

Guatemala Showcases Its Vast Potential in Archaeological Tourism at the Mediterranean Archaeological Tourism Fair

Salerno, 25th October 2024– Guatemala, a country rich in ancient history and cultural heritage, proudly presents its unparalleled offerings in archaeological tourism at the Mediterranean Archaeological Tourism Fair. Known for its iconic Mayan archaeological structures and breathtaking natural landscapes, Guatemala stands as a destination with untapped potential for travellers seeking immersive, historical experiences. There are archaeological sites throughout the country.



From the awe-inspiring temples of Tikal National Park, one of the most significant archaeological sites in the Americas, to the lesser-known yet equally fascinating sites of El Mirador and Quiriguá, Guatemala offers an array of ancient treasures that continue to capture the imagination of archaeologists and tourists alike. These remarkable sites, nestled within the country's lush jungles, provide visitors with a unique opportunity to step back in time and experience the grandeur of the Mayan civilization. The archaeological site Takalik Abaj in the south, received last year the title of World Heritage Site by UNESCO and there are two more archaeological sites that have been also named World Heritage Sites by UNESCO in Guatemala: Tikal National Park located in the North of the country and Quiriguá Archaeological Park, located in the east of the country.

Guatemala's participation in the Mediterranean Archaeological Tourism Fair highlights its commitment to expanding its global presence in this specialised niche of tourism. Through strategic partnerships with tour operators, academic institutions, and cultural organisations, the country seeks to attract visitors who are passionate about archaeology, history, and sustainable travel.

Guatemala also offers much more than just its ancient ruins. Tourists can experience a fusion of history with modern culture through its vibrant communities, living Mayan traditions, and rich biodiversity. The synergy of these elements makes Guatemala a holistic destination for those looking to combine archaeological discovery with immersive, cultural exploration.

Visit the colourful stand of Guatemala at the Mediterranean Archeological Tourism Fair and learn more about the wonders of this amazing destination.

In order to coordinate meetings or interviews with representatives from Guatemala during the fair please get in touch with: Claudia Morales, Email: claudia@brandinglatinamerica.com Tel: +549112486800.