



**SECTUR**  
SECRETARÍA DE TURISMO



## **General Information Note**

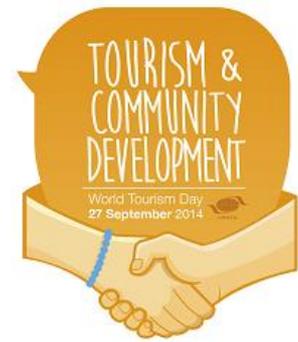
### **Official Celebration**

**World Tourism Day 2014**

27 September 2014, Guadalajara, Jalisco, México



**SECTUR**  
SECRETARÍA DE TURISMO



## 1. HOST COUNTRY

Mexico is a modern country and one of the most active emerging markets on the international scene. The country's GDP of \$1.2 trillion ranks as Latin America's second-largest, the American hemisphere's fourth-largest, and the world's 14<sup>th</sup> largest economy. It is also one of the world's most open economies, linked by 10 free trade agreements with 45 countries, and an attractive destination for foreign investment.

Enriched by more than 3000 years of diverse civilizations, Mexico's cultural heritage is vast. With over 46,000 archaeological sites, 108,000 historic monuments and 1200 museums, it ranks among the countries where UNESCO has designated the greatest number of world heritage sites (27). It ranks third among countries with the greatest linguistic diversity and is an ideal destination for admiring the influence of an indigenous history, the preservation of ancestral traditions and the genuine quality of Mexico's people.

Mexican gastronomy is among the world's most varied. Recognized as intangible cultural heritage by UNESCO, the country's culinary offerings vary from region to region, combining pre-Hispanic ingredients with the European influence brought by Spain following the conquest.

Tourism is a very important activity for Mexico, accounting for more than 8% of the country's GDP and directly generating more than 5% of the country's employment. In 2013, Mexico received 23.7 million international visitors, generating \$13.8 billion in receipts.

Guadalajara, illustrious capital of the state of Jalisco and declared the American Capital of Culture in 2005, is the ideal setting in which to celebrate World Tourism Day. Few cities reflect the spirit of Mexico so well as Guadalajara, where our oldest and dearest traditions live on.

The city was founded in 1542. Its name derives from the Arabic *wādi al-hiýara*, which means "valley of stone". It was named in honour of the Conquistador of Western Mexico, Nuño Beltrán de Guzmán, who was born in Guadalajara, Spain. Metropolitan Guadalajara is now Mexico's second-largest city, with more than 4.5 million inhabitants (2010).

The architecture of Guadalajara is both unique and emblematic, with a great variety of buildings, monuments and fountains outstanding in their beauty and style. To tour its historic quarters, dating back to the city's founding – Barrio de Analco, Mexicaltzingo, Mezquitán, San Juan de Dios, Santuario, Del Carmen, Del Pilar and el Retiro – is to revisit another era.

One of the most representative examples in Guadalajara's architectural inventory is Hospicio Cabañas, declared a World Heritage Site by UNESCO in 1997. Built between 1805 and 1845, it is considered the second most important expression of neoclassical architecture in Mexico. First used as a shelter for orphans, the elderly and the homeless, the building has served since 1983 as the headquarters for the Cabañas Cultural Institute, dedicated to cultural promotion and dissemination. Covering a surface area



**SECTUR**  
SECRETARÍA DE TURISMO



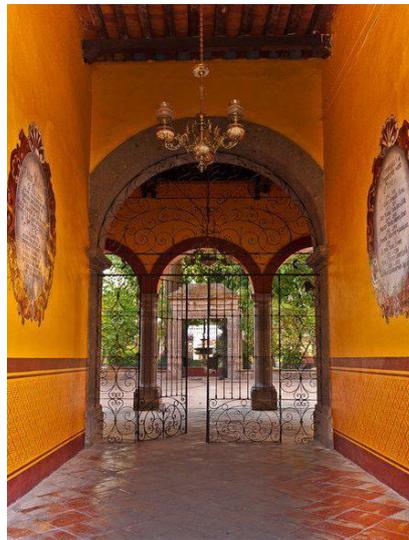
of 23,447.90 m<sup>2</sup> it comprises 23 patios, 106 rooms, 72 halls, and two chapels. It is graced by 53 murals by the acclaimed Mexican muralist José Clemente Orozco. Among its other treasures are works by Mathias Goeritz and the collection of the people of Jalisco, comprised of paintings and sculptures by artists native to that state.

