

Guadalajara

FIVE REASONS TO VISIT GUADALAJARA IN 2019

*New festivals, infrastructure improvements,
hotel openings, holiday attractions, and more are on tap for visitors*

GUADALAJARA, MEXICO – NOVEMBER 23, 2018 – As the new year approaches, Guadalajara Tourism invites travelers to discover all Mexico’s unofficial cultural capital has to offer, including a number of new attractions and developments.

Accommodations: Hotel Development a Boon for Guadalajara

Hotel development is booming in Guadalajara, offering business and leisure travelers more choices than ever. Six new properties opened in 2018 including Hard Rock Hotel Guadalajara, the first Mexican property to enter the Hard Rock Hotel portfolio; Hotel 1970 Posada Guadalajara; Aloft Guadalajara; Hilton Midtown; City Express & Suites; and FCH Providencia Urban Boutique. More than 15 hotels are set to open in 2019 and 2020 including a 150-room Thompson, 150-room Indigo Andares, 200-room Aloft Punto Sur, 220-room JW Marriott, 180-room Hotsson, 160-room Courtyard by Marriott, 130-room Candlewood Suites, 126-room Fiesta Inn Aeropuerto and Fiesta Inn Ciudad Judicial, 190-room Hyatt Centric, 140-room Hotel Independiente, 180-Hotel Pabellon, and 120-room Hilton Garden Inn.

Art: Pre-Maco Meets Campamento

For the first time, the annual Pre-Maco art festival will correspond with Campamento, Guadalajara’s annual design fair. From January 31 to February 3, 2019, Mexican designers, students, and major design brands come together at Campamento to showcase their work, much of which focuses on industrial design and ceramics. The fair aims to promote design as a cultural, economic, and social transportation agent and has been strategically placed in two cultural centers of importance: the Chocolate Factory and the Sensory Laboratory. More information is available [here](#).

Culture: Living Museum Transforms Neighborhood

The artisan neighborhood of Tonalá, known for its high quality ceramics, has been named Mexico’s first Pueblo Museo (“Museum Town”). It is being transformed into a living museum that will feature eye-catching sculptures, urban galleries of abstract art, creative ironwork, and more. Santos Degollado, its main street, will be restored to its former status as a pedestrian-only thoroughfare, with different sections of the street designed to represent various epochs in Tonalá’s history.

Heritage: Family-friendly Calaverandia Theme Park Brings Día de los Muertos to Life

Día de los Muertos came to life this year at Calaverandia, a new dramatically designed theme park reminiscent of the award-winning movie *Coco*. More than 20 family friendly experiences and attractions awaited visitors who explored the Underworld Forest, learned about the legend of Nachito, met with a shaman, embarked on a traditional trajinera ride through the enchanted lake, enjoyed musical

performances, and soaked in the colors of a Mexican magical town. This season served as a soft launch of the attraction which will return in the fall of 2019. More information is available [here](#).

Transportation: Guadalajara/Puerto Vallarta Highway Nears Completion

Culture aficionados and beach goers, rejoice. The highway connecting the cultural capital of Mexico with one of the country's hottest beach destinations is slated for completion by the end of 2019. What was once a 4.5 hour-drive from Guadalajara to Puerto Vallarta will be a scenic 2.5-hour drive through the mountains via the new highway. What better way to experience diversity of Mexico than enjoying charrería, tequila tasting, and mariachi in Guadalajara before a leisurely drive to enjoy the Pacific Coast.

For additional ways to experience Guadalajara or to view a full list of tour packages, visit www.visitguadalajara.com.

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.

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