



GOBIERNO DE
MÉXICO

TURISMO
SECRETARÍA DE TURISMO



AMOR A LA MICHOACANA

- LOVE MICHOACAN STYLE -



Destination Wedding
Specialist Association Intl.

WELCOME

Romance Tourism is very significant for Mexican destinations, because of the positive impact it has on the local economy, integrating the entire network of resources that makes this industry possible. Currently, Romance Tourism is an efficient industry to accelerate the economical growth of many communities in our country, help modernize the infrastructure, boost the economy, promote our cultural resources, balance the social equality and support sustainability.

This segment covers not only destination weddings, but also proposals, bachelor and bachelorette parties, honeymoons, wedding anniversaries, vows renewals, last trip before the baby's birth (Babymoon), second nuptials, travel with the family (Family-Moon) and a new niche that is growing exponentially with the current epidemiological and economic conditions, which are elopement weddings.

In Mexico, year after year the network of resources throughout our destinations are specializing in this segment, holding a significant number of destination weddings annually. While the favorite setting for couples has been our beautiful beaches, the new generations are being attracted to colonial and adventure destinations.

Therefore, the Mexican Tourism Board - SECTUR, through the General Directorate of Innovation for Tourism, is promoting Romance Tourism, focusing not only on destination weddings, but also seeking the integration of other tourism products and experiences in and around that special moment, allowing the incorporation of the local population, which contributes to raising their quality of life.

This catalog is the result of a coordinated effort between the Destination Wedding Specialist Association - DWSA, the Michoacan State Secretary of Tourism and the Mexican Tourism Board. Together we carried out virtual workshops to create innovative tourism services aimed to the Romance Tourism, with an individual value that gives them a distinctive character and, at the same time, a unique identity.

In this way, local vendors and communities represented by artisans, traditional cooks, agribusinesses and cooperatives have been incorporated, thus seeking social development with a gender and inclusion perspective.

It is important to mention that this work responds to the new tourist policy that seeks to encourage the benefits of this activity to showcase the localities, and reach more sectors of the population, seeking a balanced development of the country's regions.

We hope that this document is not only useful but interesting, and that it contributes to your experience of living and enjoying Mexico.





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MICHOACAN

The state of Michoacan is a mix of inspiration and sensitivity, of art, traditional towns, culture and natural beauty. Its name comes from Michamacuan which means “place of fishermen”.

To talk about the art and culture of Michoacan, it is also necessary to mention Morelia, its capital. This city is an example of the renaissance ideas that influenced the planning of “Nueva España” - New Spain cities. It is a carefully preserved city, characterized by splendid buildings made with cantera - pink granite - baroque structures dating from the 16th century.

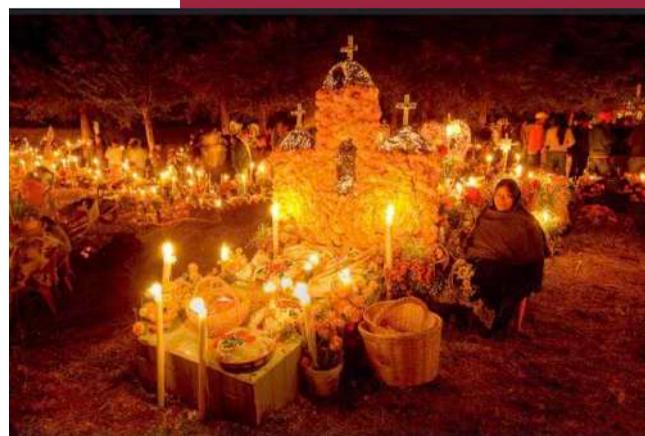
Michoacan has six World Heritage sites

CENTRO HISTORICO

It has 15 squares and 1,113 monuments. Its historical buildings were built with pink stone characteristic of the region, which is why Morelia is known as "City of the Pink Granite."

