



**A Journey to the
Most Authentic
State in Mexico**

Welcome to the State of AGUASCALIENTES

Located in the Heart of Mexico



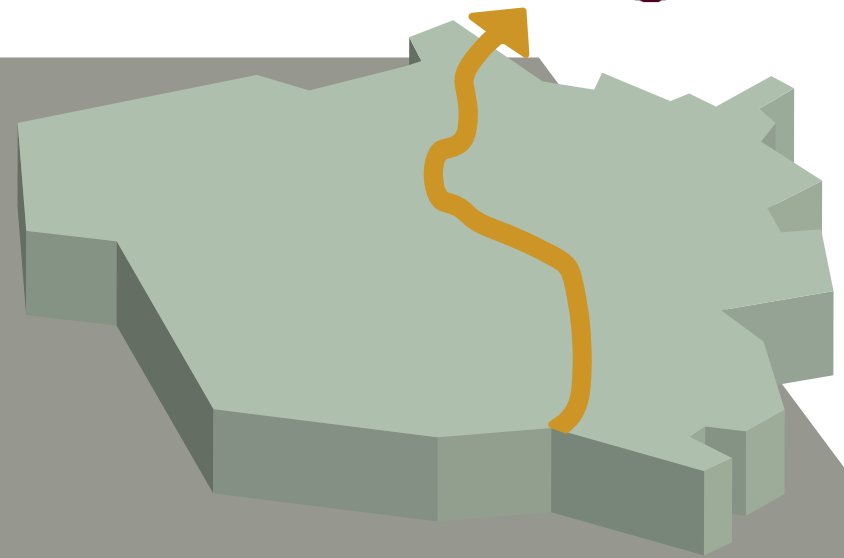
- **Population:**
The state of Aguascalientes has a population of 1,425,607 habitants
- **Surface:** 2,157 Mi² 0.3% of national territory
- **Altitude** (above the sea level) 6,184 feet
- **Temperature:** 65 °F



Camino Real de Tierra Adentro

AGUASCALIENTES!

MÉXICO



Timeline



In 1530 explorations began in the northern region of Nueva Galicia (the current state of Aguascalientes, Jalisco, Nayarit and Colima)

In 1575, the old "Villa de Nuestra Señora de la Asunción de las Aguas Calientes" was founded, named after the hot springs found in the area.

On January 31, 1824, the Villa de Aguas-Calientes became part of the state of Zacatecas.

The FNSM began in 1828 when it was held as a trade fair in what is currently the El Parían Shopping Center and later moved to the Jardín de San Marcos.



On May 23, 1835, Aguascalientes managed to become a free and sovereign state.

The railroad was introduced to Aguascalientes in 1884, becoming the largest infrastructure in Latin America.

In the 90's, Aguascalientes economy took off in the industrial field with companies dedicated to the textile and automotive industry.



AGUASCALIENTES

The State of Aguascalientes has been named

“Cultural Capital of The Americas 2023” by the International Bureau of Cultural Capitals.

This marks the beginning of an intense project with a diverse cultural agenda for 2023 that will highlight the historical and cultural heritage of the state.



Aguascalientes International Airport



Expansion of the immigration center to a total of **56,009** squared feet.

In 2022 it generated a total of **929.3** thousand passengers and a total of **16** thousand operations.

International passengers represent **29%** and nationals **71%**.
216 trading operations per week



Air Connectivity

INTERNATIONALS

140 monthly flights

- Dallas/Fort Worth, 56 monthly flights from American
- Houston, 56 monthly flights from United
- Los Ángeles, 12 monthly flights from Volaris
- **Chicago, 16 monthly flights from Volaris**

