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Fifteen-year-olds don't get to have *all* the fun

This month, Velas Resorts in Mexico celebrates its 50-year-old guests



The Grand Velas Riviera Nayarit offers mariachi serenades

TURNING 50 ONCE meant being “over the hill.” Now it can mean flying over it in a helicopter. This month, various Velas Resorts properties in Mexico are offering 50-year-olds, or “*cincuentañeros*,” lavish multiday experiences at four different locations. Packages include glamping at the Mayan ruins of Chichen Itza, a champagne bath, an evening serenade by 50 mariachis, and a helicopter ride over the Sea of Cortez. “It marks the 50-year-old’s health, wealth and love,” says Juan Vela, vice president of Velas Resorts. “Birthdays—especially

milestones—deserve to be celebrated in grand style.”

Cincuentañero celebrations are a growing trend in Latin culture, first reported in the 1990s. Adapted from the traditional quinceañera (15-year-old coming-of-age party for young women), the *cincuentañero*—for both men and women—is less about what is to come and more about potential fulfilled.

“The quinceañera marks the transition from childhood to young womanhood,” Vela says. “The *cincuentañero* celebrates the successes of one’s adulthood.”

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