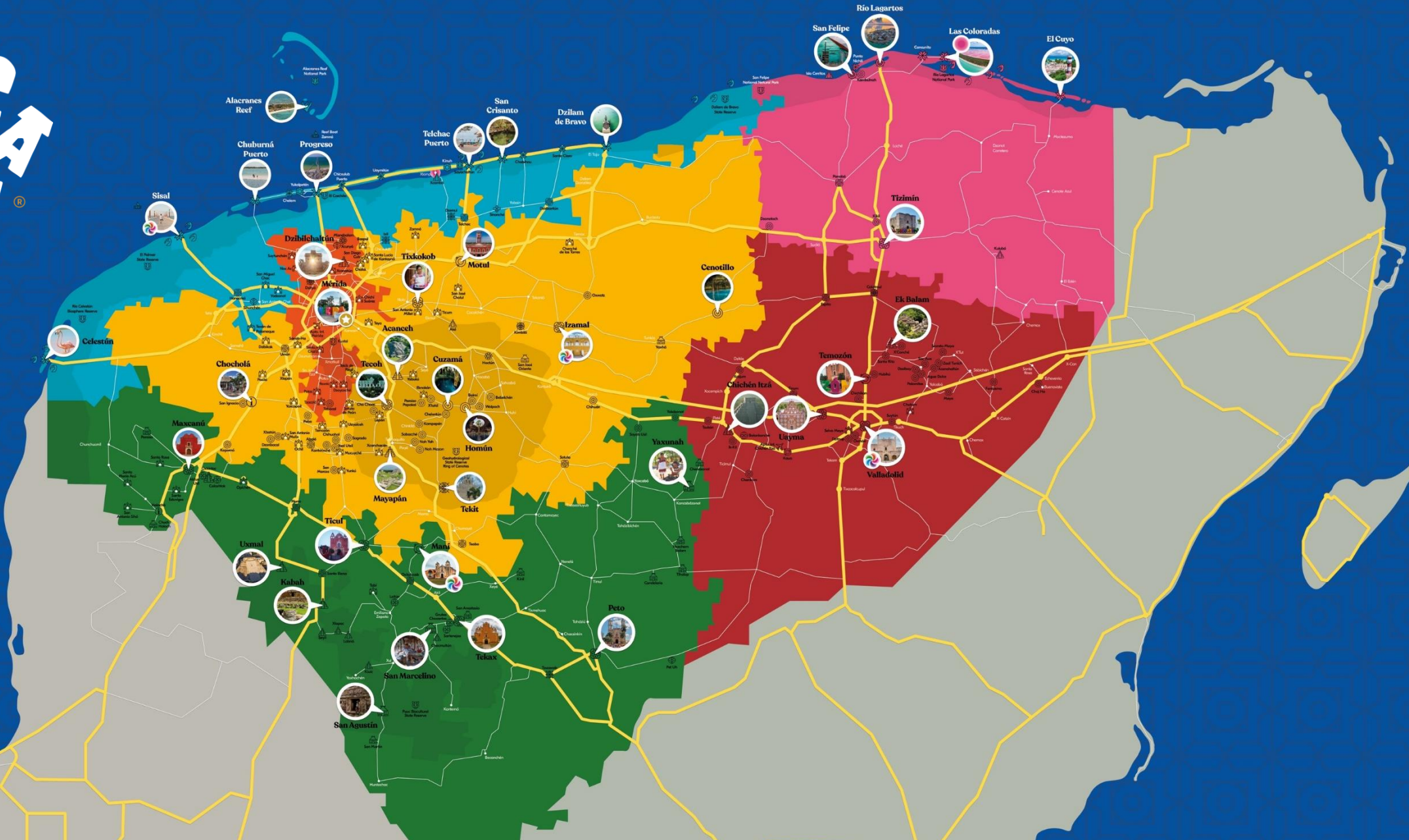




A stylized map of the Yucatán Peninsula is shown against a dark blue background with a wavy, water-like texture. The landmass is composed of several overlapping, semi-transparent shapes in shades of yellow, olive green, and dark brown. Two regions are highlighted in a bright yellow color: a large area in the upper right and a smaller area in the lower left. The text 'Campeche' is written in white, serif font over the olive green area, and 'Quintana' is written in the same font over the yellow area on the right.

