



Mexico, at your pace.

Private travel. Thoughtful places. A personal connection.

Illustrative brand image; not an advertised rental property.

A closer way to experience Mexico.

LAM Lifestyle Travel is a Puerto Vallarta-based travel and hospitality brand bringing together private stays, concierge services, experiences, retreats and creative storytelling. We begin with a conversation: what you enjoy, who you are traveling with and how you want your time to feel. From there, we help find the right places and coordinate the details with the people who make them special.

BASED IN PUERTO VALLARTA

SERVICES THROUGHOUT MEXICO

ENGLISH & SPANISH



Isla Mujeres · 2025. A retreat conceived and creatively planned by Luis, with the support of the host hotel and its team.

Different plans. The same personal care.

01

Stays & journeys

Hotels, private villas and tailored itineraries chosen around the traveler and the occasion.

02

Concierge & experiences

Private transfers, dining, chefs, boating and local experiences, coordinated around your plans.

03

Property & villa rentals

A conversation with Yearim about the places, communities and properties of Puerto Vallarta and Riviera Nayarit.

04

Private retreats

Wellness gatherings and corporate retreats shaped around the group, its purpose and its setting.

05

LAM Estudio Creativo

Architectural and interior photography, film and considered content for hospitality and property brands.

06

Travel advisor collaboration

Local support for advisors and agencies, with services and commercial arrangements agreed for each collaboration.

Services, suppliers, availability and conditions are confirmed for each proposal. Illustrative imagery does not establish property availability.

The people behind the experience.



Luis Magallón

FOUNDER & PARTNER · CREATIVE DIRECTION

Luis Magallón brings together architecture, culture and travel through LAM's creative direction. His work connects journeys, hospitality, partnerships and visual storytelling, with Mexico as the common thread.



Yearim Soto

PARTNER · REAL ESTATE & VILLA RENTALS

Yearim Soto brings a personal understanding of Puerto Vallarta and Riviera Nayarit to conversations about property and villa stays. Her approach begins with listening: the community, the setting and the way each client imagines living in a place.

Also part of LAM: Jorge Carrillo, Co-Founder & Partner, Guest Relations & Sales; Viviana Moreno, Creative Collaborator, Experience Curation & Production.

A story with a visual history.

Selected editorial references to Luis's earlier professional work.

CARAS México · 2020

Dominika Paleta · Los Cabos

Photography credit includes Noé Castro and Luis Magallón & Associates.

[Read the article](#)

CARAS México · 2022

Ludwika Paleta · Riviera Nayarit

Photo courtesy credits include Viri Correa and Luis Magallón & Associates.

[Read the article](#)

These historical articles credit Luis Magallón & Associates, Luis's earlier professional identity. They are not endorsements of LAM, current commercial partnerships or authorization to reproduce the publications' photographs.

For editors & collaborators

Request the LAM logo, approved portraits, a brand introduction or a tailored selection of visuals. Image use, captions and credits are confirmed for the intended publication; this kit does not grant a blanket license to reproduce every image.

Let's begin with a conversation.

Press, travel, creative projects and thoughtful collaborations.

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[Schedule a conversation with Luis](#)

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