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COUNTRY OF MARVELS Mexico is a postcard country, a series of interpolated pictures of natural views, cosmopolitan cities, colonial places and archeological zones. Every corner of its vast territory offers unique experiences that the traveler treasures on every crossing, and even when he might suppose that he already knows everything the country has to offer, he will always find some novelty in his itinerary, the recipe for a typical dish, a new landscape, or the route that leads to remote settlements.

Traveling through Mexico is full of surprises, although there is a constant, which is its people's passion for service: Mestizo faces and ready smiles that welcome the traveler as an old friend, as eager to share their traditions as to show off the unequaled attractions of their home, their Mexico. And at that moment the magic will have taken hold. The traveler will have been inebriated by a kind of spell that will inevitably make him redirect the compass and plan the next trip, once again – and why not– in Mexican lands.







SUN AND BEACH 

CULTURE 

ADVENTURE AND NATURE 

LUXURY IN MEXICO 

GASTRONOMY 



SUN AND BEACH

Mexico's beaches are unique in the world. Much has to do with their warm climate almost throughout the year and the calm waves of its main vacation centers, as well as the ample supply of tourist services, including hotels, beach clubs and golf courses, combined with top-level service.

The port of Acapulco is a place with tradition that concentrates a variety of hotels and entertainment services, as well as boasting a lively night life. Tourist development is unstoppable, and every year new properties open that make it Mexicans' favorite beach destination.

Also bathed by the waters of the Pacific is the port of Mazatlán, which possesses one of the country's biggest seafronts. Its 19th century Historical Center is very well conserved, providing spaces where restaurants, art galleries and craft shops have set up business. It is also in this port that one of the carnivals with the longest tradition in Mexico takes place in February or March.





In Nuevo Vallarta, Puerto Vallarta and Punta Mita, premium hotels and golf courses have been established which contrasts with nearby villages such as Sayulita, Bucerias and San Blas, of a bohemian nature and with some beaches that are ideal for surfing.

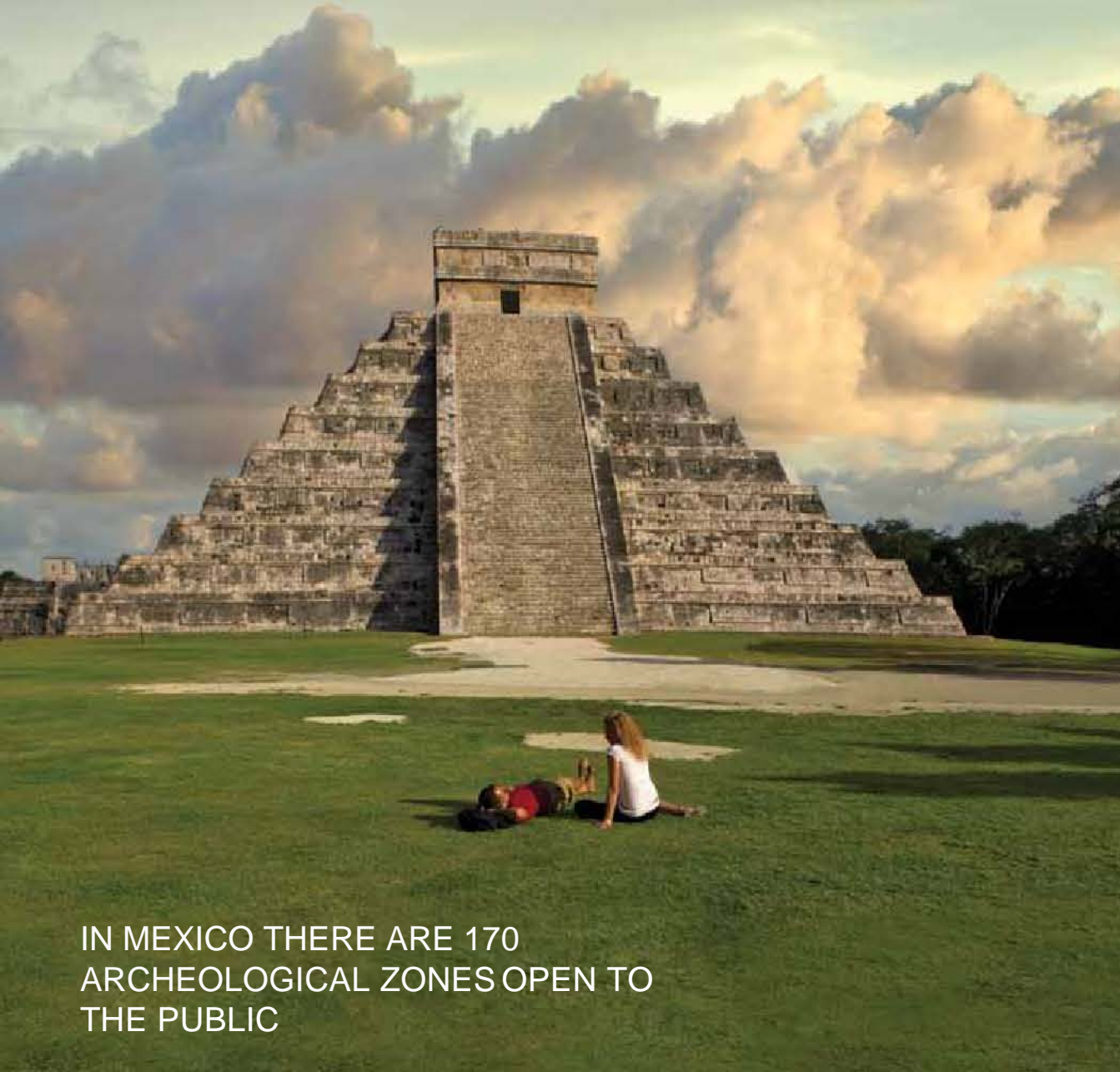
The Caribbean Sea has been the scenario for the flowering of an internationally recognized tourist infrastructure, such as Cancún, Cozumel and the Maya Riviera. In addition to the basic services for travelers, there are aquatic parks, extreme sports activities, community tours of biosphere reserves, such as Sian Ka'an, as well as visits to archeological zones with a view of the sea, such as Tulum.