Campeche

Quintana



REGIONS OF YUCATÁN:



MAYAN WORLD
CAPITAL
REGION



MÉRIDA; CULTURAL CAPITAL
AND SOUTHERN GASTRONOMY
REGION



CENOTES &
HACIENDAS
REGION



PUUC ROUTE AND
MAYAN VILLAGES
REGION



YUCATÁN
RIVIERA
REGION



MAYAN
PORT
REGION



It is the heart of the Maya civilization, with 18 archaeological sites.

66 million years ago the meteorite that caused the extinction of the dinosaurs landed here.

It is the only place in the world with more than 6,000 underground pools, called Cenotes.

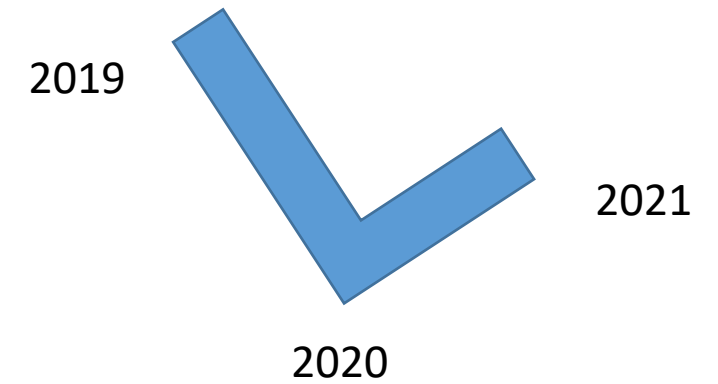
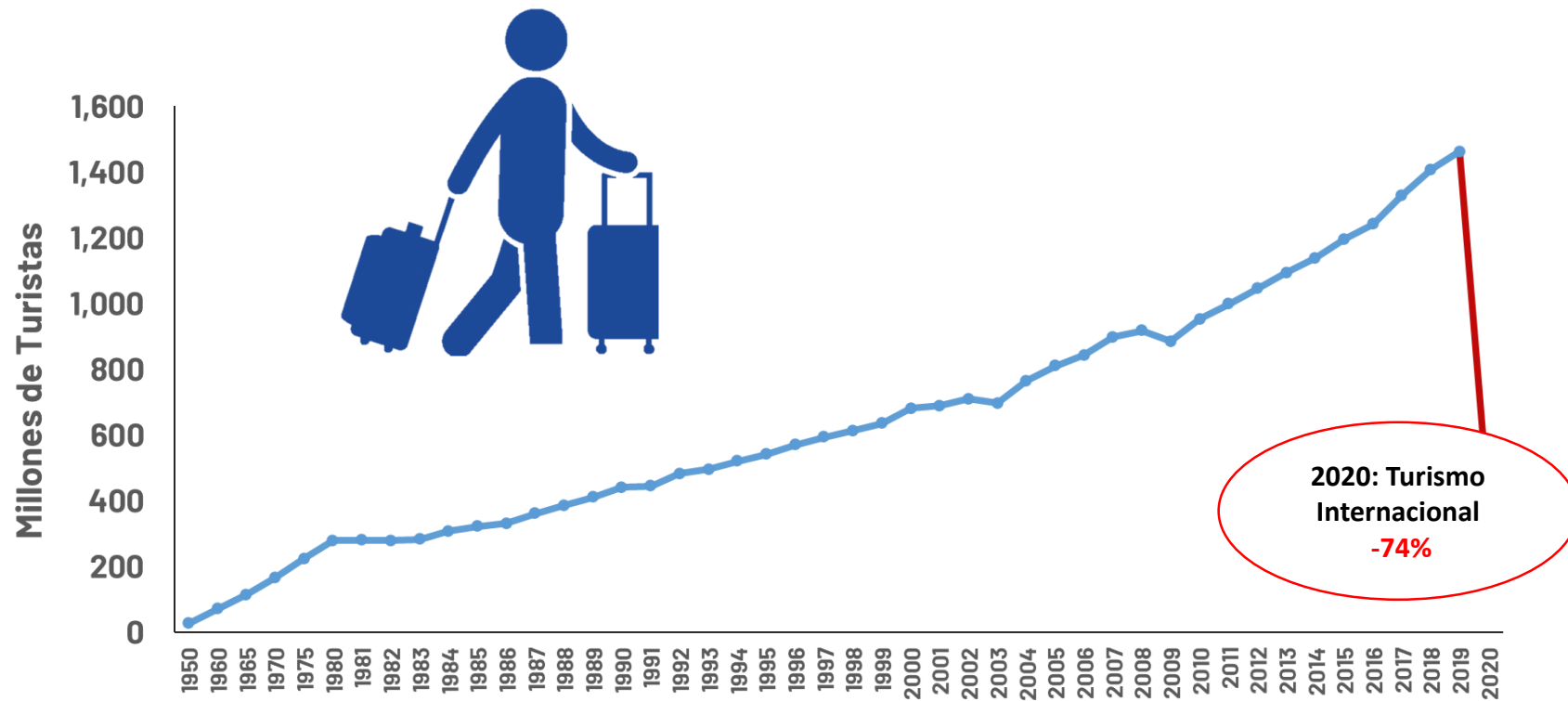
Yucatán is the safest state in México.

