



PUEBLO BONITO
GOLF & SPA RESORTS

PUEBLO BONITO RESORTS EMBRACE NEW WEDDING TRENDS
Couples opt for authentic cultural experiences



Los Cabos, Mexico (March 8, 2018) –Style trends for destination weddings in Cabo San Lucas, a white-hot spot to tie the knot, are changing as couples seek to embrace the Mexican culture and include local elements in their nuptials.

Pueblo Bonito Resorts, notably the Pacifica and Sunset Beach properties set on a 2.5-mile stretch of pristine ocean beach in Los Cabos, offer a range of regional Baja elements that couples can use to (literally) spice up their very special occasion.

“We’re getting a huge number of requests from brides who want to incorporate local cultural touchstones in their ceremonies and receptions,” said Maira Gallegos, Group Sales Director for Pueblo Bonito Resorts. “Couples today want to do things differently from what their parents and grandparents did. They want to make the whole experience richer for themselves, their families and their friends.”

According to Enrique Gandara, Pueblo Bonito’s Vice President of Sales & Marketing, “Destination weddings have grown tremendously at Pueblo Bonito Resorts, which collectively host more than 300 weddings every year. We offer a great variety of gorgeous locations for couples to get married, including the Sky Pool at Sunset Beach, the twinkling Constellation pool deck at Pacifica, as well as secluded

beaches, oceanfront terraces and garden settings. Our motivated team of experienced wedding planners, certified by the Academy of Special Event Professionals, can make every wish come true for couples. They can also suggest a wide range of native elements for brides and grooms who want to personalize their wedding by tapping into the local culture.”

A big selling point, Gandara said, is that Pueblo Bonito’s all-inclusive wedding packages provide one-stop planning for couples, from the wedding site and guest accommodations to the menus and entertainment.

Gallegos outlined five areas where she and her team have introduced new ideas to millennial couples eager to celebrate everything the Mexican culture and Baja lifestyle have to offer.

Cakes

“Most couples definitely want something different than the traditional white wedding cake,” Gallegos said. One popular option is the famous Mexican *churros* (fried-dough pastry) cake, an enduring symbol of Mexican gastronomy. Another choice is a wedding cake made with whole cheeses and decorated with herbs and local wildflowers. Couples can also explore the Chocolate Shop at The Market at Quivira, an enticing gourmet food hall at Sunset Beach. A wedding cake decorated or made with the shop’s signature macarons can be ordered. Flavors range from margarita and Mexican hot chocolate to 100% Mexican vanilla. In addition, The Market’s delectable chocolate-covered strawberries, “disguised as a bride and groom,” add a subtle touch to the sweet table.

Mixology / Signature Drinks

Mezcal, the smoky agave-based spirit, is very trendy among younger couples. Tastings can be organized at the rehearsal dinner with *sal de gusano* (worm salt), a revived Mexican tradition. In Cabo, wedding toasts are routinely made with tequila instead of sparkling wine or Champagne, while guest favors can be mini bottles of tequila or mezcal or small bottles of Corona beer. Local liqueurs such as Damiana (a Baja plant reputed to be an aphrodisiac) or herbs from the chef’s garden at Pacifica are a popular addition to the signature drinks. And because Los Cabos is a warm-weather destination, water infused with local tropical fruit essences is available to be enjoyed before the ceremony.”

Gastronomy

A taco station with a live chef is very popular for the rehearsal dinner and is even beginning to replace the plated dinner following the wedding. Authentic Baja-style fish and shrimp tacos are among the most popular choices. Along with stations manned by chefs to carve the meats and fish, modern couples also like the instant flaming of food as opposed to traditional buffets or formal dinners. As for the food itself, green ceviche—made with local fish (usually sea bass), cilantro, lime juice and green chiles and served in tequila cups—is a current favorite during the cocktail reception or as an appetizer at dinner. Spicy tuna toasts, another fresh local product served on tostados, are also very popular.

