

GULF

MEETINGS IN THE GULF OF MEXICO

STATE OF VERACRUZ.

The Gulf of Mexico region is abundant in natural riches: its depths hide several oil deposits, its wet climate and fertile soil make agriculture an important source of income, and its waters are bountiful fishing grounds. Meeting planners will find many attractions along its shores, including history, adventure, culture, gastronomy, sun and sand, and architecture.



STATE OF VERACRUZ

► Veracruz and Boca del Rio

The State of Veracruz has a solid economy founded mainly on agriculture and the management of its many resources—oil, water, and minerals—, underpinned by sectors including livestock, forestry, fishing, the business sector, and maritime transportation. The Port of Veracruz—economically speaking the most important in all of Mexico—and Boca del Rio together offer a sizeable tourism infrastructure that make it doubly attractive to the meetings industry.

■ **WHERE TO STAY.** The Port of Veracruz and Boca del Rio are home to the best hotels in the state, many of them housed in beachfront high rises.

The elegant architecture of the five-star Hotel Emporio Veracruz is sophisticated and classy and offers several meeting rooms with a maximum ca-

capacity of 900 attendees. The DoubleTree by Hilton is a four-star resort with several multifunction rooms for a total of 15,069 ft² (1,400 m²) of meeting space and two rooms built for events with an ocean view.

Camino Real Boca del Rio is a five-star resort with a unique boomerang-shaped design and a contemporary Mexican feel. It has ample meetings and events facilities including six multifunction rooms, among them the Camino Real ballroom that can welcome up to 480 people. Events can be held in the two outdoor gardens, while the beach area can serve up to 800 attendees. The Fiesta Americana Boca del Rio is a four-star hotel that, like others of the same chain around the country, provides on-site services for business travelers. Its proximity to the WTC Veracruz plus its 11 meeting rooms with a maximum capacity of 1,400 people make it an excellent option.

■ **WHERE TO MEET.** World Trade Center Veracruz: Located in Boca del Rio, this venue has an intelligent,



CLIMATE

GULF

Its climate includes humid warm and sub-humid areas, with an annual average temperature of 78°F (23°C). Maximum temps of 89°F (32°C) can occur during April and May, while minimums average around 55°F (13°C) during December and January. Rainy season is usually confined to the summer from June through October, but on the southern border it rains all year. The Atlantic hurricane season extends from June 1st through November 30th.



HOW TO GET HERE

VERACRUZ

Veracruz Int. Airport (VER)
United States: Houston.





cutting-edge design that prioritizes multifunctionality and adaptability for its events. The center offers 221,618 ft² (20,589 m²) of space on a single level, with 12 rooms, four of which have more than 21,527 ft² (2,000 m²) of space. The other eight range from 1,614 ft² (150 m²) to 8,826 ft² (820 m²).

■ **WHAT TO DO.** If you're planning an event for the end of February it will coincide with the traditional Veracruz Carnival—the most vibrant in all of Mexico—and undoubtedly the best time for groups to truly experience festivities, gastronomy, and music in the distinctive “jarocho” style. Both destinations boast several museums, including the Agustín Lara House Museum, the Wax Museum, the City Museum, and the Historic Naval Museum, among others. The two municipalities are separated by the Arroyo Moreno State Natural Reserve, a gorgeous natural attraction for groups to enjoy on a boat tour through its river system. There are

several islands across from Veracruz that are part of the Veracruz Reef System National Park, offering incentive groups a perfect replica of the Mexican Caribbean's crystal-clear waters and white sand.

For day trips, pre- or post event planners might want to look south to Catemaco, famous for its shamans, and its homonymous lagoon—there attendees can enjoy a ritual cleansing ceremony to banish any bad vibes. This is also home to the Nanciyaga Ecological Reserve, where groups can enjoy outdoor activities in the jungle, stay in the rustic cabins, and take a guided tour to discover the magic of the Tuxtlas and the Olmec culture. For more extreme adventure and team building events, consider heading north to the Filobobos River for white water rafting and kayaking.

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

AT-A-GLANCE

VERACRUZ AND BOCA DEL RIO

- ▶ **CONVENTION CENTER**
World Trade Center Veracruz (Boca del Rio)
- ▶ **AIRPORT**
Veracruz International Airport (VER)
- ▶ **TYPE OF DESTINATION**
Colonial • Ecotourism • Adventure • Historic Beach
- ▶ **NUMBER OF HOTEL ROOMS 4★ AND ABOVE**
1,851 (Port of Veracruz)
3,188 (Boca del Rio)
- ▶ **CVB CONTACT**
www.veracruz.mx
Sergio Silva Salmerón
Managing Director for the WTC
ssilva@wtcveracruz.com.mx
Beatriz Castellanos Ortiz
Marketing Manager for the WTC
bcastellanos@wtcveracruz.com.mx