

Environmental **X**perience

Rotary
Rotary Club of
Newport Beach

THE MAZATLÁN PROJECT



WHERE OCEAN CONSERVATION MEETS COMMUNITY
DEC. 2026

PROJECT CONCEPT

The December program will serve as the official launch of the initiative and as an immersive experience for Rotary Clubs, conservation leaders, scientists, sponsors, educational institutions, businesses, and potential partners.

The Mazatlán Project will be a long-term platform connecting:

- Marine conservation and ecosystem restoration
- Ocean education
- Regenerative tourism
- Snorkeling and scuba-diving training
- Citizen science and environmental monitoring
- Rotary and international collaboration
- Community engagement
- Culture and local economic development
- Purpose-driven travel experiences

This will not simply be a Rotary trip or a week of tourism. It will combine:

- Field experiences
- Strategic meetings
- Conservation action
- Marine education
- Cultural immersion
- International networking
- Destination discovery

WHY MAZATLÁN?

Mazatlán is one of Mexico's most important **coastal destinations**, yet its marine environment remains largely disconnected from the everyday visitor experience. Unlike other places, Mazatlán has not yet developed a strong and visible culture around recreational diving, marine education, reef restoration and citizen science. The Mazatlán Project **represents an opportunity** to help build this ecosystem responsibly from the ground up.

Our goal is to make ocean education, marine conservation, snorkeling, diving, citizen science, and community participation **more accessible** to visitors and residents while creating meaningful environmental and economic opportunities for the destination.



THE OPPORTUNITY

The Mazatlán Project can establish a new model for coastal tourism, one in which visitors do more than stay at a hotel or enjoy the beach. They can:

- Learn about the local marine environment
- Participate in conservation activities
- Explore Mazatlán's islands and coastal ecosystems
- Learn to snorkel or scuba dive
- Support scientific monitoring
- Connect with the local community
- Contribute to environmental education
- Become long-term supporters of Rotary Reefs
- Help develop projects with measurable local impact



The initiative would build on the experience and lessons of The Panama Project while creating a model specifically designed for Mazatlán's environmental, cultural and tourism context.



One of the project's most important long-term goals could be the development of a marine conservation and education hub at Costa de Oro Beach Hotel. Costa de Oro would not only be the official hotel. It would become the operational home of The Mazatlán Project.

The intention is not simply to open a dive shop. It is to create an integrated platform for marine education, conservation, responsible recreation, and community participation.

The hub could eventually include:

- A Rotary Reefs Marine Conservation Center
- Snorkeling and scuba-diving programs
- Partnerships with certified training organizations and dive professionals
- Discover Scuba experiences and certification courses
- Marine biodiversity workshops
- Citizen-science and environmental-monitoring programs
- Educational programs for local schools
- Beach and underwater cleanups
- Marine ecosystem restoration initiatives
- Educational excursions to Mazatlán's islands
- A permanent marine biodiversity exhibition
- Equipment rental or retail
- Volunteer and university programs
- Purpose-driven travel packages
- A meeting point for researchers, conservationists, students, and Rotary Clubs

MARINE CONSERVATION HUB

EXPERIENCE

2026

December 1-6, 2026

Date	Theme	Activities
Tuesday, December 1	Arrival & Welcome	Arrivals in Mazatlán and airport transfers. Hotel check-in, registration and free time. Welcome reception, guest introductions and opening dinner at Costa de Oro
Wednesday, December 2	Discover Mazatlán	Visit to MUNBA, Observatorio 1873 and the Centro Histórico. Dinner and informal networking.
Thursday, December 3	Community & Conservation	Reforestation and environmental action with local organizations, students and Rotary members. Community lunch. Optional small-group dinners.
Friday, December 4	The Mazatlán Project Summit	Strategic summit with Rotary, government, universities, NGOs, businesses and tourism leaders. Master plan presentation, working sessions, partnership opportunities and commitments. Official summit dinner.
Saturday, December 5	Ocean Experience & Closing	Marine safari, coastal biodiversity exploration and optional snorkeling. Official closing dinner, participant reflections and next steps
Sunday, December 6	Departure	Closing breakfast and hotel check-out. Airport transfers and departures

PARTICIPATION PACKAGES

Experience Pass	Local participants and guests arranging their own accommodations	Access to the official program, presentations, conservation activities, selected cultural experiences and networking.
Full Experience Package	Visiting Rotary members, partners, and international guests	Five nights at Costa de Oro Beach Hotel, official program access, selected meals, local transportation, conservation activities, cultural experiences, welcome reception, exclusive networking opportunities, special recognition, and closing dinner

December 1-6, 2026
Mazatlán, Sinaloa, Mexico

THANK YOU

This Is Where the Next Chapter Begins

The Mazatlán Project is an opportunity to build a lasting platform for marine conservation, environmental education, community engagement, and international collaboration in Mexico. Join us in building it from the beginning.