garde “Mexico Contemporáneo” and the dreamlike “Mexico Fantástico”—where 14 different immersive experiences converge.

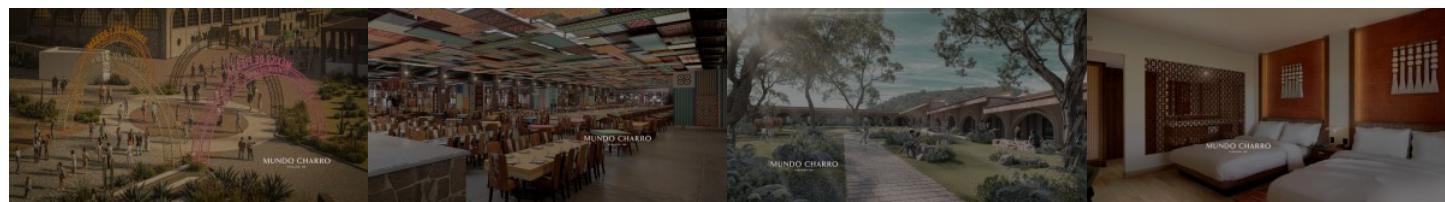
“Mundo Charro is the answer for a traveler seeking roots. We don't build sets; we create an ecosystem where the elegance of Charrería, the depth of our cuisine, and technology come together to tell a story of Mexico that has yet to be told”, says Armando Ruiz, CEO of Mundo Charro.

The gradual opening of the destination will take place in three strategic stages throughout 2026. First, Hospitality and MICE: The first act, during the summer of 2026, marks the start of operations, with the inauguration of the hotel with more than 170 rooms, a Convention and Show Center with capacity to receive up to 15,000 people, a Lienzo Charro for 1,200 attendees and high-level corporate events in 14 modular halls. At the same time it will begin to be the setting for Weddings and cultural events.

At Mundo Charro, gastronomy will be also a destination. The culinary offerings are a central pillar, not an add-on. With more than 25 dining options, including the flagship restaurant Los Méjicos, which seats over 1,000 guests, and the Catrina mixology bar, Mundo Charro integrates a value chain where more than 20% of the ingredients come directly from local producers in Hidalgo, merging sustainability with haute cuisine.

In terms of sustainability, Mundo Charro operates under strict animal welfare protocols endorsed by experts and international certifications. The project is establishing itself as a driver of regional development, generating 1,200 direct jobs, more than 2,500 indirect jobs, and professionalizing local talent through various tourism education initiatives in the region.

In the context of FITUR 2026, Mundo Charro extends an invitation to the global industry to rediscover Mexico from its origin, in a destination where tradition is the new luxury.



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