Oaxaca is characterized by the beauty of Huatulco's nine bays, and beaches such as Puerto Escondido, considered one of the world's preferred destinations for surfing.

Los Cabos, in the Baja California peninsula, is one of the best places for playing golf on courses designed by well-known personalities, such as Jack Nicklaus.



CULTURE



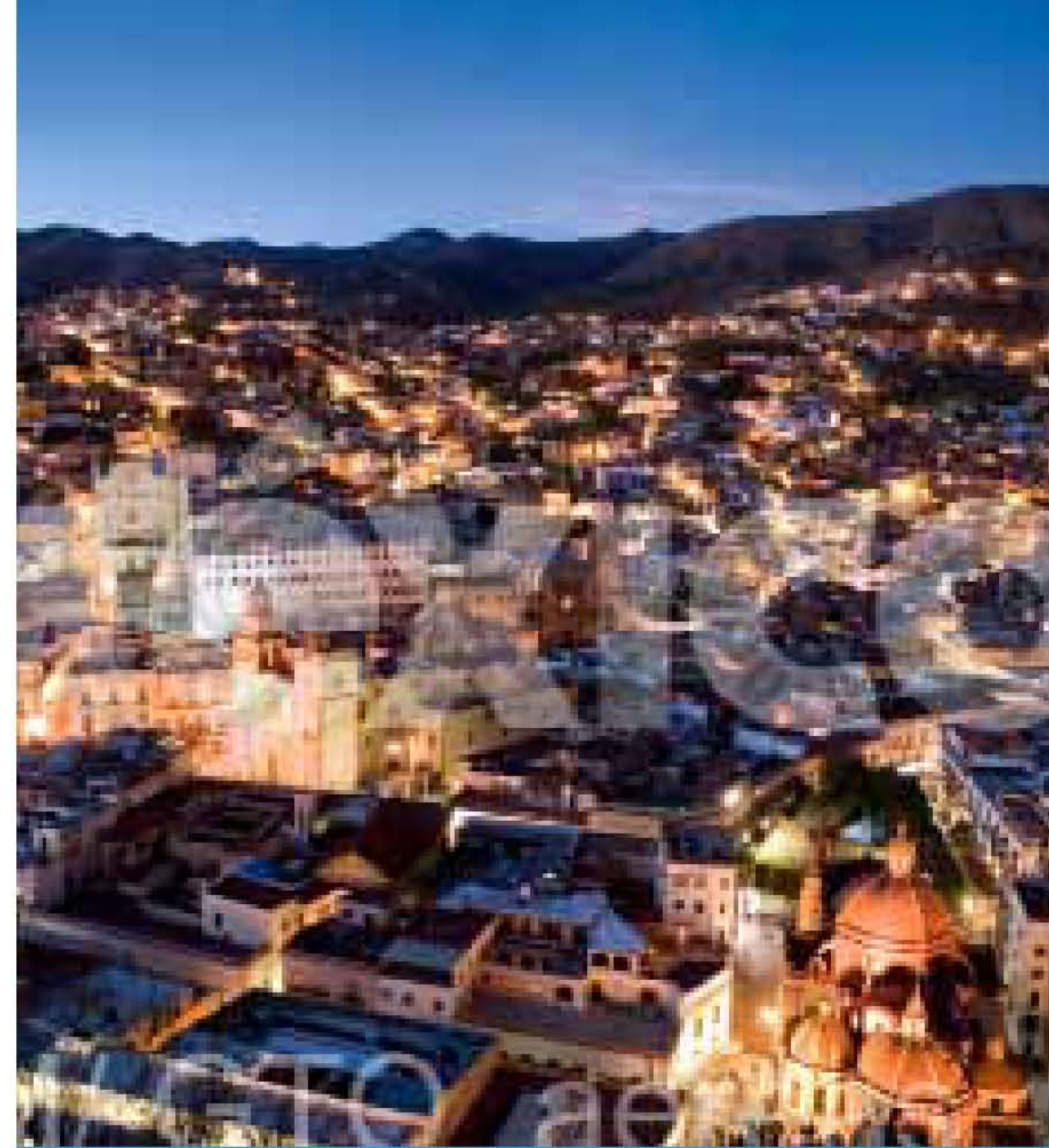
IN MEXICO THERE ARE 170
ARCHEOLOGICAL ZONES OPEN TO
THE PUBLIC

The country is made up of different cultures that create a contemporary Mexico, as rich in its pre-Hispanic past as in its colonial heritage.

