

CENTRAL

MEXICO'S INDUSTRIAL POWERHOUSE

**STATES OF CDMX, JALISCO, GUANAJUATO, PUEBLA, QUERETARO,
SAN LUIS POTOSI, ZACATECAS.**

Mexico's industrial power is in its central region, where the most important factories and plants are in the aeronautic, automotive, technological and agro-industrial sectors. The strengths of this region's destinations are also present in its culture, gastronomy, finance, politics, and education. All this, in addition to the natural riches found in every corner of Mexico and the excellent infrastructure of services that generates attraction for all types of events.



MEXICO CITY

► CDMX

Mexico City (CDMX) is globally recognized as a city of business. It is Mexico's political center and its main economic activities are finance, commerce and tourism. CDMX is first in the nation in terms of flights and passenger traffic, not to mention meetings and professional events held annually. As for infrastructure, it has the top hotels, convention centers, restaurants, tourist attractions, and services to carry out any type of event, from the most exclusive and private corporate meetings to large-scale gatherings.

■ **WHERE TO STAY.** Event organizers will find in CDMX hotels with the highest distinctions, such as the AAA 5-Diamond Four Seasons Hotel Mexico City and the AAA 4-Diamond Presidente Intercontinental Polanco, as well as others belonging to im-

portant consortiums such as Camino Real Santa Fe Mexico and NH Collection Mexico City Santa Fe, which are part of Preferred Hotels & Resorts. The Marquis Reforma Hotel & Spa is part of the prestigious Leading Hotels of the World, while The St. Regis Mexico City and Las Alcobas are part of the Virtuoso network.

■ **WHERE TO MEET.** **WTC International Exhibition and Convention Center, Mexico City:** Home to the Pepsi Center WTC, this venue holds the most events in the country annually with over 1,000 meetings hosted in its 322,917 ft² (30,000 m²). It can welcome from 5 to 15,000 people in 30 multi-functional rooms, the auditorium, and the business center. It's centrally located with 25 hotels nearby, as well as restaurants and shops.

Citibanamex Center: This venue is second only to the WTC in terms of hosting more events in CDMX, with 369,019 ft² (34,283 m²) of column-free space for exhibitions, divisible into four independent rooms.



CLIMATE

CENTRAL

Temperate sub-humid and dry climates predominate in the central region, with some areas in the warm sub-humid and semi-dry ranges. The southern states—CDMX, Guadalajara, and Puebla—have a mostly temperate sub-humid climate, while the northern area is much drier. Rainy season is nearly uniform in the entire region, beginning in June and extending through September or October. The summer is hot with temperatures rising to around 86°F (30°C) and winters are cold with lows between 32°F (0°C) and 44°F (7°C).



HOW TO GET HERE

CDMX

Mexico City International Airport (MEX)

United States: Atlanta, Austin, Boston, Charlotte, Chicago, Dallas-Ft Worth, Denver, Detroit, Fort Lauderdale, Houston, Huntsville, Las Vegas, Los Angeles, Louisville (Kentucky), Mc Allen, Miami, Newark, Nueva York, Oakland, Orlando, Phoenix, Sacramento, Salt Lake City, San Antonio, San Francisco, San Jose (California), Santa Ana, Seattle, and Washington DC.

LATAM: Bogota and Medellin (Colombia), Buenos Aires (Argentina), Guatemala, La Habana and Santa Clara (Cuba), Lima (Peru), Managua (Nicaragua), Panama City (Panama), Paris (France), Quito, (Ecuador), San Jose (Costa Rica), San Pedro Sula (Honduras), San Salvador, (El Salvador), Santiago de Chile (Chile), Santo Domingo (Dominican Republic), Sao Paulo (Brazil), Tokyo (Japan).

It has 25 rooms for congresses and conventions ranging from 1,087 ft² (101 m²) to 32,108 ft² (2,983 m²), with simultaneous maximum capacity for 42,957 people; its largest area can receive up to 7,390 attendees.

Expo Santa Fe: Located in the Santa Fe financial district, this venue is third in the city in terms of number of events hosted, with 348,750 ft² (32,400 m²) of divisible space in three rooms for exhibitions, as well as an outdoor area of 55,165 ft² (5,125 m²). There are seven salons that add up to 60,364 ft² (5,608 m²) of space for congresses and conventions; the largest has 19,827 ft² (1,842 m²) with a capacity for 1,980 people. It should be mentioned that it can be divided in up to 20 separate areas.

CDMX also has numerous alternative venues for events. **Expo Reforma**, located a few steps from the emblematic Paseo de la Reforma Avenue, offers four rooms with a total of 36,482 ft² (3,390 m²). The **Blackberry Auditorium**, located in the exclusive Condesa neighborhood, has an innovative architectural design and is ideal for concerts and shows, fitting just over 2,000 attendees and offering 13,627 ft² (1,266 m²) of space for exhibitions and other events.

■ **WHAT TO DO.** Due to its magnitude the city is divided by neighborhoods or “colonias,” which also makes it easier for groups to explore it effectively. Each one has restaurants, bars, hotels, shops, museums (note: CDMX is second only to London when it comes to museums) and other attractions.

