

Guadalajara

Guadalajara's LGBT Summer Events *Take Advantage of Pride Weekend Deals*

GUADALAJARA, MEXICO – JUNE 01, 2017 – Known as a vibrant cosmopolitan city, Guadalajara is set to host one of the top gay pride parades in Latin America. Come June 10, 2017, [Guadalajara Pride](#) will see more than 60,000 people turn out for this year's celebrations, which will be extra special given the recent announcement that Guadalajara has been shortlisted to host the 2022 Gay Games XI.

Here are a few special hotel rates, tour packages, and cultural events to look forward to in the days leading up to the main event:

- **Party Central:** Guadalajara has the most LGBT bars and nightclubs in Mexico, many of which are providing special prices and hosting parties for the celebratory weekend. Nightclubs Envy, California's, Open and Babel are hosting Guadalajara Pride with special performers, drink specials, and celebratory atmospheres.
- **Deals, Deals, Deals:** Hotel packages for *double occupancy* have been announced for the Pride weekend. Sample specials include the [Hampton Inn Guadalajara/Expo*](#) with a rate of MXN \$3,920/ night (est. US\$210); [Aloft Guadalajara*](#) with a rate of MXN \$4,850/ night (est. US\$260), inclusive of breakfast; [Hilton Guadalajara](#) with a rate of MXN \$4,980/ night (est. US\$265); [Villa Ganz Boutique*](#) with a rate of MXN \$6,512/ night (US\$350); and [Hotel Demetria](#) with a rate of MXN \$7,980/ night (est. US\$430).
- **Color and Architecture:** The full rainbow spectrum and intricate costumes will be seen everywhere on June 10 as the march departs from Glorieta de la Minerva at 2pm and proceeds east through the heart of the city's LGBT district (around Calle Madero and Calle Prisciliano Sanchez, at the intersection of Av. 8 de Julio and Enrique Gonzalez Martinez), before ending at Liberation Square (Plaza Liberación). The celebration continues with a rally and show with numerous entertainers.
- **Grand Finale Concert:** Attendees will be captivated thanks to Spanish pop and electronic music performances by celebrity drag queen and electropop star La Prohibida, winner of Mexican music reality show *La Academia*, actress Miriam Montemayor, and singers Lis Vega and Sonora Mermelada.
- **Where's the Action:** The 'gayborhood' in Guadalajara is clustered mostly around downtown and just to the west in Zona Rosa. The majority of the top gay bars and nightclubs in town are in Zona Centro along Avenida Prisciliano Sanchez, where visitors will find everything from cozy lounges like Club YeYe to big dance clubs like Ruta Caudillos. Zona Rosa is more upscale and home to a diverse, rather stylish bar and restaurant scene.
- **Day Trip Add-ons:** The Jalisco region where Guadalajara resides is known as the birthplace of tequila. One of the most popular day trips from the city is to the town of Tequila, offering distillery tours and tastings. [Sin Fin de Servicios Tour & Travel*](#) is offering "Guadalajara Pride

2017 Tour Casa Sauza.” For MXN \$950/adult (est. US\$50), travelers can visit Casa Sauza, the first distillery to export tequila to the United States, for an experience that is inclusive of a distillery and botanic garden tour; tequila tastings; and food in the Quinta Sauza with two cocktails per person. To book the package, travelers can contact mariel@sinfindeservicos.com.

In 2015, Guadalajara joined the IGLTA (International Gay and Lesbian Tourism Association). Its Purple Roof member accommodations include Casa Alebrijes, Hotel Guadalajara, Casa Rayon, Old Guadalajara B&B, Casa Venezuela, Las Sabilas Garden Guesthouse, La Perla Boutique B&B, Dickinson Guest House, and Casa Canario.

*Editorial Note: *Hotels and tour operators that are part of Jalisco Friendly, a program under the Mexico Tourism Ministry, that recognize companies for their specialization in the LGBT market within the Jalisco region. A complete list of members can be found here:* <http://jaliscofriendly.com/revistas.pdf>.

About Guadalajara

The birthplace of iconic Mexican heritage including tequila and mariachi, Guadalajara is the second largest city in Mexico and considered the country’s cultural center. Each year, tourists travel to this cosmopolitan destination to experience a plethora of attractions including nearby magical towns such as Tequila, where the popular spirit is produced; explore colonial architecture; and visit museums and small towns with exquisite crafts and artwork. Guadalajara is the capital of the state of Jalisco, which is located in the center of Mexico, 350 miles west of Mexico City and 200 miles east from Puerto Vallarta along the Pacific Ocean. The metropolitan area of Guadalajara consists of four urban districts – Guadalajara, Tlaquepaque, Tonalá, and Zapopan – and three suburban districts, Tlajomulco, El Salto, and Tequila.

Travel to Guadalajara is easily accessible via the Miguel Hidalgo International Airport (GDL), which is located 24 miles from the city center of Guadalajara, with non-stop daily flights from major markets across the United States and Canada.

For more information on Guadalajara, please visit www.visitguadalajara.com, follow us on Instagram [@GoToGuadalajara](https://www.instagram.com/GoToGuadalajara), Twitter [@GoToGuadalajara](https://twitter.com/GoToGuadalajara) and like us on Facebook at [GoToGuadalajara](https://www.facebook.com/GoToGuadalajara).

Media Contact:

Robert Einhorn

PHG Consulting

Reinhorn@phgconsulting.com

Tel: +1 646 465 9780