

## How to use this brochure

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Tap the logo or the image to go to the webpage.

Tap the button to book your hotel or tour.





Tap the logos to access the weather forecast, take a virtual tour of archaeological sites via Street View, enjoy videos and photos of Cancun.











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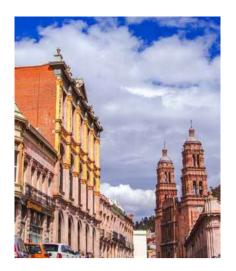




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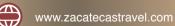


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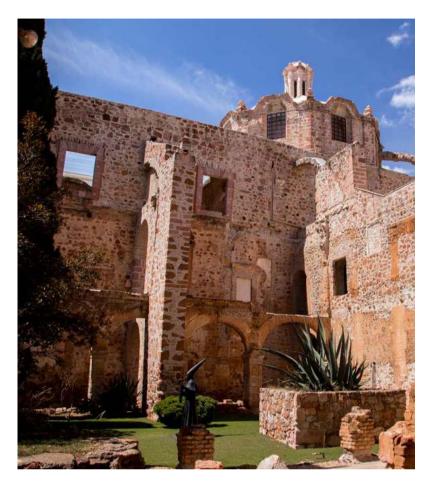




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#### DAZZLING!







It has a privileged location in north-central Mexico, connected both by land and by air with important cities in Mexico and the United States.

Since its establishment as a mining camp in the 16th century, Zacatecas has long been valued for its rich deposits of silver and other minerals, in fact it still ranks number one in silver production in the country.

It is a place full of history and is notable for its harmonious design and Baroque profusion of its façades, where decorative elements have been magnificently carved in pink stone.

Zacatecas is a magic land of legends, where you can be amazed by a fantastic selection of museums or you can appreciate some of this land's most rugged and stunning natural scenery, everything under intensely blue skies.

This destination offers rich cultural heritage, architectural wonders, unforgettable adventure experiences, wide array of activities, festivals, romance, food and much more...



## 15 UNIQUE EXPERIENCES YOU CAN ONLY LIVE IN ZACATECAS

1. Become a Silversmith for the Day

In the Silversmith Center of Zacatecas you can understand the mechanics of how jewelry is made, and if you want, you can create a beautiful piece with your own hands.



#### 2. Ancient Site for Stargazing

2. And

Access to the magical site of La Quemada at sunset. With no light pollution you can just laid down in the grass and admire an ocean of stars; telescopes are also available to visitors to provide an even more memorable stargazing. A good way to end up this experience is enjoying the delicious flavors available only in that region!

3. El Cerro de la Bufa, history and adventure

The views from the top are superb and there are a number of other attractions: an interesting group of monuments, a mausoleum, a chapel, an observatory, and a museum. It is also the site of a zip-line, and a teleférco (cable car).

You can take a ride aboard the 30-30 panoramic train, or ride an ATV up the hill.





They start in the main square and winds its way around the narrow streets and alleys of the city, until the party reaches La Alameda. All along the way there is cheerful music of the "Tambora" (consists of winds and percussion sounds) and a donkey laden with mezcal, so the entire crowd drinks this beverage in little iars called "jarritos".

#### From Earth to Sky

The tour offers a visit to the legendary El Edén mine, where visitors can admire striking rock formations. mineral colors, and underground machinery, as well as the Museum of Rocks and Minerals, the largest of its kind in Latin America. In the way down from Cerro del Grillo take an exhilarating ride straight over the heart of the city in a modern cable car.



#### A nightclub in a mine



To get to the bar, you'll have to take a four-minute train ride through a 600-foot-long underpass, the rattling train ride fulfills its promise of "another level" experience. At the disco, you'll be surprised by its acoustics and the pulsating lights of the carved dome.

#### 7. Learn more about the Mexican Revolution

Travel through time and become part of the General Villa's troop and learn about the battle of Toma de Zacatecas in 1914, through augmented reality and interactive multimedia. In addition, enjoy a tasting of mezcal, sweets and selection of local cheeses.





Visit the gardens and old squares in a night tour while drinking mezcal and sample some typical sweets. Discover the famous buildings and landmarks that harbor mysteries, including a house where actors recreate stories of love, tragedy and terror.

There is another option to learn about the legends in Zacatecas. You may join "el Diablito de Zacatecas" (the devil) an archetypal figure who shares spinechilling stories as he interacts with the tour participants along the way.

#### 9. Enjoy the Historic Centre of Zacatecas

Be dazzled by beautiful Colonial Architecture, alleys with numerous legends, bars and restaurants full of tradition and much more...There are biking tours and Trolley Sightseeing - including night tours-, or you can walk on your own and explore the most beautiful corners of the Centre of Zacatecas.



#### Calderon Theater, tragedy, mystery and history



Stories based on real life historical events like the theater fire, the yellow fever outbreak, and some of the battles that took place in Zacatecas are played by phantasmagoric characters.

#### Explore the San Bernabé Mine

This off-road ATV adventure offers intrepid travelers a ride through the dusty trails with nopal cactus, capricious rock formations, ponds and a dam. Then you can dig into one of the first major vein of silver in Zacatecas; access the mine though a tunnel of almost 330 feet-long and learn about the history of mining in the region.



## 12. Are you a beer lover?



You can visit Cervecera Modelo, the world's second largest' brewery, producing as many as 18.7 million beers a day and distributed in 180 countries. Here you will enjoy the unmistakable aroma of the brewing process, the atmospheric enhancement of gleaming steel tanks, and of course the beer tasting.

#### 13. If you love drinking wine...

Whether by bike train or on foot, Vinícola Campo Real wine tours are an authentic wine country experience. Discover its unique production process and visit the Museo de la Barrica (Barrel Museum) with a unique display of barrels painted by famous Zacatecan artists. A great place to visit, especially at sunset, for a wine tasting experience you will never forget.



#### 14. Converted bullring, now luxury hotel



One of the most singular hotels in the world, built into the grandstand of San Pedro's beautifully restored 19th century bullring. Ingeniously preserving the character and beauty of the original structure. Learn about the legend of a passionate love story and why it is considered one of the most romantic places in town.

#### 15. ATV is the best way to explore Mural City

Travel around a popular neighborhood with 30 colorful murals created by 40 urban artists of all ages and various countries. Along the tour you may stop at a local pulquería to try Mexico's oldest alcoholic beverage (Pulque, a milky-viscous beverage based on the fermented sap of the maguey plant) and some regional specialties.



# UNFORGETTABLE EXPERIENCES LACATEÓ



The miner, an all-terrain vehicle



A Bicitour with flavor



Viceregal Guadalupe



Romance in San Bernabé



Flavors of Jerez



Vetagrande Route

More about other experiences!

### ZACATECAS CLOSER THAN YOU COULD EVER IMAGINE



#### FREE ROUTE PLANNER



Free download the app, plan and accurately measure routes and costs of your trip.



