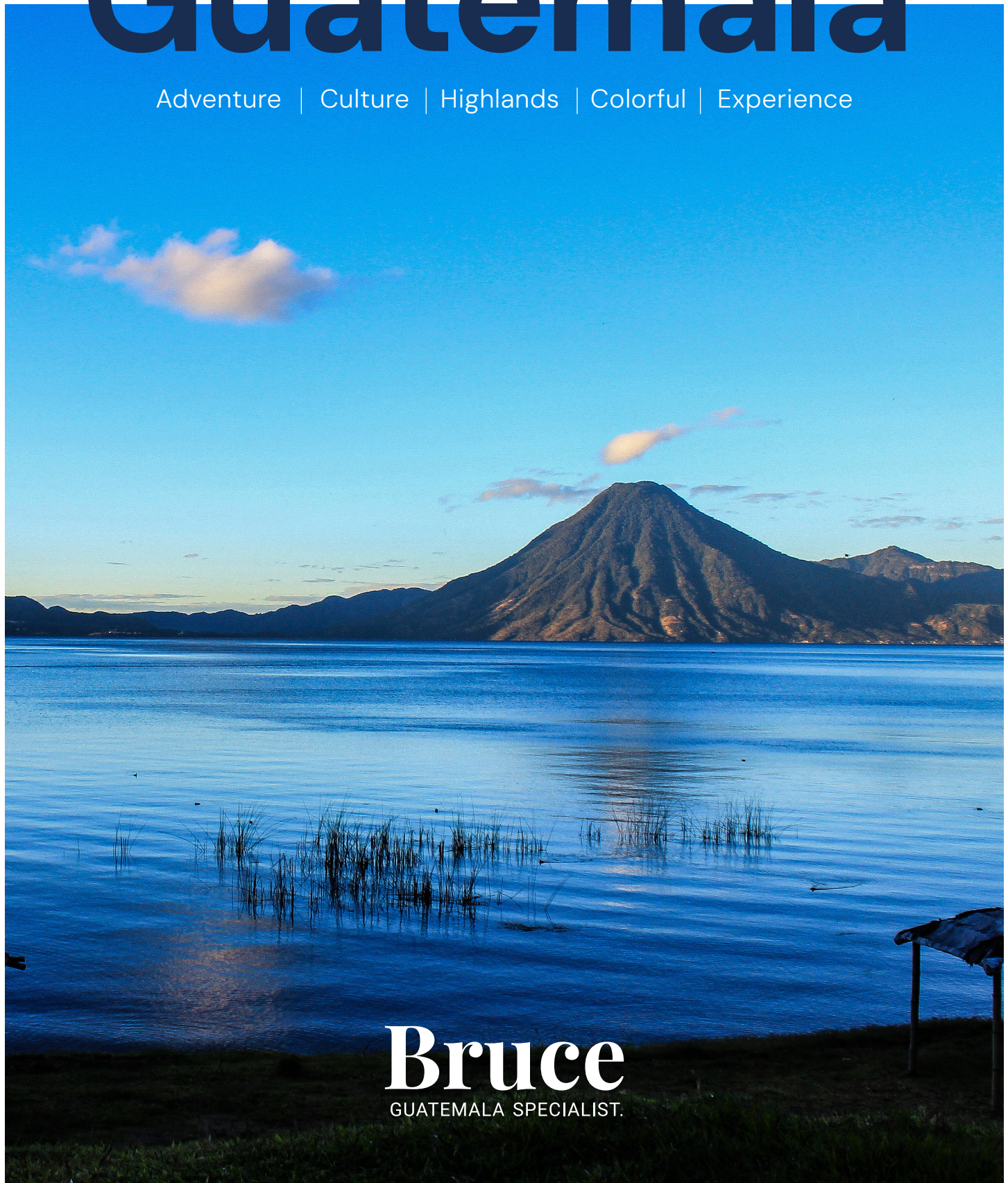


VOL 01

2025

Guatemala

Adventure | Culture | Highlands | Colorful | Experience



Bruce
GUATEMALA SPECIALIST.



Welcome to Guatemala

If modern life has left you yearning for more authentic experiences, then Guatemala is the perfect antidote. You see, Guatemala is more than just a destination, it's a emotion.

It's the charm of Antigua, a colonial town where cobblestone streets and baroque façades whisper stories of the past. It's the vibrant energy of traditional markets in Chichicastenango or Comalapa, where colors, languages, and traditions fill every corner.

It's the cool touch of ancient stones in Mayan cities from the grandeur of Tikal, once the beating heart of a vast civilization, to the hidden beauty of Yaxhá, where sunsets paint the jungle canopy in gold. It's the heritage of the Maya, still alive in today's communities, woven into textiles, rituals, and daily life. And it's the thrill of standing at the top of an active volcano, where the earth itself reminds you that Guatemala is a land of wonder, energy, and unforgettable moments.



Bruce
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www.bruceguatemala.com

"At Bruce Guatemala, we don't just plan tours, we build bridges between travelers and the soul of this country."

ABOUT US

I'm Annie Godoy, born and raised in Guatemala. At Bruce Guatemala, we create travel experiences that are thoughtful, personal, and deeply rooted in the stories of this land.