NIGHT OF THE DEAD TRADITION

Year after year different regions of Mexico celebrate the temporary return of their deceased relatives, in what is known as the Day of the Dead. Michoacan is famous for its traditional celebrations on this day, mainly the regions of Patzcuaro, Tzintzuntzan and Janitzio, with their monumental offerings and magnificent tomb ornaments.



MICHOACAN



MONARCH BUTTERFLY BIOSPHERE RESERVE

With an area of 56,259 hectares of oyamel, pine and oak forests, which cover the municipalities of Contepec, Senguio, Angangueo, Ocampo and Zitácuaro in Michoacán, this reserve receives thousands of monarch butterflies from North America every year.



THE FLYERS OF SAN PEDRO TARIMBARO

The ritual of the flyers is a dance that is associated with fertility. In Michoacan, specifically in the region of Tlalpujahua, the flyers of San Pedro Tarimbaro cut the winds with the help of ropes tied to the tip of a wood post.



PIREKUAS

It is a traditional chant of the Purepecha indigenous communities of Michoacan, which can be sung by both men and women. It is found in 165 communities and can be performed with wind instruments, choirs, trios, duets or soloist.



TRADITIONAL CUISINE

The traditional cuisine in Michoacan keeps the gastronomic culture alive through the hands of the cooks who preserve the secrets of their ancestors. Thanks to its ingredients and recipes, Michoacan is considered the origin of Mexico's traditional cuisine.

A NATURAL WONDER

Paricutin - in Purepecha Parhikutini 'place on the other side' - is an active volcano that holds the title of the youngest volcano in the world.

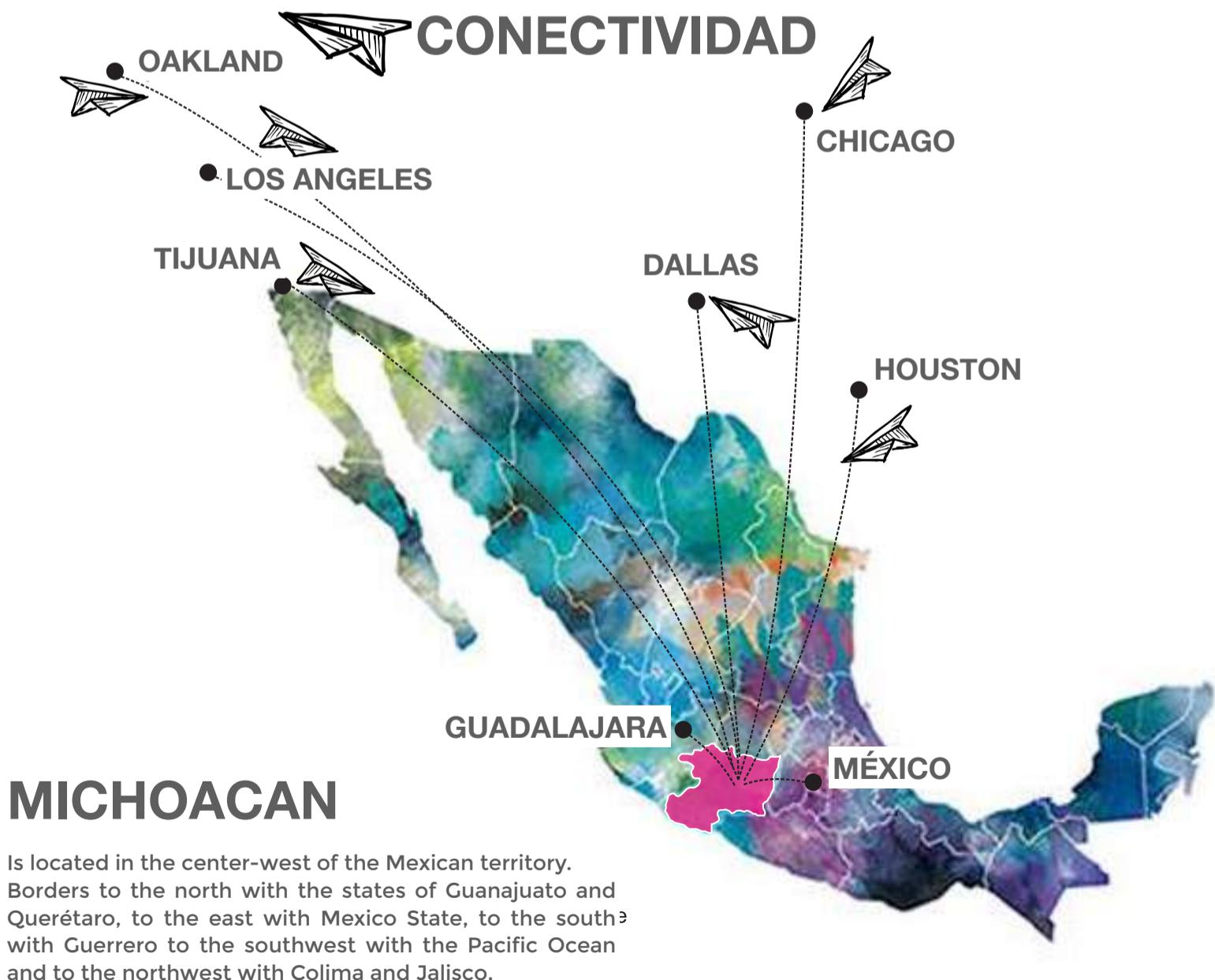
The volcano erupted on February 20, 1943, burying two towns: Paricutin and San Juan Parangaricutiro. The first was totally wiped off the map. Very close to it is now the crater of the volcano. Of the second town only part of the church is visible, buried by lava, like the rest of the town, except for the left tower in front.