The starting point for a group tour is the city's historic center, a UNESCO World Heritage Site with attractions such as the Zócalo (the city's main square), the National Palace, the Palace of Fine Arts, the Metropolitan Cathedral, Garibaldi Square, and the ruins of the Templo Mayor, where the Mexicas settled. Paseo de la Reforma is an avenue that crosses three important “colonias”—Zona Rosa, Juarez, and Chapultepec, home to the National Museum of Anthropology and the Chapultepec Forest and its historic castle.

The two most popular “colonias” are to the south: Roma and La Condesa, where groups will find pleasant parks, cafés, and a variety of restaurants that are ideal for dine-around programs. These neighborhoods also have a very active nightlife in their bars and pubs, perfect for letting off some steam after a day of meetings. Farther north lies the financial district of Polanco, with luxury shops and restaurants, as well as the attractive Museo Soumaya; and even farther north is the Basílica of Guadalupe, a must. Coyoacan, home to the mythical Museum of Frida Kahlo—a favorite of groups—, offers them a festive atmosphere thanks to the live music in its squares.

There are two UNESCO World Heritage sites worth a visit for pre- or post-event day trips. Teotihuacan lies northeast of the city, an archaeological complex that includes the Temple of Quetzalcoatl, the Pyramid of the Moon, and the Pyramid of the Sun, as well as the Museum of Teotihuacan Culture. Planners might also consider schedul-



ing a tour to Xochimilco to the south: a group of canals where visitors can hop on a flat-bottomed boat—or “trajinera”—as they are serenaded by mariachi music.

For more area hotels and convention facilities, please visit our website at: [meetingsalliance.com](http://www.meetingsalliance.com)

STATE OF JALISCO

► Guadalajara

Guadalajara, or “La Perla Tapatía,” is the second largest metropolis in the country. This is the land of tequila and mariachi, with a full service infrastructure for congresses and conventions. Although parts of it still retain a provincial air, Guadalajara is very much a modern city. It is the technological capital of Mexico and the main software producer in the country, plus it manufactures a great deal of electronic and technological products. This makes the state of Jalisco the main exporter of technological products and services in Mexico, providing it with a stable economy. Other strengths of the state are manifested in education—it's home to more than a dozen universities—as well as agriculture, livestock and forestry.

■ **WHERE TO STAY.** New hotels open almost yearly in Guadalajara; at least seven resorts will be inaugurated between 2019 and 2020, adding to the wide range of accommodations in the destination. One of the newest projects is the Midtown Jalisco commercial complex, which opened in December

2018 in the financial district of Guadalajara, near Expo Guadalajara. Located within a 27-story building—one of the tallest, with panoramic views of the city—the complex's many services and facilities include the new 4-star Hilton Guadalajara Midtown, with 225 rooms. The hotel offers 10 modern multifunctional meeting rooms able to fit 670 people; the largest room has 6,027 ft² (560 m²).

The Gran Turismo-category Fiesta Americana Guadalajara Country Club has received AAA's 4 Diamonds for 10 years straight. Besides offering 207 rooms, the resort is adjacent to the Guadalajara Country Club golf course and is a 100% smoke-free space. It's able to fit 450 people, with several halls, meeting rooms and a business center.

■ **WHERE TO MEET.** **Expo Guadalajara:** This is the largest venue of the destination and second in terms of hosting events nationwide. Its facilities are made up of three mega-rooms, each with their respective lobby, an events room, a space for runway shows, four smaller meeting rooms, two business centers, a terrace, an exhibition forum, and an open-air exhibition area with 128,434 ft² (11,932 m²) of space. The Jalisco Room is the largest space, with 274,178 ft² (25,472 m²) and five rooms with continuous floor space, followed by the Mexico Room with 240,185 ft² (22,314 m²) of multifunctional space. The Guadalajara Room has the largest, column-free carpeted space in Mexico, with 141,470 ft² (13,143 m²).

Palace of Culture and Congresses (PALCCO): U Located in the metropolitan area of Guadalajara, it offers a total exhibition space of 581,251 ft² (54,000 m²). The venue's complex architectural design includes spaces for congresses and conventions as well as three theaters, a music and dance, and a radio and television museum.

Guadalajara also has a considerable number of alternative venues for meetings and events. Among them are the **Conjunto de Artes Escénicas (CAE)**, **El Refugio Cultural Center**, the **Degollado Theater** and **Hospicio Cabañas**, a UNESCO World Heritage Site.

■ **WHAT TO DO.** Guadalajara offers plenty of daytime and nighttime entertainment for groups. Event planners will find art, music, culture, shopping, entertainment, festivals and sports among the city's attractions, but one must-do is an outing to try the traditional sandwiches called "tortas ahogadas."

Incentive trips to the outskirts of Guadalajara should include visit to the Magical Town of Tequila, also a UNESCO World Heritage Site. This "Agave Landscape and the Ancient Tequila Industrial Facilities," as it's called by UNESCO, is the star of the new Tequila Route, which traverses seven other towns. In Tequila per se, a variety of tours allow groups to learn about the town's colonial and pre-Hispanic background, as well as the tequila-making process (tequila tastings can make for an ideal setting for an executive event). There are hotels, restaurants, and events scheduled in town throughout the year.

