



MORENITA
experience

2024 INFO KIT





About Us

Philosophy



Every idea, every experience, every detail is created with intention. We have our finger on the pulse of Mexican culture and are committed to showcasing it through bespoke travel services.

Morenita is the insider experience every traveler wants to take home.

Our Founder



Cristina Lugo was born in Sinaloa & raised in Jalisco by her Mexican chef mother & American sales consultant father. She was educated in the US & UK, and early in her career represented the sales & marketing divisions of resort giants Four Seasons and Auberge.

Later on, she managed important Mexico City restaurants and at age 27 became Pujol's youngest Sales Director, overseeing a dozen locales and the group's U.S. expansion.

Cristina's international background, her ability to cleverly *mexplain* personal views on contemporary Mexican culture and her relentless search for hospitality perfection led her to create an innovative travel company that today operates nation-wide. Through its refreshing authenticity, Morenita Experience shares a humorous, heartfelt and elegant story of Mexico.

Thanks to Morenita's trailblazing and unique market value, [Entrepreneur en Español magazine](#) named Cristina one of Mexico's young business leaders.

In 2017, Cristina simultaneously launched [Cristina Lugo Art](#), a fine art advisory firm with early access to standout galleries, artists and contemporary art fairs in Mexico City. Today she continues to direct both companies.



2024 Services

Culture, History & Religion



UNESCO World Heritage Sites
Nature reserves & biospheres
Mayan, Aztec & Teotihuacan archeological sites
Churches, temples & synagogues
Historical & sociopolitical-themed walking tours
Guided museum visits

Art, Design & Architecture



Luis Barragán & Javier Senosiain
Galleries, artist's studios, collector's homes
Curated shopping experiences
Parks, monuments & Art Deco neighborhoods
Muralism & street art

Live Events



Formula 1 Mexico Grand Prix
Art fairs Zona Maco, Material, Salon ACME
Music festivals Ceremonia & Corona Capital
PGA World Golf Championship
Ondalinda (*Mexico's Burning Man*)
Regattas & fishing tournaments

Food & Drink



Hokol Vuh Festival
Traditional Food markets
Tequila, mezcal, wine, sake and whiskey tastings
Vineyards & breweries
Master Class with top chefs
Catered events



2024 Services

Beach Destinations



Luxury yachts & mega yachts
Off road Jeep and ATV tours
Surf clinics & surf camps
Waterfall hikes
Scuba diving

Colonial Cities & Wine Country



Hot air balloons
Glamping
Summer Harvest Festivals
Wine-making workshops

Vehicles & Security



Jets & helicopters
Armored cars
Armed or unarmed bilingual bodyguards

Sports & Wellness



Golf Tee Times
Tennis or Padel facilities and private clinics
Jogging partners
Fitness trainers
Ceremonies with shamans
Yoga or meditation retreats
Temazcal rituals

Kids



Vetted, bilingual nannies
Certified Spanish tutors
Golf, tennis or padel childrens' instructors



Our Clients



Our strongest markets are the United States, Europe, UAE and corporations based in Mexico, such as Tesla, Lulu Lemon and Cartier. Additionally, we are trusted ground operators for *Virtuoso* and *Travellermade* agencies around the world.

The Saudi Royal Family
Freddy Wexler, Grammy-winning producer
Gary Wexler, real estate tycoon & philanthropist
Thomas J Henry, attorney & public figure
Benjamin Bronfman, Grammy-winning producer
Hannah Bronfman, socialite, entrepreneur, activist
Brendan Fallis, entrepreneur, influencer
Andrew Licht, Hollywood producer
Sophia Amoruso, bestselling author & entrepreneur
Aureta, social media influencer
DANNIJO, jewelers
Miguel Angel Aragones, Architect
Anibal Sanchez, Major League Baseball pro
Francisco Cervelli, Major League Baseball pro
Marisa Pizarro, SVP Def Jam Records
Jeff Hines, Hines
David Garrett, California Drywall
Christopher Brearton, COO MGM Studios
Michael Govan, CEO of LACMA
Melissa Bomes, VP of Development at LACMA
Veronique Parke, Trustee Centre Pompidou
Hector Rivera, SVP Warner Music Latinamerica
Jason Wang, founder of Caviar
Chris Stang, founder of The Infatuation
Jorge Perez, founder The Related Group & Perez Art Museum Miami
Darry Seng, Issey Mikaye VPI
Joanna Rooijens, founder of La Mania
Alejandro Gonzalez Inarritu, film director
Kyle Vogt, CEO Cruise Automation & General Motors
Allison Ross Green, VIP Advisor Frieze London
Amand Ross, Harper's Bazaar Fashion Editor
Mark Hipperson, Founder Starling Bank



LUXURY TRAVEL - GASTRONOMY - NICHE - A LIST - CULTURAL EXCELLENCE - SLOW TRAVEL

Destinations



Morenita Experience offers its services in Mexico City, Cancun, Riviera Maya, Tulum, Holbox, San Miguel de Allende, Mérida, Oaxaca, Puerto Vallarta, Punta Mita, Careyes, Valle de Guadalupe, Los Cabos, La Paz and Todos Santos.

For a small number of repeat clients, we offer international travel services in select destinations.

Boiler Plate



Morenita Experience cures elevated vacations around Mexico's food, art and culture. Founded in 2017, we are a DMC, tour operator and luxury travel agency for select destinations.

Assisting wholesale agencies, business travelers, couples, families and groups, our mission is to expose Mexico's cultural excellence to a discerning global clientele.



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