Archaeological cities can be found throughout Mexico, an echo of the splendor of age-old cultures such as the Totonac, the Olmec, the Zapotec, the Maya and the Mexica.

Each one gives a particular flavor to the region where they settled. In La Venta Park Museum, in Tabasco, one can appreciate the Olmecs' colossal stone heads; in the so-called City of the Gods, Teotihuacan, the majestic pyramids of the Moon and the Sun rise up.

Palenque and Bonampak, in Chiapas, like Uxmal and Ek Balam, in the Yucatán peninsula, are ancient Maya cities situated in the thickness of the jungle that conserve the beauty of their friezes and constructions of astronomical precision, a fundamental Maya trait. Chichén Itzá is one of the country's most visited archaeological zones and was recently named one of the New Seven Wonders of the Modern World. In addition to its observatory and its characteristic sculpture of the Chac Mool, its iconic building is the Castle or Pyramid of Kukulcán where, during the spring equinox, the shadow of a serpent descends along the staircase, a natural spectacle that has a great impact on travelers.



COLONIAL MEXICO

The arrival of the Spaniards in the 16th century and the establishment of different religious orders such as the Franciscans and Dominicans largely shaped the outline of the cities established during the Colony. Cathedrals, churches with altarpieces covered with gold dust and buildings of neoclassical and baroque architecture formed the style of Guanajuato, San Miguel de Allende, Morelia, Zacatecas and Aguascalientes, also the result of a rich mining boom.

Many of these colonial treasures possess their own identity. The city of Guanajuato is the annual seat of the International Cervantes Festival, the most important artistic event in Latin America, in which the best of theater, dance and music are presented.

Zacatecas is another viceregal city which stands out for the beauty of its pink stone cathedral and its Historical Center framed by the Cerro de la Bufa. Legends of lost loves, betrayals and hidden treasures are immortalized by the folklore of troubadours, storytellers who every night accompany the traditional student music groups that play and sing along the narrow alleys.

The city of Oaxaca has a cultural circuit called Andador de Macedonio Alcalá, which is a walk worth taking to lose oneself in its dozens of galleries of local art, textile shops and colonial buildings. Close by is the archaeological zone of Monte Albán, testimony of Zapotec splendor.

MODERN, COSMOPOLITAN MEXICO

The metropolitan capital has a particular flavor, for it concentrates all of present-day Mexico's cultural and social manifestations. It is also the place where the duality between the pre-Hispanic and the colonial is most appreciated, with tangible testimonies in architecture.

The Plaza Mayor or Zócalo is the setting for the archeological zone of the Templo Mayor, testimony of Mexica splendor and the great Tenochtitlan, which contrasts with viceregal buildings such as the Metropolitan Cathedral. Suffice it to say that the Historical Center has experienced a renaissance since 2001, with the recovery of public spaces and the restoration of historical buildings, of which it is presumed that there are 1,400. Some of these are the Palace of Fine Arts, a work of the Porfirian era and the country's highest house of culture, and the National Museum of Art, located in Manuel Tolsá square, which houses a great collection of Mexican art.

There are also traditional neighborhoods such as Coyoacán and San Ángel, and other very particular ones, such as Xochimilco, also known as the Mexican Venice, with its canals and gardens bordered with vegetation, which can be toured on board *trajineras* or colorful vessels.

Mexico City is one of the cities with the most museums in the world; many of them concentrate the work of Mexican artists such as Frida Kahlo, Diego Rivera, Rufino Tamayo and Manuel Álvarez Bravo. A visit to the National Museum of Anthropology, whose rooms house the most important pieces of pre-Columbian art, will always be very illustrative for travelers.

The capital also has an interesting cultural movement made up of a circuit of galleries in the Roma, Condesa and Polanco neighborhoods, which convert this city into a benchmark with regard to contemporary art.

Paseo de la Reforma is today a corridor full of luxury hotels, the Stock Exchange and the offices of major national and international firms. Its heart is the sculpture of the Angel of Independence. Also noteworthy is the Torre Mayor, the tallest skyscraper in Mexico City.

In the west of the city lies Santa Fe, a corridor with luxury residences, shopping malls, major corporate building such as Calakmul and the



THERE ARE ALMOST 1,600 CULTURAL CENTERS IN THE COUNTRY, MOSTLY CONCENTRATED IN PUEBLA, THE FEDERAL DISTRICT AND OAXACA.





Arcos Towers, a skyscraper known as “The Pants”, which was the first intelligent building in Latin America.

Guadalajara and Monterrey, Mexico’s other two most important cities, have forged their own cultural identity through the holding of art fairs, literature festivals and circuits of galleries of local art.