NATIONAL

264 monthly flights

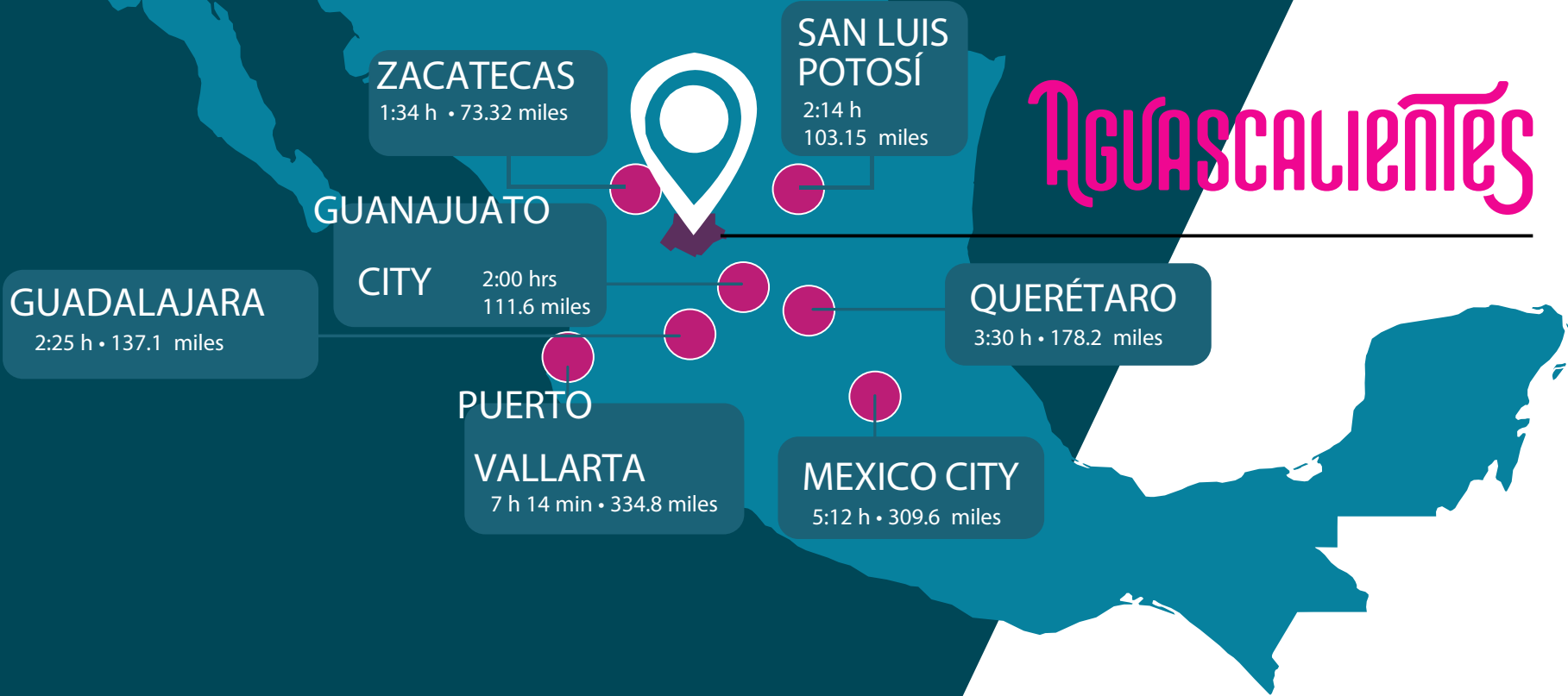
- CDMX, 160 monthly flights from Aeroméxico
- Tijuana, 56 monthly flights from Volaris
- Monterrey, 12 monthly flights from TAR
- Puerto Vallarta, 20 monthly flights from TAR
- Cancún, 16 monthly flights from Volaris

volaris	<small>*TARAFERREQUERIDO LA COMPRA DE PASAJE</small>	
AGUASCALIENTES(AGU) - CHICAGO MIDWAY(MDW)		
Y4 908	16:58	21:45
Mon, Tue, Fri, Sun		
CHICAGO MIDWAY(MDW) - AGUASCALIENTES(AGU)		
Y4 909	12:58	15:49
Mon, Tue, Fri, Sun		



Land Connectivity

AGUASCALIENTES



Main industries



- Aguascalientes is one of the main industrial cities in Mexico, with a growing automotive manufacturing capacity, being the first automobile producer in the country. For more than 30 years, Aguascalientes has welcomed world class companies such as Nissan, Bosch, Flextronics, Daimler and many more.
- The automotive industry generates **33.5%** of the total GDP in the state, contributes **75.9%** of total exports and represents **77.4%** of the entity's Foreign Direct Investment.