We design bespoke tours and custom itineraries for travelers who are curious, culture-loving, and looking for more than just a vacation. Whether it's walking through ancient ruins, weaving through colorful textile markets, or sipping coffee with local farmers, we'll connect you to Guatemala's heart: its people, traditions, and hidden corners.

Our focus is clear: History, Culture, Textiles, Archaeology, and Coffee. With our extensive local knowledge and a trusted network of guides, artisans, and experts, we take care of planning so you can fully immerse yourself in the experience. We book the right hotels, the best transportation, arrange meaningful activities, and curate interactions that stay with you long after your trip ends.

SERVICES

- Personalized itineraries
- Bookings
- Transport
- Tour Guides
- Logistics
- Experiences
- Special Conferences with Archaeologists
- Luxury Customized Itineraries

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HIGHLIGHTS OF GUATEMALA



Sailfishing

World-class adventure on the Pacific.



The People

Warmth and authenticity.



Volcano Hikes

Adventure at your own pace.



Lake Atitlán

Serenity & sun setting between three volcanoes.



Birdwatching

Home of the resplendent quetzal.



Tikal

The crown jewel of the Maya world.



Coffee Plantation

From bean to world-class brew.



Antigua

Colonial charm and timeless history.



Indigenous Markets

Color, culture, and tradition.

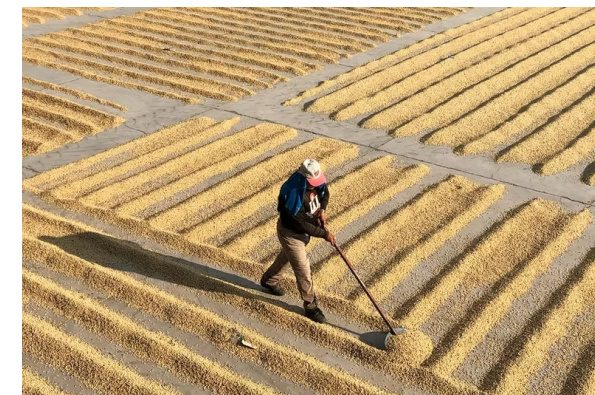


Photo Credits: Comalote - Antigua



GUATEMALA, a place that stays with you.

There are moments in Guatemala when something just clicks. When your spirit feels lifted and your soul stirred. It might happen as you walk through the cobblestone streets of Antigua, surrounded by baroque façades and volcanoes on the horizon. It might happen in a highland market, where the colors of huipiles, the sound of Mayan languages, and the smell of fresh tortillas connect you to something deeper and timeless. Or it might happen as you climb a temple in Tikal at dawn, watching the jungle awaken to the calls of howler monkeys and toucans. But it will happen. At some point you will experience Guatemala and you'll feel it.

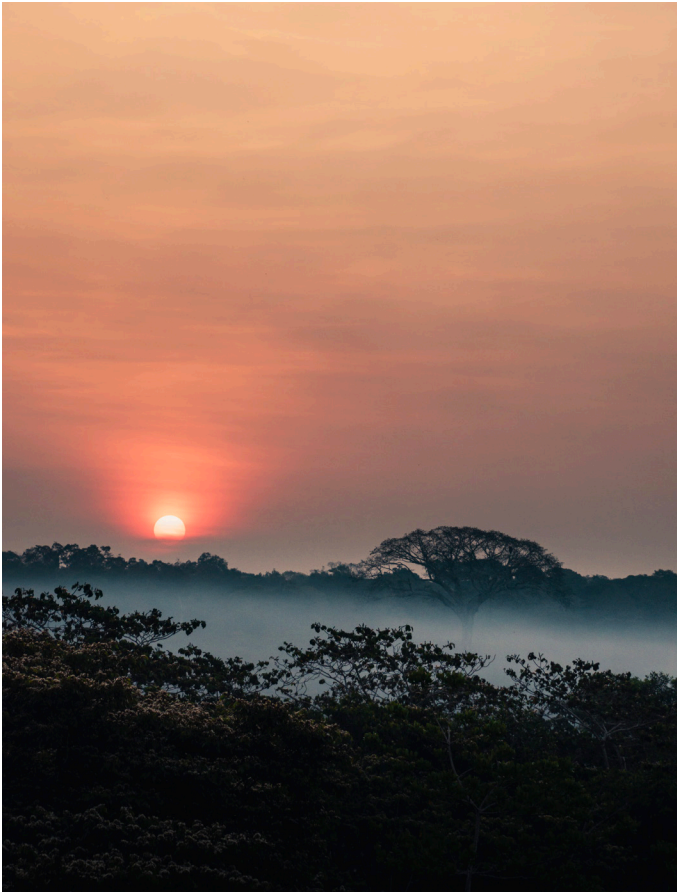
And there's a good reason why: for a small country at the heart of Central America, Guatemala offers some of the most beautiful and touching experiences in the world. There's Lake Atitlán, often called one of the most stunning lakes on Earth, where villages, traditions, and volcanoes weave together in harmony. There's the Caribbean coast, with Livingston and the Garífuna culture music, dance, and connection that go deeper than time. There are sacred caves, turquoise pools at Semuc Champey, and vast cloud forests that remind you nature here is alive and breathing.

