

Wednesday, October 1, 2025 at 11:28:57 AM Central Daylight Time

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**Subject:** [Invitation] SOUL, Los Cabos: The First-of-Its-Kind Luxury Wellness Retreat in Los Cabos  
**Date:** Wednesday, April 16, 2025 at 10:29:32 AM Central Daylight Time  
**From:** CeCe Xue  
**To:** brighid.tully@complex.com  
**Attachments:** image001.jpg

Hi Brighid,

Reaching out to extend an invitation on behalf of the Los Cabos Tourism Board for its **inaugural Wellness Retreat "SOUL"**, an unparalleled opportunity to immerse yourself in a transformative journey for the mind, body, and soul. Wellness is a huge part of our culture, but we'd like to introduce a different perspective to this lasting trend.

This retreat is designed to bring together a select group of influential editors and wellness experts for an **extraordinary 5-day experience showcasing all that Los Cabos has to offer**. From ancient healing rituals to bespoke farm-to-table dining, this carefully curated retreat offers an intimate setting for personal renewal, connection with nature, and luxury unlike anything you've ever experienced before.

Key Details include:

- **Dates:** June 3-7, 2025
- **What's Included (for 1 person):**
  - Roundtrip flights
  - 4-night luxury hotel stay
  - 3 meals per day while on the ground in Los Cabos
  - Ground transportation in Los Cabos
  - Wellness focused activities
- **What We Ask:** Your confirmation of editorial coverage, including focus and outlet(s)

The destination is thrilled to be hosting this first-of-its-kind event and would be honored to have you alongside us as we make history with this first-of-its-kind event in Los Cabos. Please **confirm your participation by Monday, April 21**. A full itinerary with further details will follow.

Looking forward to hearing from you and to welcoming you to this unforgettable wellness experience!

Warm regards,  
CeCe

LOS  CABOS



# SOUL

## WELLNESS RETREAT

SAVOR. OASIS. UNITY. LEISURE.

— 2025 —

**JUNE 3<sup>RD</sup>-7<sup>TH</sup>, 2025**

RSVP by April 21<sup>st</sup>, 2025

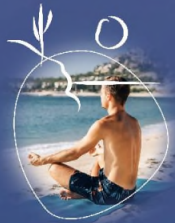
The Los Cabos Tourism Board invites you to an exclusive wellness retreat for media.

Join us for five days of complementary immersive experiences, exploring the destination's award-winning holistic wellness offerings.

(Flights, accommodations, meals and curated wellness experiences are provided courtesy of Los Cabos Tourism Board)



HEALING TRADITIONS



YOGA & MEDITATION



FARM-TO-TABLE CUISINE



SPA TREATMENTS

RSVP to [LosCabos@Ogilvy.com](mailto:LosCabos@Ogilvy.com)

SPOTS ARE LIMITED. SECURE YOUR INVITATION TODAY!

**CECE XUE**

Account Executive | PR

she/her

M: 703.732.2518

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Wednesday, October 1, 2025 at 11:47:11 AM Central Daylight Time

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**Subject:** Los Cabos Unveils New Brand Campaign "Where the Land Ends" – A Masterclass in Destination Marketing  
**Date:** Monday, September 8, 2025 at 11:04 AM Central Daylight Time  
**From:** CeCe Xue  
**To:** lucy@lbbonline.com

Hi Lucy,

I hope this email finds you well.

On September 12, 2025, the Los Cabos Tourism Board is set to launch its new brand campaign, "Where the Land Ends." This campaign is not just a marketing initiative; it's a strategic evolution designed to redefine Los Cabos's position as a premier luxury and wellness destination, and we believe it offers a compelling case study for your readers at LBB.

"Where the Land Ends" aims to build a deeper emotional connection with travelers by showcasing the destination's unique blend of raw nature and refined luxury. The campaign strategically addresses key insights, including the need to highlight the full breadth of Los Cabos's offerings beyond its natural beauty, and the growing traveler willingness to invest in richer, more meaningful experiences.

We believe this launch presents a significant opportunity for LBB to provide an exclusive look into the strategic thinking behind a destination rebrand. We can offer:

- Insights into the campaign's development
- An interview opportunity with Rodrigo Esponda Cascajares, Managing Director of the Los Cabos Tourism Board, to delve into the campaign's objectives, target audience, and expected impact
- Early access to campaign visuals and messaging.