Guadalajara is also a modern city with extensive hotel capacity and ample connectivity with the rest of the world, making it the venue of choice for some 350 international events each year.

## 2. VENUE

Note: transportation service to the various events will be provided.

- Historic House in Tlaquepaque: Welcoming Cocktail Reception



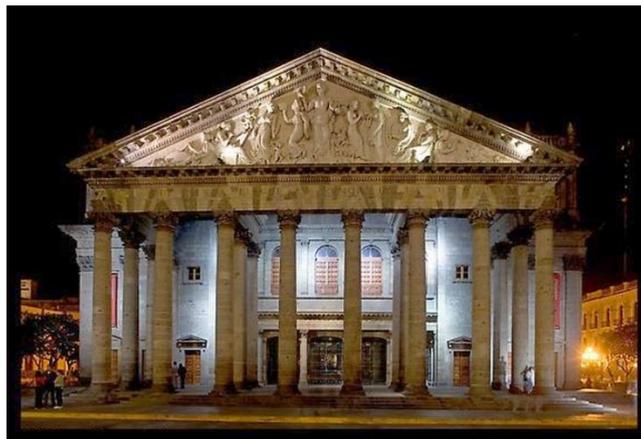
- ✓ Travel time from the Official Hotels (The Westin Guadalajara and Hilton Guadalajara Hotel) is about 20 minutes by bus.
- ✓ Located at Independencia Eje 206, Centro, 45500 San Pedro Tlaquepaque, Jalisco.
- ✓ Map



SECTUR  
SECRETARÍA DE TURISMO



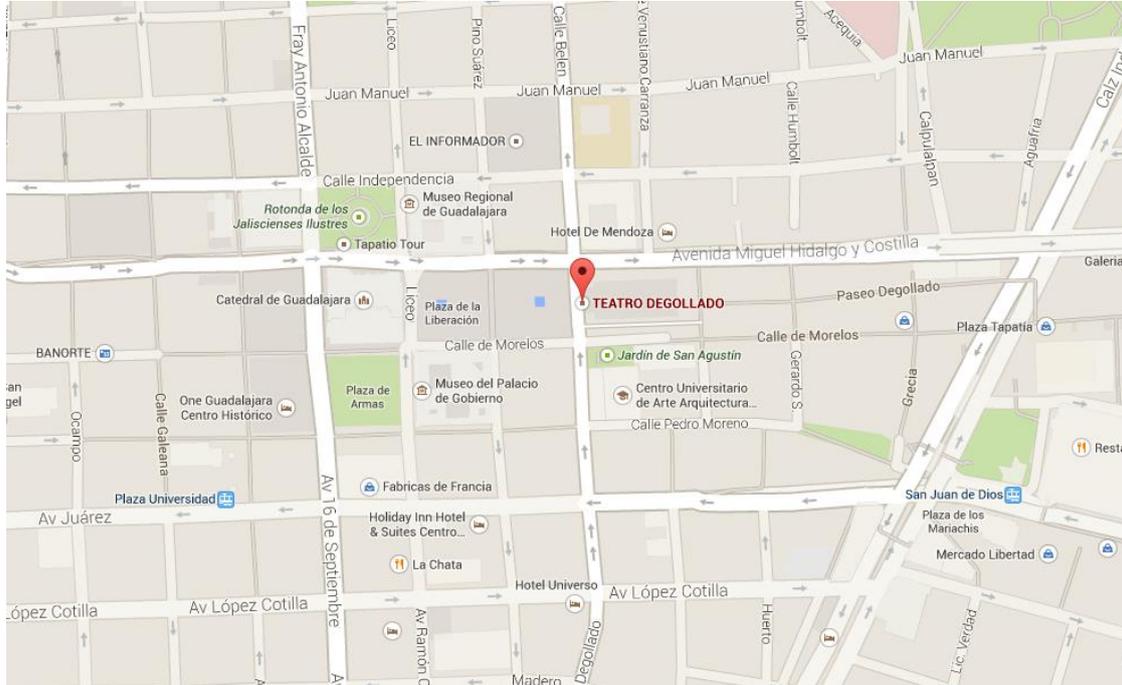
- Degollado Theatre: Official Proclamation of World Tourism Day



