

NORTH

MEETINGS ON THE BORDER

STATE OF NUEVO LEON.

The northern region of Mexico is the gateway to the United States: thanks to this proximity, the economic development of these Mexican cities and states is intimately linked to its neighboring country, mostly by way of capital investment in industries such as automotive, technology, agriculture, and aerospace, among others. This has created a strong infrastructure of facilities and services built for business and ideal for the meetings industry.



STATE OF NUEVO LEON

► Monterrey

Nuevo Leon is proud of its financial strength, and its productivity (80% of its exports are sent to the United States) is reflected in its having the nation's highest salaries and the largest population of skilled workers. Over a third of the economy of its capital city of Monterrey is focused on manufacturing, followed by secondary industries like metallurgy and the production of food and beverage. Monterrey is one of Mexico's most relevant metropolises with an infrastructure in constant growth, making it the leader in the region for meetings and events.

■ **WHERE TO STAY.** Modernity and quality service are the hallmarks of the more than one hundred hotels located in Monterrey, which include well-known national and international chains with excellent staff and facilities for meetings and events.

Located in the heart of the city with 217 rooms, the Sheraton Ambassador Hotel has 11 meetings and conventions rooms with a total of 1,204 ft² (948 m²) of space, including the Grand Salon with a capacity of 800 persons. Just a few blocks from Pabellón M, the majestic Hotel Crowne Plaza Monterrey offers 403 rooms as well as 15 meeting rooms with a capacity of 1,200 people, a business center with three rooms and an ample foyer.

The area known as Historic Monterrey near the Cintermex is home to Gamma Monterrey Gran Hotel Ancira, a resort with 244 rooms ideal for business travelers. The property has a business center and 18 rooms for congresses, conventions, meetings, and events. The Hotel Krystal Monterrey has 207 rooms and focuses on formal events and business conferences and has a team of expert executives ready to help planners exceed expectations. The combination of three of its 10 rooms offers a maximum capacity of 750 persons in 6,619 ft² (615 m²) of space.



CLIMATE

NORTH

This region's climate is warm and semi-arid. Each season is very defined, as are the extreme conditions within it. The average annual temperature is 77°F (25°C) with extremes that can swing from 32°F (0°C) in winter to 104°F (40°C) in the summertime. There's very little rain in the summer; the Atlantic hurricane season extends from June 1st through November 30th.

HOW TO GET HERE

MONTERREY

Monterrey International Airport (MTY)

United States: Atlanta, Chicago, Dallas-Fort Worth, Denver, Detroit, Houston, Las Vegas, Los Angeles, Miami, Nueva York, Orlando and San Antonio.

LATAM: Panamá (Panamá), Punta Cana (Dominican Republic), Varadero and La Habana (Cuba).

The Valle-San Pedro Zone is an elegant area of Monterrey and home to the Hotel MS Millennium with 303 recently-remodeled, ample, and luxurious rooms and suites. The hotel's Continental Room is the largest indoor area, ready to welcome up to 600 people auditorium style. Outdoors, the Garden Terrace can welcome the same number of attendees for open-air banquets. The MS Millennium offers some 20 spaces for meetings and events.

■ **WHERE TO MEET. Cintermex:** This is one of Mexico's top venues with over 25 years' experience in the industry. The center offers more than 139,930 ft² (13,000 m²) of space between its rooms and foyer; the rooms in the expo center add up to 263,715 ft² (24,500 m²) of space, along with the restaurant La Arcada 1200 with 42,237 ft² (3,924 m²) and the lobby with 7,394 ft² (687 m²). Cintermex is currently undergoing a 4th stage in its expansion, adding another 32,291 ft² (3,000 m²) to 86,111 ft² (8,000 m²) to its Salon A, as well as three additional car lines for easier access.

Pabellón M: Located in the center of the city, this multifunctional complex includes the Monterrey Convention Center with 41,979 ft² (3,900 m²) of total space for events, plus the Pabellón M Auditorium with a capacity of 4,199 people. The five-star Fiesta Americana Monterrey Pabellón M is adjacent and offers 177 rooms.

Centro Convex: This center's recently remodeled facilities include a theater, auditorium, expo

area, executive and banquet halls, business center, medical clinic, and restaurant. It can welcome events for up to 1,800 people.

Showcenter Complex: Opened in 2019, this is the state's newest meetings facility and is located in the Valle Oriente area in the municipality of San Pedro Garza García, adjacent to Monterrey. The complex offers 75,347 ft² (7,000 m²) of space with a capacity of 6,000 people in different configurations.

There are also several alternative venues, including the Arena Monterrey, which can host large-scale events for over 17,000 people, cocktails for 250 attendees, or banquets for 1,200; the Citibanamex Auditorium, a multifunctional venue for different capacities for a total of 7,000 people; and the legendary Fundidora Park with its historical and cultural significance, which offers 10 event spaces with different dimensions and capacity of 270 to 2,880 attendees.

■ **WHAT TO DO.** The Fundidora Park was given the title of Industrial Archaeological Museum Site by the state government for the historic value of its 27 macro structures, 127 iron and steel tools and machinery, and an endless array of other items that represent the priceless industrial heritage of Nuevo Leon. Once there, groups can board a boat for the Santa Lucia tour, which takes them overwater to the Macroplaza and offers gorgeous views of the Cerro de la Silla mountain.

Monterrey is known as the "City of Mountains," and thus offers all kinds of ecotours perfect for in-



centives to the Chipinque Eco Park, the Huasteca Canyon, and the Matacanes Canyon. Another type of adventure awaits groups in the towns nearby, ideal for a pre or post event day trip: tours to the Cola de Caballo waterfall, the Grutas de Garcia grotto, the archaeological sites at Boca de Potrerillos, and the Via Ferrata.

Back in the city, there is an ample variety of museums to visit. Among the musts for groups are: the Monterrey Museum of Contemporary Art, the Museum of Mexican History, the Museum of the Northeast, the Alfa Planetarium, the Glass Museum, and the Horno 3 Museum of Steel.

And, big city that it is, Monterrey also has its fair share of shopping centers with the latest fashions for an afternoon group shopping excursion, as well as an active nightlife in its many bars, pubs, and dance clubs for after-meeting fun. Its restaurants offer exquisite fusion, gourmet, and international cuisine, great for dine-arounds; event attendees should also sample the iconic “cabrito” —kid— and the many delectable local cuts of meat.

For more area hotels and convention facilities, please visit our website at: meetingsalliance.com

AT-A-GLANCE

MONTERREY

- **CONVENTION CENTER**
Cintermex • Pabellon M • Centro Convex Showcenter Complex
- **AIRPORT**
Monterrey International Airport (MTY)
- **TYPE OF DESTINATION**
Urban • Adventure • Ecotourism
- **NUMBER OF HOTEL ROOMS 4★ AND ABOVE**
13,000
- **CVB CONTACT**
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WHAT'S NEW

MONTERREY

- Auténtico San Pedro** (2018)
- Courtyard Monterrey Airport** (2018)
- Showcenter Complex Monterrey** (2019)
- Westin Monterrey Valle** (2019)
- Misión Garza Sada** (2019)
- JW Marriott Punto Central** (2019)
- Marriott San Pedro** (2019)
- Four Points By Sheraton Monterrey Airport** (2019)
- Safi Royal Luxury Metropolitan Center** (TBD)
- Hard Rock Monterrey** (TBD)
- Cintermex** (expansion: 2019)