



A Magical Town is a town that has symbolic attributes, legends, history, transcendent events, everyday life, in short, magic that emanates in each of its socio-cultural manifestations, and that today mean a great opportunity for tourist use. The Magical Towns Program contributes to give more value to certain towns in Mexico that have always been in the collective imagination of the nation as a whole and that represent fresh and different alternatives for national and foreign visitors.

Tianguis de Pueblos Mágicos / Tianguis (*Market*) of Magical Towns

<https://tianguispueblosmagicos.mx/>

Dates: October 29 to 31, in Pachuca, Hidalgo and virtual.

It is a platform for the promotion of the 132 towns under the programme “Magical Towns”.

In this edition you will find a business area; stands for each of the Magic Towns; training spaces through academic sessions, conferences and seminars with experts in the field; and a Craft Expo, where you can buy products made by artisans.

For the next year, Mexico is considering taking the Tianguis of Magical Towns abroad, in order to promote and disseminate to more countries in the world the natural and cultural heritage of these destinations, as well as their artisan products, folklore and traditions.



TIANGUIS
TURÍSTICO
México
Merida
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Ingresar a Tianguis Turístico México 2021

Click here to enter Tianguis Turistico web page

Dates: November 16-19, 2021, Merida, Yucatan, Mexico.

<https://tianguisturistico.com/>

Format: in-person and some meetings will be virtual

Program

Preliminary program

November, 16th to 19th

Tuesday 16

9:00 – 18:00 hrs.

Participant Registration

Conventions and Exhibitions Center Siglo XXI

20:00 hrs.

Inauguration Event

Yucatan Night

Hacienda Xtepén

Wednesday 17

9:00 – 18:00 hrs.

Participant Registration

Conventions and Exhibitions Center Siglo XXI

9:30 hrs.

Ribon cutting and tour of exhibition area

Conventions and Exhibitions Center Siglo XXI

10:00 – 18:00 hrs.

Business Meetings

Conventions and Exhibitions Center Siglo XXI

10:00 – 18:00 hrs.

Conferences

Virtual Format

12:00 hrs.

Keynote Presentation:

Accelerated Innovative Transformation Through Adversity: The New Model of Tourism Travel
Development by Lourdes Berho

Gran Museo Mundo Maya

Thursday
18

9:00 – 18:00 hrs.

Participant Registration

Conventions and Exhibitions Center Siglo XXI

10:00 – 18:00 hrs.

Business Meetings

Conventions and Exhibitions Center Siglo XXI

10:00 – 18:00 hrs.

Conferences

Virtual Format

(Time to be confirmed)

Keynote Presentation

Gran Museo Mundo Maya

20:00 hrs.

The "Passing of the Baton" ceremony for Tianguis Turístico México 2022

Quinta Molina

Friday 19

9:00 – 18:00 hrs.

Participant Registration

Conventions and Exhibitions Center Siglo XXI

10:00 – 18:00 hrs.

Business Meetings

Conventions and Exhibitions Center Siglo XXI