

Guadalajara

DIVE INTO MEXICO'S CULTURAL CAPITAL DURING HISPANIC HERITAGE MONTH

GUADALAJARA, MEXICO – OCTOBER 2019 – September 15 - October 15 marks Hispanic Heritage Month, a time to recognize of the contributions those of Hispanic heritage have made in the world and celebrate their rich cultures. There's no better time to visit Guadalajara, the capital city of Jalisco, a destination that holds tight to tradition. The region including and surrounding Guadalajara is the birthplace of mariachi, charrería, and tequila, significant aspects of Mexican culture that travelers can experience first-hand through the following activities:

MEETING CHARROS, MEXICO'S ORIGINAL COWBOYS

Charrería, a Mexican rodeo, is not just the country's national sport. This UNESCO-designated Intangible Cultural Heritage is a way of life in Guadalajara. Charrería originated from Mexico's herdsmen culture of the 1500s when standout riders competed between large estates (haciendas). As haciendas began to break up after the Mexican Revolution, these Mexican horsemen (charros) saw their traditions slipping away, so they formed the National Charros Association in 1920 in Jalisco to keep charrería alive. Today, it's an art form demanding constant training and practice. Jalisco is recognizing the 100th anniversary of the National Charro Association with festivities scheduled throughout 2020. Visitors can experience charrería by visiting Lienzo Charros de Jalisco on a Sunday to watch the weekly practices of a local charrería team for US\$3 or take part in the "[Charrería Tour, World Heritage of Humanity](#)" with Andares de México.

LISTENING TO MARIACHI IN THE TRADITIONAL WAY

The roots of mariachi began with Guadalajara's working class in the 1900s. During the Mexican Revolution, the corrido (a ballad formed of narrative song and poetry) became the musical weapon of the armed movement, which ultimately inspired mariachi lyrics. Following the revolution, ranchera films featuring mariachis became popular throughout Mexico. In the 1930s, a candidate for the Presidency of Mexico invited a mariachi group to his election campaign, which resulted in a reevaluation of the Mexican for this genre of music. Today mariachi is recognized as an Intangible Cultural Heritage by UNESCO and can be found across the world. Groups from the U.S. and Canada to Sweden, Japan, and beyond participate in Guadalajara's annual [International Mariachi Festival](#) which takes place in late August/early September.

SIPPING TEQUILA DESCENDED FROM THE AZTECS

The origins of tequila can be traced back to the ancient Aztecs who cultivated agave plants to create a fermented drink known as pulque. Pulque became so culturally important that Aztecs worshipped two gods associated with the beverage. When Spaniards arrived in Mexico, they used pulque as the inspiration for mezcal, which marked the beginning of agave distillation. Tequila as we know it today was first produced in the 16th century in the region surrounding the town of Tequila, located just outside of Guadalajara. Like mariachi, tequila was historically associated with Mexican commoners and did not

have a high profile. However, this changed in the 1930-1940s when exporting began and the spirit began to appear in Hollywood movies.

Today, tequila lovers can visit the greenish blue fields of agave that stretch out mile after mile over the rugged, hilly terrain surrounding Tequila. The agave fields are a UNESCO World Heritage Site and part of Mexico's cultural identity. Day trips to Tequila are a popular activity for those visiting Guadalajara. More than 2,000 distilleries exist in the region, many less than an hour from Guadalajara by car, tequila trains operated by [Cuervo](#) and [Herradura](#), or the [Sauza](#) "tequilicopter."

For more information, visit www.visitguadalajara.com/tequila.

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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 southwest part 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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