Guadalajara has architectural jewels such as the Cabañas Cultural Institute, in whose interior the murals of José Clemente Orozco are particularly noteworthy. The Americana neighborhood is an area of art deco architecture in which offices, independent designer boutiques and the city’s most *chic* bars and restaurants have been established.

In addition to being the cradle of mariachi and tequila, Guadalajara is the seat of the International Book Fair, the most important editorial meeting of Ibero-America, which brings together the industry’s professionals and is open to the public in general.

Monterrey, for its part, is prominent for buildings such as the Museum of Contemporary Art of Monterrey, which exhibits interesting works by local artists. Its icon is the Macroplaza, which is surrounded by the Palace of Government, the Metropolitan Cathedral and the Faro de Comercio. One of the places with the greatest tourist attraction is the Paseo Santa Lucia, a 2.5-kilometer long artificial river going from the Explanada de los Héroes to the Fundidora Park, and which can be toured in a charming boat which allows a panoramic view.



LIVING CULTURE

Mexico’s cultural diversity also manifests itself in popular fiestas and colorful traditions and customs, some of which are unique in the world. Such is the case with the ceremony of the Day of the Dead, celebrated throughout the country, but which has a special symbolism in Lake Pátzcuaro, the island of Janitzio and the surrounding lakeside locations, in Michoacán. On the second day of November the faithful deceased are commemorated: complete families hold an all-night vigil in the cemetery and offer their loved ones the dishes they liked so much when they were alive. Between the light of the candles and the orange color of the cempasúchil in the offerings, this feast is considered a Cultural Heritage of Humanity by UNESCO.

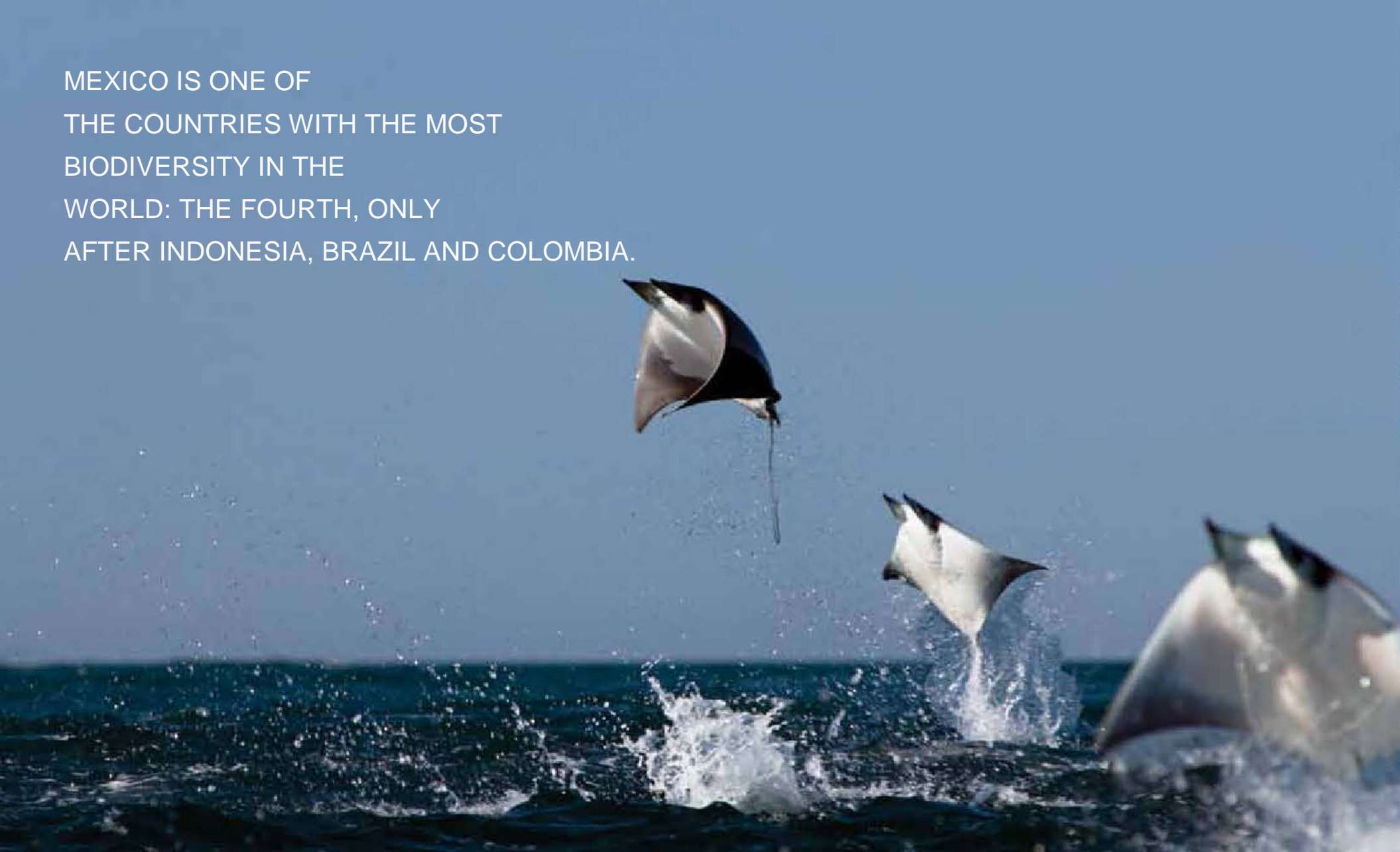
Other cultural traditions with this designation are the singing of 120 Purépecha communities known as the Pirekua, interpreted on the Tarascan Plain, and the traditional fiesta of the Parachicos, from Chiapa de Corzo, which brings together over 6,000 dancers in the month of January.