Travel across Guatemala and you will feel history all around you from the ancient Mayan cities of El Mirador and Quiriguá, to colonial plazas that still beat with daily life. The legacy of the Maya isn't just in ruins; it lives on in the people, languages, and traditions you encounter along the way.

But above all, what makes Guatemala truly unforgettable is its people. Here, connection is real in the warmth of a smile, in the generosity of a family sharing their home, in the stories told by guides who carry generations of knowledge. Whether you're forging new friendships, learning from indigenous communities, or simply enjoying a conversation over fresh coffee, you'll suddenly realize: Guatemala is not just a place to visit *it's a place that feels like home.*

TOP EXPERIENCES

01.



Watch sunrise over Tikal

02.



Hike Pacaya or Acatenango volcano

03.



Take a boat across Atitlán

04.



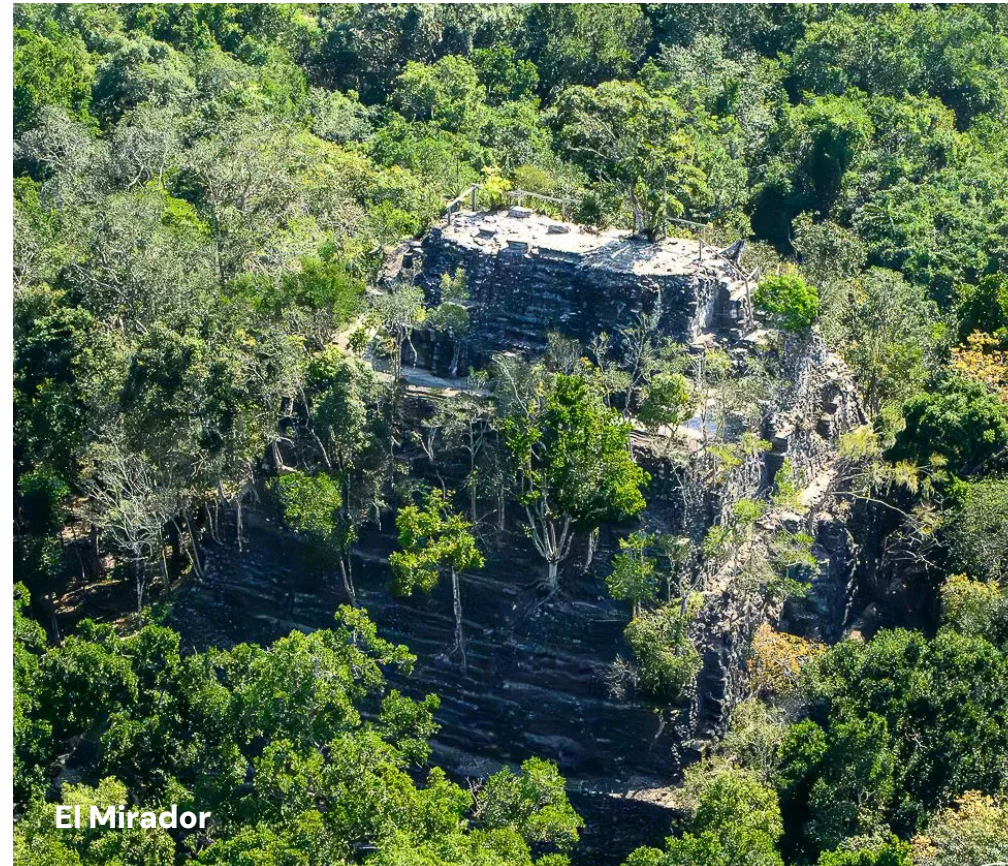
Visit a weaving cooperative in the highlands

05.



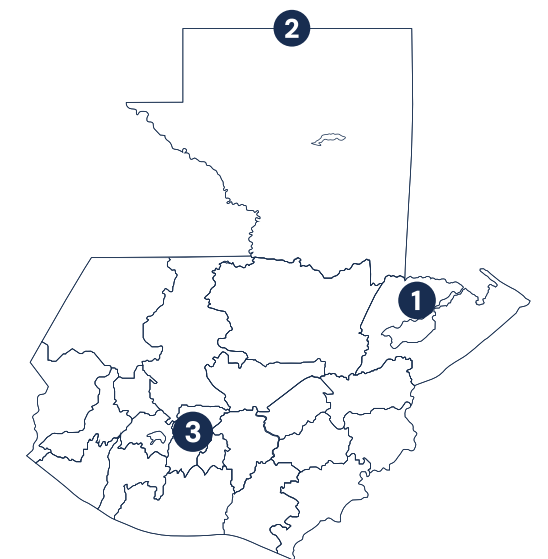
Stay in boutique and charming hotels.

“In Guatemala, we don’t just keep our traditions, we live them. Every festival, every textile, every story is part of who we are.”



