

Viajando Juntas Chooses Oaxaca for Its First Official Journey, Launching in January 2027

The new Mexican travel concept invites women to discover a different kind of group travel — built around connection and a new generation of Experience Leaders.

MEXICO CITY, MEXICO CITY, MEXICO, September 9, 2026 /EINPresswire.com/ -- In January 2027, a group of women will arrive in Oaxaca for a trip that is designed to feel very different from a conventional escorted tour.

Some may arrive with friends.

Others may arrive knowing nobody.

The idea is that they won't leave that way.

“

We're trying to rethink every part of the experience — including what happens between the activities and during all those small moments that aren't normally written into an itinerary.”

Paul Sarfati



Senior woman on a train platform

[Viajando Juntas](#), the newest travel concept from [Bamba Experience Group](#), will launch its first official [journey in Oaxaca](#) in January 2027, initially inviting Mexican women to experience and help establish a new approach to small-group travel before the concept expands into additional international destinations.

The brand was created around a reality increasingly visible in travel: many women want to keep exploring the world, but the people around them may not always have the same time, interests, budget or desire to travel.

The alternatives have traditionally been limited — travel alone, convince somebody else to come, or join a traditional tour group.

Viajando Juntas is being built as another option.

The concept combines carefully designed itineraries with smaller groups, local experiences and an emphasis on something rarely treated as part of traditional tour design: the emotional experience of the group itself.

That philosophy is embodied by the company's Experience Leaders.

An Experience Leader is not simply a guide or tour escort.

Traditional tour leadership is often defined by logistics: making sure the bus arrives, the hotel is ready, the group knows the meeting time and the itinerary operates correctly.

Those things remain essential.

But Viajando Juntas believes they are only the beginning.

Experience Leaders are trained to observe how people are experiencing a journey — noticing energy, fatigue, discomfort, connection and opportunities to bring people together.

They help create daily openings and closings, moments of connection, thoughtful surprises and an environment where someone arriving alone can quickly feel that she belongs.

“Great trips are remembered for where you went. Extraordinary trips are remembered for how you felt,” said Paul Sarfati, founder of Bamba Experience Group. “We realized that the person accompanying a group has an enormous influence on that. We don't just want somebody who knows where everybody needs to be at 8:00 a.m. We want somebody who understands the people traveling with them.”

The methodology is being developed across both Be DMC and Viajando Juntas, including dedicated training focused on human leadership, group dynamics, anticipation and experience



Senior woman on a hike



Two senior women enjoying a trip

design.

Oaxaca was selected as the first official Viajando Juntas departure because it provides the ideal setting to demonstrate that philosophy.

Its gastronomy, artisans, traditions, communities, markets, landscapes and extraordinary cultural identity create opportunities not simply to see a destination, but to engage with it.

The January journey will serve as an important first chapter for the brand in Mexico before Viajando Juntas expands its portfolio of domestic and international experiences.

“This isn't about putting women on a bus and calling it a women's trip,” Sarfati said. “We're trying to rethink every part of the experience around the people actually traveling — including what happens between the activities, around the dinner table and during all those small moments that aren't normally written into an itinerary.”

The goal is simple:

A woman should feel comfortable joining without already knowing anyone.

And return home wondering why she waited so long to do it.

About Viajando Juntas

Viajando Juntas is a small-group travel concept created for women who want to continue exploring the world while sharing the experience with other like-minded travelers. The company combines curated itineraries, thoughtful group design and specially trained Experience Leaders to create journeys centered around discovery, connection and care.

Paul Sarfati

Baboo Travel Inc

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