FLEXTRONICS X

NISSAN

Jatco

FAT•N
Powering Business Worldwide

BOSCH

Donaldson

Investment

Foreign direct investment in the State



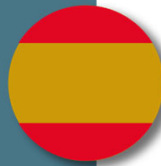
Japan: **55.6%**
(US \$6.243 billion since 1999)



United States: **26.6 %**
(US \$2.995 billion)



Germany: **7.1%**
(US \$804 million)



Spain: **4.0 %**



China: **0.6 %**

Others: **6.1%**



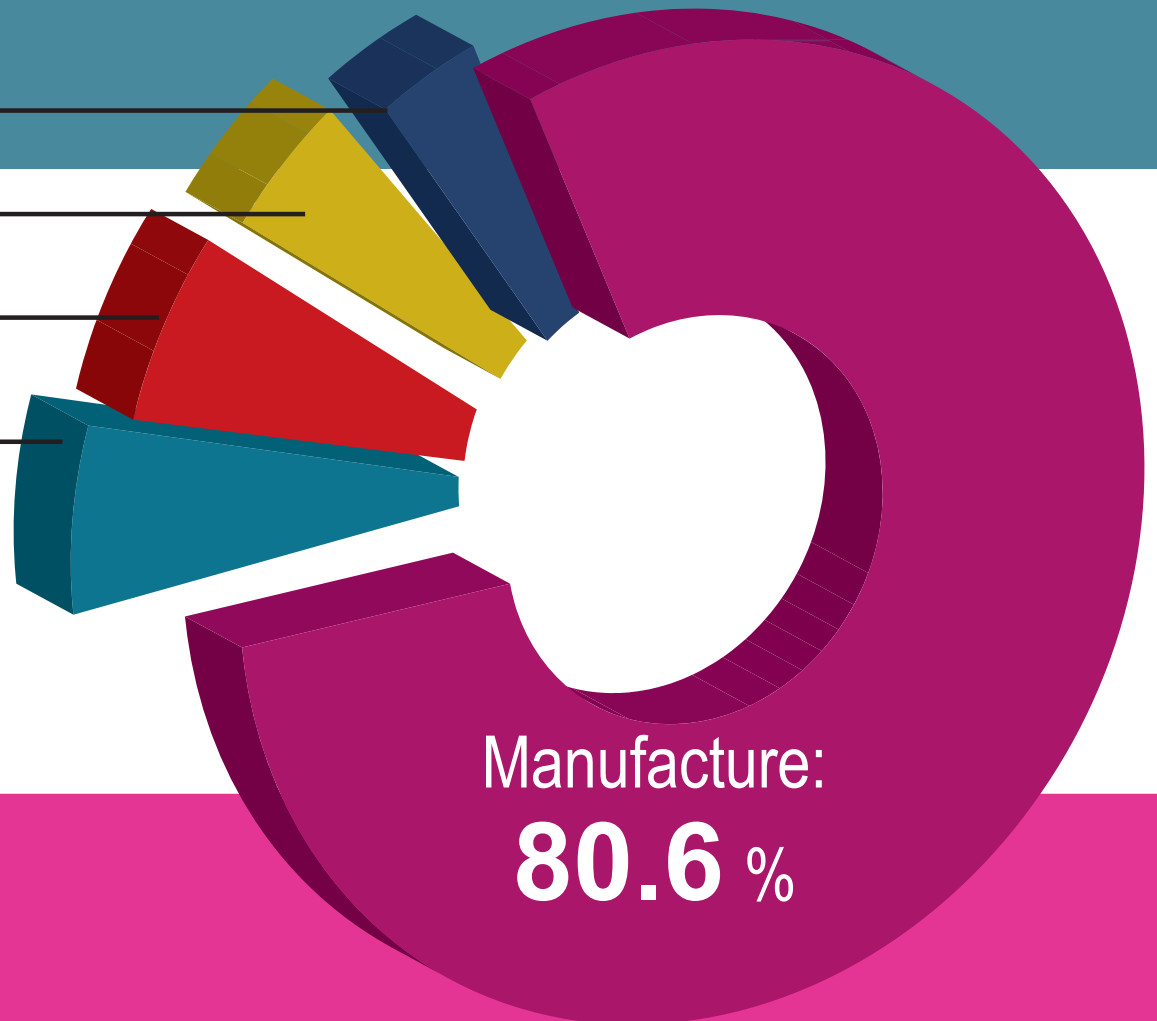
Investment of 50 countries

Transport: **2.9%**

Construction: **4.5%**

Services: **5.9%**

Others: **6.1%**



Tourism Infrastructure

7,444 Hotel Rooms

143 + Hotels



POSADAS HYATT®



3 Golf Courses

- Golf Club Rancho Santa Mónica – 9 Holes
- Golf Club Campestre de Aguascalientes – 18 Holes
- Golf Club Pulgas Pandas– 9 Holes



SPAS and Wellness Center

- Yolihuani Resort
- Casa Legado
- Alesia
- Casa Bugambilias



Restaurants

More **200** food establishments



- Bars
- Traditional Cantinas
- Night Clubs



Historical Center

Tour the historical center of Aguascalientes, the core of the capital that houses the majority of patrimonial treasures. Walk through it and admire the art and architectural beauty of its buildings while enjoying its people and warmth.

Historical Center



PLACES of interest:

1. Palacio de Gobierno
2. Teatro Morelos
3. Catedral Basílica de Nuestra Señora de la Asunción
4. Casa de la Cultura
5. Calle del Codo
6. Calle Venustiano Carranza
7. Templo de San Antonio
8. Calle Madero
9. Calle Zaragoza
10. Calle Nieto
11. Baños Termales de Ojocaliente
12. Complejo Tres Centurias
13. Plaza de la Patria

HISTORICAL CENTER

14. Museo José Guadalupe Posada
15. Museo Regional de Historia
16. Museo de Aguascalientes
17. Museo de Arte Contemporáneo