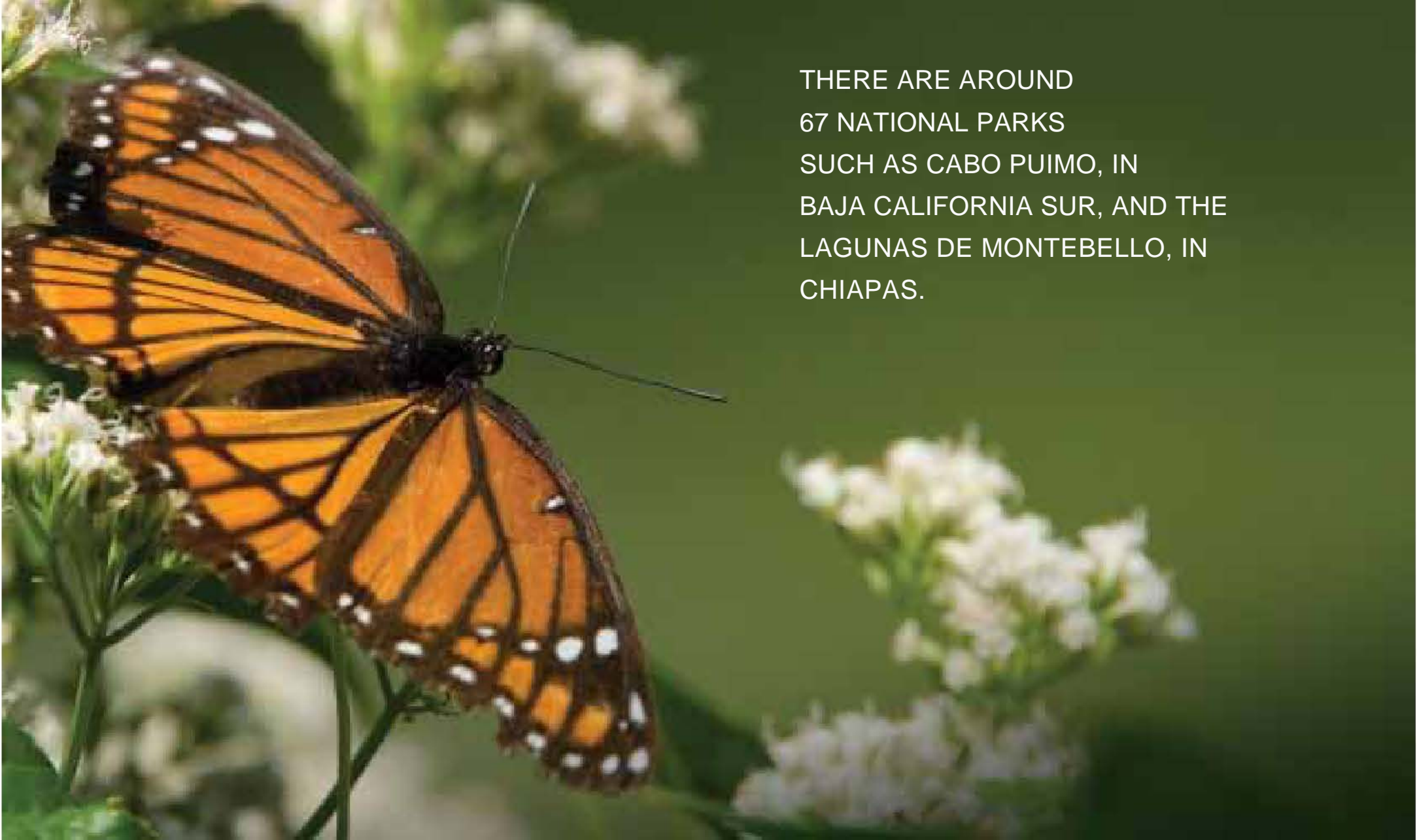
Also with the designation Intangible Cultural Heritage of Humanity are the ritual ceremony of the Papantla Fliers, in Veracruz, and the traditions of the inhabitants of the Otomí-Chichimeca Sacred Valley, of the Sierra Gorda of Querétaro.



ADVENTURE AND NATURE

MEXICO IS ONE OF
THE COUNTRIES WITH THE MOST
BIODIVERSITY IN THE
WORLD: THE FOURTH, ONLY
AFTER INDONESIA, BRAZIL AND COLOMBIA.





