

A Pueblo Mágico is a place where “symbolism, legend, history, important events and day-to-day life” have collided to create a unique result. “They are magic in their social and cultural manifestations, with great opportunities for tourism.” This is a good description from Mexico’s tourism agency, which is more than can be said about [SECTUR's website](#) . Some things are the same everywhere. One constant is that government websites are not the most useful.

Especially if you are new to Mexico, tune into this program as you explore this dynamic and beautiful country. Not for the program itself; it is true... there are magical villages in Mexico. This travel journal presents the highlights of this program and its best destinations.

This program has resulted in substantial investment in most of its 34 designated gems since its inception in 2001, mainly in the areas of restoration and preservation. The most magical pueblos had already been inducted by 2006 when representatives from the earlier pueblos began to complain that the program was becoming less magical. By 2008 the program ended.

The first 20 Pueblos Mágicos are introduced below, presented in order of admission into the program. For more information on fabulous destinations in Mexico, C. & S. America, join my group on Boomers Abroad, "Upscale Travel - Latin America".



PUEBLOS
MÁGICOS

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