Pre- and post-event day trips can include a visit to the immense Lake Chapala, just an hour away, which



is surrounded by mountains home to myriad birds and other species. Visitors wanting a respite from the bustle of Guadalajara can walk along its jetty or visit the Isla de los Alacranes (Scorpion Island).

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

STATE OF GUANAJUATO

► Guanajuato

Guanajuato, capital of the state bearing the same name, has been recognized as a UNESCO Cultural Heritage Site since 1988. Its worldwide fame is partly due to the Museum of the Mummies, as well as the excellent quality of leather goods manufactured here; indeed, tourism and commerce are its main economic activities. At the state level, its economic strength lies in the textile and automotive sectors—Guanajuato has five assembly plants, making it the nation's leader. The state is also a main academic center, with 25 universities.

■ **WHERE TO STAY.** Planners will find the prevailing trend in Guanajuato in accommodations is boutique and traditional colonial hotels housed in old buildings such as houses and haciendas, although there are also a handful of modern hotels with national and international brands.

The 5-star Camino Real Guanajuato, set in the former Hacienda of San Francisco Javier dating back to the 17th century, is emblematic of the Camino Real brand. Its spaces for groups and

AT-A-GLANCE

CDMX

► CONVENTION CENTERS

WTC International Exhibition and Convention Center • Citibanamex Center
Expo Santa Fe

► AIRPORT

Mexico City International Airport (MEX)

► TYPE OF DESTINATION

City • Colonial • Adventure • Gastronomy

► **NUMBER OF HOTEL ROOMS 4★ AND ABOVE**
30,400

► CVB CONTACT

www.fmpt.cdmx.gob.mx

Giovanny Melgar Hernández

Director of Congresses and Conventions
giovanny.melgar@fmpt.cdmx.gob.mx

WHAT'S NEW

CDMX

Ritz-Carlton Mexico City (2019)

Hard Rock Hotel Ciudad de México (TBD)

AT-A-GLANCE**GUADALAJARA**► **CONVENTION CENTERS**

Expo Guadalajara • Palace of Culture and Congresses (PALCCO)

► **AIRPORT**

Guadalajara International Airport (GDL)

► **TYPE OF DESTINATION**

City • Colonial • Cultural • Gastronomy

► **NUMBER OF HOTEL ROOMS 4★ AND ABOVE**
15,000

► **CVB CONTACT**

www.guadalajaramidestino.com

Gustavo Staufert Buclon

Executive Director
gustavosb@gdlmidestino.com

Ligia González

Business Manager
ligia.gonzalez@gdlmidestino.com

GUANAJUATO► **CONVENTION CENTER**

Guanajuato Convention Center

► **AIRPORT**

Guanajuato International Airport (BJX)

► **TYPE OF DESTINATION**

Colonial • Cultural • Gastronomy

► **NUMBER OF HOTEL ROOMS 4★ AND ABOVE**
1,456

► **CVB CONTACT**

www.gtomeconquista.com/ocv-guanajuato

María Teresa Domínguez Silva

General Director
ocvguanajuato50@gmail.com
mariteredmz@hotmail.com

Raúl Jaramillo

Meeting Tourism Coordinator
ventas@grupominero.com

WHAT'S NEW**GUADALAJARA**

Aloft Guadalajara Punto Sur (2019)
Hotel Thompson (2019-2020)
Hotel Indigo Andares (2019-2020)
JW Marriott Hotel (2019-2020)
Candlewood Suites (2019-2020)
Hotel Hotsson (2019-2020)
Fiesta Inn Aeropuerto (2019-2020)



events include three rooms for events—the largest can fit 450 people—as well as a terrace and an executive lounge for private corporate meetings, which together add more than 12,163 ft² (1,130 m²).

The Quinta Las Acacias boutique hotel, built in a 19th-century mansion that has been restored and converted into a luxurious, AAA 4-Diamond property, is an elegant space for a meeting of 35 people or a banquet for 80.

■ **WHERE TO MEET.** **Guanajuato Convention Center:** Equipped with hi-tech features and a sophisticated communications, projection and audiovisual system, this venue has six rooms with different capacities, available for small meetings of 50 people or large congresses for 2,000 attendees.

The **State Auditorium** is one of the most modern alternative venues, with a maximum capacity for 1,800 guests and an adjoining room for meetings of up to 130. The **Teatro de Minas** can welcome up to 400 guests in an Italian-themed stage; other theaters for conferences include **Teatro Juárez**, **Teatro Cervantes** and **Teatro Principal**. For larger cocktail parties and banquets, Guanajuato has a variety of restored old haciendas, such as the **Hacienda Antigua de Dolores**, the **Ex Hacienda de San Gabriel de la Barrera** and the **Mina Guadalupe**, to name a few.

■ **WHAT TO DO.** Guanajuato is a Magical Town with unparalleled historical and architectural riches. Among the city tours for groups is a visit to the Museum of the Mummies of Guanajuato, the Pipila Monument—offering the best views of the city—and the Museum of the Holy Inquisition. The local

gastronomy enhances the destination; to explore its traditional cuisine, visitors only need to walk its underground streets, an ideal area for a dine-around program. The popular “callejoneadas”—beloved of groups—are walking tours following the lively “estudiantinas,” groups interpreting traditional Mexican music, as they wind their way through the main alleys of the city such as the Callejón del Beso or the Alhóndiga de Granaditas.