EIGHT PUEBLOS MAGICOS - MAGICAL TOWNS

Title that is granted to the localities that have symbolic attributes, legends, transcendent events and above all magic that emanates from their sociocultural manifestations.

Patzcuaro, Angangueo, Cuitzeo, Santa Clara del Cobre, Tacámbaro, Jiquilpan, Tzintzuntzan and Tlalpujahua.





MY WEDDING,
SURROUNDED
BY HISTORY &
CANTERA
MORELIA

WELCOME TO MORELIA

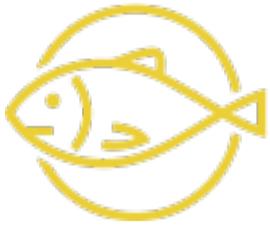
First Day



ARRIVAL OF THE WEDDING GROUP

Warm welcoming by the "Amor a la Michoacana" staff at the Morelia International Airport or the hotel, with a handmade necklace and a drink on a clay "tarrito".

A WELCOME MICHOACAN COCKTAIL



On the terrace of Villa Montaña hotel you will be welcomed to Michoacán, with a cocktail bar based on tequila and mezcal and delicious regional sandwiches, enlivened by an ensemble of guitars.

The staff of "Amor a la Michoacana" will give you the personalized kit "My Wedding, Surrounded by History and Cantera", where you will find, in addition to all the necessary information to fully enjoy the destination, handcrafted details to carry during your stay.



- 2 hrs.
- Min. 20 people
- Casual
- Outdoor event

CANTO AL PIE DE TU VENTANA

Serenade at your Window



Tradicional serenade of lovers with their friends. You can choose a trio, mariachi or a student choir. It includes a bouquets of flowers for the couple.



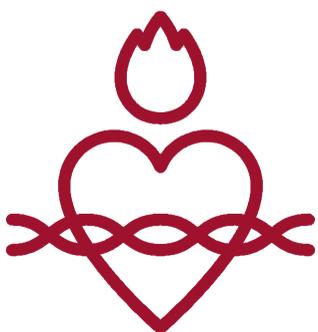
- 2 hr.
- Not applicable
- Warm clothing
- Outdoor event

Includes:

Transportation, welcome cocktail, serenade and a welcome kit with: personalized itinerary, Mexican pashmina and fan, event t-shirt and hat.

