

Guadalajara Fact Sheet

Location:	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. The metropolitan area of Guadalajara consists of five municipalities – Guadalajara Metropolitan, Tlajomulco, Tlaquepaque (also a Magical Town), Tonalá, and Zapopan – and is surrounded by six "Magical Towns", all less than two hours away – Tequila, Tlaquepaque, Lagos de Moreno, Mazamitla, San Sebastian del Oeste, and Tapalpa.
Climate:	The temperature in Guadalajara ranges from 55 to 95 degrees Fahrenheit throughout the year.
	Warm Season: April to June with an average daily high temperature above 85 degrees Fahrenheit.
	Cold Season : November to February with an average daily high temperature below 78 degrees Fahrenheit.
Getting To Guadalajara:	The metropolitan area of Guadalajara is accessible via Miguel Hidalgo International Airport (GDL), located 24 miles from the city center, with daily direct flights available from major cities across the United States and Canada.
Traveling within Guadalajara:	Guadalajara has well-built, modern highways connecting the city to its surrounding metropolitan area and beyond. Taxis, public transportation via buses, and car rentals are all available and easily accessible to visitors. The Guadalajara light rail system serves the municipalities of Guadalajara, Zapopan, and Tlaquepaque.
Local Currency:	Mexican Peso (MXN). Major U.S. credit cards are accepted at hotels, large stores, and hotels. It is recommended to carry cash for local shops.
Visas:	A valid U.S. passport is required for travelers visiting from the United States.
Time Zone:	Central Time Zone (UTC)
Language:	Spanish is the primary written and spoken language with limited English available at major hotels, restaurants, and tourist attractions.

History:	The city of Guadalajara moved four times before coming to its present location in February 14, 1542 after a group of young Spanish families settled in the area. Guadalajara prospered in 1560 when it was declared the capital of Nueva Galicia province. At the heart of a rich agricultural region, the city quickly grew into one of colonial Mexico's most important population centers and became the launch pad for Spanish expeditions. Miguel Hidalgo, a leader in the fight for Mexican independence, set up a revolutionary government in Guadalajara in 1810, but was defeated near the city in 1811, not long before his capture and execution in Chihuahua. The city was also the object of heavy fighting during the War of the Reform (1858–1861) and between Constitutionalist and Villista armies in 1915. By the late 19 th century, Guadalajara had overtaken Puebla as Mexico's second-biggest city after Mexico City. With a population of more than 4 million, the city is a huge commercial, industrial, and cultural center and has developed into the hi-tech and communications hub for the northern half of Mexico.
Culture:	Guadalajara is considered to be the cultural center of Mexico. The region has given birth to some of Mexico's most iconic traditions including tequila, mariachi music, and charrería. The gentile noun for the people of Guadalajara is Tapatíos.
Nightlife & Entertainment:	Guadalajara offers a wide variety of nightlife options including restaurants, bars, and nightclubs, with entertainment ranging from live concerts and shows at the Telmex concert hall to lucha libre wrestling at Arena Coliseo and national soccer games at Estadio Omnilife and Estadio Jalisco. Nightlife in the neighborhood of Chapultapec is very popular with locals and tourists alike. Mariachi performances can be found every evening in Tlaquepaque.
Shopping:	Guadalajara is one of Mexico's top artisanal hubs, where travelers can find pottery, glassware, leather goods, silver jewelry, regional clothing, and more at excellent prices. Mercado Libertad, also known as San Juan De Dios, is one of the largest markets in Latin America and offers shoppers a wide variety of artisan goods, food, and day-to-day household items. Across the street from the San Juan de Dios Mercado is a large marketplace for jewelry – the top provider of gold and silver in all of Mexico. Guadalajara is known for its shoe industry, and travelers in the market for a pair should try the Galería del Calzado, a shopping center made up exclusively of shoe stores. In the district of Zapopan, the Andares Mall offers shoppers top of the line luxury brands and high-end restaurants.
Accommodations:	There are more than 23,000 hotel rooms in the metropolitan area of Guadalajara offering visitors a wide variety of options of hotels from budget to luxury. Accommodation options include local independent

hotels; haciendas; and international brands, such as Hyatt, Holiday Inn, The Westin, and Intercontinental. Hacienda del Carmen is steeped in Mexican history as a hacienda, located just outside the city and very close to the famed Guachimontones pyramids.

For more information on Guadalajara, visit <u>www.visitguadalajara.com</u>.

Media Contact: Katie Rees PHG Consulting <u>Krees@phgconsulting.com</u> Tel: +1 646 465 9772