

THE DECISION ALMOST NO ONE THINKS ABOUT

How to choose the *perfect* *date.*

Most people pick their proposal date off the calendar: an anniversary, a vacation, a free weekend. After planning hundreds of moments in Puerto Vallarta, I've learned the best date is chosen for other reasons. Here they are.

WHY THE DATE MATTERS MORE THAN YOU THINK

The right day does *the invisible work*.

A proposal can turn out perfectly or turn out tense, and often the difference isn't the setting or the details. It's the date. The date decides the light, the weather, how many people are around, and above all, the mood the two of you arrive in.

No one controls the weather or the traffic. But the right planner knows how to lower the risk before it ever shows up, and much of that is decided when you choose the day. This guide gives you the criteria I use with every couple, so you come to our conversation knowing what to ask for.

Golden rule: the best date isn't the most romantic on paper. It's the one with the fewest things that can change.

You'll find three things here: how each season behaves in Puerto Vallarta, the five factors that truly define a good day, and a checklist to review your date before you commit to it.

Every season has *its character*.

November to May

IDEAL SEASON

The dry months with stable skies. Clear sunsets, low chance of rain, and warm evenings. This is the window in which I design most proposals, because the weather stops being a risk factor and becomes an ally. If your calendar allows it, this is the season when the fewest things can go wrong.

The only caution: it's also the most requested season. The best dates and the best sunsets are booked weeks or months in advance.

June to October

RAINY SEASON

The greenery is at its most beautiful and the city feels more intimate, but the afternoon rains are frequent and unpredictable. I don't usually recommend proposals in these months, not because they're impossible, but because they introduce a variable no one controls at the very moment you least want to leave to chance.

If your only window falls here, it can be designed, but it will ask for more flexibility from you and plans built to move if the sky changes.

Marked dates

WITH STRATEGY

Valentine's Day, New Year's, popular anniversaries: beautiful in symbolism, but crowded and fully booked. If you dream of one of these dates, the key is to plan far ahead and choose a more private setting, where the crowd isn't part of your story.

Beyond *the calendar*.

01 Arrival and departure day

I almost never recommend proposing on the first day of the trip. If luggage is delayed or a flight shifts, you don't want that near your moment. The middle of the trip is usually ideal: you're rested, acclimated, and present, and there's still trip left to celebrate.

02 The hour of the light

In Puerto Vallarta, golden hour, just before sunset, is the most flattering for photos and the most charged with emotion. But it's also the most contested. The date and the hour are chosen together: the best day at the worst hour doesn't work.

03 The mood of the trip

The day after an exhausting excursion or a long night isn't the best moment, however beautiful the setting. The best date falls when you both arrive rested and in good spirits, not worn out. That's planned by looking at the whole itinerary, not just the calendar.

04 Who else is there

If your proposal involves surprising family or friends, the date depends on their availability too. And if you're after intimacy, it's worth avoiding the busiest days and hours in public spots. The right date protects the kind of moment you want.

05 Room for the unexpected

The best date leaves air. A day with margin before and after lets you move the plan by an hour, or even a day, if something calls for it, without ruining anything. A plan with no margin is a fragile plan, however perfect it looks on paper.

Review your date *with this list.*

If you can check most of these boxes with peace of mind, you have a good date. If several give you pause, it's worth talking them through before booking anything.

Date checklist

- ☐ It falls in the dry season (November to May), or I accept the rain variable with a flexible plan.
- ☐ It's not the first day of the trip, nor arrival day.
- ☐ It coincides with golden hour or the best light at the chosen setting.
- ☐ We'll both arrive rested that day, not worn out by another activity.
- ☐ If it involves other people, I've confirmed they'll be available.
- ☐ There's at least one day of margin before and after in case something must move.
- ☐ The setting won't be packed with people at that date and hour, unless the crowd is part of my story.
- ☐ I booked, or I'm still in time to book, with the lead time the season demands.

ONCE YOU HAVE YOUR DATE

I'll handle *the rest*.

Choosing the date well is the first act of a good plan. Everything else, the setting, the light, the vendors, the exact moment I disappear so the story can unfold, is my work. You just arrive with the right person, on the right day, and the ring.

When you have a date in mind, tell me. I'll review whether it's the best option with you, tell you honestly if there's anything to adjust, and from there we start designing the moment you ask.

— *Olivia Ortiz*

WHEN YOU'RE READY TO CHOOSE YOUR DATE

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