DISCOVER THE PINK GRANITE CITY

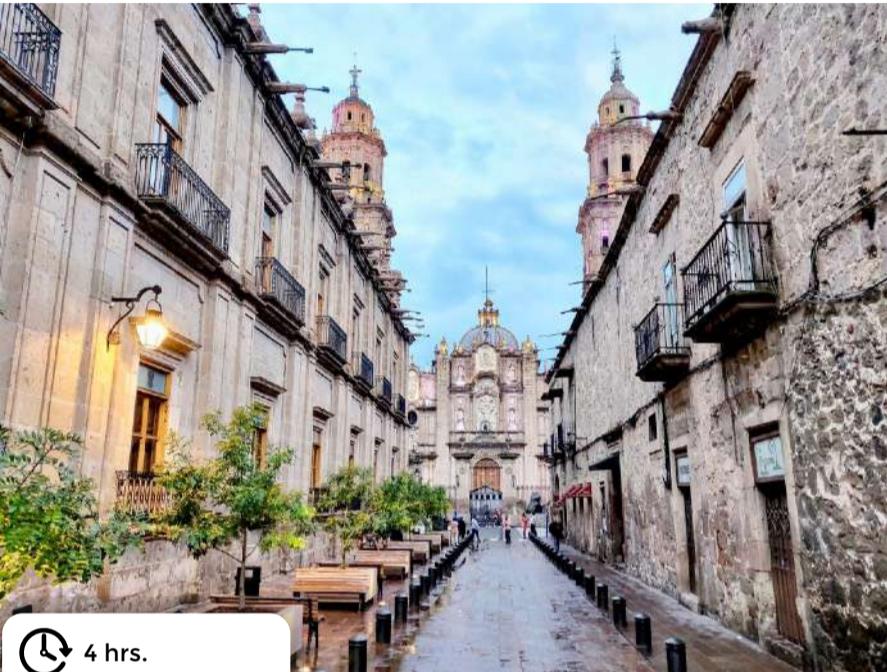
Second Day



Discover the beautiful Morelia with these two options of tours to choose from, through its churches, alleys, gastronomy, fountains and squares. The tours are personalized, by tram or vans with a professional guide.

Surprising them in squares and fountains of the city with settings and characters for photo sessions.

FALL IN LOVE WITH MORELIA



-  4 hrs.
-  Min. 20 people
-  Group t-shirt and jeans

A WALK THROUGH HISTORY

Option 1

Places to visit:

- Pinacoteca of San Agustin.
- Garden, Temple and Conservatory of the Roses.
- Clavijero Palace.
- Public Library.
- San Nicolas College.
- The Main Square.
- The Cathedral.
- Town-hall.
- Casa de las Artesanias - Crafts museum and store.

Lunch at Lu restaurant at the Casino Hotel.

Free time in the afternoon.

Dinner at the restaurant of the Hotel Villa Montaña.

ROMANCE TOUR

Option 2

Free time in the morning.

Lunch at the restaurant of the Hotel Villa Montaña.

Places to visit:

- Villalongin Garden.
- Las Tarascas Fountain
- Romance Alley
- San Diego's path.
- Our Lady of Guadalupe Sanctuary.
- Morelos Plaza.
- Aqueduct.

Dinner at Lu restaurant at the Casino Hotel.



-  4 hrs.
-  Min. 20 people
-  Group t-shirt and jeans

Includes: Breakfast, brunch, lunch or 3-course dinner, transportation, guide and travelers insurance, additional activity, time for shopping.

A LITTLE EXTRA FOR YOU



“DE COMPRITAS”, FASHION AND STYLE

Michoacan is internationally recognized for having a great artisan tradition. The famous creations such as copper pots from Santa Clara, ceramic glazed pineapples from San Jose Gracia, and the colorful pashminas from Aranza, are just an example of Michoacan's talented and creative craftsmen.