18. Museo Ferrocarrilero Tres Centurias de Toros
19. Museo Descubre
20. Museo del Juguete Tradicional Mexicano
21. Museo Espacio
22. Museo de la Convención Revolucionaria

MUSEUM

23. Barrio de Guadalupe
24. Barrio de San Marcos
- 24A. Jardín de San Marcos
- 24B. Monumental Plaza de Toros
25. Barrio del Encino o Barrio de Triana
26. Barrio de la Estación

NEIGHBORHOODS

23. Barrio de Guadalupe
24. Barrio de San Marcos
- 24A. Jardín de San Marcos
- 24B. Monumental Plaza de Toros
25. Barrio del Encino o Barrio de Triana
26. Barrio de la Estación

MUSEO DESCUBRE
 Av. San Miguel S/N, Jardines del Parque, 20270, Aguascalientes, Ags.

7 TREASURES
 CULTURAL HERITAGE

Tranvía y Vive Bus

Live the experience of getting to know the State of Aguascalientes by trolley or on our Vive Bus.





José Guadalupe Posada,
a worldwide icon. It is home to world
class Museums, Craft Pavilions and 4 unique
neighborhoods in the State of Aguascalientes.

Traditions, culture and history.





Tres Centurias Railway Museum

Located in the Cargo Warehouse building and built at the end of 19th century, since 2003 it houses a collection of more than ten thousand pieces of machinery, tools, and railway infrastructure documents.

Magical Town Calvillo



This town has forged an identity based on harvesting and processing guavas into various products, as well as the trade of textile threading (deshilado) and crafts. Adventure tourism lovers can visit the Malpaso Lake. Be sure to visit the National Museum of Magical Towns and admire the imposing church of the Parroquia del Señor del Salitre, whose construction began in 1772 and concluded in 1884. It has an altar covered in gold and is one of the largest in Latin America.