The city also hosts incredible annual festivals, such as the Madonnari Festival, the Medieval Festival, and the Guanajuato International Film Festival. However, the main event is the International Cervantino Festival: culturally speaking it's the most important event in Latin America and takes place in October.

Day trips to communities surrounding the capital before or after events can include the Wine Circuit, Tequila Circuit, a tour through one of various archaeological sites or a trip along the route to see the giant Christ at the top of the Cerro del Cubilete.

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► **Leon**

Leon is an important metropolis of 1.5 million inhabitants located in the macro region of the industrial corridor dubbed the “Diamond of Mexico.” It is considered the economic, social, and educational

center of the Bajío region, with continuous growth in several industries: automotive and auto parts, footwear and leather goods, specialized medical care and diagnostics, higher education and research, and meetings tourism. In fact, it ranks fifth in the nation in the latter, with about 30 percent of its visitors linked to this segment.

■ **WHERE TO STAY.** Leon's hotel infrastructure expands as healthily as its industries, with more than 100 hotels —national and international chains— offering more than 8,800 rooms in all categories. The Silao corridor adds an additional 16 hotels and 1,200 rooms.

One of the favorite hotels for event organizers is the 4-star Courtyard by Marriott at The Poliforum, which is directly connected to the Poliforum venue. The hotel has 140 rooms and a total of 1,646 ft² (153 m²) split among three event halls (the largest space can receive up to 110 people).

HS Hotsson Hotel Leon is a 5-star property with 221 comfortable rooms and is a member of Preferred Hotels & Resorts. Part of the local Hotsson chain, the AAA 4-Diamond hotel has seven meeting rooms equipped with state-of-the-art technology for business travelers, as well as garden areas able to welcome 1,200 people.

■ **WHERE TO MEET.** Poliforum Leon: Its world-class facilities can host congresses, conventions, fairs, exhibitions, and social and business events in its

452,084 ft² (42,000 m²) of space and multifunctional areas. It can receive up to 24,000 attendees in auditorium-type assembly, with 129,166 ft² (12,000 m²) of specialized space for congresses and conventions and rooms that can welcome from 10 to 5,000 people in the same floor. Its exhibition area covers 236,806 ft² (22,000 m²) divided into five rooms with specialized services. It lies within the Conjunto Poliforum, a business, culture, and entertainment complex strategically located in the hotel zone just five minutes away from the historic center.

Conjunto Poliforum is unique in Latin America, with 67 hectares and several venues for events: the **Velaria de la Feria**, with 161,458 ft² (15,000 m²), is ideal for massive shows for 25,000 people; the **Entertainment Center** can host conferences for 6,928 attendees; the Explora Park kiosk offers 48,437 ft² (4,500 m²) outdoors for social and cultural events, and the Foro del Lago can host 2,200—just some of the spaces in this mega development.

■ **WHAT TO DO.** The annual International Balloon Festival (FIG) is one of the most important events in Leon. Taking place in November, it's ideal as part of an incentive travel itinerary that can take groups on an aerial tour to see the city from above. El Bajío Aquarium, the third largest in Mexico with 10,000 specimens of more than 300 species, is another option with a friendly atmosphere for group activities.

Centro citi**banamex**

- More than...**
- ▶ **12,800** events held
 - ▶ **35 million** visitors
 - ▶ **105 million** m² used
 - ▶ **8.6 million** meals over the last 17 years

Venue operated by **REMEX**
Contact us!

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Phone: +52 55 5268 2000
Website: www.centrocitibanamex.com

Location: Conscripto #311, Lomas de Sotelo, 11200, Del. Miguel Hidalgo, CDMX



Exhibitions



Corporate



Congresses
and Conventions



Social

We create **"Mexico Congress City"**

We are the first venue in Mexico to have achieved
Earthcheck Gold Certification

We host the largest International
Medical Congress.
"World AIDS Congress"
(26,000 people)

First Exhibition in the country with **more than
60,000 m²**

Graduation of law students with more than
5,250 people.
The biggest of its kind in Mexico City!

We've parked **more than 28,000 cars in 2 days.**



AT-A-GLANCE**LEON****► CONVENTION CENTER**

Leon Poliforum

► AIRPORT

Guanajuato International Airport (BJX)

► TYPE OF DESTINATION

Colonial • Cultural

► NUMBER OF HOTEL ROOMS 4★ AND ABOVE

+3,000

► CVB CONTACTwww.leon-mexico.com**Ana María Valenzuela Gómez**

Executive Director

ana.valenzuela@ocvleon.com**Yazmín de Jesús Quiroz López**

Events Director

yazmin.quiroz@ocvleon.com**SAN MIGUEL DE ALLENDE****► CONVENTION CENTER**

La Casona de San Miguel

► AIRPORT

Guanajuato International Airport (BJX)

Queretaro International Airport (QRO)

Mexico City International Airport (MEX)

► TYPE OF DESTINATION

Colonial • Cultural • Gastronomy

► NUMBER OF HOTEL ROOMS 4★ AND ABOVE

1,556

► CVB CONTACTwww.visitsanmiguel.travel**Laura Torres Septien-Torres**

President

laura.torres.septien@gmail.com**Salvador Fideanda**

Meeting Coordinator

salvador@visitsanmiguel.travel**WHAT'S NEW****LEON**

Hyatt Place Leon (2019)

Hilton Garden Inn (2019)

Fiesta America Grand (2019)

SAN MIGUEL DE ALLENDE

Hotel Matilda (Renovation 2019)

Marriott Hotel San Miguel de Allende (2020)

The **Conjunto Poliforum** has the Cultural Forum Guanajuato, with pleasant spaces for art-loving groups such as the Bicentennial Theater with its musical shows and the Museum of Art and History of Guanajuato, home to the Greek Canon and its 33 sculptures, among other outstanding exhibitions.