HIDDEN GEMS

- 1. Río Dulce & Livingston:** A journey through river gorges to the Caribbean.
- 2. El Mirador:** The lost city of the Maya, hidden in the Petén jungle.
- 3. Comalapa:** Known as the “Florence of Guatemala” for its artists and murals.



LAKE ATITLÁN & SURROUNDING VILLAGES



Nestled among three volcanoes, Lake Atitlán is a breathtaking jewel of Guatemala. Its waters reflect the sky and mountains, while villages along its shores pulse with tradition, art, and craft. In San Juan La Laguna, you can visit cooperative workshops where textiles and paintings capture generations of Mayan heritage. In Santiago Atitlán, ritual and daily life mingle, giving visitors a glimpse of authentic culture.

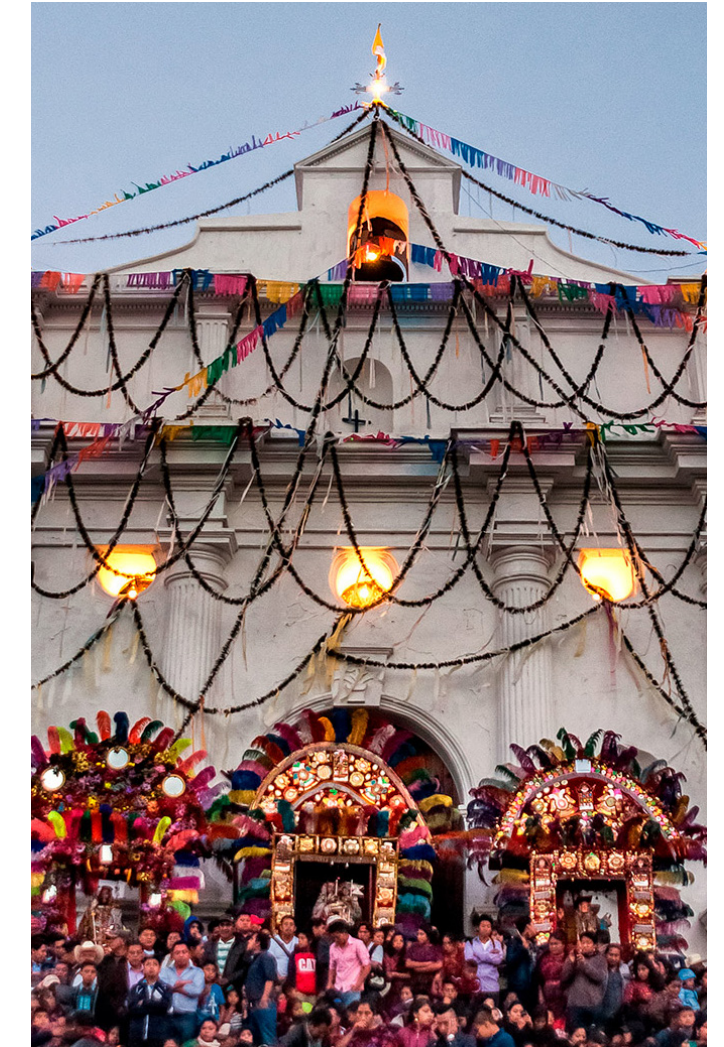
Whether paddling across the lake, hiking a volcano trail, or simply soaking in the views from a lakeside café, Atitlán invites you to slow down and connect deeply with both people and nature.

HIGHLANDS



Blessed with a landscape of glassy mountains and valleys, the Guatemalan Highlands are alive with busy towns, colorful villages, and vibrant commerce. Here, textiles tell ancestral stories, traditions run deep, and Spanish colonial heritage blends with indigenous identity. Step into a world of breathtaking views and cultural encounters from weaving cooperatives to sacred ceremonies. Discover nature trails filled with history at Totonicapán's forests or the volcanic slopes near Quetzaltenango. With such an abundance of natural beauty, it's no wonder this region is considered a hidden gem. Highlights include the House of Rum, the Zunil market, and the charm of everyday life in mountain towns.

SYNCRETISM



Syncretism is the blending of two or more religious traditions. This can take many forms. One example is the church at the Chichicastenango market in Guatemala, which was built on top of a former Mayan pyramid—only the original staircase remains visible today. Inside the Catholic church, members of the local religious community continue to practice Mayan traditions, bringing offerings such as moonshine and candles. This fusion of Catholic and indigenous beliefs is a powerful example of religious syncretism.

MAYAN JUNGLES & PYRAMIDS



The north of Guatemala is a lush green world where ancient cities rise above the jungle canopy. Here, time seems suspended between history and nature. Tikal is a must-see its towering temples and plazas once formed the heart of the Maya world but it is only the beginning. Explore Yaxhá, where sunsets light the jungle in gold, or venture to El Mirador, the cradle of Maya civilization. Everywhere you go, glyphs, calendars, and sacred stones whisper the brilliance of a culture that shaped the Americas. This is not just sightseeing it's walking through the pages of history. it's walking through the pages of history

Did you Know? Mayas used sophisticated hieroglyphic writing system. The only complete writing system in pre-Columbian America. They recorded history, astronomy, and mathematics.

