



LOVE MEXICO

MÉRIDA

YUCATÁN

OCT 19th - 22nd 2026

ATTENDEES BOOK

IADWP

International Association of 
Destination Wedding Professionals





MÉRIDA, YUCATÁN

WHERE HERITAGE, INNOVATION, AND ROMANCE CONVERGE

Yucatán offers a living mosaic of ancient **Mayan heritage**, vibrant traditions, colonial elegance, and warm hospitality.

From **mystical cenotes and historic haciendas to colorful markets and world-renowned gastronomy**, the region embodies the authentic soul of Mexico.

Mérida, the cultural capital of the peninsula, is a city where timeless stories echo through cobblestone streets, sun-washed plazas, and architectural treasures.

It is a destination that celebrates identity, community, and **connection the perfect setting for modern romance**.

This land is more than a backdrop for celebrations. It is a stage where past, present, and future meet.

WHERE PAST, PRESENT & FUTURE COME TOGETHER

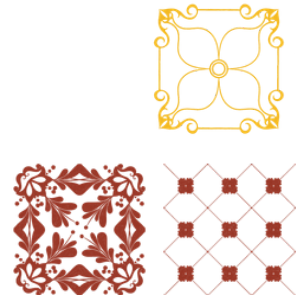
It is an experience that connects hearts across time and innovation.

In the heart of the **Yucatán Peninsula**, where the sun kisses ancient stones and the wind carries whispers of millennia-old stories, lies **Mérida** — a place defined by authenticity, tradition, and the warmth of its people.

This year, **IADWP** brings to this sacred and welcoming land a very special edition of **Love México**:



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Because the future of romance travel is shaped not only by breathtaking destinations, but by **the innovation and technology that allow us to dream bigger, connect deeper, design smarter, and create unforgettable experiences for couples.**

This edition will explore how digital tools, AI, planning platforms, and cutting-edge solutions are revolutionizing the way we imagine, create, and celebrate love.

HERE, PAST, PRESENT, AND FUTURE CONVERGE



WHY YUCATÁN MATTERS

A DESTINATION ROOTED IN CULTURE,
POWERED BY INNOVATION

UNESCO-backed heritage & biocultural richness

Yucatán is home to some of the world's most valuable cultural and natural treasures, preserved through sustainable tourism initiatives developed with UNESCO, Airbnb, SEFOTUR & Co'ox Mayab.



Authentic, community-based tourism

The Yucatán Mosaico de Experiencias showcases 14 community-led initiatives across 10 municipalities — from gastronomy to cenotes to traditional crafts — preserving ancestral knowledge.

High demand for cultural & meaningful weddings

Couples increasingly seek deeper, intentional celebrations — and Yucatán offers archeological wonders, heritage towns, haciendas, sacred waters, and storytelling.

A thriving, safe, vibrant city

Mérida consistently ranks among the safest cities in the Americas, with top-tier infrastructure and warm hospitality.

The perfect blend of heritage + innovation

Yucatán is a model destination where past and future coexist — ideal for visionary planners and clients seeking meaningful experiences.

ABOUT THE EVENT

LOVE MEXICO: WHERE THE INDUSTRY COMES TOGETHER

LOVE MÉXICO is the leading conference for wedding planners, travel advisors, venues, hotels, and suppliers from around the world who specialize in romance travel and destination celebrations.

THIS 2026 EDITION IN MÉRIDA, YUCATÁN BRINGS TOGETHER:

- Industry leaders
- Visionaries
- Innovators
- Creators
- Educators
- Destinations and suppliers



All gathering to explore the future of romance travel through technology, culture, and meaningful experiences.

ATTENDEES WILL ENJOY:

- ✓ Educational sessions
- ✓ Networking experiences
- ✓ Access to top-level suppliers
- ✓ Cultural immersion
- ✓ Social events
- ✓ One-on-one business appointments

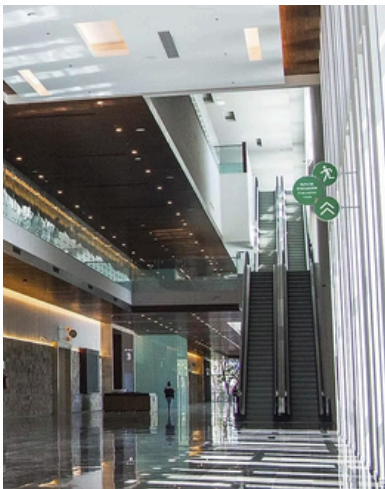


THE VENUE

WHERE INNOVATION MEETS TRADITION:

“CENTRO INTERNACIONAL DE CONGRESOS DE YUCATÁN (CIC)”

The is **one of Mexico’s most advanced meeting facilities**, blending modern design with sustainable architecture and Yucatán’s cultural identity.



WHY THIS VENUE STANDS OUT:

- LEED Platinum Certification
- Eco-friendly, bioclimatic design
- Spacious halls and modern technology
- Located in the heart of Mérida
- Surrounded by hotels, restaurants, and cultural attractions

THIS IS WHERE THE FUTURE OF TECH & ROMANCE TRAVEL WILL BE SHAPED



IADWP[®]

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CONTACT US !



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