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MEXICO OPEN AT VIDANTAWORLD, READY FOR ITS FOURTH EDITION

Defending champion Jake Knapp commits to defend his title

FOR IMMEDIATE DISTRIBUTION– Puerto Vallarta, Mexico (February 12, 2025). –The Mexico Open at VidantaWorld, the best social, gastronomic and sporting event in Mexico and Latin America, is ready to hold its fourth edition in one of the most important tourist destinations in Mexico. This event, which is part of the official PGA TOUR calendar, will be held from February 20th to the 23rd at the Vidanta Vallarta golf course.

The field will consist of 132 players, including American Jake Knapp, who will defend his title after an impressive win in 2024.

“We are very excited to host the fourth edition of the Mexico Open at VidantaWorld in one of the most iconic tourist destinations in the Mexican Pacific and the country. During the first three years, we have successfully offered an unparalleled golf experience, projecting Mexico’s image internationally. During the next week, we will take the experience to a new level by offering our attendees and fans the best of this sport, top-level entertainment and the best gastronomic offering,” said Ricardo Cortés Alarcón, Director of the Mexico Open at VidantaWorld, during today’s press conference held at the REDI facilities.

The Mexico Open at VidantaWorld confirmed Knapp's commitment, and also announced that Jalisco natives Santiago de la Fuente, who was the best amateur in 2024 and now returns as a full-time professional, and Álvaro Ortiz, the only Mexican who will have participated in all four editions of the event, will tee it up next week. Hidalgo native José Cristóbal Islas will also return.

“We believe in the responsibility and commitment to promote golf in our region. For three years, we have provided Mexican players with more opportunities to develop their careers. We are proud to welcome these three great talents back, they will represent Mexico in an exceptional way,” Cortés Alarcón added.

Among the professionals who will be competing from February 20th to 23rd is American Akshay Bhatia, who finished T4 in the 2023 edition; and PGA TOUR champions from the 2024 season such as Maverick McNealy, Stephan Jaeger, Peter Malnati and Victor Perez, will also be present at Vidanta Vallarta.

PGA TOUR winners in Mexico: Erik van Rooyen, Brendon Todd, Patton Kizzire and Charley Hoffman will return to Mexico in search of another victory in our country.

Danish twins Nicolai and Rasmus Hojgaard will share the field, as well as Norwegian Kris Ventura, who was born in Puebla, Mexico.

Latin American participants include Argentina's Emiliano Grillo, Chile's Cristóbal Del Solar and Rafael Campos from Puerto Rico.

The organizing committee also announced that four amateurs who are part of the -Programa de Alto Rendimiento Azteca (ARA)-, which aims to improve the sporting processes of young Latin American Golfers, will receive a sponsors invite. The list includes: Gerardo Gómez and José Antonio Safa from Mexico, Paraguay's Erich Fortlage and Leandro Mihaich from Argentina. Two more sponsors invites were confirmed, US Amateur Champion, José Luis Ballester from Spain will make his third PGA TOUR start and Latin America Amateur Championship (LAAC) champion Justin Hastings from the Cayman Islands will also tee it up next week.

During the first three editions of the Mexico Open at VidantaWorld, the PGA TOUR has recognized the extraordinary conditions of the Vidanta Vallarta golf course, highlighting it as the best fairway on TOUR and one of the best courses of the entire season.

"The Mexico Open at VidantaWorld is the result of the effort and passion of many people who work to make this tournament a world-class event. We want it to be not only a top-level sporting competition, but also a significant and extraordinary experience for the community of Bahía de Banderas and Puerto Vallarta. For this edition, we have worked on renovating our facilities and services, to ensure that all attendees enjoy an exceptional event in an unparalleled setting," said Angel Gómez, Corporate Director of Vidanta Golf.

A total of 16 Mexican golfers have competed in this PGA TOUR event, a reflection of Grupo Salinas' commitment to promoting golf throughout the country while also seeking to attract future talent.

"The Mexican Golf Federation will continue to promote our sport at all levels, including professional, and having the Mexico Open at VidantaWorld on the PGA TOUR calendar makes us extremely proud," shared Liz Melo, Director of the Mexican Golf Federation.

As it has every year, the Mexico Open at VidantaWorld will reinvent its gastronomic offering to surprise all attendees during the week. Professional PGA TOUR players, caddies, volunteers, media and spectators have witnessed the delicious culinary offering of the event. The tournament is committed to being an iconic PGA TOUR stop while displaying Mexican cuisine to the world.

The Mexico Open at VidantaWorld will be televised through PGA TOUR partners in more than 200 countries and territories and in 30 different languages. The tournament will be broadcast on Golf Channel and NBC in the United States, Golf Channel Latin America in Mexico and Latin America, and 44 different Tour partner groups on television and digital platforms. Additionally, it will be broadcast nationally by A+, which is part of the Grupo Salinas consortium.