ANTIGUA



A UNESCO World Heritage Site, Antigua is famed for its tile roofs, baroque churches, and colonial buildings carefully preserved through time. Recognized as one of the world's best travel destinations, it welcomes every visitor with warmth and history at every corner. This enchanting city has long inspired artists of every persuasion, celebrating creativity through festivals, galleries, and performances. Don't miss wonderful museums such as the Casa Santo Domingo Museum, or the vibrant art spaces tucked inside courtyards and convents. Antigua is a city where past and present dance together always ready to tell you a story.

COFFEE



Guatemala's highlands are home to some of the world's finest coffee, thanks to rich volcanic soil, altitude, and centuries of tradition. Visiting a coffee plantation is more than just tasting a cup it's about connection. Walk the fields where beans are hand-picked, learn about the roasting process, and share stories with the families who have cultivated coffee for generations. From Antigua's fincas to plantations in Huehuetenango and Cobán, every sip carries the soul of the land.

CULTURAL FESTIVALS & TRADITIONS



Guatemala comes alive in color, music, and movement during its festivals and traditional celebrations. From the elaborate Semana Santa processions in Antigua, with their intricate alfombras (sawdust carpets), to village harvest festivals in the highlands, each event tells a story centuries in the making. Dances, masks, and ceremonies offer a living window into Mayan and colonial heritage alike. Visiting during a festival is not just sightseeing it's participation in a culture where every song, every step, and every gesture is a connection to history and community.

SAILFISHING



Guatemala's Pacific Coast is one of the world's premier destinations for sailfishing, with record-breaking catches year after year. Setting out from ports like Puerto San José or Iztapa, you'll find yourself in deep waters teeming with marlin, dorado, and, of course, sailfish. Whether you're a seasoned angler or a first-timer, the thrill of the catch is matched only by the horizon views and the camaraderie on board. Adventure, nature, and adrenaline all in one unforgettable day at sea.

BIRDING & NATURE



Home to over 700 bird species and breathtaking natural landscapes, Guatemala is a paradise for birdwatchers and nature lovers alike. Discover cloud forests, volcanic highlands, and tropical jungles alive with color and sound. Whether spotting the elusive Resplendent Quetzal or exploring pristine nature reserves, every journey immerses you in the country's extraordinary biodiversity and wild beauty.

GUATEMALAN CULTURE



Guatemala's vibrant culture is a living tapestry woven from ancient traditions and modern creativity. Experience colorful markets, intricate textiles, ancestral rituals, and the warm hospitality of its people. Each region reveals a unique heritage, from the colonial elegance of Antigua to the living Maya communities around Lake Atitlán, offering visitors an authentic connection to the country's rich identity and spirit.

ARCHAEOLOGY & MAYAN WORLD



Step into the heart of the ancient Mayan world and uncover the mysteries of one of history's most fascinating civilizations. From the towering temples of Tikal to the serene beauty of Yaxhá at sunset, Guatemala offers a journey through time where jungle-covered ruins whisper stories of a glorious past. Explore hidden ceremonial sites, learn from local experts, and feel the spiritual energy that still resonates through these sacred lands.



BOUTIQUE HOTELS

Stay in handpicked boutique hotels that reflect Guatemala’s charm, style, and character. From restored colonial mansions and lakeside retreats to jungle lodges and luxury eco-resorts, each property has been chosen for its design, comfort, and personal touch. Enjoy authentic hospitality, local flavors, and intimate spaces that make every stay a memorable part of your journey.



SPECIALIZED TOURS



Shooping tour with Gaby Camacho

Gaby Camacho is a Guatemalan creative visionary and co-founder of Look Magazine, where she serves as Director of Strategy and Marketing. With a background in Graphic Design and a specialization in Fashion Marketing from New York, she has built one of Central America’s most refined platforms for fashion, culture, and contemporary lifestyle. Beyond publishing, she has become a voice for women’s empowerment, spearheading initiatives such as It’s Okey, a support platform for survivors of sexual violence. Balancing motherhood and entrepreneurship, her leadership embodies grace under pressure, turning creativity into a form of resilience. Today, through Look Magazine and her latest venture, Shop Hop Guatemala (@shophopgt), she curates exclusive shopping tours in Guatemala City, offering visitors an insider’s glimpse into the country’s most stylish and inspiring local design scene.



Art Galleries and Latin Art with Ana Arcia

Experience Antigua’s vibrant art scene through the eyes of renowned Guatemalan artist Ana Arcia. As your guide, Ana offers intimate access to some of the city’s most inspiring galleries and creative spaces, many of which showcase contemporary works rooted in rich cultural traditions. Along the way, you’ll meet fellow artists, hear the stories behind the art, and gain a deeper understanding of Guatemala’s evolving artistic identity all through the lens of someone who lives and breathes it.

Archaeology Dinner Presentations – Tomás Barrientos

SPECIALIZED TOURS



Tikal with archaeologist Tomás Barrientos

Step back in time with Dr. Tomás Barrientos, one of Guatemala’s leading archaeologists, on an unforgettable tour of Tikal the majestic heart of the ancient Maya world. As you walk beneath towering temples and through jungle-covered plazas, Dr. Barrientos brings the ruins to life with expert insights, recent discoveries, and fascinating stories drawn from decades of research. This is not just a visit to Tikal it’s a rare opportunity to explore one of the world’s most iconic archaeological sites through the eyes of someone who has dedicated his life to uncovering its secrets.