Zona Piel is the ideal place to go shopping before or after meetings to discover why Leon is world-famous for leather apparel and footwear.

The city's international cuisine is notable, with luxury restaurants in the Historic Center and the countryside; a must for visitors is a taste of Leon's famous "guacamaya" sandwiches.

For more area hotels and convention facilities, please visit our website at: [meetingsalliance.com](http://www.meetingsalliance.com)

► San Miguel de Allende

The Magical Town of San Miguel Allende continues to shine for its colonial architecture and generous cultural contribution, which helped it earn the crown of UNESCO Cultural Heritage of Humanity in 2008 and for which it was selected as a 2019 American Cultural Capital by the International Bureau of Cultural Capitals. Its worldwide tourism growth continues thanks to a multicultural community that brings together more than 60 nationalities and a great variety of plastic and scenic arts. Indeed, its economic drivers are tourism, followed by trade and —on a smaller scale— agriculture, electricity production and manufacturing. It is an excellent destination for small high-level meetings or incentive trips.

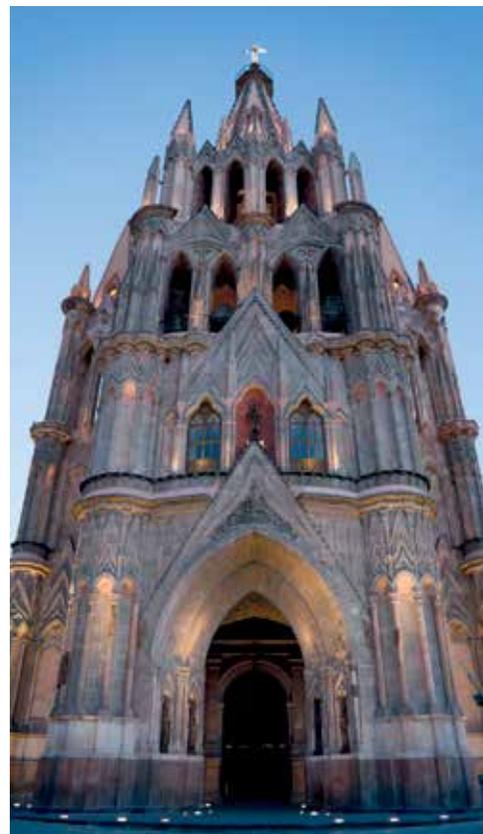
■ **WHERE TO STAY.** Throughout the city there are 144 hotels, 50 percent of which are 4-star and 5-star properties that range from small boutique hotels in restored classic buildings to well-known brands that bring their own style to the forefront without losing the essence of San Miguel.

The Live Aqua Urban Resort San Miguel de Allende, which opened in November 2018, came with the nickname of "most chic hotel." Also new is the Hotel Casa Blanca 7, recaptures the past which in its 10 extraordinary suites that exceed demanding standards. The Hotel Amparo, a delightful jewel for lovers of detail, is ideal for private meetings or festive events for 150 guests. The three hotels are located in the heart of the city.

■ **WHERE TO MEET.** La Casona de San Miguel: This is the largest space in the destination, with 6,243 ft² (580 m²) of exhibition space and 16,792 ft² (1,560 m²) of meeting space for 1,500 guests. The Hotel la Casona is adjacent, with another hotel being planned nearby.

Among alternative venues are the Allende Institute, the Ignacio Ramírez Cultural Center, the Municipal Palace, the Casa de Europa, and the Angela Peralta Theater.

■ **WHAT TO DO.** A colonial, architectural, cultural and religious destination, San Miguel de Allende's main



attraction in the Parish of San Miguel Arcángel. The Sanctuary of Jesus Nazareno de Atotonilco is another beautiful area with boutique hotels, and thermal waters where groups can relax post-convention. DMCs in the city are available for day trips to the vineyards of Cuna de Tierra, San José La Vista or Toyán, which is 15 minutes away from the city's historical center and can host dinners and pairings for anywhere between 10 to 500 people.

The San Miguel Adventure Park has activities that can be integrated into a team-building program, such as ziplining, suspension bridge, ATVs, rappelling, and spectacular hot air balloon flights to see the city from above. Another great option to learn more about the destination is the tram tour, which takes groups to its most emblematic places, such as the viewpoint of the city and Benito Juárez Park.