SOLO CON TU PAREJA

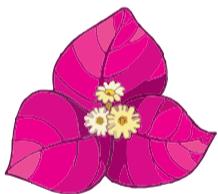
Alone with your partner

To relax and pamper yourself after a busy day in Morelia, what better than an anti-stress massage for the bride and groom. In the exclusive Spa of the Hotel Villa Montaña.

Includes: Relaxing massage, access to the spa and gratuities.

Recommendations: Comfortable clothes and request the appointment in advance.

Restrictions: It is necessary to make the appointment in advance.



- 1 hrs.
- The couple
- Comfortable

“PUEBLEANDO” IN MICHOACAN

Third Day



© Héctor Acevedo Juárez



Discover through its atmospheres, aromas, flavors and harmonies why Michoacán is the destination that “Celebrates Life”.

“PUEBLEANDO” IN MICHOACAN

TZINTSUNTZAN

Option 1

“Pueblo Mágico” where we can admire the incredible contrast of the prehispanic constructions of what once was one of the three most important cities of the Tarasco Empire. And then, the primitive foundation of beautiful Franciscan buildings from the 16th century.

To visit:

ARCHAEOLOGICAL AREA. The Yacatas - piling of stones - were the ceremonial temples of the Tarascans stands on a wide platform of superimposed buildings.



THE OLD FRANCISCAN CONVENT OF SANTA ANA. Framed by a splendid atrium, this area contains several religious buildings from the 16th, 17th and 18th centuries and have the first olives planted in America. According to legend, they were brought by the first Bishop of Michoacan, Don Vasco de Quiroga.



We finish the tour with a tasting of artisan “charanda” from Uruapan and the typical food of Blanca Villagomez, a traditional cook. As well as folk dances from the lake area: “Bajada del Pollo” and representative music.



6-7 hrs.

Min. 20 people

Jeans, white shirt, heat, pashmina and fan

Walking tour

“PUEBLEANDO” IN MICHOACAN



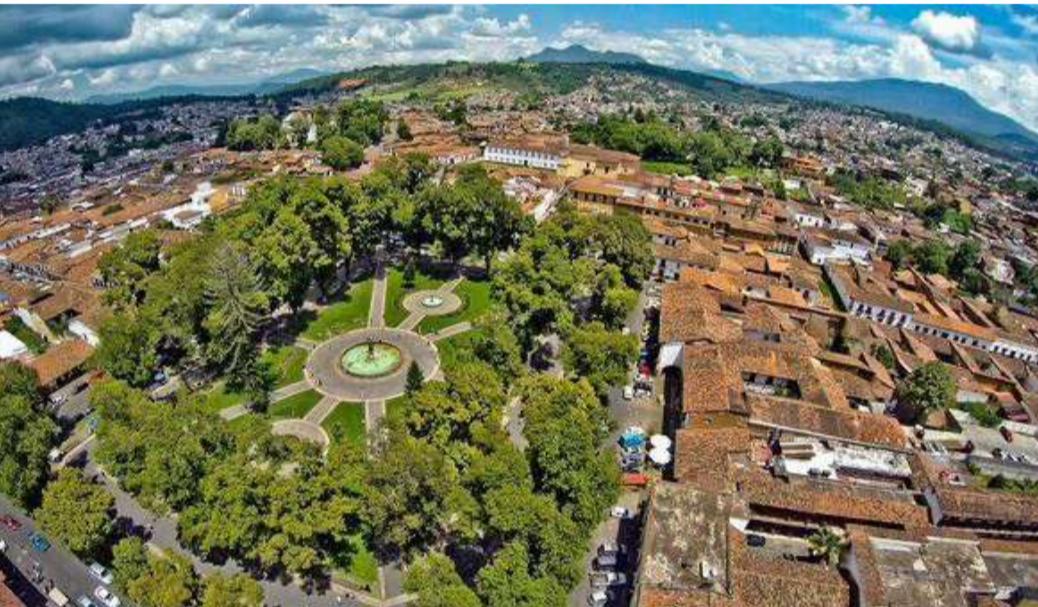
PATZCUARO

Option 2

One of the most representative “Pueblo Magico” of Michoacan. It is said that it is “the door to heaven through which the gods went up and down”.

