This text analyses the interactions between tourism and commercial male sex in the port of Veracruz, México, from an anthropological perspective. The aim is to explain the identity continuities and transformations experienced by sex workers who engage in tourism-related practices. Based on the geographical segregation between the “historic” and “modern” areas of the city, the author differentiates between traditional “mayate” heteronormative identities, based on sexual practices, from “modern” gay identities, defined by the sexual object of desire. While sex workers of the first kind concentrate in the parks and streets of the central district, escorts, dancers and callboys work in nightclubs and massage/escort parlors at the modern establishments in the new developments of the Boca del Río district.

KEY WORDS: male sex tourism, homoeroticism, Veracruz, México.