Would you be interested in an exclusive briefing or an interview with **Los Cabos Tourism Board Managing Director [Rodrigo Esponda Cascajares](#)** to discuss how Los Cabos is setting a new benchmark in destination branding?

View campaign assets [HERE](#).

Thank you for your time and consideration.

Best,

CeCe

**CECE XUE**

Senior Account Executive | PR

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M: 703.732.2518

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Wednesday, October 1, 2025 at 11:33:07 AM Central Daylight Time

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**Subject:** Explore the “Aquarium of the World” for World Oceans Day on June 8  
**Date:** Tuesday, May 13, 2025 at 10:41:36 AM Central Daylight Time  
**From:** CeCe Xue  
**To:** npipenberg@gmail.com  
**Attachments:** image001.jpg

Hi Nathan:

World Oceans Day on June 8 is the perfect time to explore the Sea of Cortez, dubbed the “Aquarium of the World” by oceanographer and conservationist Jacques-Yves Cousteau. Just off the coast of Los Cabos, Mexico, the Sea of Cortez holds a myriad of stunning marine life, supported by the sustainable practices of the destination.

This year’s World Oceans Day theme is Sustainable Fishing Means More, and Los Cabos’ everyday commitment to sustainability directly supports this theme. Cabo Pulmo, a protected National Marine Park and World Heritage Site, is the perfect example. Once threatened by overfishing, Cabo Pulmo is now a thriving marine ecosystem, home to over 300 species of fish, 5 out of 7 endangered sea turtle species, and one of the largest shark aggregations in the world.

Los Cabos offers a variety of sustainable ways to explore Cabo Pulmo and the Sea of Cortez, including low impact [diving](#), [snorkeling](#), and [sea kayaking excursions](#). Companies like [Cabo Pulmo Divers](#) offer these experiences to showcase the wonders of the Sea of Cortez through sustainable activities.

If you’re interested in including Los Cabos in any upcoming World Oceans Day coverage, I’m happy to share more information on the destination and its sustainable tourism practices.

Best,  
CeCe



**CECE XUE**

Account Executive | PR

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Wednesday, October 1, 2025 at 11:33:55 AM Central Daylight Time

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**Subject:** Explore the “Aquarium of the World” for World Oceans Day on June 8  
**Date:** Tuesday, May 13, 2025 at 10:35:06 AM Central Daylight Time  
**From:** CeCe Xue  
**To:** corey.bu@gmail.com  
**Attachments:** image001.jpg

Hi Corey:

World Oceans Day on June 8 is the perfect time to explore the Sea of Cortez, dubbed the “Aquarium of the World” by oceanographer and conservationist Jacques-Yves Cousteau. Just off the coast of Los Cabos, Mexico, the Sea of Cortez holds a myriad of stunning marine life, supported by the sustainable practices of the destination.

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CeCe



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Account Executive | PR

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Wednesday, October 1, 2025 at 11:34:45 AM Central Daylight Time

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**Subject:** Paella Fest, Learn to Surf, and More: Festivals in Los Cabos  
**Date:** Tuesday, June 3, 2025 at 9:21:59AM Central Daylight Time  
**From:** CeCe Xue  
**To:** katie@katietaalkstravel.com

Hi Katie:

As you're putting together your summer travel features, wanted to share with you some of the exciting festivals happening in Los Cabos this summer. This iconic destination in Baja California Sur comes alive in the summer with a vibrant calendar of cultural and entertainment events that showcase its flavors, rhythms, and artistic expression throughout the season.

From local art showcases to the Mifel Tennis Open, Los Cabos transforms into a dynamic stage where culture and excitement are at every turn. Please see below for a roundup of the festivals offered in Los Cabos this summer and let me know if you have any questions or would like more information.

Best,  
CeCe

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### **Summer 2025 Calendar: Art, Flavor & Adrenaline in Los Cabos**

#### **Art Walk: Culture in Motion**

From November through June, every Thursday evening, the historic center of San José del Cabo becomes an open-air gallery. Studios and galleries open their doors to highlight local artistic talent, complemented by live music, outdoor exhibits, and a diverse culinary offering.

#### **Sabores San José: A Night of Many Flavors**

Every Tuesday from 5:00 p.m. to 9:00 p.m., downtown San José del Cabo becomes a pedestrian food corridor. This weekly celebration of regional cuisine features local producers, tasting stations, traditional music, and folkloric dance—capturing the destination's authentic festive spirit.