### WEATHER CONDITIONS IN ZACATECAS

Month	Jan	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Month Average Temperature (℃)	13	10	13	15	17	16	15	15	14	13	12	10	13
Month Average High Temperature (°C)	18	19	22	25	26	26	24	24	23	22	21	18	22
Month Average Low Temperature (°C)	5	6	7	10	12	13	12	12	12	10	7	6	9
Average Precipitacion (mm)					10	40	40	60	50	20		10	220
Daylength (hours)	11.3	11.8	12.4	13.1	13.7	13.9	13.8	13.3	12.6	12	11.4	11.2	12.5

Source: Weatherbase

Weather Forecast















Zacatecas offers a whole range of festivals throughout the year. There are great events such as the Zacatecas Cultural Festival (Holy Week and Easter), the International Folklore Festival (July), Morismas de Bracho (August), the National Fair of Zacatecas (September) or the Street Theater Festival (October), among others.

Find out more about all the events !

# FEASTS & FESTIVALS

## ZACATECAS,

#### A CITY WITH HISTORY AND DAZZLING BEAUTY

#### Zacatecan Cuisine

Local food is another destination attraction, its typical dishes are: asado de boda or "wedding roast" (a long-simmered stew of pork shoulder and chiles), steamed birria (goat broth), corn gorditas stuffed with various stews, enchiladas, tamales, and tacos envenenados or "poisoned tacos" (oversized, doubled-over tortillas stuffed with potatoes and topped with super spicy salsa). Zacatecas also offer great Mezcal (an agave





Founded in 1546, the city combines romance, history, culture, nature and mining in a unique way. With a mix of curves and straight lines, the city center architecture is certainly distinctive.

Due to its extensive cultural background, Zacatecas is the home to many museums with incredible historic value. The works in silver and quarry, as well as the Huichol embroidery, reflect an appreciation and passion for art.

The city offer a number of attractions as the world's only nightclub inside a mine, streets and alleys

boasting its own legends, and a widely-recognized hill, Cerro de la Bufa, offering many options from a museum to a zip line.

The city combines a peaceful and calm atmosphere with fun adventures in ATVs, bicycles, trams and trains. It is one of the ten Mexican cities that have been distinguished as a UNESCO World Heritage Site and is considered the best-preserved colonial city in the Americas.

Its natural environment is ideal for people who love to take scenic strolls, allowing for the chance to explore the natural beauty of the area.

Visit Zacatecas, is quite an experience!



#### 1. Cathedral

Built between 1729 and 1752, the pink-stone cathedral is a masterpiece of an exuberant baroque style. The stupendous main facade is a wall of detailed carvings. The central altarpiece, covered with 24-carat gold leaf, was made by the artist Javier Marín and was inaugurated in 2010. Hours: Daily 07:00 to 13:00 and from 17:00 to 20:30 hrs.

#### 2. Government Palace Cultural Center

It was built in the 18th-century with high ceilings, large gates, majestic staircases and balconies. A beautiful mural extends down the staircase painted by Antonio Pintor, a local artist and depicts the history of Zacatecas. Hours: Daily from 08:30 to 20:00 hrs.

#### 3. Portal de Rosales

This gate dates back to 1827 and today is a meeting point for students and young people. There are numerous options for fast food and tasty desserts.

#### 4.Plazuela Miguel Auza

There are several restaurants, bars and outdoor cafes in this quaint and charming square inaugurated in 1908. The Ex Temple of San Agustín, the Obispado (Bishopric) and old colonial mansions converted into local craft shops, surrounds the nice plaza.

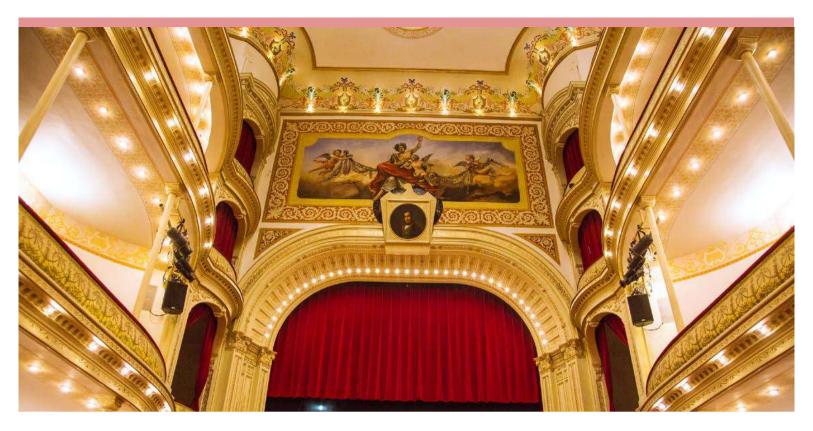
#### 5. Mercado González Ortega

This impressive 1880s iron-columned building used to hold Zacatecas' main market. In 1982 it was renovated into an upscale shopping center with a wonderful arcade of stores. The lower level houses several bars and restaurants.

#### TIP

For a great breakfast or lunch you can try the Acropolis Restaurant, founded over 70 year ago. You can enjoy its varied menu surrounded by more than 300 originals by Tamayo, Dalí, Miró and Chagall, among others, exuberant displays of artwork covers every available surface





#### 6. Calderon Theater

The French-style theater date back to 1832, and in 1897 is reopen after a devastating fire. This is one of the most gorgeous buildings in Zacatecas. Its majestic interior has a capacity of just over 500 people.

#### 7. Templo de Santo Domingo

Built by the Jesuits in the 1740s, the church was taken

over by Dominican monks in 1767. It has a sober Baroque portal with eight fine gilded altars, highlighting that of the Virgin of Guadalupe. In the choir there is a massive 18th century organ.

#### 8. Templo de San Agustín

A beautiful 18th century building meticulously

restored in the Mid 20th Century and transformed into an important venue for public meetings and cultural events. Today the sacristy houses a Petroteca where the blocks of carved quarry of the original façade are display. There is an audiovisual presentation showing the reconstruction of the original façade.

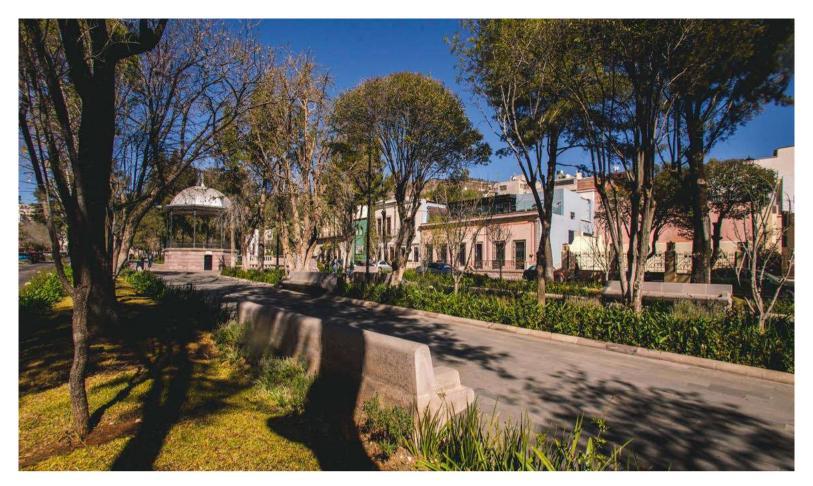
#### 9. El Acueducto

Admire the arch-buttresses of the 18th-century aqueduct built of pink limestones. It's considered to be one of the city symbols.

### 10. Palacio de la Mala Noche (The Bad Night Palace)

This handsome building was built in the 18th century by a rich mine owner and serves as the Superior Court of Justice for the State of Zacatecas. It is a colonial mansion with high ceilings, wide, wooden doors.