- ✓ Travel time from the Official Hotels (The Westin Guadalajara and Hilton Guadalajara Hotel) is about 30 minutes by bus.
- ✓ Located at Avenida Mariano Otero 1499, Verde Valle, 44550 Guadalajara, Jalisco.
- ✓ Map



**SECTUR**  
SECRETARÍA DE TURISMO



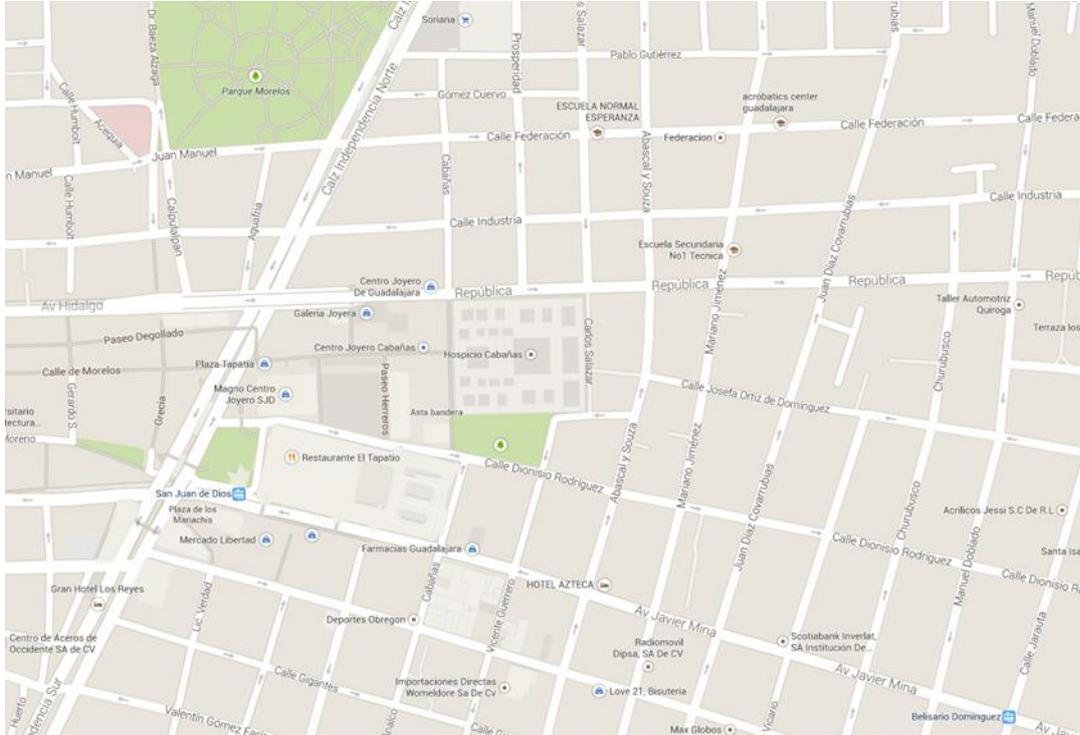
- Institute Cultural Cabañas: Sessions for Reflection and closing lunch



- ✓ Travel time from the Official Hotels (The Westin Guadalajara and Hilton Guadalajara Hotel) is about 20 minutes by car.
- ✓ Located at Cabañas 8, Col. Las Fresas, Guadalajara, Jalisco, CP 44360.
- ✓ Map



**SECTUR**  
SECRETARÍA DE TURISMO



### 3. ACCREDITATION

The participants must contact: [dmt@sectur.gob.mx](mailto:dmt@sectur.gob.mx)

Please provide your full name and contact details in order to receive an online registration link for World Tourism Day. Accreditation desks will be open in Guadalajara, Jalisco, at locations to be determined, one day before the celebration.