#### **San José Jazz Weekend: Music & Sea Under the Moonlight**

On May 23–24, the San José Jazz Weekend returns, bringing rhythm and soul to the town's historic center. With more than 5,000 attendees each year, the free festival features emerging talent and Grammy-winning musicians in a unique coastal setting.

#### **Los Cabos Paella Festival**

Organized by CANIRAC, the festival will take place on June 9, 2025, at Club Campestre San José. Over 20 restaurants, acclaimed chefs, and Mexican wineries will gather for a culinary experience that includes live music, family-friendly ambiance, and a competition for the best paella in Los Cabos.

**Maki Fest Los Cabos**

Held on June 22, 2025, at ME Cabo Hotel, Maki Fest celebrates contemporary Japanese cuisine and Nikkei-style innovation. Guests will enjoy unlimited tastings, premium cocktails, live music, and renowned chefs from across Mexico and abroad. This seaside event is poised to become a standout on the destination's gastronomic calendar.

**Los Cabos Open of Surf: Adrenaline Meets Style**

Every June, Zippers Beach in Costa Azul hosts the Los Cabos Open of Surf, a major international surf competition. The event features top athletes from around the world and is complemented by live music, food trucks, and a laid-back, surf-inspired atmosphere.

**Mifel Tennis Open: Where Sport Meets Luxury**

From July 14–19, the Cabo Sports Complex will host the Mifel Tennis Open by Telcel Oppo, part of the ATP 250 tour. With more than 30,000 spectators expected, the tournament brings world-class athletes together with fine dining and premium entertainment in a luxurious setting.

Whether you're strolling through an open-air gallery, enjoying a saxophone solo by the sea, or watching a tennis final under the desert sun, Los Cabos offers a summer lineup for every taste. The variety and quality of events reflect a destination that proudly honors its roots while offering memorable, world-class experiences.

For more information and event updates, visit [visit visitloscabos.travel](https://visitloscabos.travel).

**CECE XUE**

Senior Account Executive | PR

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Wednesday, October 1, 2025 at 11:35:23 AM Central Daylight Time

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**Subject:** Los Cabos ATP Tennis Open & Fan Experiences  
**Date:** Tuesday, June 17, 2025 at 9:23:08 AM Central Daylight Time  
**From:** CeCe Xue  
**To:** carissa.rawson@gmail.com

Dear Carissa,

Get ready for an unparalleled blend of world-class tennis and exclusive lifestyle events! We are thrilled to announce the full schedule of **Mextenis Experiences 2025** that will complement the ATP **Mifel Tennis Open by Telcel-Oppo**, taking place from **July 12-19, 2025**, in the breathtaking setting of Los Cabos, Mexico.

Beyond the thrilling ATP Tour 250 matches, the Mifel Tennis Open is renowned for its unique fan engagement and social events. This year's Mextenis Experiences offer an even richer tapestry of activities, designed to immerse attendees in the vibrant culture and luxurious offerings of Los Cabos while celebrating the spirit of tennis.

The Mifel Tennis Open by Telcel-Oppo, powered by Mextenis, is more than just a tennis tournament; it's a comprehensive destination experience. These curated events provide compelling angles for your coverage, from sports and lifestyle to travel and entertainment. Please see below for the full schedule, and please let me know if you have any questions.

Best,  
CeCe

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#### **Mextenis Experiences 2025 Highlights:**

- **Saturday, July 12th: Kids Nite**
  - **Location:** Cabo Sports Complex, Mextenis Stadium
  - **Time:** 7:00 PM
  - **Dress Code:** Neon
  - *A vibrant evening dedicated to young tennis enthusiasts, featuring fun activities and a lively atmosphere.*
- **Sunday, July 13th: Mextenis Talks**
  - **Location:** Cabo Sports Complex, Food Court
  - **Time:** 5:30 PM
  - *Engaging discussions and insights from tennis experts and personalities, offering a deeper dive into the sport.*
- **Sunday, July 13th: Players Party**
  - **Location:** Toro Latin Kitchen & Bar
  - **Time:** 8:00 PM
  - **Dress Code:** White
  - *An exclusive social event providing a unique opportunity to interact with the*

*tournament's top players in a sophisticated setting.*

- **Thursday, July 15th: Family Day**

- **Location:** Cabo Sports Complex
- **Time:** 8:00 AM
- *A morning dedicated to family fun, with activities and entertainment for all ages at the tournament venue.*

- **Friday, July 18th: Tennis Golf**

- **Location:** Cabo del Sol
- **Time:** 8:00 AM
- **Format:** Couples "a go-go"
- *A unique and exciting hybrid event combining the precision of tennis with the beauty of golf, set against the stunning backdrop of Cabo del Sol.*

**Ongoing All Week Experiences:**

- **On Court Seats:** Offering an unparalleled, up-close view of the professional matches.
- **Cointoss:** An interactive fan experience that adds an element of fun and engagement.