#### 11. Plaza Goitia

This plaza is located in front of the Calderón Theater, and it serves as a stage for some artistic performances. Every Thursday afternoons, the Symphonic Band of the State of Zacatecas performed a public concert.

#### 12. Alameda Trinidad García de la Cadena

It was inaugurated around 1831 and it has served as a recreational space for locals and visitors. The park offers a relaxed atmosphere amidst the jacarandas

and dozens of ash trees and is part of a bohemian neighborhood with a number of little bars, restaurants and outdoor cafes.

#### 13. Fuente de los Conquistadores (Conquerors Fountain)

The Baroque style fountain was inaugurated in 1982; in each of the four faces it is carved the name and the coat of arms of the founders of Zacatecas. Throw a coin in for good luck and take a selfie in front of the fountain.

#### 14. Parque Gral. Enrique Estrada (Sierra de Álica)

Nice place to relax, take a walk or rest under the shade of its trees. The park is surrounded by important city landmarks like the aqueduct, the old bullring, the Francisco Goitia museum and the Fatima temple. It is also used as venue for concerts and cultural presentations.





#### 15. Fuente de los Faroles (Lanterns Fountain)

It has become a symbol of the city. Federico Sescosse designed it in 1958, and he was inspired by a fountain located in Plaza de la Virgen de los Reyes, a historic square near the cathedral in Seville, Spain.

#### 16. Plazuela de García

This is the oldest square in the city near the Ex Convent of San Francisco. This historic building houses the Rafael Coronel museum. It surrounds with many cafe and restaurants.

#### 17. Plazuela 450

It was made in 1996 in commemoration of the 450th anniversary of the establishment of the City. It is located in front of the Manuel Felguérez Museum.

#### 18. Capilla de Mexicapan

This is a Franciscan chapel built in 1570, and is the only Indian Chapel still standing tall in the city. The temple is dedicated to Our Lady of Candelaria.

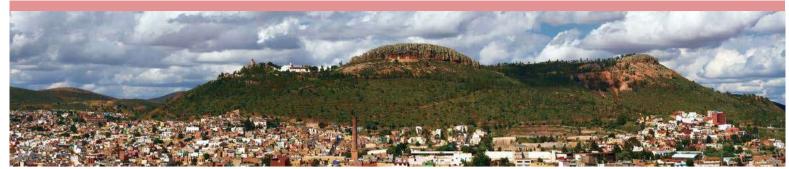


## 19. Mina El Edén (Mine)



The mine operated from 1586 until 1960; then it was reopened as an attraction in 1975 after being remodeled with hanging rope bridges, stairs, a funicular train and special lighting. Step back in time as a cute little train transports visitors more than 300 meters (1,000 ft.) inside the mountain, while guides lead you, a little more than 2 km, along narrow floodlit walkways past shafts and over subterranean pools. The entertaining stories and legends told by the expert guides are not to be missed. Explore the fascinating collection of the Museum of Rocks and Minerals, and in the way out do not miss the shops with a display of rocks and silver pieces.

For a different experience do not miss your chance to descend into the earth and party in a nightclub uniquely placed within the mine's yoult







## Cerro de La Bufa

#### 20. El Cerro de La Bufa

Historical, heroic, stunning and iconic. The views from the top are superb, including the wonderful sunsets of Zacatecas. A convenient way to ascend La Bufa is by the teleférico (cable car) or you can take a good walk with amazing views.

#### 21. Mausoleo de los Personajes Ilustres (Mausoleum of Illustrious Men)

Right of the statues, right on the hillside of the Cerro de La Bufa, is the mausoleum with the tombs of Zacatecan heroes from 1841 to the present.

#### 22. Cámara Oscura (Dark Room or Pinhole Image)

On the top floor of the cable car station is located this peculiar device, through which you can enjoy a panoramic and exceptional tour in real time. Hours: Daily from 10:00 to 18:00 hrs.

#### 23. Templo de Nuestra Señora del Patrocinio

An old hermitage from the 16th century built by Don José de Rivera Bernández as the first chapel dedicated to the Virgin Mary. It was restored in 1728 with a beautiful Baroque facade is with two levels. Named after the patron saint of miners, this chapel has a holy image of the Virgen del Patrocinio above its altar. Thousands of pilgrims flock here each year on September 15, to celebrate with music and traditional dances.

#### 24. Explanada de la Revolución

There are statues of all the revolutionary leaders including Pancho Villa, and a couple of sets remembering one of the most epic and famous battles of the Mexican Revolution. You can dress with costumes dating back to that time and have a unique photo, a souvenir you can brag about and share with others. Take a train ride and enjoy beautiful views.

#### 25. Mirador de La Bufa

In front off the side facade of the Temple is this lookout where there are yet more stupendous views. It is lined with women all garbed in the brightly colored traditional clothes of the Huichol, an indigenous group famed for their embroidery, weaving and painstaking beadwork



#### 26. Museo Toma de Zacatecas (Museum)

The museum was opened in 1984 to memorialize the 1914 battle fought on the slopes of the Cerro de la Bufa, one of the most important battles of the Mexican Revolution. The child-friendly museum is a technological delight, with talking ghosts, actual footage of the battle and all kinds of other interactive displays. You also will find in display: newspapers, photographs, shotguns and canons from that period. Hours: Daily from 10:00 to 16:30 hrs.

#### 27. Teleférico (Cable Car)

The fist ride was in 1979 and it was the first cable car in Mexico. This is the easiest way to the summit of Cerro de la Bufa and explores Mina El Edén. The cabin has a transparent floor so you can see the city skyline under your feet. Cars depart every 15 minutes and the trip takes seven minutes. Get ready for postcard-perfect panoramas of the city!

#### 28. La Tirolesa 840 (Zip Line)

Zipping over the stunning landscape of Zacatecas is sure to be an exhilarating experience. The ride starts right at the top of Cerro de La Bufa and you will be flying at a thrilling height of 85 m (278 ft.) traveling 440 m in the first section and 400 in the second. The adventure includes a hanging bridge.



## ZACATECAS,

### A CITY TO IMMERSE YOURSELF IN CULTURE



#### Centro Cultural Ciudadela del Arte (Cultural Center)

It is located in an old mansion built in 1806. It has several venues such as: Manuel M. Ponce Museum, this small five-roomed museum is a touching tribute to the famous musician and intellectual, whose best-known scores includes "Las Mañanitas" and "Estrellita". Hours: Tuesday to Sunday from 10:00 to 17:00 hrs.

There is also the Cineteca Zacatecas (Film Center); the Fototeca Zacatecas "Pedro Valtierra" (Photos Library); the Antonio Aguilar room with a collection of pieces related with the "Charro de México", originally from Villanueva, Zacatecas; and rooms for workshops. Hours: Tuesday to Sunday from 10:00 to 17:00 hrs.

## Museo Universitario de Ciencias (University Museum of Sciences)

It is located in the old central building of the Universidad Autónoma de Zacatecas, a beautiful 19th century building. The museum displays a study cabinet with more than 500 instruments to perform physics experiments dating from 1880. Some of the most notable pieces are: an Edison Phonograph, a universal exciter and a steam engine. It has temporary exhibition hall, auditorium, library, video library and a room that exhibits works from the viceregal period

with 11 painting from important New Spain artists like Juan Correa and Luis Álvarez. Hours: Daily from 09:00 to 18:00 hrs.

