



Discover What Makes Puerto Vallarta So Enticing to All Sorts of Travelers



Puerto Vallarta sunset. (photo via Puerto Vallarta Tourism Board)

Authentic Town Packed With Experiences and Romance

Often referred to as "the most Mexican beach destination," Puerto Vallarta is fast becoming an exceptionally popular getaway for those who like a lot of fun and different experiences packed into a vacation. Click on for quick snapshots of all that helps Puerto Vallarta live up to its reputation as a place where romance, nature, adventure, authentic culture and good times converge.



Downtown Puerto Vallarta. (photo via Puerto Vallarta Tourism Board)

Beauty of a Bygone Time

A quaint hillside town by a sparkling sea, with golden beaches stretching out before it and jungle-covered mountains serving as a backdrop, Puerto Vallarta embodies romance. Its Renaissance-style church tower and clusters of colorful colonial architecture add a cheerful elegance to the setting, complemented by brilliant sunsets. A busy shipping port for the silver mining industry through the 1800s, Puerto Vallarta became a sleepy town in the first part of the 20th century, until Liz Taylor and Richard Burton put the spotlight on it when she came to visit him on Mismaloya Beach during the filming of "The Night of the Iguana" (1964). The rest is history.



Conchas Chinas beach in Puerto Vallarta. (photo via Puerto Vallarta Tourism Board)

Glittering Beaches

Not just pretty to look at, Puerto Vallarta's beaches are playgrounds to explore. Easily identifiable by the magnificent 200-foot-long pier branching out into the ocean, Playa Los Muertos is close to the town square and is a popular place to play volleyball and people watch. Colomitos Beach, by contrast, is a hidden gem surrounded by mountains. Then there's Playa Yelapa, reachable only by boat, where clients can spend the day swimming, hiking and sampling the wares of an authentic beach community. Concha Chinas, a popular wedding spot, is characterized by white sand, turquoise water and towering rock formations that create natural pools. And the list of beaches goes on...



Aerial view of Puerto Vallarta. (photo via Puerto Vallarta Tourism Board)

Enchanting Mountains

Puerto Vallarta is nestled at the foot of the Sierra Madre Mountains, home to old silver mining towns and indigenous communities. The mountains' tropical vegetation trickles down to the beaches at the outskirts of town, lending a mysterious beauty to the landscape.



Puerto Vallarta sunset over a beach. (photo via Puerto Vallarta Tourism Board)

Extraordinary Exhilaration

Mountains and sea combine to offer a myriad of ways to have extraordinary fun. The hillsides and valleys of the Sierra Madre allow for excellent horse-riding paths, mountain biking trails, ziplines and a breath-taking suspension bridge that can be traversed on foot or by fast-moving ATV. Located in the waters off Mismaloya Beach, Los Arcos Marine Park is hard to miss with its stunning rock formations beckoning kayakers, paddle boarders, snorkelers and divers to come see its blue-footed boobies, pelicans, parrots, clown fish, puffer fish, sting rays, octopuses and more. Or adventurers can go to Playa Yelapa and try paragliding off a cliff for a thrill unlike any other.



La Nostalgia, a sculpture located along the Malecon boardwalk in Puerto Vallarta. (photo via Puerto Vallarta)

Authentic Culture

Living in the foothills of the Sierra Madre are the Huichol people, who have ancestral ties to the Aztecs. Visitors may tour one of their temples and witness their music, dancing and colorful costumes and handcrafts, the last of which can also be bought at festivals and galleries in Puerto Vallarta. Meanwhile, traditions derived from a blend of Spanish and other influences can be experienced throughout the area – such as mariachi bands, cowboy culture, and the production of raicilla (a cousin of tequila).



Fireworks over the bay in Puerto Vallarta. (photo via Puerto Vallarta Tourism Board)

Warm Hospitality and Celebrations

Food and wine events, street festivals, art exhibits and cultural celebrations of all types run throughout the year in Puerto Vallarta, while the locals make visitors feel at home. The LGBTQ+ community also has a special place in the heart of this city, which makes the destination a great place for all couples to celebrate love - and they'll discover that weddings in Puerto Vallarta can be as stress-free as they are joyful!



Sunset in Puerto Vallarta (photo via Puerto Vallarta)

Too Good to Pass Up

Puerto Vallarta was recently appointed as "The Friendliest City in the World" by Travel + Leisure magazine, and its "Romantic Zone," which is in the Old Town, was crowned "Gayborhood of the Year" by the 2016 Gay Travel Awards. An ambiance of warmth and cheer is truly the icing on the cake when selling a beautiful destination that offers so much to do and see. Learn more about Puerto Vallarta by visiting PuertoVallartaSpecialist.com at Travel Agent Academy, and help your clients find a new place to love.