THERE ARE AROUND
67 NATIONAL PARKS
SUCH AS CABO PUIMO, IN
BAJA CALIFORNIA SUR, AND THE
LAGUNAS DE MONTEBELLO, IN
CHIAPAS.

Deserts, mangroves, canyons, dormant volcanoes, jungles and marine sanctuaries form part of Mexico's natural kaleidoscope. Its great biodiversity offers a wide range of ecotourism activities and extreme sports, with top-level tourist infrastructure for the traveler.

Some of this natural scenery is located near the large metropolises, such as the Lagunas de Zempoala National Park, one hour away from Mexico City; the El Chico National Park, in Pachuca, Hidalgo, and the Grutas de la Estrella, in the State of Mexico. At these sites, the traveler can practice camping, mountain biking, rock climbing, spelunking and trekking.

Desert landscapes predominate in the north of the country, such as El Pinacate Biosphere Reserve in Sonora, or the Zona de El Silencio in Durango, where endemic flora and fauna can be observed. Natural scenarios such as Barrancas del Cobre, in Chihuahua, can be appreciated on board the Train Chepe, which makes several tourist stops to visit the Tarahumaras, a native people based in that state. In November, Michoacán's pine and oyamel forests become covered with golden clusters of Monarch butterflies. It is estimated that some 200 million butterflies arrive from the United States and Canada. A similarly colorful image can be appreciated in Ría Celestún, Yucatán, throughout the year. In the distance you can make out a deep pink strip which comes from the plumage of hundreds of flamingoes concentrated in that reserve. By means of conducted boat tours along the mangroves you can also watch pelicans, pinto ducks and herons.

From December to April, Baja California Sur and its marine waters receive

the gray whale, specifically in Guerrero Negro and San Ignacio. There is a whole network of tourist operators that make trips to go to meet these mammals so that the traveler can appreciate them up close.

Adventure tourism is carried out practically throughout the country. The Pescadores and Filolobos rivers, in Veracruz, are favorites for rafting. Immersion in natural wells is characteristic of the area of the Media Luna in San Luis Potosí, whereas bungee jumping is exclusive to the Cola de Caballo Park –the highest in the country, 70 meters– half an hour away from the city of Monterrey.


Diving is carried out in the Sea of Cortés, one of Mexico's most important sanctuaries which houses around 40% of the species of marine mammals that exist in the world. In Holbox, close to Quintana Roo, you can swim with the whale shark, and the island of Cozumel provides a unique natural richness due to its coral reef, the world's second largest.

In Oaxaca, Veracruz and Quintana Roo a community tourism has been developed which offers the traveler guided walks, flora and fauna spotting, and knowledge of uses and customs of the communities conducting these activities.

Ecological, hotel and restaurant groups have also implemented sustainable tourism products at the same time as they monitor water and energy consumption, and create plans to manage solid wastes. The aim is to develop more responsible tourism while at the same time ensuring the natural beauty of the environment.



LUXURY IN MEXICO

A full-page photograph of a golfer in a white shirt and khaki pants, wearing a red cap, bent over on a lush green golf course. In the background, a dramatic coastline features large, rugged brown rock formations jutting into the blue ocean. White waves are crashing against the base of the rocks. The sky is not visible, but the scene is brightly lit.

HOTELS, BOUTIQUES AND SPAS
IN MEXICO HAVE EARNED
INTERNATIONAL RECOGNITION
FROM VARIOUS SPECIALIZED
MAGAZINES

Golf courses, resorts, gourmet restaurants and spas make up the ample supply of luxury tourism available in Mexico. Most of it is concentrated in beach destinations such as Los Cabos and the Maya Riviera, although there are colonial locations such as San Miguel, San Cristobal de las Casas, Mérida and Pátzcuaro that are surprising for the vast stock of establishments focusing on the premium sector. Cabo San Lucas and Los Cabos have charming hotels of international prestige that combine with a series of 18-hole golf courses, the only ones in Mexico with a view of the sea and of the desert. Throughout this tourist corridor you can find restaurants serving local delicacies that can be accompanied by any selection of Baja California wines.

The Maya Riviera and Cancún are prominent for their beautiful five-star hotels and residential condominiums with a view of the blue Caribbean Sea. Playa del Carmen has its own chic atmosphere, given its ample supply of boutique accommodations, spas with traditional Maya treatments, luxury stores located on the so-called Fifth Avenue, as well as gourmet restaurants offering local recipes and examples of fusion cuisine.

In the Nayarit Riviera, Punta Mita is synonymous with sumptuousness, due to the establishment of well-known hotels and the country's best spas, recognized by specialized magazines; they include massages and facials, as well as therapeutic baths.

In Cuernavaca, Tepotzlán and Amatlán, Morelos, there is a range of charming hotels with modern spa facilities that combine beauty treatments with ancient healing techniques such as the temazcal. Pátzcuaro in Michoacán is characterized by its inns with terraces and spectacular views of the lake, which offer the traveler tranquility and intimacy.