#### Museo ZigZag

Its mission is to engage children and families in a fun and educational experience, and to spark an interest in science and technology. The museum feature eight interactive rooms where kids want to linger. You can visit the world of robotics, enjoy science-based workshops and be amazed by the observatory with professional quality instruments like a telescope with hydrogen-alpha filter to watch the solar activity.

This place can provide memorable, immersive learning experiences but also adventure with a zip line, a climbing wall and a giant sphere. Hours: Daily from 09:00 to 17:00 hrs.

#### TIP

If you are traveling with children you can complete your adventure by visiting the Parque Encantada next to the museum. You can ride a miniature train around the park; enjoy the lake and the zoo with bengal tigers wolves, pumas, crocodiles, lemurs and a great variety of birds.



## Museo Manuel Felguérez

(Museum of Abstract Art)

THE FIRST OF ITS
KIND IN MEXICO AND
LATIN AMERICA





This superb abstract-art museum is worth visiting for the building alone: the 19th-century neoclassical building was formerly a religious seminary then a jail, and has been renovated to create some remarkable exhibition spaces. It has a stunning and varied collection of abstract painting and sculpture, particularly the work of one of Zacatecas' most prestigious abstract artists, Manuel Felguérez. Wander through the galleries to find the work of over 170 abstract artists like: Alfonso Mena Pacheco, Jesús Mavagoitia, Jordi Boldó, Ricardo Mazal, Águeda Lozano, Kazuya Sakai and Lilia Carrillo, among others.

Check out 11 large-scale artworks that represented the country at the World Fair in Osaka, Japan in 1969, you will be amazed by its size and quality.

More than 800 items on show include artist's personal belongings, photographs, posters, publications, paintings, engravings and sculptures. Hours: 10:00 to 17:00 hrs. and closed Tuesday.



## Pedro Coronel Museum

## ART FROM ACROSS THE GLOBE

The extraordinary museum is housed in a 17th-century former Jesuit college and exhibits the works of the Zacatecas artist Pedro Coronel and his extensive collection of art from around the world, including pieces from Egypt, Greece, Italy, China, India, Japan and Latin America. The Africa and Oceania collections particularly stand out.

There are also halls dedicated to pre-Hispanic artifacts from all over Mexico, masks and original works by Kandinsky, Picasso, Goya, Miró, Dalí, Chagall and Vassarely, among others. It's undeniably an amazing collection.

Upon entry, you will find yourself inside the Elías Amador library where 24,000 antique books, some editions dating back to the 16th century. Hours: 10:00 to 17:00 hrs. and closed Monday.

#### Bet You Didn't Know

This museum exhibits lesserknown drawings of Jean Cocteau and Pablo Picasso, as well as the largest collection of Goya prints in the world, even greater than the one held in the Del Prado in Madrid.











#### Museo Francisco Goitia

The museum is housed in a former governor's mansion, overlooking the aqueduct. There is a fantastic collection of Goitia's abstract art on display, and that of more modern local artists like Pedro Coronel, Rafael Coronel, Julio Ruelas, José Kuri Breña and Manuel Felguérez. Hours: 10:00 to 17:00 hrs. and closed Monda

#### Museo Zacatecano

Zacatecas' former Royal Mint built in 1826, now houses this wonderful museum. Spread over a number of rooms, it exhibits a superb collection of Huichol art, including an extraordinary 80 sq. ft. mural made up of more than two million small, colored beads. There are more than 150 embroidered pieces on display, as well as a beautiful collection of altarpieces from different religious centers and eras.

The museum also has an exhibition of Mexican wrought iron from the 15th and 17th century, and a photographic collection. Hours: 10:00 a 17:00 hrs. and closed Tuesday.



## Rafael Coronel Museum

THE LARGEST

MASK COLLECTION

IN THE WORLD



Imaginatively housed in the ruins of the lovely 16th-century Ex-Convento de San Francisco, one of the oldest in northern Mexico. It is a symbol of Baroque splendor with equally splendid patios and gardens dotted with some of Coronel's sculptures.

The museum's main hall displays a collection of more than 11,000 masks used for dancing, religious, and mystic rituals from throughout the world. The "Diablo" (devil) room is not to be missed. The collection of masks is truly incredible, as are collections of totems, pre-Columbian and colonial ceramics, early 20th century puppets, musical instruments and other fascinating objects. Hours: 10:00 a 17:00 hrs. and closed Wednesday.



Considered as one of the most important art collections in the country, the former 18th century convent Propaganda Fide Monastery of Our Lady of Guadalupe houses works by the important artists of the era.

Wandering through the building is a delight, oil paintings cover every wall, and hang in rooms with rough tiled floors and whitewashed walls; note the extraordinary perspective of the paintings in the cloisters from where you stand. The treasures include works by Miguel Cabrera, Antonio de Torres, Juan Correa and Juan Nepomuceno Herrera, to name a few. Next to the museum is the temple. Be sure to step into the stunning choir on the church's upper floor. with its fine carved and painted chairs and a life-size sculpture of Saint Francis of Assisi. From here, you can peer into the gilded and beautifully decorated 19thcentury Capilla de Nápoles. All along the church you can admire the walls decorated with magnificent oil paintings and is also notable the 18th century organ. The sacristy displays a chalice, sacred vestments and vessels, among other items.

In the Camino Real de Tierra Adentro hall houses a marginally interesting transport exhibition with a reconstructed pre-Hispanic stone-wheeled cart, sumptuous horse-drawn carriages and nice bits of antique railway rolling stock.

Visitors can also see the Camino Real de Tierra Adentro library and its 9000 original volumes dating between 16th and 19th centuries as well as the photographic journey along the historic road of El Camino Real (The Royal Road). There is also a store and bookstore. Hours: 9:00 to 18:00 hrs. and closed Monday.



## Museum of Guadalupe

THE MOST IMPORTANT DISPLAY OF VICEREGAL ART IN AMERICA







#### Hacienda la Encarnación (Great Estate)

It is located in the municipality of Villanueva and was built in 1596. In 1695 the land was for grains and livestock and became one of the most important estates in the region. Today it has become a hotel with thermal waters, spa, and spaces for weddings and events.

#### Hacienda el Soyate (Great Estate)

It is located in the municipality of Villanueva and was the residence of Antonio Aguilar, an icon of folk music of Mexico. You can visit, requesting authorization to the guard of the mausoleum.

#### Conos de Santa Mónica

Just 20 km from Zacatecas is the Hacienda de San Juan de Trancoso, and inside the estate are 22 coneshaped dwellings in convert silos.

They were built in the first half of the 19th century and this landscape began to achieve widespread popularity after the renowned artist Francisco Goitia painted it. Today is a hotel, restaurant and a unique setting for events and weddings.

## MICE IN ZACATECAS

Zacatecas is a great choice to achieve an exceptional outcome with any type of event. It is well connected to major cities in Mexico and the United States, and whether you crave adventure, culture or relaxation, this destination offer the best for the three options. There are luxury and convenient accommodations and an attractive venue, Palacio de Convenciones, with adequate space and facilities.