To Visit:

- Museum of Popular Arts.
- Former Jesuit College and Temple.
- The Sagrario Temple.
- Public Library.
- The House of the 11 Patios



We finish the tour with a tasting of mezcal and delicious typical dishes made by traditional cooks, while entertain by the dance of the viejitos - old men - and the Purepecha music.



 6-7 hrs.

 Min. 20 people

 Jeans, white shirt,
heat, pashmina
and fan

 Walking tour

“PUEBLEANDO” IN MICHOACAN



Includes: Transportation, travelers insurance, soft drinks on board, certified guide, regional brunch, pasta ice cream, “atole”, “comilonas” and “chicharrones”. Local lunch with traditional cooks, performers and folk music. At the end of the day, we will have a delicious 3-course dinner in the restaurant of the Hotel Villa Montaña.

MY WEDDING, SURROUNDED BY HISTORY & CANTERA

The Big Day



THE CEREMONY



Cantera 10 Hotel Terrace

The big day to say yes forever has arrived. The majestic city of the Pink Cantera will witness the love story that starts today.

You will experience what "Amor a la Michoacana" is... unique flavors, magical atmospheres, incomparable scenarios, unique aromas and surprising harmonies.

Clavijero Palace Second Patio

This venue gets its name in homage to the Jesuit Francisco Javier Clavijero who for a while taught in this place.

Clavijero Cultural Center is an old and important site from the time of the viceroyalty of the New Spain and due to its architectural characteristics was declared a Cultural Heritage of Humanity by the UNESCO in 1991.

Cantera 10 Hotel Terrace

This venue has an exclusive style that integrates the old with the modern and has a wonderful view of the Cathedral of Morelia.



Clavijero Palace Second Patio

THE CEREMONY

Villa Montaña Hotel Terrace

The Terrace, in addition to its charming colonial style, has an unparalleled view of the city. This beautiful venue has the possibility of being covered or uncovered.

De la Soledad Hotel

Beautiful ballrooms an incredible interior garden filled with exquisite details and a romantic atmosphere that will complete your experience.