For those seeking privacy or the celebration of a wedding or honeymoon, in Yucatán there is a circuit of 19th century haciendas that have been restored and function as hotels, museums and tourist spots. Hacienda Temozón Sur, Hacienda Santa Rosa and Hacienda San José Cholul, in Yucatán, and Hacienda de Uayamón, in Campeche, offer spacious, romantic rooms and private gardens, as well as restaurants serving typical delights of Yucatecan cuisine.



GASTRONOMY



Typical of Jalisco are tortas ahogadas, made with meat and bathed in spicy sauce which are preferably enjoyed with a straight tequila. From Nuevo León, the specialty is charcoal-grilled kid, and in Guerrero green pozole is typical.

In Oaxaca you can enjoy pan de yema, chocolate made with a special whisk, and queso de bola on a tlayuda with tasajo. And in the sierras of Veracruz and Chiapas coffee is grown, a mountain roast that competes with the best beans, such as those of Costa Rica and Colombia. Yucatán is one of the states with the most gastronomic blending. The Maya influence (still present due to the communities located in the region) has brought mestizo dishes such as beans with pork or pocchuc, chicken mucbil and xtbntún, which is rum with nectar of flowers. Although there are also the classic examples of regional cuisine such as lime soup, cochinita pibil, panuchos and papadzules.

One of the states with great culinary tradition where even a gastronomic congress is held is Puebla. Delicacies such as chiles en nogada, chalupas, cemitas and molotes have their origin in the ancient stoves of Puebla's convents.

Perhaps one of the most complex dishes in the Mexican recipe book is mole, since it combines various ingredients such as chocolate, ancho, mulato and pasilla chilies, almonds, nuts, raisins, cloves, cinnamon, sesame and onion, all of which is served on pieces of chicken. There is a wide variety of moles: red, green, pipián, "mancha manteles", among many others. Oaxaca and Puebla are the places where this delicacy is served, a delight for the traveler who understands that in order to have a well-rounded trip, your stomach must be full and contented.

In the Veracruz region of Coatepec conducted tours are given to become familiar with the cultivation and harvesting of organic coffee beans.

Jalisco produces a tequila from blue chemical-free agaves. The "piñas" (cores) are cooked slowly in stone ovens, only the heart is used to extract the nectar and fermentation takes place with natural yeasts. Finally a process of triple distillation is carried out.

The national culinary recipe book is wide-ranging and colorful,

Mexican cuisine to be recognized in 2010 as an Intangible Cultural Heritage of Humanity on

The authenticity and age of Michoacán's gastronomy served as a pivot for this declaration, a region highlighting dishes such as Tarascan soup, chongos zamoranos, tortitas de charal and capirotadas. Furthermore, the cuisine in Michoacán has culinary customs that have existed since

pre-Hispanic times and their model has been preserved down the years in oral form. Mexican gastronomy centers on the triad of the maize field –corn, beans and chili– to define the national culinary essence. Corn is the protagonist in the preparation of tortillas, atole, tamales, pozole, among many other foods. Chili is essential in the preparation of broths and sauces that season meats and tacos. And beans are a prime food in Mexicans' diet due to their high nutritional value.

The particularity of Mexican gastronomy centers on the combination of ingredients, many of them originally from the Old World, which resulted in a mestizo cuisine that gave each region its own identity.

FROM EUROPE, THE EAST AND THE CARIBBEAN CAME NEW FLAVORS –SPICES, RICE AND WINES– TO PRE-HISPANIC TABLES, FULL OF CHOCOLATE, BEANS, VANILLA AND CHILE. THE MIXTURE OF INGREDIENTS GAVE RISE TO TODAY'S MESTIZO CUISINE.

TIME
TABLE*

MEXICO-EUA

	LOS ANGELES	NUEVA YORK	HOUSTON	MIAMI
CANCÚN	5 hours	5 hours	3 hours	1 hora
LOS CABOS	1 hora	7 hours	3 hours	5 hours
ACAPULCO	5 hours	6 hours	3 hours	4 hours
PUERTO VALLARTA	5 hours	6 hours	3 hours	6 hours
CIUDAD DE MÉXICO	4 hours	6 hours	2 hours	3 hours
OAXACA	5 hours	7 hours	3 hours	4 hours
MONTERREY	6 hours	9 hours	2 hours	5 hours
GUADALAJARA	5 hours	8 hours	3 hours	4 hours
MÉRIDA	6 hours	7 hours	2 hours	2 hours
VERACRUZ	5 hours	9 hours	2 hours	4 hours

OTHER DESTINATION

	BUENOS AIRES	SÃO PAULO	PARÍS	LONDRES
CANCÚN	12 hours	11 hours	15 hours	14 hours
LOS CABOS	12 hours	11 hours	15 hours	14 hours
ACAPULCO	11 hours	10 hours	14 hours	13 hours
PUERTO VALLARTA	13 hours	12 hours	16 hours	15 hours
CIUDAD DE MÉXICO	10 hours	9 hours	13 hours	12 hours
OAXACA	11 hours	10 hours	14 hours	13 hours
MONTERREY	12 hours	11 hours	15 hours	14 hours
GUADALAJARA	11 hours	10 hours	14 hours	13 hours
MÉRIDA	12 hours	11 hours	15 hours	14 hours
VERACRUZ	11 hours	10 hours	14 hours	13 hours