Warm-Humid weather **21°C Min / 38°C Max**

378 km of beaches, jungle, colonial cities, historic haciendas, mayan villages.

365 touristic experiences, one for every day of the year.

365 flavors, regional dishes and culinary experiences



2019: RECORD YEAR FOR THE TOURISM INDUSTRY IN YUCATÁN
2020: THE MOST SEVERE INDUSTRY CRISIS (COVID)
2021: REBIRTH OF TOURISM
2022: THE YEAR OF RECOVERY: Gastronomic Tourism





2022
AÑO DE LA
GASTRONOMÍA
YUCATECA



YUCATAN + GASTRONOMY: A REFERENCE IN SUSTAINABLE TOURISM

GASTRONOMY = IDENTITY

**Diversity of local
ingredients and
authentic dishes**

**History through
gastronomy:**
Mayan ingredients,
colonial dishes,
contemporary cuisine

**Sustainable
and inclusive
development**

**Local
identity and
pride**

**Agro-tourism,
authentic
experiences and
local producers**

SUSTAINABLE

ENCOURAGES CONSERVATION

**INCLUSIVE INCOME AND
TRANSVERSAL ECONOMY**

**AUTHENTIC EXPERIENCES THAT
STRENGTHEN THE IDENTITY**



GASTRONOMIC TOURISM ELEMENTS IN YUCATÁN



HERITAGE



ENDEMIC AND HIGH-QUALITY INGREDIENTS



EXPERTISE AND TALENT



GASTRONOMIC TOURIST OFFER



Experiences



Inventories, coverage
and materials



Events in Yucatán



Events outside of
Yucatán



Awards and
designations



Encouraging
ambassadors



Gastronomy
promotion policy

ACTIONS



 **Justos transformamos Yucatán**  **SEFOTUR**
SECRETARÍA DE ECONOMÍA

 **BOTANA**

365
sabores en
YUCATÁN

No. 100

Entrada maya del oriente del estado: dzotobichay
Región "Capital Mundo Maya"

#YucatánEsSabor

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 **Justos transformamos Yucatán**  **SEFOTUR**
SECRETARÍA DE ECONOMÍA

 **PLATILLO**

365
sabores en
YUCATÁN

No. 038

Lunes de frijol con puerco
Región "Mérida, Capital Cultural y Gastronómica del Sureste"

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#TheColors *of* Yucatan

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