Birding and wild life with a bird watching expert

Immerse yourself in the natural wonders of Guatemala with a guided birding and wildlife experience led by a local birdwatching expert. From cloud forests to highland lakes, you’ll explore diverse ecosystems that are home to an extraordinary range of species including the iconic resplendent quetzal. With expert eyes guiding the way, you’ll not only spot rare and endemic birds but also gain a deeper appreciation for the rich biodiversity and delicate habitats that make Guatemala a paradise for nature lovers.

MUSEUMS

MUNAE
National Museum of Archaeology & Ethnology



Located in Guatemala City, MUNAE is the premier national institution for Mayan archaeology and ethnology. Founded in 1898 and housed since 1946 in its current building near the airport, boasts over 3,000 m² of permanent exhibition space (plus about 1,500 m² for restoration and research). Its vast collections include thousands of artifacts—jade, ceramics, stone carvings, ritual objects as well as a rich display of ethnological materials that reflect Guatemala’s cultural diversity.

Museo Popol Vuh



Set within the University Francisco Marroquín in Guatemala City (Zone 10), Museo Popol Vuh is home to one of the best collections of Maya pre Columbian and colonial art in the world. Established from the private collection of Jorge & Ella Castillo in 1977, the museum takes visitors through a chronological journey of Guatemala’s ancient past including rare funerary ceramics, sculpted stone works from the Preclassic and Classic periods, and colonial religious art. Its modern display methods, educational programs, and conservation efforts make it especially valuable for scholars and general visitors alike. Combine with Ixchel Textile Museum that is on the same building.

Ixchel
Museum of Indigenous Textiles



Also part of UFM in Guatemala City, Museo Ixchel specializes in Guatemala’s indigenous textile heritage. Founded in 1973, it was among the first institutions in the country specifically built to collect, conserve, and exhibit clothing, ceremonial costumes, woven fabrics, and related material culture from indigenous communities. The architecture itself reflects its mission: the building is designed to highlight textiles, with design elements evocative of woven patterns. Exhibits cover not only the traditional techniques and artistry of weaving, dyes, materials, and symbolism, but also ongoing dialogues about identity, craftsmanship, and continuity.

MUNAG
Museo Nacional de Arte de Guatemala



Located in Antigua Guatemala in the Real Palacio de los Capitanes Generales, MUNAG is the national art museum showcasing Guatemala’s artistic expression across major historical periods: prehispanic, colonial, republican, modern and contemporary. The museum’s mission includes preserving works of national significance and giving visitors insights into Guatemala’s evolving identity through art.

Museo de Arte Colonial



This museum, housed in the former building of the Royal and Pontifical University of San Carlos (built circa 1763), offers a rich exploration of colonial-era religious and decorative art. Its collection, including paintings, carved wooden sculptures, gilded and polychrome statuary, relics and furniture, gives visitors a vivid sense of the baroque and religious visual culture of the 16th-18th centuries in Guatemala. The Caribe colonial architecture (arches, patios, stucco work) also enhances the experience, anchoring art in historical context.

Museos Casa Santo Domingo



Casa Santo Domingo is more than one museum: it is a complex of museums and galleries set within the grounds of a restored colonial convent and archaeological ruins. Its Archaeological Museum houses pre-Columbian ceramic and stone objects (e.g. urns, figurines, censers, ceremonial tools) primarily from the Maya Classical period (200-900 AD). The Colonial Art Museum in the same compound preserves paintings, sculptures, silver liturgical objects and other religious art spanning centuries of colonial Guatemala. Additionally, there are spaces for contemporary and pre-Columbian glass art, showcases of artists, a museum of pharmacy, and artisanal crafts. Altogether, the Casa Santo Domingo museums offer one of the richest condensed cultural experiences in Antigua.

Casa Popenoe



Situated in the historic core of Antigua Guatemala, Casa Popenoe is a beautifully restored colonial residence built in the 17th/18th century, now operated by Universidad Francisco Marroquín. Originally erected by Venancia López (married to Andrés Guerra) in 1762, the home passed through many owners until it deteriorated significantly, especially after the 1773 earthquakes. In 1930 it was purchased by Wilson and Dorothy Popenoe, who undertook rigorous restoration using period-appropriate materials and techniques to revive its colonial architectural character. The house museum holds a special collection of over 2,300 volumes, including books and magazines on botany, agriculture, Antigua Guatemala’s history, and natural sciences, plus furniture, silverware, ceramics, paintings, and sculptures. Its gardens are a highlight too, with dozens of indigenous plant species.



Photo Credits: Comalote - Antigua

FABULOUS FOOD & DRINKS

In the heart of Antigua Guatemala, where cobblestone streets whisper stories of centuries past and baroque facades glow gold beneath the afternoon sun, there unfolds a culinary tableau that is as rich in flavor as it is in soul. The scent of wood-fired ovens mingles with the crisp mountain air, while vibrant bursts of color from local produce, papayas, avocados, chilies, fill open-air markets and shaded courtyards alike. Here, food isn't simply nourishment; it is a celebration, a ceremony, a thread that binds heritage to the present moment.