Tickets for the Mexico Open at VidantaWorld 2025 are on sale now at boletomovil.com; children 12 and under are admitted free to the event (general admission only), when accompanied by a paying adult with a general admission ticket (up to two children per paying adult).

For more information about the Mexico Open at VidantaWorld, please visit www.mexicoopen.mx or follow us on the tournament's official channels on FB: @MexicoOpenGolf, X: @MexicoOpenGolf and IG: @MexicoOpen.

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About the Mexico Open at Vidanta

The Mexico Open at VidantaWorld dates back to 1944 when it was called Abierto Mexicano de Golf and is considered Mexico's national championship. The 2025 edition will appear on the PGA TOUR schedule for the fourth consecutive time as an official FedExCup event, offering 500 FedExCup points to the winner. Jake Knapp won the tournament in 2024. The avant-garde nature of the PGA TOUR will merge with the history of professional golf in Mexico in the form of the Mexico Open at VidantaWorld, a world-class tournament presented by Grupo Salinas that will draw the attention of the entire world to our country.

About Grupo Salinas

Grupo Salinas (www.gruposalinas.com) is a group of dynamic, fast growing, and technologically advanced companies focused on creating economic value through market innovation and goods and services that improve the lives of its customers, social value –with the creation of capacities in society to improve their living conditions– and environmental value –by mitigating negative impacts of its value chain.

Created by entrepreneur Ricardo B. Salinas (www.ricardosalinas.com), Grupo Salinas operates as a forum to develop entrepreneurial ability and support decision-making among the executives who lead Group's member firms: TV Azteca, Grupo Elektra, Banco Azteca, Totalplay, among others. The Group shares a common vision, values and strategies to achieve rapid growth, superior results and world-class performance.

About Grupo Vidanta

Founded in 1974 by Daniel Chávez Morán, Grupo Vidanta is the leading developer of tourism services in Mexico and Latin America, specializing in the construction and operation of luxury vacation destinations, luxury resort hotel brands, real estate, golf courses, luxury beach clubs, mega yachts, luxury theme parks, innovative experiences and spectacular entertainment centers in Mexico.



The company's visionary approach to developing luxury beach destinations brings dream vacations to life in the most sought-after locations along Mexico's coast – Nuevo Nayarit-Vallarta, Riviera Maya, Los Cabos, Acapulco, Puerto Peñasco, Puerto Vallarta, Mazatlán, and the East Cape. Its world-class portfolio of brands and experiences includes resort hotels such as The Estates, AAA Five-Diamond Grand Luxxe, Kingdom of the Sun, The Grand Bliss, The Grand Mayan, Celebrate Park, The Bliss, Mayan Palace, Sea Garden, among others; and the SkyDream Parks Gondola, the world's first aerial tramway at a beach resort.

Grupo Vidanta is also expanding its innovative approach to vacations with VidantaWorld. The company is proud to introduce VidantaWorld Nuevo Vallarta and VidantaWorld Riviera Maya, the ultimate luxury and entertainment destinations. At these destinations, guests can enjoy an ever-growing variety of experiences that go hand in hand with Vidanta World's ELEGANT Ultra Mega Yacht. Grupo Vidanta is expanding its vision of luxury around the world with a wide range of incredible 2025 itineraries.

Grupo Vidanta also continues to pioneer innovative partnerships, including collaborations such as Cirque du Soleil JOYÀ, a permanent show located at VidantaWorld Riviera Maya. Additionally, Grupo Vidanta continually collaborates with Nicklaus Design and Greg Norman Golf Course Design to develop spectacular professional golf courses within its different destinations. Beginning in 2022, the company has partnered with Grupo Salinas to host the PGA TOUR Mexico Open at VidantaWorld at the award-winning Vidanta Vallarta Course at VidantaWorld Nuevo Vallarta.

Ranked by Great Places to Work as one of the best employers in Mexico, Grupo Vidanta maintains a strong commitment to its employees and the communities where it operates through its ongoing mission to promote social and environmental efforts, as recognized by global authorities such as EarthCheck, and through its non-profit foundations, the Vidanta Foundation and the Delia Morán Vidanta Foundation. Visit www.GrupoVidanta.com or join the conversation on digital platforms at @VidantaWorld.

About the Mexican Golf Federation

The Mexican Golf Federation A.C. (FMG) is the highest authority and technical body of the discipline of golf in Mexico and represents it in all its modalities and specialties. It was founded in 1926 with the objective of unifying criteria to carry out national championships. Today, the FMG affiliates more than 130 clubs and courses throughout Mexico grouped into seven regional associations.

Among its statutes, the following points stand out:

1. Promote the development of golf in Mexico.
2. Ensure that the rules are observed in their best compliance.
3. Represent the affiliated clubs before public and private institutions.
4. Promote, regulate, authorize and organize golf competitions within the country and abroad.
5. Authorize the participation of international players in competitions within the country.
6. Ensure the principles of golf ethics.

Visit the Mexican Golf Federation on social media: X: @FedMexGolf FB: Fed Mex Golf IG: @FedMexGolf