#### 4. ACCOMMODATION

The Government of Mexico has selected two official hotels in Guadalajara, which will offer special rates for participants in the celebration of World Tourism Day 2014. These hotels offer all of the security and logistical features required to facilitate the delegation's activities. Both are located near Expo Guadalajara, where the Dialogue for Reflection among Ministers and Experts will be held.

##### 1. Hotel Westin Guadalajara

Av. de Las Rosas 2911,  
Residencial del Bosque,  
44530, Guadalajara, Jalisco  
Tel: + 52 (33) 3880 2700  
Webpage: <http://www.westing.com/guadalajara>



Type of room	Rate	Meals	Reservation code
Deluxe King	1,400 Mexican pesos (79 EUR) plus tax	Includes breakfast, buffet and Internet	Name: OMT DMT Code: 289043
Master Suite	2,900 Mexican pesos (164 EUR) plus tax	Includes breakfast and Internet.	Name: OMT DMT Code: 289043

##### 2. Hotel Hilton Guadalajara

Av. de las Rosas 2933,  
44530, Guadalajara, Jalisco,  
Tel: + 52 (33) 3678 0505  
Fax: +52-33-3678-0511  
E-mail: [glddh\\_fo@hilton.com](mailto:glddh_fo@hilton.com)  
Webpage: <http://www3.hilton.com/en/hotels/jalisco/hilton-guadalajara-GDLGHHF/index.html>



Type of room	Rate(EUR)	Meals	Reservation code
Deluxe King Size	1,428 Mexican pesos (81 EUR) tax included	Does not include breakfast or Internet	<b>WORLD TOURISM DAY</b>
King Size Club Level	1,666 Mexican pesos (94 EUR) tax included	Does not include breakfast or Internet	<b>WORLD TOURISM DAY</b>



King Size Jr. Club Level	2,023 Mexican pesos (115 EUR) tax included	Does not include breakfast or Internet	<b>WORLD TOURISM DAY</b>
King Size Executive Level	2,142.00 Mexican pesos (122 EUR) tax included	Does not include breakfast or Internet	<b>WORLD TOURISM DAY</b>
King Size Jr. Suite Executive Level	2,975.00 Mexican pesos (169 EUR) tax included	Does not include breakfast or Internet	<b>WORLD TOURISM DAY</b>
King Size Master Suite Executive Level	4,522 Mexican pesos (256 EUR) tax included	Does not include breakfast or Internet	<b>WORLD TOURISM DAY</b>

Reservations can be made at the following link:

[http://www.hilton.com/en/hi/groups/personalized/G/GDLGHHF-TUR-20140925/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/G/GDLGHHF-TUR-20140925/index.jhtml?WT.mc_id=POG)

✓ Map of the hotels

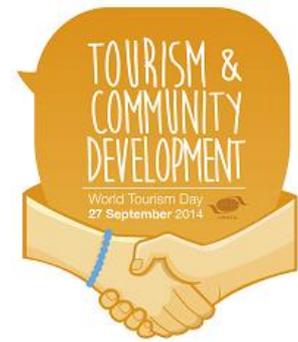


### TRANSPORT

Transport by tram will be provided for participants from the Guadalajara airport to the official hotels and vice versa. In this connection, participants are asked when registering to indicate their arrival and departure flights.



**SECTUR**  
SECRETARÍA DE TURISMO



The organizers will provide transport service from the official hotels to the places where the activities and events will be held.

## 5. EVENTS

The celebration of World Tourism Day will be divided into different sessions, beginning Friday, 26 September, and concluding Sunday, 28 September. The official celebration will be held on Saturday, 27 September.