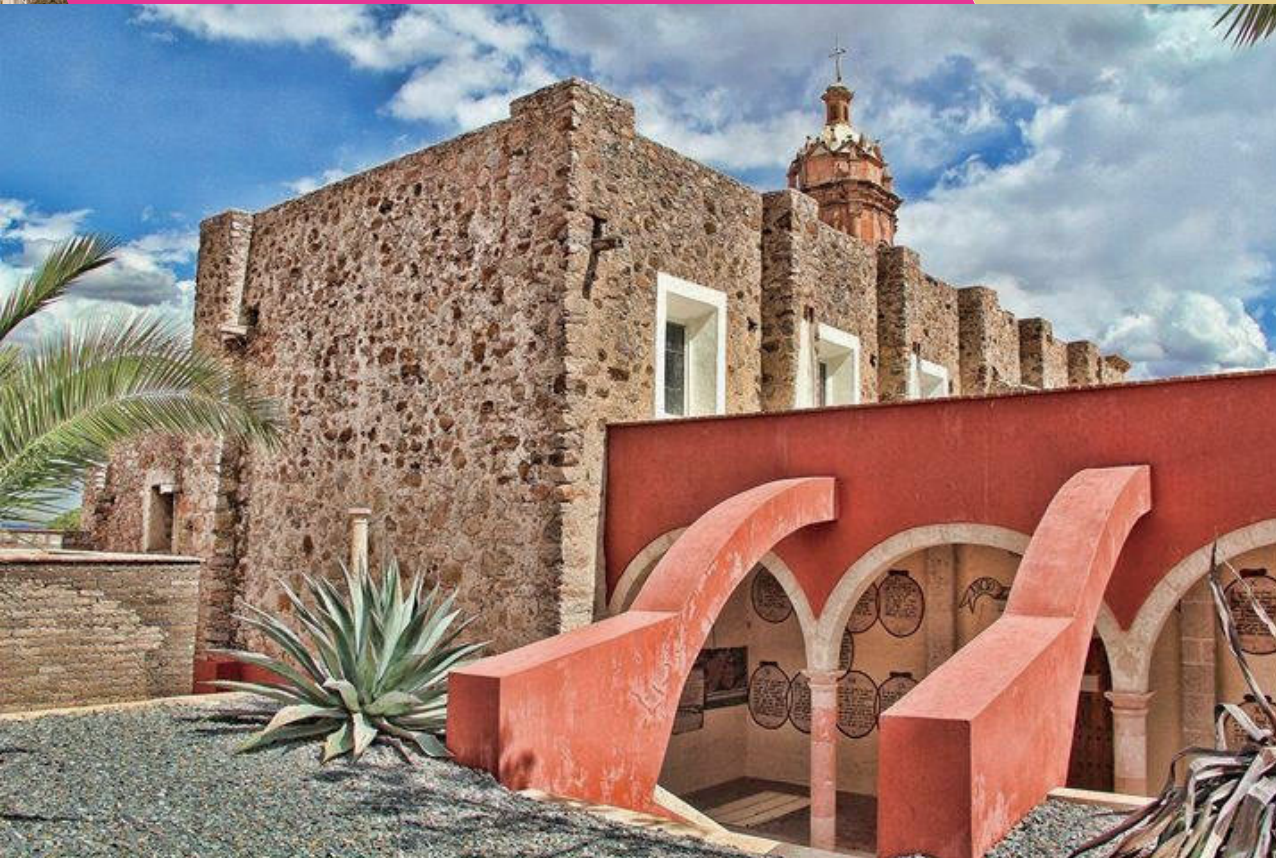
Distance:
32 miles / 50 minutes
from the historic
center of the city of
Aguascalientes.

Real de Asientos

Tour the oldest municipality of Aguascalientes, with buildings dating back to 1548, characterized by their pink quarry facades. The mining landscapes around the town still let us witness the activity that prevailed during the colonial era and are undoubtedly a symbol of this town's identity.

Visit the tunnels, the Pinacoteca, the Sanctuary of the Lord of Tepozán, and the Parish of Nuestra Señora de Belén, which houses a Christ made of human remains, that is said to be very miraculous.

