

About La Cita Izamal

The small yellow city of Izamal is an essential place of both the Mayan civilization and the Mexican colonial history, which has a lot to offer to visitors in search of understanding of the peninsula. This is why the city of the god Zamná, site of the oracles, inspires several ambitious projects nowadays. They all have the objective of making Izamal the capital of Yucatecan Mayan culture, within the framework of a peaceful, respectful and sensitive tourism, which will allow to discover the richness and cultural diversity of the region.

In order to promote the archaeological, gastronomic, musical and touristic potential of Izamal, real estate rehabilitation projects are underway, including the transformation of places with rich historical heritage and exceptional locations into artists' residences. But it is also the **Festival La Cita Izamal (Festival de Alma Peninsular)**, taking place from March 16 to 19, 2023, that stands out as a unique cultural event. Since 2022, it allows everyone to enter the intimacy of the peninsula and to make an unprecedented journey within the cultural diversity of Yucatán. This event, which will become the annual event of Izamal, highlights the complex history of the peninsula, as well as its ethnic multiplicity, its traditions and its spirituality, thanks to its lineup of musicians from the region and the world, but also of many talented artists and craftspeople.

In addition, new projects aim to develop a type of peaceful tourism focused on well-being and happiness. Thus, the festival offers medicinal treatments and services from alternative, natural and holistic medicine techniques from Yucatán. In this same perspective, the creation of a spa around the flagship elements of Yucatán (such as cocoa, honey or salt) makes Izamal a destination of choice in wellness tourism in Mexico.