## 6. GASTRONOMY

With some 700 specialized culinary establishments, Guadalajara has the privilege of showing the world why Mexican cuisine was declared part of the world's Intangible Cultural Heritage. The gastronomy of Jalisco, where the use of spices and condiments gives a special touch to typical Mexican recipes, is varied and flavourful. Among the typical dishes of Jalisco are maize *gorditas* and *sopes*, *enchiladas de mole*, *borrego al pastor*, *tortas ahogadas de Guadalajara* and *tamales*. For the sweet-tooth there are rice pudding, *dulces de leche*, *cocadas*, *cajeta de membrillo*, *dulces de coco* and *dulces de tamarindo*. The typical beverages included tequila, made from agave, a cactus plant characteristic of the region; the famous Margarita cocktail, fruit punch and atoles.

In addition to local cuisine, Guadalajara offers a wide range of international restaurants. Special menus (vegetarian, kosher, no-pork, etc.) can be made to order in the city's hotels and major restaurants.

## 7. TRAVELING TO GUADALAJARA, MÉXICO

Guatemala is located in the western part of the Mexican Republic, 535 Km from Mexico City. The air connections to Guadalajara, both domestic and international, are numerous.

The following air connections are recommended:

City of origin – Mexico City – Guadalajara (by air).

From Mexico City to Guadalajara the following airlines offer about 30 direct flights daily:

Aeroméxico: <http://www.aeromexico.com/>

Interjet: <http://www.interjet.com.mx/>

Viva Aerobus: <https://www.vivaaerobus.com/>

Volaris: <http://www.volaris.com/>

The following airlines offer direct flights to Guadalajara from cities in the United States (Atlanta, Chicago Midway, Chicago O'Hare, Dallas/Fort Worth, Fresno, Houston George Bush, Las Vegas, Los Angeles, Oakland, Phoenix, Sacramento, Salt Lake City, San Antonio, San Francisco and Santa Ana):



- US Airways: <http://www.usairways.com/>
- Delta Airlines: <http://www.delta.com/>
- United Airlines: <https://www.united.com/>
- American Airlines: [www.aa.com/](http://www.aa.com/)

There also direct flights to Guadalajara from San José, Costa Rica (by Aeroméxico: <http://www.aeromexico.com/>) and from Panama City (by Aeroméxico and Copa Airlines: <http://www.copaair.com/>)

## AIRLINE DISCOUNTS



**AEROMEXICO** offers participants in World Tourism Day 2014 a **discount of 20%\* for domestic flights and 15% for international flights** (over the entire rate structure except for classes W, V, R, N, E, I).

The code to obtain the convention discount is **IT20RGD3214N1**, which is valid for travel from 24 to 29 September 2014. Apply only to **AEROMÉXICO** ticket offices and call centres for reservations and sales.

País	Teléfono	País	Teléfono
ARGENTINA	0800 888 22 76	ESPAÑA	900 995 282
BRASIL	0021 8000 2140 000	FRANCIA	0800 916 754
CHILE	Desde una red fija 188 800 581 600 Desde celulares 2599 43 78	LONDRES	0 8009775533
QUITO	1800 000 227	IRLANDA	1800855474
COLOMBIA	01-8009-520533	USA/CANADA	18002376639
PERU	0 80053407	CANADA	18002376639
HONDURAS	80027919025	JAPON	0570-783-057
COSTA RICA	0800 052 1447	CHINA SUR	10 800 120 30 44
GUATEMALA	1 800 8350269	CHINA NORTE	10 800 712 30 44
VENEZUELA	800 162 7351	EL SALVADOR	800 61 05

**\*Notes:**

- Applies to AM 001-4999 series flights.
- Does not apply to flights with shared codes.
- The discount is applied upon issuance of the ticket.
- Interested parties should present the letter /invitation/ registration card.
- In the case of a change to the date and time charges will be applied in accordance with pricing policy. The rates may also differ if the class originally reserved is not available.



**SECTUR**  
SECRETARÍA DE TURISMO



### **a. Entry formalities**

To enter Mexico, each delegate must present a valid passport as well as a visa in some cases. Delegates traveling to Mexico are advised to obtain their entry visa to Mexico in advance, presenting the necessary documentation to the Mexican Embassy or Consulate nearest their country of residence.