Distance: 38 miles / 60 minutes from the historic center of the city of Aguascalientes.





San José de Gracia

Enjoy the Boca de Túnel Adventure Park. Enter the Sierra Fría mountain ridge and stay in one of its camping sites or hunting ranches. Marvel at the Cristo Roto, built on an island in the heart of the state's largest lake. It is a sculpture of over 92 feet high, and one of the largest in Latin America and it's surrounded by 24 niches. The visitors can come and enjoy the imposing landscapes.

Distance:
27 miles / 45 minutes
from the historic
center of the city
of Aguascalientes.

Wine Route



- The surface area dedicated to wine production in the state is approximately 506 acres, making it the fourth largest wine producer in the country.
- There are 24 wineries and estates that offer tours and wine tastings.

Are you a Foodie?

- Tacos de Lechon
- Aguascalientes chili
- Guayaba mole
- Bolillo con Crema
- Chaskas
- Chamucos



Adventure Seekers

- Sierra Fría & Sierra del Laurel
- Rappelling, Mountain Biking, Zip-lining, Canoeing, Boat Tours
- Camping Areas and Cabins
- El Ocote, Boca de Túnel, Sierra Escondida



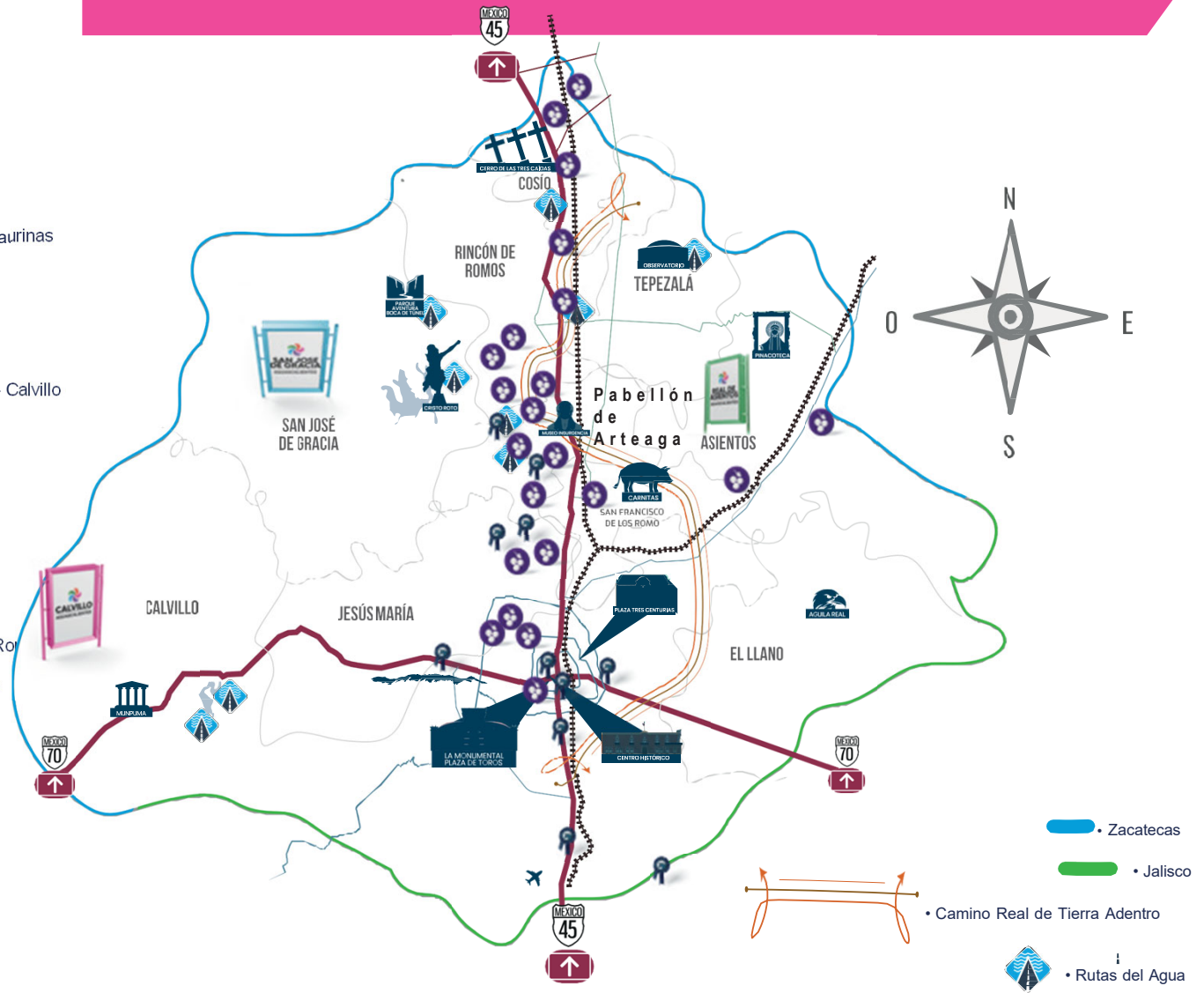


Faith Routes

- Cerro de las Tres Caídas in Cosío
- Cristo Roto - in San José de Gracia,
- Temple in Rincón de Romos, the Tepozán Ex-Convent in Asientos
- Parroquia del Señor del Salitre in Calvillo.

Touristic Attractions

-  • Centro Histórico
-  • Plaza de Toros Aguascalientes
-  • Viñedos y Casas Vinícolas
-  • Cortijos, Exhaciendas y Ganaderías Taurinas
-  • Pueblos Mágicos
-  • Plaza Tres Centurias - Aguascalientes
-  • Museo Nacional de Pueblos Mágicos - Calvillo
-  • Cristo Roto - San José de Gracia
-  • Pinacoteca - Real de Asientos
-  • Observatorio Astronómico - Tepezalá
-  • Aguila Real - El Llano
-  • Museo de la Insurgencia - Rincón de Romos
-  • Carnitas - San Francisco de los Romo