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STATE OF PUEBLA**► Puebla**

Besides being renowned for its "mole poblano" sauce, Puebla is recognized for its place as the second largest automotive producer in the country, with top names such as Volkswagen and Audi, among others, and for being second in Mexico



with the largest number of private and public universities. Its economy is spurred by a wide variety of industries: metalworking, chemistry, plastics, textiles and clothing, furniture, agroindustry, medical services and information technology, among others. The state is home to 18 industrial and/or science/tech parks.

■ **WHERE TO STAY.** Hotels in Puebla are mainly small boutique hotels and medium-sized luxury hotels. In the medium category is the Fiesta Inn Puebla Finsa, which offers an event space for up to 800 people.

The recently inaugurated Rosewood Puebla has reinforced the destination's luxury hotel offerings. The prestigious Rosewood brand has been inspired by the cultural richness of the colonial city to create the resort, where meetings can be organized in 4,949 m² (53,270 ft²) of interior spaces divided among four meeting rooms, in addition to 594 m² (6,404 ft²) of outdoor spaces in its patios and terraces.

Built in a remodeled house from the 18th century, the Cartesian Hotel offers 78 rooms that take event attendees back to another era, with the addition of modern and sophisticated amenities. Its innovative facilities and unbeatable location in the city's historic center make it a great option for small meetings, executive sessions or other celebrations.

■ **WHERE TO MEET.** Puebla Exhibitor and Convention Center: Among its extensive facilities, the center offers 40,000 m² (430,556 ft²) of exhibition space and 55,972 ft² (5,200 m²) of meeting and

convention space. It is one of the venues with the most activity per year in all of Mexico.

William O. Jenkins Puebla Convention Center: Located in the historic center, it has 49,675 ft² (4,615 m²) of exhibition space and 48,857 ft² (4,539 m²) of meeting and convention space.

Alternative meeting venues include the **Cholula Center**, located in the Magical Town of Cholula. This ultra-modern convention center has 86,111 ft² (8,000m²) of meeting and exhibition space with capacity for 14,000 people.

■ **WHAT TO DO.** The City of Puebla has been a UNESCO World Heritage Site since 1987, thanks to its 2,600 buildings protected by the organization. Its central square layout is perfect for walking tours before or after an event. To appreciate the city from another perspective, groups can take Puebla's aerial tramway or board La Estrella de Puebla, a Ferris wheel with 262 feet in height. At dinnertime there are three can't-miss dishes that need to be on every event menu: a dish with "mole poblano" sauce, the decorative and tasty "chiles en nogada," and the prehispanic dish "mole de caderas," a traditional dish made with goat meat.

A tour to the Ex Hacienda de Chautla can be an excellent pre- or post-meeting day trip or team-building activity. This 148-acre (60-ha) retreat is just 45 minutes away from the city and offers sport fishing, camping, zip lining, kayaking, and a luxury hotel, as well. Groups can also be scheduled to visit the Tehuacán Biosphere Reserve, recently named a World Heritage Site by UNESCO in 2018. Just

AT-A-GLANCE

PUEBLA

► CONVENTION CENTERS

Puebla Convention and Exhibition Center
Puebla William O. Jenkins Convention Center

► AIRPORT

Puebla International Airport (PBC)

► TYPE OF DESTINATION

Colonial • Cultural • Ecotourism
Gastronomy

► NUMBER OF HOTEL ROOMS 4★ AND ABOVE

6,060

► CVB CONTACT

www.convencionespuebla.mx

Paola Blancas

Bids and Events Manager
paola.blancas@expo-puebla.com
postulaciones@expo-puebla.com

WHAT'S NEW

PUEBLA

Hampton Puebla (2019)
Fiesta Inn Parque Puebla (2019)
Fiesta Inn Explanada (2019)
Marriott Puebla (Renovation 2019)
Presidente Intercontinental (Ren. 2019)
Coutyur by Marriott (Renovation 2019)
Wyndham Puebla (2019-2020)



AT-A-GLANCE

QUERETARO

► CONVENTION CENTER

Queretaro Convention Center

► AIRPORT

Queretaro Intercontinental Airport (QRO)

► TYPE OF DESTINATION

Colonial • Cultural • Ecotourism
Gastronomy

► NUMBER OF HOTEL ROOMS 4★ AND ABOVE
5,735

► CVB CONTACT

www.queretaro.travel

David Trejo Ramírez

Meetings Tourism Logistics Manager
dtrejor@queretaro.gob.mx

Deneb Lucía Falcón Ledesma

Meetings Tourism Promotion Manager
dfalcon@queretaro.gob.mx

Alfonso López

Tourism Marketing
alopezm@queretaro.gob.mx

WHAT'S NEW

QUERETARO

Aloft Queretaro (2019)

20 minutes from Puebla's historic center lies the Archaeological Zone of Cholula, which boasts the largest pyramidal base in the world with the shrine of Our Lady of Remedies perched on the top. Next to it is the Regional Museum of Cholula, where they project ancestral stories via video mapping. Another option for groups and incentives is the Sierra Magica Route, which runs through mountain villages where visitors can enjoy handicrafts, culture, gastronomy, and ecotourism.

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STATE OF QUERETARO

► Queretaro

The State of Queretaro is the most important aeronautical cluster in the country; it's also relevant in other industries such as biotechnology, household appliances, information technology, and automotive. Queretaro is home to 22 industrial parks and more than 1,000 companies with foreign capital, and also houses more than 55 universities and 45 research and development centers. Meetings tourism has 699,654 ft² (65,000 m²) of event space, most of which is in the capital, Santiago de Queretaro, that offers visitors history with a modern and avant-garde lifestyle.

