

The King of Reggaeton, Don Omar Announces "THE LAST KING WORLD TOUR" 2026

CHICAGO / LAS VEGAS (May 18, 2026)— Global music icon and reggaeton pioneer **Don Omar** has officially announced his highly anticipated world tour, **THE LAST KING WORLD TOUR**. The tour, led and produced by the artist himself, **William Omar Landrón**, will see **Cardenas Marketing Network (CMN)** serve as the official U.S. promoter. Kicking off September 25 in Reading, PA at the Santander Arena, the tour will travel across 21 major U.S. cities including a Las Vegas stop at **Michelob ULTRA Arena Friday, Oct. 30**

Pre-sale tickets go on sale **tomorrow, Tuesday, May 19 at 10 a.m. PT for the KINGDOM fan club** and **Thursday, May 21 at 10 a.m. PT for CMN, AXS and MGM Rewards** members. All pre-sales end Friday, May 22 at 9:45 a.m. PT. The general public on-sale will begin **Friday, May 22 at 10 a.m. PT**. For more information, dates, and tickets, visit cmnevents.com or www.donomar.com.

With a career spanning more than two decades, **Don Omar** remains one of the defining voices of reggaeton. From chart-topping hits like "*Danza Kuduro*," "*Dale Don Dale*," "*Salio El Sol*" and "*Bandoleros*," **Don Omar** has helped shape the sound of Latin urban music worldwide.

Twenty years after releasing *King of Kings*, the album that redefined reggaeton, **Don Omar** returns to prove what time has confirmed: that he is the first and last king of the genre.

Throughout his celebrated career, **Don Omar** has earned widespread recognition for his impact on Latin music, including multiple Billboard Latin Music Awards, Premio Lo Nuestro Awards, Premios Juventud honors, and Latin GRAMMY. In 2024, Premio Lo Nuestro honored **Don Omar** with the prestigious Global Icon Award, recognizing his lasting influence on reggaeton and pivotal role in bringing reggaeton to mainstream audiences worldwide.

Bringing together his greatest hits and undeniable stage presence, the tour will offer fans an unforgettable live experience.

About Don Omar

William Omar Landrón Rivera, better known as Don Omar, is one of the most influential figures in the global entertainment industry. A true multifaceted talent, he has built an extraordinary career as an acclaimed reggaeton artist, composer, music producer, actor, entrepreneur, and race car driver. Widely recognized as "The King of Reggaeton," Don Omar has played a profound role in shaping Latin urban music and expanding its influence worldwide. With numerous multi-platinum albums, Latin GRAMMY Awards, and billions of streams across digital platforms, Don Omar continues to stand as one of the most celebrated and enduring figures in Latin music today.

About Cardenas Marketing Network (CMN)

CMN is the leader in live entertainment. As a touring, booking, sports and multicultural marketing agency, our goal is to entertain by creating unique experiences through our events. Henry Cárdenas, entrepreneur, philanthropist, and founder of CMN, is a pioneer in bringing Latin entertainment and live sport events to the United States. The Chicago-based company with offices in Miami operates through professionals constantly creating cutting-edge experiences and producing the best events in the country. To learn more about CMN and its roster of artists, visit www.cmnevents.com or follow us at @cmnevents.

About Michelob ULTRA Arena

The Michelob ULTRA Arena is a multi-purpose arena home to World Championship Boxing, premier concerts and special events. With seating for as many as 12,000, the venue, which was recently renovated in 2018, offers excellent sightlines and state-of-the-art lighting and sound. The entertainment venue is home to WNBA team, the Las Vegas Aces, the city's first professional basketball team. Prominent events have included concerts such as Justin Timberlake, KISS, Taylor Swift, Kenny Chesney, Alicia Keys, Rihanna, Christina Aguilera, Katy Perry, John Mayer, Metallica, Ozzy Osbourne, Alejandro Fernandez and David Foster & Friends. World championship boxing events have featured fighters including Oscar De La Hoya, Manny Pacquiao, Floyd Mayweather, Shane Mosley and Bernard Hopkins. The Michelob ULTRA Arena also has been home to multiple Ultimate Fighting Championship (UFC) events, the annual Barrett-Jackson Las Vegas Auction and the Latin Billboard Music Awards.



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