Entertainment

Increasingly, U.S. and Canadian couples request Mariachi bands for the cocktail hour. The bride and groom also enjoy donning sombreros to pose for pictures with the musicians in their traditional attire. Bonfires, especially at Pacifica and Sunset Beach, “allow both families to come together and break the ice in an informal setting,” Gallegos said. “There’s no formal seating, it’s shoes optional and people can really relax around a fire pit on the beach.” Currently, up to 50% of couples who stage their wedding at a Pueblo Bonito resort prefer bonfires to the classic rehearsal dinner. Folk music is also on the rise, with Mexican guitarists and harpists often alternating with a DJ at the beginning of the wedding party.

Decoration & Style Trends

Colors of white, violet, palettes of nude and burgundy touches set the tone for this year’s nuptials. These colors are often combined with gold accents and rose gold at the tables. Along with string lights and chandeliers, “the use of foliage is a very strong décor theme,” Gallegos stated. “Touches of eucalyptus and herbs such as rosemary and lavender are used on tables as well as entrances such as the wedding arch.” Foliage is also used in bouquets, in signature drinks and bow decorations, and as photo backdrops. “We still have traditional brides who want traditional flower arrangements, but we’re seeing more demand for local greenery,” she said. Rustic setups with macramé table runners, rectangular wooden tables (no tablecloths), and centerpieces made of wood and *jacales* (tiny thatched-roof huts) are also gaining in popularity. Finally, place cards are now being used with pieces of onyx or marble as opposed to traditional holders.

Two other wedding trends have emerged that Pueblo Bonito Resorts is uniquely qualified to meet. Groom golf tournaments, whether competitive or just-for-fun, are increasingly popular. The exclusive venue for Pueblo Bonito guests is Quivira Golf Club, a spectacular Jack Nicklaus Signature design that was just voted to *Golf Digest's* "World's 100 Greatest Golf Courses" list.

As for the bride and her entourage, the Armonia Spas at Pueblo Bonito Resorts, each designed with total relaxation and renewal in mind, offer an array of treatments, including soothing massages, smoothing body scrubs, detoxifying body wraps and pampering facials. An exclusive line of organic spa products is used in all Armonia Spa treatments. Adjoining beauty salons offer manicures, pedicures, make-up services and hair styling.

While brides are creating their own traditions by embracing the local culture, it seems that looking and feeling good is one tradition that will never go out of style.

For additional information call 1 (800) 990-8250.

#

About Pueblo Bonito Oceanfront Resorts and Spas

Pueblo Bonito Golf & Spa has eight award-winning resorts in two destinations, Cabo San Lucas and Mazatlán, all offering luxury all-inclusive options. Each of the properties has its own personality, design and ambiance, yet all share the same high level of impeccable quality and distinguished atmosphere. In Cabo San Lucas, the adults-only Pueblo Bonito Pacifica Golf & Spa Resort is the ideal setting for a romantic getaway, while Pueblo Bonito Sunset Beach Golf & Spa Resort, with its large, all ocean-view suites, is perfect for families. Pueblo Bonito Rosé Resort & Spa and Pueblo Bonito Los Cabos, both located on El Médano beach, have the best to offer vacationers looking to be right in the middle of all the Cabo action. In Mazatlán, the elegant jewel Pueblo Bonito Emerald Bay Resort & Spa overlooks the Pacific Ocean and a private beach, while the charming Pueblo Bonito Mazatlán, is located in the famous Golden Zone. Both resorts are great for family vacations and romantic getaways. For more information visit www.pueblobonito.com, find us on Facebook at www.facebook.com/pueblobonitoresort and follow us on Twitter @PuebloBonito.

Media Contacts:

Karen Moraghan
Hunter Public Relations
(908) 963-6013
kmoraghan@hunter-pr.com

Mary van den Heuvel
Pueblo Bonito Golf & Spa Resorts
(858) 642-2050
mary@pueblobonito.com