#### Campo Real Vineyards

The vineyard is located 27 km south of Zacatecas and with high quality grapes produce award-winning wines. Enjoy a five-star wine experience: learn the process of wine making, traverse a dramatic landscape by bike, train or on foot, and enjoy a tasting of this magnificent wines

You can visit the Museo de la Barrica, with works by Zacatecan artists. It has beautiful spaces for weddings and events.

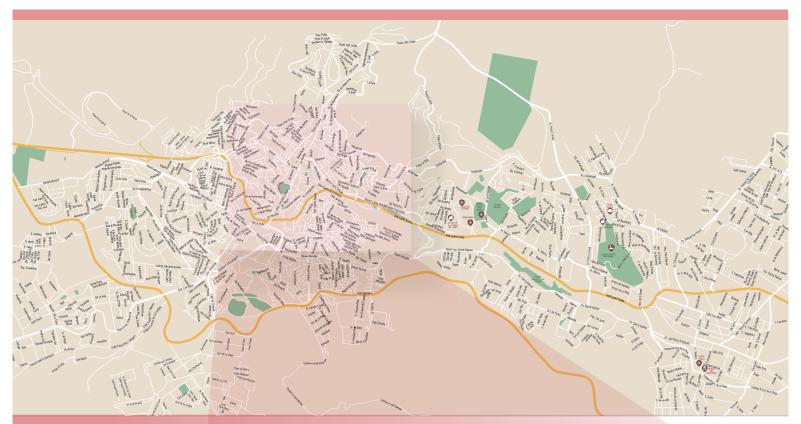
#### Vetagrande

Picturesque old mining town located just 15 minutes from Zacatecas. This village with its narrow streets is full of history; you can visit its peculiar pantheon, the baroque Temple of Calvary and the Temple of San Juan Bautista. Enjoy a one-of-a-kind adventure, ride ATV in flooded mine shaft and tunnels. Don't miss the chance to listen the witch stories in this mysterious town.las brujas del lugar.



MINES, VINEYARDS & HACIENDAS

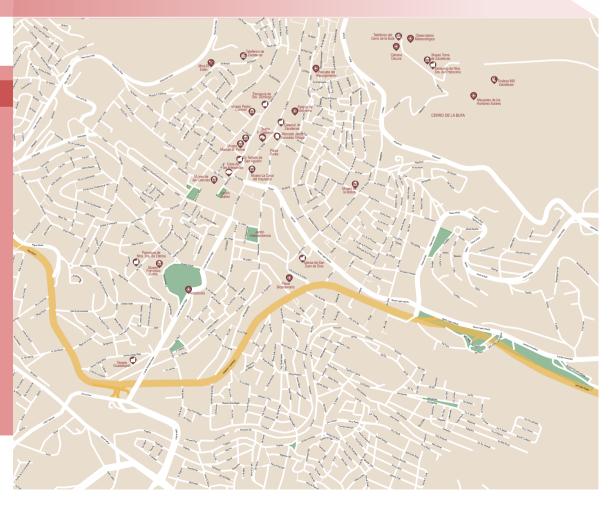




## Map of Zacatecas

#### Symbols

- Colonial Architecture
- Handicrafts
- Bus station
- Market
- Mine
- Museum
- Point of interest
- Theater
- **a** Cable Car
- Zipline





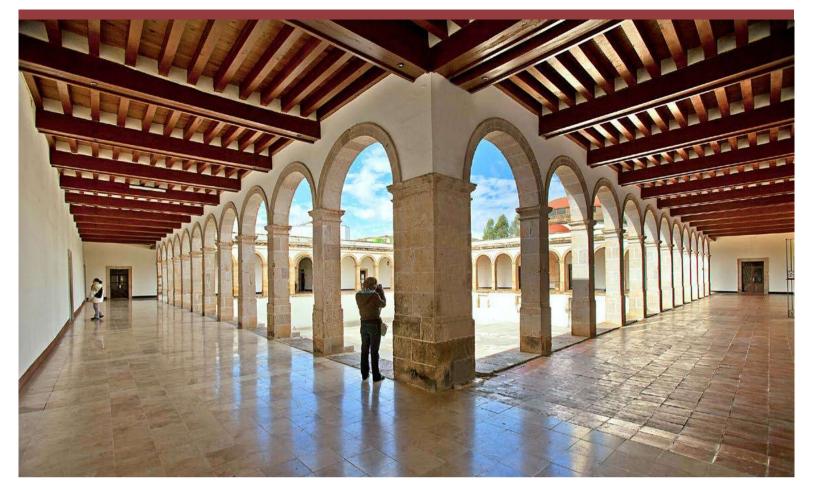
It is the second largest city in Zacatecas and was founded by Francisco Ibarra in 1554. Throughout much of its history, the city's fate has followed the boom and bust of the mines and you can see it in the streets and in the colonial-era buildings. Today, Fresnillo continues to stand as one of the world's largest producers of silver.

This city has been the birthplace of great artists and prominent politicians and offers several attractions including squares, monuments, gardens, museums and mines.



# Get Mesmerized with Fresnillo





#### José González Echeverría Theater

This is one of the most beautiful buildings in the city topped with a stone balustrade and an iconic clock stands in the middle. Its construction began in 1833 and is a place full of history, art, culture and legends.

#### Jardín del Obelisco (Obelisk Park)

The park was built in 1833, has a beautiful solar clock and an obelisk. The plate in this monument is engraved with distances between Fresnillo and other points on the planet like the Greenwich meridian (10,510 km / 6,531 miles) and the Equator (2,574 km /1,599 miles), to name a few

#### Templo de la Purificación (Temple of Purification)

It is located right on the old town square and is the oldest temple in the city built in 1750. It houses a figure of the Virgen de la Candelaria, Fresnillo's patron saint. Inside you can admire neoclassical altarpieces.

#### Hemiciclo a Hidalgo

Located in a beautiful park this is a large structure made of stone.

#### Museo Ágora José González Echeverría (Museum)

Museum is housed in a former mansion built in 1852. There are 9 rooms dedicated to Fresnillo's historical

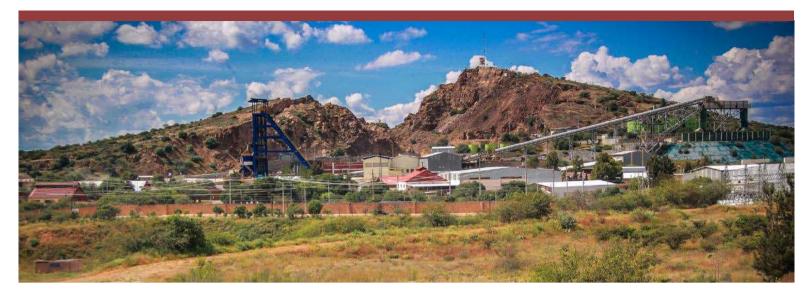
figures like: Manuel M. Ponce, Francisco Goitia and Mateo Gallegos, among others. Hours: Monday to Friday from 09:00 to 20:00 hrs. Saturdays and Sundays from 09:00 to 18:00 hrs.

## Museo de la Minería Napoleón Gómez Sada (Mining Museum)

The mining museum promotes appreciation, knowledge and protection of the cultural and historical heritage, created over more than two hundred years of mining history. It includes restored original equipment and machinery, clothing and associated items. The museum has it's own library with important documents related to mining. Hours: Monday to Friday from 09:00 to 20:00 hrs. Saturdays from 10:00 to 19:00 hrs. and Sundays from 10:00 to 15:00 hrs.

