



GOBIERNO DE  
**MÉXICO**

**TURISMO**

SECRETARÍA DE TURISMO



# NATIVE MEXICAN WEDDINGS



Juntos transformemos  
**Yucatán**  
GOBIERNO ESTATAL 2018 · 2024

**SEFOTUR**

SECRETARÍA DE FOMENTO  
TURÍSTICO



## INTRODUCTION

---

Native weddings are important for destinations in Mexico as they seek to rescue the cultural identity, traditions and customs of the indigenous population and of the ethnic groups that still exist. In order to perform these ceremonies, respecting and highlighting the local culture, we need a correct integration of the entire community with vendors. In this way, the local community and companies are tied economically, adding value to the cultural resources, and seeking sustainability and a balance in social inclusion in each of the destinations.

The native people of Mexico are part of its vast cultural wealth, conveyed in its traditions, music, dance, beliefs, symbols, ancestral techniques, clothing, gastronomy, etc. The latter combined with its natural resources, and its specialized vendors, make it possible to perform different types of native weddings. This variety can satisfy the needs and desires of each couple, particularly the new generations that are eager to find, in ancestral traditions, unique experiences worthy of being remembered for a lifetime.

Therefore, the Ministry of Tourism of Mexico [SECTUR] through its General Direction of Tourism Product Innovation division, promotes local culture in Romance Tourism. The focus is not only on the indigenous weddings, but seeking the integration of tourism wedding services and experiences around that special moment. With this initiative, the incorporation of the local community contributes to raising their quality of life.

These catalogs are the result of a coordinated effort between the Destination Wedding Specialist Association (DWSA), local Tourism Boards, Ministries of Tourism of several Mexican states and specialized tourist destination vendors, together with the Ministry of Tourism of Mexico. These entities took on the concerted effort to preserve native weddings and create innovative tourism services aimed at Romance Tourism, differentiating the value that gives them a distinctive touch and identity. This included seeking the benefit to small and medium-sized companies, as well as social development with gender, inclusion and diversity perspectives.

It is important to mention that this work responds directly to the new tourism policy which seeks to have these new activities benefit and strengthen the communities, and to reach more sectors of the population, with balanced development in these regions of the country.

We hope that these documents are not only useful but interesting, and that they contribute to your experience of living, enjoying and falling in love with Mexico.



## CEREMONY

Mayan Ceremony

## DESTINATION

Yucatan

## ETHNICITY

Maya



NOÉ NOLASCO

In traditional Mayan ceremonies, the gods are thanked for the union, as they made that possible through their ancestors and moments that had to happen for the two people to meet up to this point and have future together.

Additionally, the Mayan wedding ceremonies of K'AAM NIKTE are very mystical and traditional among the Mayans of Yucatan. Hacienda Chichen offers a unique experience because of its mystical location in Chichen Itzá and being celebrated under the guidance and authority of the J-Men, members of the KUCH KAAB Y'EETEL J-MEN MAAYA'OB association.





### OTHER IMPORTANT INFORMATION

**Place:** All over Yucatan  
**Duration:** 30 a 45 minutes.

**Requirements / Formalities:** For the ceremony with a Mayan priest, the couple needs to have a brief talk with him in order to marry them. For the Mayan blessing there are no requirements.

**Elements used:** Flowers, plants, copal, candles, Mayan sound instruments, clay pots, etc. All natural elements are based on ancient Mayan traditions. For the Mayan blessing, a red ribbon is also used.

Dress code: Prudent dress at the discretion of the couple - light formal.

#### **Other information:**

The ceremony with a Mayan priest is conducted 100% in the Mayan language. The Mayan blessing can be translated into other languages (the couple is given a written context of the ceremony in their language).

**This ceremony can be offered for the LGBTQ market**



### **ANCESTRALIA EVENTOS**

Telephone +52 999 507 4438

[ancestraliaeventos@gmail.com](mailto:ancestraliaeventos@gmail.com)

[www.ancestralia.com.mx](http://www.ancestralia.com.mx)



### **HACIENDA CHICHEN RESORT & YAXKIN SPA**

Telephone +52 999 920 8407

[info@haciendachichen.com](mailto:info@haciendachichen.com)

[www.haciendachichen.com](http://www.haciendachichen.com)



The photos published in this document were provided by the companies and suppliers that offer the services stated above.  
All contents of this document are subject to copyright and intellectual property.



**GOBIERNO DE  
MÉXICO**

**TURISMO**

SECRETARÍA DE TURISMO

**The edition and development of this experiences  
was with the support of:**

**Secretaría de Turismo del Gobierno de México**

Ing. Jorge Vázquez Valdés

General Director of Tourism Product Innovation,  
DGIPT

Lcda. Paulina Dominguez Aguilar

Director of Specialized Segments

[pdominguez@sectur.gob.mx](mailto:pdominguez@sectur.gob.mx)

Telephone - 5530026300 Ext 6325

Lcda. Adriana Aguilar Gallardo

Sub-director of Specialized Segments

[aaguilar@sectur.gob.mx](mailto:aaguilar@sectur.gob.mx)

Telephone - 5530026300 Ext 6307

[www.sectur.gob.mx](http://www.sectur.gob.mx)

**Secretaría de Turismo de Yucatán**

Tourism Innovation Direction

Telephone +52(999) 9 30 37 60 ext. 22059

[www.sefotur.yucatan.gob.mx](http://www.sefotur.yucatan.gob.mx)

**Design in collaboration with Destination Wedding  
Specialist Association**

[info@dwspecialistassn.com](mailto:info@dwspecialistassn.com)

[www.dwspecialistassn.com](http://www.dwspecialistassn.com)



Juntos transformemos

**Yucatán**

GOBIERNO ESTATAL 2018 - 2024

**SEFOTUR**

SECRETARÍA DE FOMENTO  
TURÍSTICO

Mexico City  
2022



Destination  
Wedding  
Specialist  
Association