-  • Cerro de las Tres Caídas - Cosío
-  • Parque Aventura Boca de Túnel
-  • Cerro del Muerto



Fairs and festivities

Aguascalientes comes to live during its most important festivities and celebrations in the state.

- San Marcos' National Fair
 - Harvest Festivals
 - Calaveras Festival
 - Holy Week Processions
- And many more!



San Marcos National Fair

We are waiting for you in the months of April and May! Live the celebration and tradition of the most important fair in Mexico!





Calaveras Cultural Festival

In October and November Aguascalientes dresses up for a colorful celebration where our guest of honor stands out: La Catrina, the work of our famous artist Guadalupe Posada. A unique festival, dedicated to our Day of the Dead traditions through cultural, artistic and gastronomical expressions. Live the traditional Calaveras Parade where every year we put the spotlights on the work of great artists who will impress visitors with their talent and imagination.

MICE Industry

- World class facilities for conventions, exhibitions, Incentives and events.
- An integral part of the Diamond of Mexico and a pillar in the industrial region of El Bajío, with 742,709 square feet.





Sports

- Marathon
- DOMO BICENTENARIO Velodrome
- Olympic Swimming Facilities
- Aguascalientes Mexico Oval (OAM)
- Stadium – Soccer, baseball, Basketball



Route of Cultural Heritage Cities

By highway

Guanajuato - 2:00 hrs - 111.6 miles

San Miguel de Allende - 3:00 hrs - 147.5 miles

Querétaro - 3:30 hrs - 178.2 miles



Sun & Culture Route



Aguascalientes

Puerto Vallarta - 55 min. **By plane** with 7 flights per week

**Thank
you**



Aguascalientes
Gente de trabajo y soluciones
El gigante de México
GOBIERNO DEL ESTADO 2022-2027



Viva
Aguascalientes!
MÉXICO

CVB

CONVENTION
& VISITORS
BUREAU

Tere Jiménez
AGUASCALIENTES GOVERNOR



vivaaguascalientes.com