### **b. Visas**

it is important to bear in mind that the migration provisions contained in the General Guidelines for the Issuance of Visas, issued by the Governance and External Relations Departments (LGEV) for ordinary passport holders published in the Official Journal of the Federation (DOF) on 8 November 2012, provides that visa applicants seeking to attend or participate in events to be held in Mexico need to meet the specific requisites for the issuance of a Visitor's Visa, but not a permit to perform remunerated activities (Step 1 LGEV)

A list of nationalities requiring a Mexican visa can be found at the link below:

<http://www.sre.gob.mx/index.php/visas-para-extranjeros>

Participants who are holders of special passports (diplomatic, official, or military) should be documented in accordance with the Guidelines for the Issuance of Special Visas (LIVNO), published in the DOF on 30 August 2013.

The following link shows how the special passport provisions apply:

<https://www.sre.gob.mx/serviciosconsulares/images/stories/dsc/pdf/regnoordinario.pdf>

It should be noted that there are facilitation measures permitting travel to Mexico without a visa for persons bearing a valid and current United States visa or a Canadian or U.S. permanent residency card, or persons, or persons who are permanent residents of Canada, the United States, Japan, the United Kingdom or any country in the Schengen area. Such persons, who do not require a visa, need to provide proof of their status upon arrival to Mexico.

### **REQUISITES:**

- I. Passport or valid and current identity and travel documents, original and copy.
- II. One colour, front-view photograph with face visible, without glasses, passport size (at least 32mm x 26mm and 39mm x 31mm maximum, with white background).
- III. Original and copy of document proving residence if the foreign person is not a national of the country where applying for the visa.
- IV. Proof of any of the cases provided for in Article 104 Regulation of the Migration Act of Mexico, by submitting the following documents, as applicable:



- a. Grounding
  1. Original and copy of property deed duly registered in the name of the applicant or interested party and proof of stable employment, for a minimum of one year, or
  2. Original and copy of property deed duly registered in the name of the applicant and document issued by the competent authorities of each country evidencing at least two years ownership or participation in a business.
- b. Financial solvency
  1. Original and copy of proof of investments or bank accounts with monthly average balance equal to five hundred days' minimum wage in the Federal District for the past six months, or
  2. Originals and copies of documents showing employment or pension income unencumbered by major liens equivalent to at least one hundred fifty days of the general minimum wage in the Federal District for the past six months.

Foreign nationals need to present original records proving they are engaged in regular study at an institution of higher learning, or proof of stable employment, pension or grants with monthly income equivalent to 100 days minimum wage in the Federal District.
- c. Letter of Invitation
  1. Original letter from an organization or a public or private institution inviting the foreign person to participate in a non-remunerated activity in the country. The letter should contain the following information:
    - i. Full name and nationality of the applicant or interested party;
    - ii. Name of organization;
    - iii. Registration number and purpose of the organization or private institution;
    - iv. Full address and contact details of the organization or institution;
    - v. Information on the activity or project in which the foreign person will participate. The activity of the foreign person must be related to the purposes of the inviting organization or institution;
    - vi. Estimated or approximate date of completion of the activity;
    - vii. If applicable, the commitment to assume responsibility for supporting the foreign person while in Mexico and returning him or her to his or her country of origin or residence; and
    - viii. A copy of an official identity document signed by the signer of the letter of invitation.



**SECTUR**  
SECRETARÍA DE TURISMO



2. One of the documents indicated above in IV (b) of the section on requisites for demonstrating financial solvency, unless the inviting organization or institution is defraying the travel expenses and stay in the national territory and so states in the aforementioned letter of invitation.
3. Documents certifying that the foreign person has the experience, capacity, skills or knowledge necessary to perform the activity for which he or she is invited, original and copy.

**Important note: “on-arrival” visas are not issued.** Participants need to make the arrangements necessary to obtain their visas before entering the country.

### c. Customs

In addition to their personal effects, all passengers entering Mexico can bring up to \$300 worth of merchandise. Extra charges apply above that amount. All luggage is subject to inspection by Mexican customs authorities.