#### Los Jales Ecological Park

The park includes the Jales Dam and is recommended for a quiet hike, mountain biking and rock climbing; but you can also enjoy the adrenaline rush and the magnificent view when you ride our zip-line. You can also embark on a self-guided tour in a kayak or in pedal boats. Inside the lake there is a small island with a 10-meter (33 feet) tall climbing wall. The park also offers a picnic area.



#### Proaño Tourist Mine

This is one of the world's largest and most profitable silver mines. The mining tour travels 700 m (2,296 ft.) underground; during this exciting experience you will learn about the earth's resources and the mine history while you explore some open cuts, veins, suspension bridges and a shaft. There is a scenic viewpoint, a small zoo and a museum.

#### Granja de Berries (Berries Farm)

Located close to Fresnillo in the communities of Beleña and Rivera. The farm grows organic strawberries and blackberries and you can pick your own fruit. Other option is to horse ride through bushes of berries. While visiting the farm enjoy the natural juices, the homemade jams, the "nieves" (water-based ice cream) and the liqueurs.



Santuario del Santo Niño de Atocha, Plateros



Plateros is located 5 kilometers from Fresnillo and is the third most visited temple in Mexico, every year more than two million arrived here to visit the "chaparrito" of Plateros.

The shine was built more than two hundred year ago with a Baroque façade composed of pink quarry and is beautifully decorated. And through all these years the Santo Niño's reputation as a miracle worker increased and this is a major place of pilgrimage.

Next to the Sanctuary is a small cloister and all over the walls the pilgrims hung "retablos" or ex-votos, painted prayers for healing after an accident or injury.

In the immediate vicinity outside the temple, you can see numerous stalls with religious merchandising, especially replicas in all sizes of Santo Niño de Atocha.

## GUADALUPE











Guadalupe is 7km Southeast of Zacatecas's Centre and is a part of the Zacatecas-Guadalupe metropolitan area.

In August of 2010 this city was inscribed on the list of 55 sites part of the Camino Real de Tierra Adentro, also known as the Silver Route, declared UNESCO World Heritage Site; in 2015 was declared a Historic City; and in 2018 was named Magic Town. The tram may provide one of the best ways to travel around Guadalupe.

#### Regional Food

DISHES: Birria de Guadalupe (stew with chiles and spices), pozole (cross between soup and stew), pipián (type of mole) and gorditas de maíz (biscuit-like packages of cooked cornmeal).

BEVERAGE: agua miel (sap from the agave), guava atole (corn-based drink) and champurrado (chocolate-based drink).

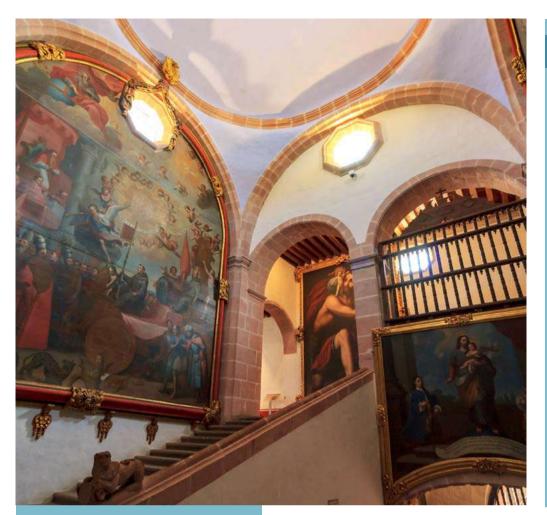
DESSERTS: maguey and tuna honey, panela de tuna (candy made from prickly pear cactus), pumpkin sweet, sweet potato

#### Handicrafts

You can get find elegant traditional silver pieces, rustic parquet furniture, onyx and leather accessories, pieces carved by hand in pink quarry and carved and inlaid wood marguetry

#### Bet You Didn't Know

The Fide Propaganda College of Our Lady of Guadalupe played a significant role in the evangelization of northern New Spain.



#### Museum of Guadalupe

The enormous bulk of the Franciscan church, house this extraordinary museum with 27 permanent rooms; it is one of the most important Viceregal Painting Galleries in Mexico. The collection includes works of by renowned artists such as Miguel Cabrera, Cristóbal de Villalpando and Juan Correa, among others. There is also an exhibition of feather art, sculpture made from sugarcane paste, ivory, wood and other materials, as well as a magnificent collection of books that take back to the 16th century.



#### Experience Guadalupe

Silver Heart, in the Silversmith Center of Zacatecas you can become a silversmith for a day create a beautiful piece with



#### Top Tourist Attractions in Guadalupe

**Centro Platero (Silversmith Center),** located six km east of Zacatecas is housed in the former Bernández Hacienda. Here the Zacatecan tradition of silver-working reaches is highest expression, the Center's craftsmen are nationally and internationally known for their original and beautiful designs. This is an important school for silver-workers and you can observe how they create the original designs many influenced by pre-Columbian images, or iconography associated with Zacatecas.

**Templo de Guadalupe**, a rich, sumptuously decorated monastery, it has a facade considered a Baroque masterpiece. Inside it is notable the Capilla de Napoles, whose Neoclassical domed roof is coated in elaborately filigreed gold leaf and a triptych in the sacristy by Antonio Torres.

Parroquia de los Sagrados Corazones, a nice Neoclassical style building.

La Capilla del Seminario Conciliar de Zacatecas, a building with modernist architecture and an incredible 200 m (2,153 ft.) mural, the largest in the state.

*El Santuario del Niño de las Palomitas*, this temple is located in Tacoaleche and there are many miracles attributed by believers to this image.

*Instituto Municipal de Cultura (Institute of Culture)*, this building was an old inn used by the first travelers of El Camino Real de Tierra Adentro (The Royal Road of the Interior Land).

## JEREZ

### THE CRADLE OF THE "TAMBORAZO ZACATECANO







It is a pleasant colonial country town with uncrowded streets, quiet squares and 18th and 19th century Neoclassical buildings with latticework balconies. At the same time the whole town is always in festive mood, particularly on Sundays, with brass and drum bands (Tamborazo) gathered to entertain passersby.

#### Regional Food

DISHES: asado de boda jerezano (Jerez-style wedding asado is a stew with pork), tostadas de trompa (pig snout), chorizo jerezano (spicy sausage) and chiles perdidos.

DESSERTS: "raspanieve" (made with fruit and honey), camote con leche (sweet potato with milk) and artisan handmade chocolate.

#### Handicrafts

Filigree jewelry from Jerez, as well as leather products such as belts, bags and huaraches. In the Handicraft Market you will find all kind of options.

#### Bet You Didn't Know

El Cargadero, small community near Jerez, is the cradle of the famous "tamborazo" (combination of tuba, drums, and saxophone); the rhythm was created in the second half of the 19th century



#### Dolores Cemetery and Museum

Visit this bizarre and interesting place dating from 1854. It has beautiful mausoleums and interesting epitaphs. Night tours are available, based on the legends and lure of cemetery's past, exploring the shadowy passageways and dark corners you will travel in time. At the end of this extravagant adventure, you can enjoy a "callejoneada", a tour through the main streets drinking the traditional mezcal



#### Experience Jerez

Fly high during a spectacular hot air balloon ride; enjoy the magical sights of Jerez. Then toast your adventure with a complimentary glass of wine and a light breakfast.