Casa Madero Hotel

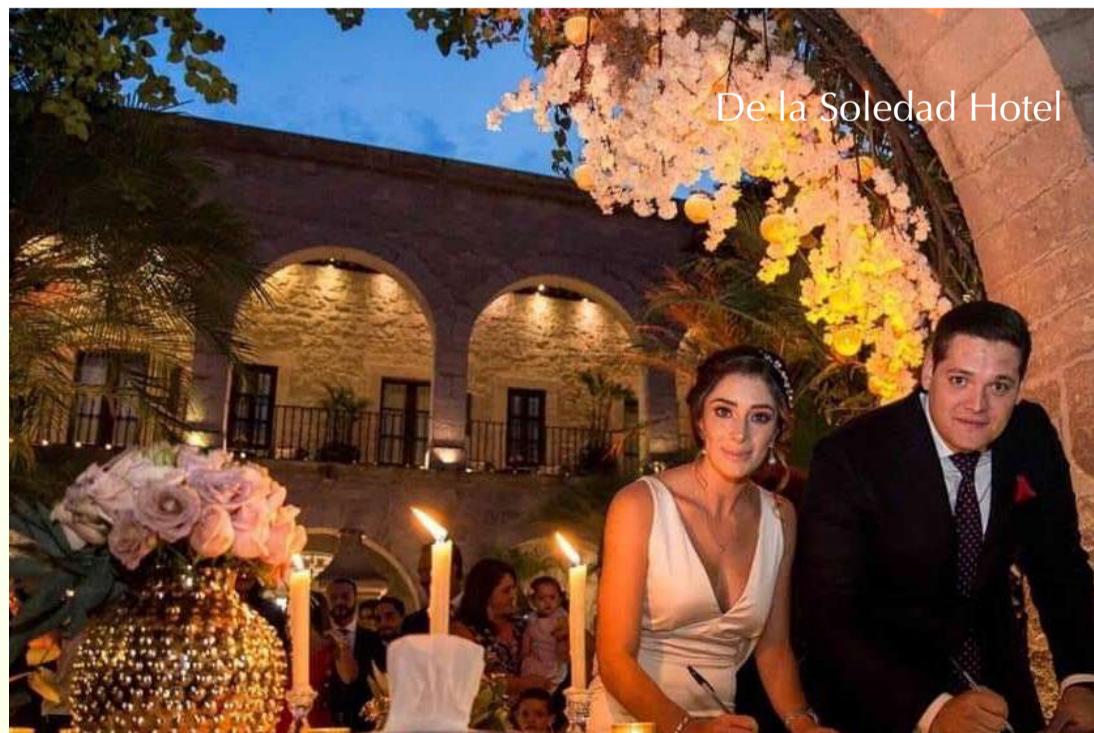
Majestic old house with intimate spaces with an architecture that combines the modern with the colonial.

Wodon de Sorinne Mansion

In addition to a privileged location, this venue is unique because of the French neoclassical purple ironwork railings on the balconies.

Geodes Patio of El Alto Hacienda

Interior patio with colonial architecture, cantera walls framed by an atrium and contemporary decoration for a splendid celebration.



THE CEREMONY



VENUES FOR CATHOLIC CEREMONY

Morelia Cathedral, was built in the 18th century at the time of the viceroyalty therefore has a baroque style.

Santa Rosa de Lima Temple, this baroque temple was built in the 18th century where the convent of the Dominican nuns was located. The main altarpiece and the central space are covered by ornate details.

Nuestra Señora del Carmen Temple, from the 18th century, together with the former Convent, they represent a unique architectural style, which mixes the sobriety of the Herrerian with a measured European Baroque a style arising from the Counter-Reformation Spain.

Our Lady of Guadalupe Sanctuary, built in the 18th century, the opulent decoration of the walls, vaults and domes is a combination of the clay sculpture technique of the indigenous tradition with the European plasterwork technique.

San José Temple, Baroque style construction that has neoclassical altarpieces, as well as 18th century stained glass windows.



Morelia's Cathedral



San José Temple

THE COCKTAIL

QUE VIVAN LOS NOVIOS

Long Live the Bride and Groom

At the end of the ceremony, a photo session with actors characterized as from the viceregal era. Additionally there will be a traditional “globero” - ballon guy, a fortune teller bird, tasting of traditional sweets, chicharrones and chips. Harmonized by the musical background of an organ grinders.



🕒 30 min.

👥 Non applicable

👔 Formal

📍

INCLUDES:

Religious, civil, symbolic or spiritual ceremony.

Photography service throughout the event.

Bridal hair and make up

Bride's bouquet, 4 bouquets for the bridesmaids, and 4 boutonnieres.

Transportation for the couple in a carriage or an antique car decorated with flowers.

Priest or officiant.

Venue for the ceremony.

Floral decoration.

String quartet.

"Que vivan los novios" cocktail.

Furniture.

Transportation for the guests.



THE RECEPTION

THE RECEPTION



VENUES FOR THE RECEPTION

Clavijero Palace

This historical building is named in homage to the Jesuit Francisco Javier Clavijero. Former monastery and religious Jesuits school during the time of the viceroyalty. Its architecture shows the baroque style of the 18th century built in pink cantera, a characteristic in the beautiful city of Morelia. Inside it has two beautiful patios perfect to host stunning events.