	MADRID	BEIJING	TOKIO
CANCÚN	14 hours	21 hours	15 hours
LOS CABOS	14 hours	21 hours	15 hours
ACAPULCO	13 hours	20 hours	14 hours
PUERTO VALLARTA	15 hours	22 hours	16 hours
CIUDAD DE MÉXICO	12 hours	19 hours	13 hours
OAXACA	13 hours	20 hours	14 hours
MONTERREY	14 hours	21 hours	15 hours
GUADALAJARA	13 hours	20 hours	14 hours
MÉRIDA	14 hours	21 hours	15 hours
VERACRUZ	13 hours	20 hours	14 hours



*Approximate time.
For air transportation, hours are estimated in optimal weather conditions.

DISTANCE
TABLE

MEXICO-EUA

	LOS ANGELES	NUEVA YORK	HOUSTON	MIAMI
CANCÚN	2,100 / 3,400	1,500 / 2,400	800 / 1,300	500 / 850
LOS CABOS	900 / 1,500	2,400 / 3,900	1,000 / 1,600	1,900 / 3,000
ACAPULCO	1,600 / 2,650	2,300 / 3,600	900 / 1,500	1,400 / 2,300
PUERTO VALLARTA	1,200 / 2,000	2,300 / 3,700	900 / 1,400	1,600 / 2,600
CIUDAD DE MÉXICO	1,550 / 2,500	2,100 / 3,400	750 / 1,200	1,300 / 2,000
OAXACA	1,800 / 2,900	2,100 / 3,400	900 / 1,400	1,200 / 2,000
MONTERREY	1,200 / 1,970	1,800 / 3,000	400 / 665	1,250 / 2,000
GUADALAJARA	1,300 / 2,100	2,200 / 3,600	800 / 1,300	1,500 / 2,400
MÉRIDA	2,000 / 3,200	1,650 / 2,650	700 / 1,100	700 / 1,100
VERACRUZ	1,700 / 2,700	2,000 / 3,200	700 / 1,200	1,100 / 1,800

OTHER DESTINATION

	BUENOS AIRES	SÃO PAULO	PARÍS	LONDRES
CANCÚN	4,200 / 6,800	4,000 / 6,600	5,000 / 8,200	5,000 / 8,000
LOS CABOS	5,200 / 8,300	5,300 / 8,500	6,000 / 9,600	5,800 / 9,300
ACAPULCO	4,500 / 7,100	4,500 / 7,300	5,900 / 9,500	5,700 / 9,200
PUERTO VALLARTA	4,900 / 7,800	5,000 / 8,000	5,900 / 9,500	5,700 / 9,200
CIUDAD DE MÉXICO	4,600 / 7,300	4,600 / 7,400	5,700 / 9,200	5,500 / 9,000
OAXACA	4,300 / 7,000	4,400 / 7,000	5,700 / 9,200	5,600 / 9,000
MONTERREY	5,000 / 8,000	5,000 / 8,000	5,500 / 8,800	5,300 / 8,500
GUADALAJARA	4,800 / 7,700	4,800 / 8,000	5,800 / 9,300	5,700 / 9,100
MÉRIDA	4,300 / 7,000	4,200 / 6,800	5,200 / 8,400	5,000 / 8,200
VERACRUZ	4,400 / 7,100	4,500 / 7,100	5,600 / 9,000	5,400 / 8,800

	MADRID	BEIJING	TOKIO
CANCÚN	5,000 / 8,000	8,000 / 12,800	7,500 / 12,000
LOS CABOS	6,000 / 9,700	7,200 / 11,600	6,400 / 10,200
ACAPULCO	6,000 / 9,300	7,900 / 12,700	7,100 / 11,500
PUERTO VALLARTA	5,900 / 9,500	7,500 / 12,000	6,700 / 10,800
CIUDAD DE MÉXICO	5,600 / 9,000	7,800 / 12,500	7,000 / 11,300
OAXACA	5,600 / 9,000	8,000 / 13,000	7,300 / 11,700
MONTERREY	5,400 / 8,700	7,300 / 11,800	6,700 / 10,800
GUADALAJARA	5,800 / 9,300	7,500 / 12,100	6,800 / 11,000
MÉRIDA	5,000 / 8,200	7,900 / 12,700	7,400 / 12,000
VERACRUZ	5,500 / 8,900	7,900 / 12,700	7,200 / 11,600

MEXICAN DESTINATIONS

1. Los Cabos

2. Ixtapa Zihuatanejo

3. Puerto Vallarta

4. Acapulco

5. Ciudad de México

6. Cancún

7. Puebla

8. Huatulco

9. Veracruz

10. Cuernavaca

11. Teotihuacan

12. Riviera Maya

13. San Cristóbal de las Casas

14. Valle de Bravo
15. Oaxaca

16. Guanajuato

17. Playa del Carmen

18. Guadalajara

19. Manzanillo

20. Mazatlán

21. Morelos

22. Querétaro

23. Riviera Nayarit

24. Chiapas

25. Monterrey

26. Ensenada

27. Tijuana





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