**CECE XUE**

Senior Account Executive | PR

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Wednesday, October 1, 2025 at 11:35:51 AM Central Daylight Time

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**Subject:** MICHELIN recognized and farm-to-table dining across Los Cabos  
**Date:** Tuesday, July 8, 2025 at 10:01:44 AM Central Daylight Time  
**From:** CeCe Xue  
**To:** steve@uproxx.com

Hi Steve:

[Los Cabos](#), the renowned destination known for its beauty and luxury, is also making waves in the culinary scene, certifying its place as a global gastronomic leader ahead of the winter travel months.

From farm-to-table cuisine to waste reduction practices, restaurants across Los Cabos have committed to serving great tasting delicacies while maintaining sustainable practices. Restaurants like [Monte Cardon](#) – which is a destination in and of itself – have aligned with the “slow food” movement, sourcing all their main ingredients from places no more than 12 miles from its property. Additionally, the MICHELIN Guide’s recent 2025 update to its guide to Mexico highlights [Flora's Field Kitchen](#) and [Acre](#) as sustainability standouts with MICHELIN green stars.

The 2025 MICHELIN Guide update also recognizes three new restaurants within Los Cabos – [Mezcal](#) at Montage, [Al Pairo](#) at Solaz, and [Limo Heritage Kitchen](#) as Suelo Sur – bringing the destination’s MICHELIN Guide recognized restaurant count up to 16 in total.

If you’re interested in learning more, I’d love to coordinate interviews with any of the master chefs from the restaurants named above and/or put you in touch with a member of the Los Cabos Tourism Board. Happy to support upcoming pieces in any way I can.

Thank you,

**CECE XUE**

Senior Account Executive | PR

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Wednesday, October 1, 2025 at 11:38:17 AM Central Daylight Time

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**Subject:** Where to Go 2026: Los Cabos, Mexico Updates  
**Date:** Wednesday, August 13, 2025 at 2:07:35 PM Central Daylight Time  
**From:** CeCe Xue  
**To:** sebastian.modak@wsj.com

Hi Sebastian,

Included below you will find the latest list of upcoming hotel properties slated to open in Los Cabos, Mexico from late 2025 into 2026 and beyond, proving that it's a must-visit destination in 2026. We also have exciting news regarding new luxury retail developments.

Information for each new property can be found on their websites, all of which are linked below.

We will provide further updates on these openings as new information becomes available. In the meantime, please let me know of any questions.

Thank you,  
CeCe

#### **Accommodation and Hotel Infrastructure Updates:**

Over 900 hotel rooms are expected to open over the next 3 years, with many properties offering branded residences.

- [Vidanta The Estates](#) – Expected 2025 (20 rooms)
- [Soho House & Beach Club](#) – Expected 2025 (30 rooms)
- [Park Hyatt Los Cabos](#) – Expected Later 2025 (197 rooms)
- [Rosewood Residences Old Lighthouse](#) – Expected 2025 (144 rooms)
- [St. Regis Los Cabos at Quivira](#) – Expected 2026 (99 rooms)
- [St. Regis Residences](#) – Expected 2026 (25 rooms)
- [Amanvari](#) – Expected 2026 (22 rooms)
- [Grand Hyatt Los Cabos](#) – Expected 2026 (300 rooms)
- [SIRO Palmilla](#) – Expected 2027 (120 rooms)
- [Raffles Hotel](#) – Expected 2029 (80 rooms - 46 residences)

In addition to the upcoming hotel openings, earlier this year – [Amet Baja](#), a luxurious nature retreat opened in Santiago, Baja California Sur.

#### **New Developments & Retail:**

- The opening of [Ánima Village](#) – Expected December 2025 – was also recently announced. This development will feature top-tier fashion brands such as Hermès and the first Zimmermann store in Latin America.

#### **Whale Watching Season (December 2025 – April 2026):**

Every year, travelers seek out Whale Watching in Los Cabos. The best time to observe them is during their seasonal migration to the nutrient-rich waters off Alaska from December through April.