■ **WHERE TO STAY.** Queretaro is home to a variety of hotels, from modern resorts with prestigious brands to boutique hotels in colonial haciendas and remodeled colonial buildings. The 5-star hotel Queretaro Juriquilla has 196 rooms and focuses on events; one of its 15 halls is the destination's largest located in a hotel with 24,757 ft² (2,300 m²). Another 5-star property suitable for event organizers looking for something different is Real de Minas Tradiciones, which offers 199 rooms and 19 meeting rooms, including the second largest within a resort in Queretaro, with 17,761 ft² (1,650 m²) of space.

■ **WHERE TO MEET.** Queretaro Convention Center: Built to the highest international standards on an area of 344,445 ft² (32,000 m²), this facility offers an exhibition floor with 69,427 ft² (6,450 m²) of divisible space in four rooms, as well as 43,281 ft² (4,021 m²) of space for conventions distributed in 10 different rooms. It also has 91,880 ft² (8,536 m²) of public areas that include five lobbies and two terraces, among other spaces and services, not to mention a three-runway heliport. Attached to the QCC is the **Metropolitan Theater**, a good venue for plenary sessions of up to 1,335 people.

There are plenty of alternative venues with architectural beauty and historical value in Queretaro. The **Josefa Ortiz de Domínguez Auditorium** can receive up to 4,700 people; the **Industrial Club of Queretaro** has 10 high-tech rooms in 107,639 ft² (10,000 m²), of which the largest can welcome 400 people; the **Manuel Gómez Morín Educational**

and Cultural Center of the State has a capacity for up to 3,000 people in different areas and halls; and formal events are a hit in the historical Teatro de la República, which can fit 400.

■ **WHAT TO DO.** The best way for groups to start exploring Santiago de Queretaro's historic center, a UNESCO Cultural Patrimony of Humanity since 1996, is a walking tour or a tram tour to take in its colonial architecture, baroque buildings, museums, and crafts. The city also offers Segway tours, a fun way to get to know the historic center.

There are several routes established in the communities surrounding the capital that are apt for pre- or post-congress tours and incentive trips. Visitors can take hot air balloon rides during the Cheese and Wine Route in the Magical Town of Tequisquiapan; there's the Route of the Sierra Gorda, a Biosphere Reserve; and the Route of the Haciendas that goes along the Camino Real de Tierra Adentro, now a Cultural Heritage of Humanity. There's also the Semidesert Route, which passes through an area declared as Intangible Heritage of Humanity for its intangible values as well as its customs, which includes the Magical Town of Bernal, home to La Peña, the third largest monolith in the world. Finally, there's the Religious Route, which reveals a legacy of customs and sacred buildings.

Queretaro has much to offer meeting planners, including other Magical Towns, golf courses, polo fields, a ski yacht club, ecological camps and archaeological sites, as well as its fine gastronomy and the nightlife in the capital.

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STATE OF SAN LUIS POTOSI

► San Luis Potosi

The homonymous capital of the state of San Luis Potosi houses the best hotels and rooms. Despite the growth in the hotel and restaurant sectors, its metallurgical, mining and automobile industries continue to dominate as the state's main economic engines. At least three new industrial parks opened in 2018, upping the count to more than 20.

■ **WHERE TO STAY.** San Luis Potosi is an attractive city for doing business —so much so that 75 percent of those using its airport are business travelers. This segment is so important to the destination



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AT-A-GLANCE

SAN LUIS POTOSI

► CONVENTION CENTERS

San Luis Potosi Convention Center
Potosino Convention Center
University Cultural Center

► AIRPORT

San Luis Potosi International Airport (SLP)

► TYPE OF DESTINATION

Colonial • Cultural • Ecotourism
Gastronomy

► NUMBER OF HOTEL ROOMS 4★ AND ABOVE

3,520

► CVB CONTACT

www.visitasanluispotosi.com/occ

Imelda Salazar

Convention and Meetings Bids
isalazar@visitasanluispotosi.com

Erika Quintero

Counseling and Site Logistics
equintero@visitasanluispotosi.com

WHAT'S NEW

SAN LUIS POTOSI

HHampton Inn San Luis Potosi Hotel (2019)
Farfield by Marriott (2019)
Hotel Boutique SLP (2019)
Holiday Inn Quijote (Expansion: 2019)
Holiday Inn Express (Expansion: 2019)
Fiesta Americana (2019)
City Center, formerly Hotel Progreso (2019)
Hotel Plaza Mexico (2020)
Ankara Suites (2020)

that both sophisticated boutique hotels and the modern, 5-star complexes have elegant and modern meeting rooms and business centers. Sixteen new hotels are slated to open throughout the state through 2020.

■ **WHERE TO MEET.** **San Luis Potosi Convention Center:** This immense venue has 484,375 ft² (45,000 m²) of surface space on three levels with 30 meeting rooms of different proportions. It has an exhibition floor with 97,379 ft² (9,046 m²) of space, divisible into four meeting rooms, and a convention floor of 49,513 ft² (4,600 m²) distributed among 26 areas. In addition, it has 118,575 ft² (11,016 m²) of public space between its three lobbies and two terraces. It is located 25 minutes from the airport and 10 minutes from the hotel zone and the historical center.