Enjoy the unparalleled scenery of Sierra de Cardos, and if you are looking for adventure this is the place with thrilling zip lines and hanging bridges. There are comfortable cabins with a great view



#### Top Tourist Atractions in Jerez

Jardín Rafael Páez, cwith splashing fountains and a wooden, Moorish-looking nineteenth century kiosk. The arcade north of the Garden is the Portal Inguanzo and the south arcade is the Portal Humboldt, both arcades date back to the 18th century and were built in Mozarab style. Palacio Municipal (Town Hall), is in a former two-story mansion, which was built in the 18th century and renovated in the 20th century, keeping its original facade.

**Santuario de Nuestra Señora de la Soledad,** this gorgeous church, which dates from the 19th century has an elaborate carved stone facade and an equally impressive interior, inspired by the Sanctuary of Santiago de Compostela in Spain. The main altarpiece is outstanding and has the image of Virgen de la Soledad.

**"De La Torre" Building,** built at the end of the 19th century, has a fabulous facade and wonderful cedar doors. Originally a school for girls, it is now the Cultural Institute and the municipal library.

Jardín Miguel Hidalgo, nice space dating from 1853.

**Teatro Hinojosa,** sconstruction of this remarkable building is said to have taken place over two decades, and was completed in 1880. Marvel at the luxurious décor of its interiors with balconies of carved wood and a huge central chandelier.

**Regional Museum of Art and History,** here interiors and designs of the clothes are recreated.

*Museo Interactivo Casa Ramón López Velarde,* the museum is well curated and full of interactive displays, with furniture, manuscripts, photos and documents of one of Mexico's favorite poets.

*Sierra de Cardos,* just 20 km (12 miles) west to Jerez is an ideal place where you can enjoy with outdoor activities and nature.

**The archaeological site of La Quemada** 50 km south to Jerez was a major economic as well as religious center in pre-Hispanic times.

# SOMBRERETE NO OLD MINING TOWN







A place with true colonial flair surrounded by 10 hills, each one crowned with a cross. Take a step back into the grandiose mining past of Sombrerete and enjoy its beautiful Historical Center with marbleized cobblestone streets, charming public squares, parks, fountains, and stone buildings. Whether you prefer to drive, walk, bike or ride the cart, you can get around town easily. Because of its location on the Camino Real de Tierra Adentro (Royal Inland Road), the historical downtown was declared UNESCO Cultural World Heritage.

#### Regional Food

DISHES: "brujitas" (fried turnovers made with thick corn dough filled with beans or shredded meat), pozole (stew like soup of pork), la birria (stew flavored with a variety of chiles and spices), pan ranchero (a bread made with lard, baked in adobe, brick or mud oven).

#### Handicrafts

Pyrography treasure chests and ceramic pieces.

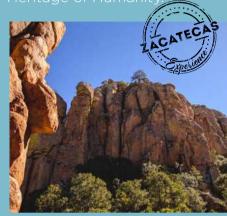
#### Bet You Didn't Know

The museum and archaeological zone of Altavista is located just over an hour away. And you can also enjoy nature in the Sierra de Órganos.



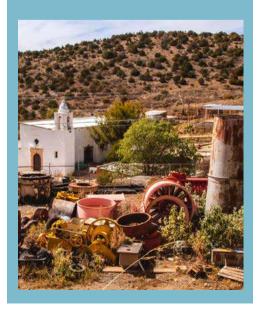
#### Experience Sombrerete

Visit Sierra de Órganos National Park with more than 350 towering rock formations reminiscent of organ pipes (hence the name) and Noria de San Pantaleón, both have been declared Cultural Heritage of Humanity.



#### Los Tocayos

abandoned mine in a ghost town named Noria de San Pantaleón located in the mountains. Amid the silence and ruins of what were once mansions is a church that shelters 16th century paintings and a mysterious chapel devoted to Santa Muerte, or Saint Death



## Top Tourist Attractions in Sombrerete

**Jardín Principal (Main Park),** it has a kiosk and the arcade in front of the Garden in the Calle Real Street is the largest in the country.

**Conjunto conventual de San Mateo,** a monumental 16th century Franciscan Monastery with a large two-level cloister.

**Templo de San Francisco de Asís,** data de 1730 y tiene una hermosa fachada barroca. En su interior cuenta con enormes pinturas.

Capilla de la Santa Veracruz, elegant chapel with a finely executed gate. Inside there is an old wooden floor that covers more than 130 crypts.

**Parroquia de San Juan Bautista,** this baroque style church was built in 1777. The interior is covered with pink stone and its tower is one of the highest in the country.

**Templo de Santo Domingo,** this church was built in the 18th century with a beautiful facade in Baroque style. Inside it is decorated with a number of religious paintings. Next are the vestiges of the Santa Rosa Convent.

**Templo de Nuestra Señora de la Soledad,** the temple was built in 1740 with a Baroque facade. Inside, there is a beautiful devotional altar for the Virgen de la Soledad. These last two temples have catacombs that lie beneath their floor.

*Museo Villa de Llerena,* this museum is housed in an 18th century mansion and the exhibit feature authentic historical objects.

## TEÚL

## \*

### WELL-KNOWN MEZCAL-PRODUCING TOWN







Some three hours south of Zacatecas this lovely town is at the forested juncture of two small rivers and the scent of orange blossoms is in the air. Here the natural beauty is combined with a quiet and friendly atmosphere. You can enjoy its cobblestone streets lined with colonial mansions that have preserved curious quarry gargoyles, old churches and picturesque arches.

#### Regional Food

DISHES: gorditas de horno en hoja de roble (biscuit-like packages of cooked cornmeal), pipián (type of mole, made of ground squash seeds), chamorro de cerdo al vapor (steamed pork) and delicious cheeses

DESSERTS: torta de arroz con piloncillo (Rice Pudding Cake), taninole (pumpkin and milk) y ponteduro (sweet corn with browr sugar).

#### Handicrafts

Wooden masks, most ofter used for a traditional dance called Los Morenos in hono of the Holy Cross, ceramics including pots and jars, as well as repozos

#### Bet You Didn't Know

Toul, the most important ceremonial center of Caxcan people, with an uninterrupted occupation from 200 BC to 1531. An almost intact copper smelting furnace and a series of shaft tombs were found in the site.



#### Mezcal Distilleries

Teúl is famous for having the best mezcales in the region and visitors should take the time to stop at one or more of the area's mezcal distilleries to learn more about the production process and taste this delicious beverage. There are also "cremas de mezcal" which is sweetened and





such as coconut, coffee, passion fruit, piña colada, piñon and almond, among others. You can't miss the Don Aurelio Museum, and discover the process of making mezcal in a very traditional method that goes back more than 100 years ago.

#### Experience Teúl

For a day of boating fun, you can visit Manuel Caloca dam, a wonderful place for large bass fishing, or for Kayaking. You can also enjoy the landscape in trajineras similar to those of Xochimilco and enjoy the natural landscape with refreshing beverages, some snacks and music.