El Alto Hacienda

Located in the heart of the historic downtown of Morelia, this typical colonial house from the 17th century has details of Morelia's baroque architecture in its interior. The cantera walls, its arcaded patios and contemporary and cosmopolitan decoration will be the perfect backdrop of your event.



Villa Montaña Ballroom



Casa Madero Hotel

VENUES FOR THE RECEPTION

Los Juaninos Hotel Second Patio

Los Juaninos Hotel is located in the Historic Downtown, next to the cathedral. At the end of the 17th century the Episcopal Palace was ordered to be built, and in 1700 it was transformed into the Royal Hospital of San Juan de Dios, hence its name.

Casa Madero Hotel

Majestic 19th-century colonial-style mansion, celebrates history and modernity to provide unforgettable experiences. Cantera walls and large terraces are the perfect setting for a special celebration.

Santaterra

This venue has a privileged location in front of the emblematic Aqueduct of Morelia. Built in 1940 with late art deco architecture, it has an interesting wooden beam ceiling that is preserved in its original state. It has great capacity and is near by the main catholic venues.

Villa Montaña Hotel

It is located on the Colina de Santa María, 10 minutes from the Historic Downtown. The exclusive ballrooms of Villa Montaña offers the best view of the city of Morelia.



Los Juaninos Second Patio



Santaterra

THE RECEPTION



Includes:

Venue.

Photography service throughout the event.

Hostess.

Welcome cocktail with bar, cheese or appetizers table and jazz music.

Set up with trending furniture.

3 and 4 course international menu, Michoacan cuisine or signature cuisine, (we have vegan, gluten-free options and upon request, kosher cuisine).

International open bar.

Flowers and decoration.

Lighting.

Dance floor.

Sweetheart table.

Wedding cake.

Live music with live band or DJ.

Late night snack and hangover kit.

Mariachi or norteño band.

Duration: 6 hours

MICHOACAN, I HAVE YOU IN MY HEART

Fourth Day



DESPEDIDA A LA MICHOACANA *Farewell Brunch*

Before returning home, what better way to end the experiences of “My Wedding Surrounded by History and Cantera” than with a delicious regional menu. The staff of “Amor a la Michoacana” will say goodbye to the guests with a surprise gift.

VENUES:

- Pool or terrace of Villa Montaña Hotel.
- Restaurant Lu of the Casino Hotel.
- Restaurant Marogui of De la Soledad Hotel.



Villa Montaña

-  2 hrs..
-  Min. 20 people.
-  Casual
- 

Includes:

Transportation to the Historic Downtown (if you choose a venue outside the Villa Monataña Hotel).

Venue

Regional menu: carnitas from Quiroga, uchepos from Iratzio, corundas from Zacan, micheladas, Mexican flavored waters, de olla coffee and pastries.

Set up with flowers.

Mexican trio.

*Transfer to the airport.



La Soledad Hotel



Lu Restaurant



LODGING



Villa Montaña Hotel

It is a property whose style is inspired by a 20th century Mexican hacienda with beautiful gardens, terraces and a unique and elegant decoration in each of its rooms.

Includes:

Accommodation in single or double occupancy 5 days and 4 nights, Villa Montaña breakfasts: coffee or tea, juice, fruit with yogurt and granola, eggs or chilaquiles.



WEDDING COORDINATION

The service includes:

- Planning and coordination before, during and after.
- Supervision of current hygiene and safety protocols.
- Event concept and design.
- Wedding protocols.
- Vendor options.
- Layout design, time line and guest confirmation.
- General group travel and event logistics.



INFORMATION

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VENDORS



Idea and conceptualization of "Amor a la Michoacana"
Doña Elodia Catering y Producción de Eventos
Ep Consultoría, Evento al Punto
Hotel Villa Montaña
Orenze
Lucero Soto



VIDEO

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