Centro Potosino de Convenciones: This neoclassical-style venue is able to receive 250 people in its main hall and has four additional meeting rooms, each able to welcome 50 people.

University Cultural Center: The site has a theater with capacity for 1,368 people, 13 work rooms, and a lobby with more than 6,996 ft² (650 m²) of exhibition space.

San Luis Potosi also has a wide variety of alternate venues with different capacities and conditions that can be adapted to different types of events. **The Domo of San Luis** is an entertainment center for up to 11,000 attendees. The historical monument of the old penitentiary, now the city's **Arts Center**, offers open spaces for up to 5,000 attendees (guided tours are also available). The neoclassical **Teatro de la Paz**, available for 1,315 guests, is located in the historic center. The headquarters of the **Potosina National Fair** has several

areas, each with a capacity of 5,000. The **Labyrinth Museum of Science and the Arts** is a cultural space and social meeting point that offers an outdoor forum for up to 500 people, plus various areas for meetings of between 100 and 350 people.

■ **WHAT TO DO.** Groups can enjoy tours of the capital, home to beautiful baroque and neoclassical buildings, mansions and churches, as well as fantastic museums, theaters, and galleries. One example is the Potosi Regional Museum, which houses pre-Hispanic pieces from the Huasteca culture. Options for incentive trips are plentiful. To the north in the Altiplano region lies the Magical Town Real de Catorce. To the east, groups can explore the Grutas de la Catedral in Rio Verde. Further to the east lies the Huasteca region, without a doubt the one with the most attractions: this is home to the Tamul waterfall, the Cave of Swallows, the Sierra Gorda, Xilitla, the fantastical Edward James sculpture garden, and the Tamtoc archaeological site.

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STATE OF ZACATECAS

► Zacatecas

The State of Zacatecas is quintessentially a mining site—it has large deposits of silver and other minerals, though agriculture, livestock, and tourism feature among its main productive activities. Other sectors such as forestry, manufacturing, and trade



also contribute to its economic development. Its cultural and natural attractions are great options for incentive trips and ecotourism.

■ **WHERE TO STAY.** Its colonial buildings house several hotels in remodeled properties, but there are also hotel chains that have built modern hotels in new structures. In the area of the Convention Center planners will find the 5-star Fiesta Inn Zacatecas, Hampton Inn by Hilton, and Spa Hacienda Baruk, while the downtown area is home to the new Zacatecas Curio by Hilton, Hotel Emporio Zacatecas and the Casa Torres Hotel, both also part of the destination's 5-star accommodations.

■ **WHERE TO MEET. Zacatecas Convention Palace:** Built with the environment in mind, the Palace has a main hall with 4,850 m² (52,204 ft²) of divisible space in five or 13 meeting rooms for simultaneous events. A lobby of 14,531 ft² (1,350 m²) can be divided into 28 meeting rooms. In addition, it has a business center with 3,659 ft² (340 m²) and 26 carpeted meeting rooms.

Zacatecas Trade Fair and Exhibitions Center: This is the largest venue in the city, with 172,222 ft² (16,000 m²) for exhibitions, with 22 rooms and spaces for events.

■ **WHAT TO DO.** The Historic Center of Zacatecas is a UNESCO World Heritage Site thanks to its architectural, historical, and cultural wealth, ideal for groups to experience during a guided walking

tour to take in its buildings dating from the 16th to the 20th centuries. Another way to get to know the city is by taking a tour of the remodeled cableway, the first in Mexico, which connects (along 2,132 feet) the La Bufa hill with El Grillo hill, home to the Eden mine—one of the most popular attractions of the destination.

The Camino Real de Tierra Adentro is another UNESCO World Heritage attraction in Zacatecas. It's also a good pre- or post-meeting excursion for groups of 10, lasting three hours and operated by the Río Grande DMC. Of the five Magical Towns of Zacatecas, the closest to the capital is Jerez de García de Salinas, which lends itself to a day tour where groups can enjoy a relaxed provincial atmosphere and admire its neoclassical buildings and its beautiful handicrafts; this tour can be complemented with a visit to the Sierra de Cardos. For a further look into the past, the state has 500 archaeological zones, with Altavista as one of the most famous. It lies south of the Sierra de Órganos National Park, where groups can enjoy ecotourism options such as mountaineering and hiking. Another famous archeological zone is La Quemada, with its Mesoamerican ruins and an on-site museum.

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AT-A-GLANCE

ZACATECAS

► CONVENTION CENTERS

Zacatecas Conventions Palace
Zacatecas Trade Fair and Exhibition Center

► AIRPORT

Zacatecas International Airport (ZCL)

► TYPE OF DESTINATION

Colonial • Cultural • Ecotourism

► NUMBER OF HOTEL ROOMS 4★ AND ABOVE

2,316

► CVB CONTACT

www.zacatecastravel.com

Brenda Sánchez

Director of Congresses and Conventions
bren.burozac@gmail.com

WHAT'S NEW

ZACATECAS

Hyatt Zacatecas (TBD)