### d. Health

Participants are recommended to obtain international health insurance covering major medical expenses. It is not required to furnish any type of vaccination certificate to enter Mexico.

Guadalajara has an extensive network of health clinics and hospitals. Medical attention will also be available at the official hotel.

## 8. USEFUL INFORMATION

### a. Currency

The currency of Mexico is the peso, trading at 17.74 pesos to the euro and 12.95 pesos to the dollar (May 2014). These exchange rates can vary.

Foreign currencies can be exchanged at hotels, the airport, banks, and currency exchange offices. Business hours are generally from Monday to Friday, 10:00 am to 2:00 pm.

**Currency exchange offices** are usually found at international airports, well marked, throughout Mexico. A passport must be presented.

**Banks:** not all banks provide the service of exchanging pesos and dollars. Some require having an account with that bank. Participants are recommended to inquire at their hotel about nearby banks offering exchange services for tourists. They will also need to present a passport.



**SECTUR**  
SECRETARÍA DE TURISMO



#### **b. Credit cards**

Credit and debit cards are accepted in most commercial establishments. It is recommended, however, to carry cash, since there are small establishments that do not accept credit cards. ATM machines are available at most banks, shopping centres and hotels. They frequently offer better exchange rates, although they do charge a commission for the service in the case of international credit cards. Participants are advised against accepting help from persons not connected with the bank.

#### **c. Climate**

During the month of September, temperatures in Guatemala range from a low of 17°C (60.8°F) to a high of 27 °C (80.6°F).

#### **d. Time zone**

The time zone for Mexico is UTC/GMT -6 hours (central time).

#### **e. Telephone calls to and from Mexico**

The country code for Mexico is 52 and the city code for Guatemala is 33. To call local landline telephones from outside Mexico dial +5233 followed by an eight-digit telephone number. To use mobile phones in Guadalajara dial +52 (1) 33 followed by the eight digits.

To call within Guadalajara to fixed land lines, simply dial the eight digit number. To call a mobile phone from a landline phone use the prefix plus the eight digits. To call from another local mobile phone, or in roaming mode, dial the prefix 33 followed by the eight digit telephone number.

#### **f. Taxes on goods and consumption in restaurants**

All purchases in Mexico are subject to a 16% Value-Added Tax (VAT). The VAT does not apply to medicine or food but it does apply to restaurants. The tax is always included in the sales price indicated.

#### **g. Tips in restaurants, hotels and for services**

Tips are normally not included. The practice is to give between 10% and 15% of the total restaurant bill, depending on the quality of service.

It is recommended as a courtesy to leave a nominal tip for hotel staff.



**h. Electricity**

The electricity in Mexico is 110 V. Participants should ensure that their electronic equipment (computers, mobile phones, etc.) is compatible with that voltage. They must otherwise use voltage transformers. The electric plug type is A (American).

**9. CONTACT INFORMATION**

UNWTO Secretariat	Host country
<p><b>Mr. Marcelo Risi</b> Senior Media Officer Communications and Publications Programme Tel: (34) 91 5678160 Fax: (34) 91 578219 Email: <a href="mailto:mrisi@unwto.org">mrisi@unwto.org</a></p> <p><b>Communications and Publications Programme</b> Tel: (34) 91 5678159 Fax: (34) 91 578219 Email: <a href="mailto:comm@unwto.org">comm@unwto.org</a></p>	<p><b>Mr. Javier Guillermo</b> Chief, International and Cooperation Affairs, Department of Tourism, Mexico Tel: + 52 (55) 30026332 Fax: + 52 (55) 10360814 Email: <a href="mailto:jequillermo@sectur.gob.mx">jequillermo@sectur.gob.mx</a></p> <p><b>Mrs. Daniela Garza Ríos</b> Director for International Organizations Department of Tourism, Mexico Tel: + 52 (55) 30026332 Fax: + 52 (55) 10360814 Email: <a href="mailto:dgarzar@sectur.gob.mx">dgarzar@sectur.gob.mx</a></p>