You might begin your day with a cup of Guatemalan coffee, dark and complex, harvested from volcanic soils just beyond the city's horizon. It's served in a sun-dappled café, where the terrace overlooks terracotta rooftops and the ever-watchful Agua Volcano. A plate of huevos divorciados, eggs separated by a vivid red and green salsa, arrives beside fresh tortillas, still steaming from the comal.

Around you, life hums gently: artisans chatting over breakfast, travelers scribbling in journals, the faint strum of a marimba drifting in from a nearby plaza.

As evening falls, Antigua transforms into a sensorial feast. Flickering lanterns and candles illuminate colonial courtyards where dinner is served beneath bougainvillea-laced trellises. The aroma of pepian, a deep, smoky stew made from roasted seeds and spices, fills the air. Tables gleam with glasses of ruby red vino de casa, or perhaps a smoky ron Zacapa, awarded five consecutive world titles as "best rum in the world". The food arrives plated like artwork: tamales wrapped in banana leaves, grilled meats kissed with lime and chili, and chocolate desserts laced with cinnamon, paying homage to the region's ancient Mayan roots.

In Antigua, every meal is a memory waiting to be made, each bite infused with history, culture, and the unmistakable warmth of Guatemalan hospitality.





Photo Credits: Comalote – Antigua

THE LIVING SOUL OF A NATION

Exploring Guatemala's Indigenous Culture

Nestled in the heart of Central America, Guatemala is a country rich in natural beauty, but it is the vibrancy and resilience of its Indigenous culture that truly defines its soul. With over 40% of its population belonging to Indigenous groups—primarily Maya—Guatemala stands as one of the most culturally diverse nations in the Americas. Here, ancient traditions are not remnants of a distant past but a living, breathing part of daily life, passed down through generations with pride, reverence, and quiet strength.

The Maya civilization, whose roots stretch back thousands of years, continues to shape Guatemala's identity today. More than 20 distinct Maya groups inhabit the country, including the K'iche', Q'eqchi', Kaqchikel, and

Mam, each with their own language, customs, clothing, and cosmology. Their languages, still spoken in homes, markets, and town squares, are a testament to cultural survival in the face of centuries of colonization and marginalization. These linguistic and cultural continuities make Guatemala a mosaic of voices, each contributing to the nation's complex narrative.

To understand Guatemala is to understand the strength and wisdom of its Indigenous peoples. Their culture is not a museum piece, but a dynamic force alive in the weavers' hands, the elders' stories, the rhythms of marimba, and the ceremonial fires that continue to burn on mountaintops. It is a reminder that identity, when nurtured with love and defended with courage, can endure anything and flourish.

SAMPLE ITINERARIES

CLASSIC GUATEMALA

Perfect for: 7–8 Days



Route: 1. Guatemala City 2. Antigua 3. Lake Atitlán 4. Chichicastenango 5. Flight to Tikal



Description:

This itinerary showcases the country’s rich cultural heritage, breathtaking landscapes, and ancient history. From the cobblestone streets of colonial Antigua to the vibrant markets of Chichicastenango, the serene beauty of Lake Atitlán, and the majestic temples of Tikal, this tour captures the essence of Guatemala: colorful, diverse, and deeply authentic.



Accommodation:

Stay in our favorite boutique hotels and charming lodges, hand-selected for their character, comfort, and warm hospitality. Each property reflects the unique charm of its destination, ensuring an intimate and memorable stay.



Highlights:

- Private guided walking tour of Antigua, a UNESCO World Heritage Site
- Visit indigenous villages around Lake Atitlán, including San Juan La Laguna
- Explore the legendary ruins of Tikal with a private expert guide
- Enjoy special lunches in handpicked local venues with authentic flavors

CLASSIC GUATEMALA + RÍO DULCE

Perfect for: 10 – 12 Days



Route: 1. Guatemala City 2. Antigua 3. Lake Atitlán 4. Chichicastenango 5. Río Dulce
6. Tikal 7. Return to Guatemala City for departure flight.



Description:

Enhance your Guatemalan adventure by adding the stunning Río Dulce region; a hidden gem of lush tropical scenery, wildlife, and riverside charm. Cruise along the “Sweet River,” explore jungle-fringed shores, and visit Livingston, a vibrant Garifuna town on the Caribbean coast. Combined with Antigua’s colonial splendor, Lake Atitlán’s indigenous culture, and Tikal’s ancient grandeur, this itinerary offers a perfect balance of culture, nature, and relaxation.



Accommodation:

Experience a mix of boutique colonial hotels, lakeside retreats, and riverside eco-lodges. Each offers comfort, authenticity, and a true sense of place; from Antigua’s heritage ambiance to the serene natural beauty of Río Dulce.