During the season, charters run tours to the migratory grounds with a variety of boats. You may find yourself on a wide, comfortable catamaran or a tony yacht, seeing pods of gray and humpback whales frolicking and spouting about with their young. A few of the popular whale watching tour operators in the region include Wild Cabo Tours, Cabo Adventures, and Cabo Expeditions.

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Wednesday, October 1, 2025 at 11:39:10 AM Central Daylight Time

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**Subject:** Making Every Night in Los Cabos One to Remember  
**Date:** Wednesday, August 20, 2025 at 9:54:06 AM Central Daylight Time  
**From:** CeCe Xue  
**To:** toby.louch@elitetraveler.com

Hi Toby,

For those who enjoy a night out—live concerts, the perfect dining experience, an interactive artist exhibit—Los Cabos has a myriad of events to make every night a unique adventure.

From San Jose del Cabo to Cabo San Lucas, and all throughout Baja California Sur, travelers can find just the right activity to end their perfect day in paradise. Below my signature are just a few of the options that make the bustling night life in Los Cabos a can't-miss.

I'm happy to provide more information or arrange interviews with the Los Cabos Tourism Board to help with any upcoming travel pieces you're working on. Don't hesitate to reach out with any questions.

Best,  
CeCe

- **Moon Zipping Fire: Sunset UTVs + Night-time Ziplines with [Wild Canyon Adventures](#)**  
Start the evening by chasing the sunset with our UTVs across the oasis that lies in the middle of the park. After the ride, end up crossing our famous hanging bridge as the lights in the sky slowly fade. But be prepared, because once back in the park, we gear up for the moon-zipping tour. Soar through the skies during the night, walk on hanging bridges, get UTV rides between lines, and explore the magic of the desert while it's dark.

When you think it's all over, we'll be waiting on the Lion's Den Rooftop – dinner and Tequila Tasting await. Taste a world-renowned Mexican tradition and a Mexican-style full-on parrillada. All to end up the night with a s'mores bar and drinks by the bonfire 🔥

- **Sabores San José**  
Every Tuesday evening, the heart of [San José del Cabo](#) downtown brims with the flavors of Baja California Sur at [Sabores San José](#). This weekly celebration transforms the historic downtown into a pedestrian-only food lover's paradise, showcasing the region's rich culinary heritage through curated tasting experiences, live music, and folkloric dance.
- **Monalisa Nights at [Sunset Monalisa](#)**  
Where Cabo comes alive after dark, join DJ Ana Paula on the decks and enjoy an evening that combines seaside charm with expertly crafted flavors and live music. This monthly event is set to return August 22.
- **[Jazz on the Rocks](#)**  
**Enjoy live jazz every day** with an unrivaled backdrop: the iconic Cabo San Lucas Arch. Our

venue showcases spectacular views and sunsets that will take your breath away. Live a unique experience that fuses **jazz music** with a fresh proposal of mixology and gastropub cuisine at the first jazz club in Los Cabos: **Jazz on the Rocks** located at the top of the Sunset Monalisa restaurant.

**CECE XUE**

Senior Account Executive | PR

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Wednesday, October 1, 2025 at 11:27:32 AM Central Daylight Time

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**Subject:** Stunning Pools in Los Cabos, Mexico  
**Date:** Friday, April 11, 2025 at 1:50:12 PM Central Daylight Time  
**From:** CeCe Xue  
**To:** brittanyanas@gmail.com

Hi Brittany:

Hope this finds you well! Reaching out to share with you two resorts in Los Cabos, Mexico with stunning, trip-worthy pools for your upcoming piece in Forbes. Let me know if you have any questions on the below!

Hotel [El Ganzo](#) has an infinity rooftop pool that overlooks a stunning view of the beach and marina in San Jose del Cabo. Simple yet elevated, the infinity pool offers the perfect backdrop to the day. The rooftop pool also has an elevated hot tub with clear sides, creating a picturesque pool within a pool illusion.

The [Viceroy Los Cabos](#) integrates the sea into its design, creating the feeling of walking on water wherever you go on the property. With five pools that stretch to compliment the horizon, some for children and others for adults only, guests can find the perfect place to relax among the water. There's also an infinity edge beachfront pool and the pools are also surrounded with teak cabanas and loungers.

**CECE XUE**

Account Executive | PR

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