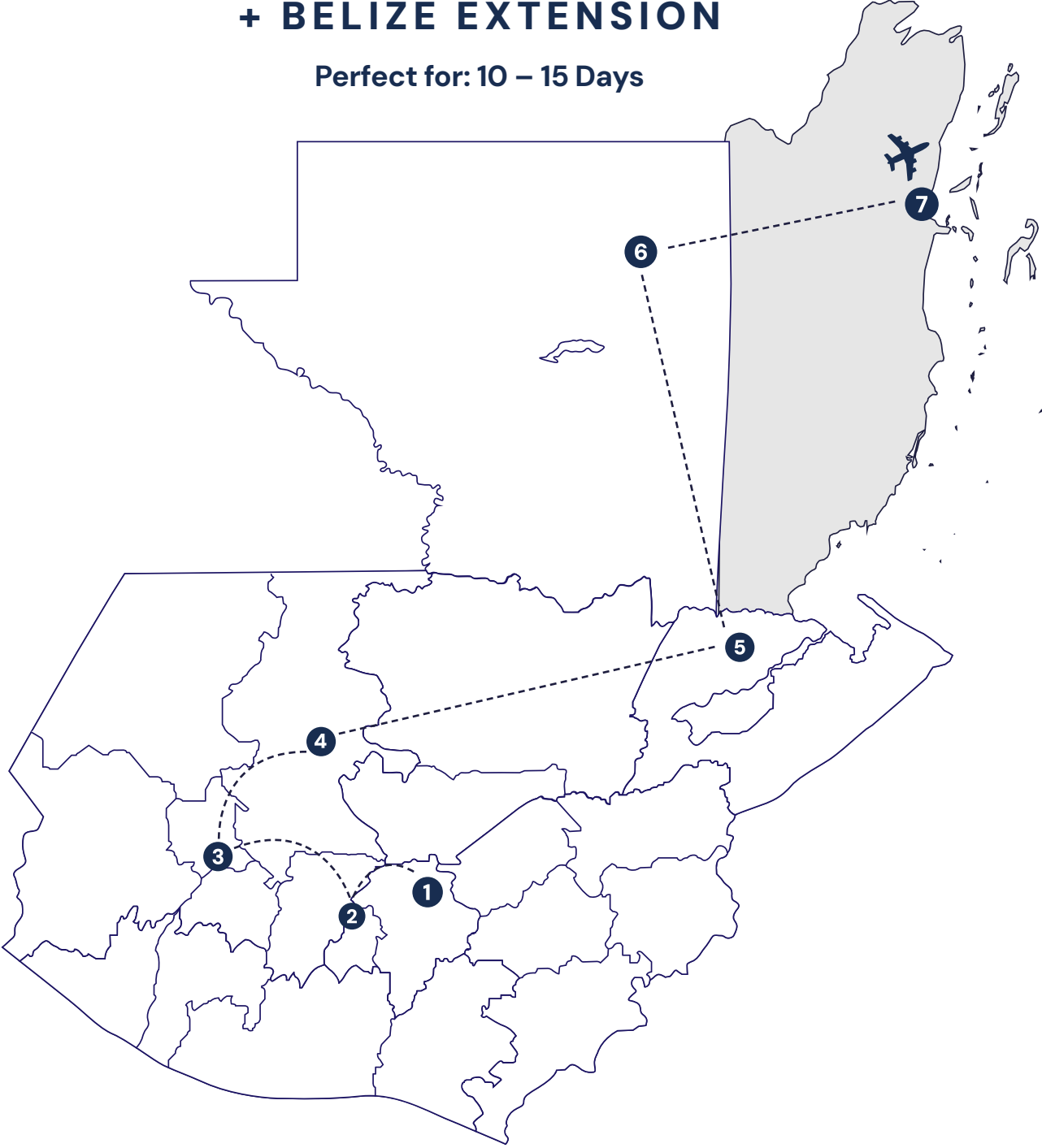


Highlights:

- Private guided tours of Antigua, Lake Atitlán villages, and Tikal
- Scenic boat ride through the Río Dulce canyon to Livingston
- Encounter local wildlife and visit riverside eco-lodges
- Handpicked dining experiences in memorable settings

CLASSIC GUATEMALA + BELIZE EXTENSION

Perfect for: 10 – 15 Days



Route: 1. Guatemala City 2. Antigua 3. Lake Atitlán 4. Chichicastenango 5. Río Dulce
6. Tikal 7. Belize 8. Fly out from Belize City Airport.



Description:

Combine Guatemala’s cultural depth and natural wonders with the turquoise beaches of Belize. This itinerary begins with Guatemala’s highlights — from the vibrant markets and Mayan ruins to volcanic vistas and tranquil lakes — before continuing to Belize for a relaxing Caribbean escape. Enjoy white-sand beaches, clear waters, and a laid-back island atmosphere — the perfect ending to your Central American journey.



Accommodation:

Stay in a curated selection of boutique hotels and eco-lodges in Guatemala, followed by beachfront resorts in Belize. Each property combines local charm with comfort, offering an ideal blend of adventure and relaxation.



Highlights:

- Guided exploration of Antigua, Lake Atitlán, and Tikal
- Scenic journey through Río Dulce to the Caribbean coast
- Relax on Belize’s tropical beaches or explore its coral reef
- Seamless cross-border travel and personalized support throughout



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