### Top Tourist Attractions in Teúl

**Plaza de Armas,** with palm trees, benches, lanterns and a kiosk.

**Portales Trinidad Cervantes,** a nice shopping arcade.

**Museo Municipal,** the museum exhibits archeological pieces and typical crafts of the region.

**Plaza de Abajo,** a place where civil ceremonies may be performed.

Parroquia de San Juan Bautista, built in the 19th century has a nice chapel (Capilla de los Santos Mártires), the Patio de las Campanas and a museum housed in the parish.

## PINOS

### PART OF THE ROYAL ROAD OF THE INTERIOR LAND







This 424-year-old town once another center of gold and silver mining is itself a UNESCO World Heritage Site, just 125 km east of Zacatecas city, along a route filled with historic 17th-century haciendas. Its name comes from the wooded areas that surrounded it and whose wood was used in the foundry of metals. Red mountains dotted with cactus mark the horizon in Pinos and the main square is filled with the smell of its aromatic gardens.

# Regional Food Handicrafts Bet You Didn't Know

DISHES: mole de pinole, condoches (thick tortilla cakes that can be made sweet, savory or both), gordas de horno, queso de tuna ("prickly pear" cheese) and panela (panela cheese).

In town and surroundings there are several workshops where you can find the typica clay jars that are used to drink mezcal

In La Cuadrilla, in the upper part of the town, you can stil see the vestiges of the old mining haciendas.



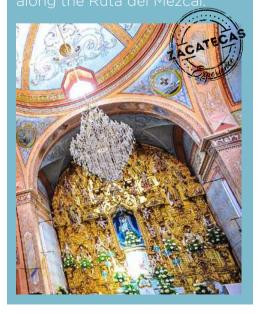
#### Haciendas from Pinos

This town is the result of the expansion of haciendas, starting from the 17th century. There were agricultural and livestock haciendas, and there were also haciendas producing mezcal and some other related to mining activity. Today you can visit some haciendas in ruins or other that remain in function. When you visit Hacienda Grande, Pinos Mágico, Espíritu Santo, Trinidad Norte or La Pendencia, you will learn about native agaves and taste the artisan mezcal they produce. Another historical hacienda is that of San Nicolás de Quijas, known as "El Nigromante", which was the entry point of the Camino Real de Tierra Adentro in Zacatecas

#### **Experience Pinos**

Visit the Tlaxcalita temple with its magnificent chapel and impressive Baroque altarpiece covered with gold leaf.

Learn about the art of how mezcal is made and about the past of this Magical Town, tour



## Top Tourist Attractions in Pinos

Historic Centre, here you will find the important architectural landmarks and three beautiful gardens: the main square, the Jardín de las Flores (Flowers Park) and Benito Juárez Park. The main square is marked by a historic clock tower and is surrounded by picturesque gates, Portal Centenario and Portal de las Palomas built in the 17th century

**Temple and Ex-convent of San Francisco,** built in the 18th century in a primitive Mexican style. The complex includes the Parish of San Matías. This historic building houses the Museum of Sacred Art with an interesting collections of religious art; the most notable piece is The Christ of the Floating Heart, made of wood inlaid with human bones, and through a hole you can see the heart suspended.

*Museo Municipal Cuarto Centenario (museum),* housed in a 19th century building and exhibits a number of pieces related with the town history, from small shelly fossils from the Paleozoic Era to a representation of a hacienda store from the early 20th century.

**Virgen del Agostadero,** located in the municipality of Villa Garcia, just over an hour from Pinos. According to a local legend, in 1715 while the workers were tilling the land in the Hacienda del Agostadero, their plow was stuck with an oak root, and they discover the image of the Virgin of Guadalupe carved in this root. This devotion arose from the beginning to transcend beyond borders.

## NOCHISTLÁN

#### PICTURESQUE TOWN









Picturesque town with the pervasive aromas of the surrounding peach and lemon orchards It was founded in 1532 in an area previously inhabited by the pre-Columbian caxcanes. Enjoy the beautiful views of the surrounding hills and gullies, as well as the charming atmosphere that invites to stroll through the town with its aroma of peach and lemon that will impregnate your senses.

#### Regional Food

DISHES: Pollo a la Valentina (cooked chicken with salt onion, potato, tomato, clove and oregano), gorditas de papa con queso (biscuit-like packages of cooked cornmea filled with cheese and potato) tacos de asada con chile de árbol (stew flavored with a variety of chiles and spices) and

#### Handicrafts

A diversity of leather products such as: saddles, belts, covers for knives, shafts and huaraches as well as embroidery, ixtle bags and beautiful pine wood chairs.

#### Bet You Didn't Know

several historical events such as the death of the conquistador Pedro de Alvarado and Casa de Los Ruíz, was the place where the first battle cry of the Mexican War of Independence was given in Zacatecas in 1810.



#### Acueducto de los Arcos

This is an incredible example of aqueduct engineering built in 1793. The canal system encompasses its water catchment area, distribution tanks, reservoirs and springs. Pila Azul, Pila Coronada and Pila de Afuera to supply water to the population, but the last one is full of legends and has become a monument



#### Experience Nochistlán



Visit the community of Jocoyole and interact with its residents, sharing their food and learning to cook the pan gordo. There are impressive gullies and hills ideal for hiking. At night, by the fire, you will hear the stories of the village elders. There are places for camping or have a local house experience.

special devotion for the Virgin

Toyahua, where there is a of the Rosary that every October is celebrated with a pilgrimage. The baroquestyle temple has a legendary cemetery that, with hundreds of stone tombs. Finish the tour in El Salto, a spectacular 45-m-high waterfall surrounded by beautiful forests; it is a real hidden paradise.



# Top Tourist Attractions in Nochistlán

**Jardín Morelos,** with nice red cobblestone corridors bordered by pleasant gardens and an old Moorish kiosk.

**Presidencia Municipal (City Hall),** colorful building with a wide esplanade. **Mercado Municipal (City Hall),** this market offers a large variety of fresh regional and local products like delicious fruits and many different types of folk art and handicrafts.

**Parroquia de San Francisco,** built in the 17th century, the sober architecture dominates the masonry facade.

**Templo de San José,** its construction begins in 1896 and ends in 1914.

**Templo de San Sebastián,** the temple dates back to the 17th century and is a bizarre building of mixed styles. Every January the whole town honors San Sebastian with joyful papiaqui music and if you walk along the main plaza you will be covered with flour, and crack colored eggs filled with confetti.

## ALTAVISTA O CHALCHIHUITES

#### MILLENARY HISTORY



This ancient ceremonial and astronomical center was established by Chalchihuites-Chichimec culture, and it was occupied more or less continuously from AD 100 to AD 1400.

Altavista is located almost on the Tropic of Cancer and is distinguished by a number of astronomically important features starting with the care given to its location and in the construction of its main buildings. The ancient settlers took the Sierra de Chalchihuites, on the eastern horizon, as a calendar through which they observed the annual variation of the Sun's position.

The main structures are the Gamio Stairway, the Sun Pyramid, the Skull Temple, the Labyrinth and the Column Hall, an enclosure with square base that contains vestiges of a quadrangular chamber with 28 columns divided into four parallel rows of seven columns each, with different sizes and shapes; this alignment suggests an equivalence with the lunar cycle.

There is a site museum in a modern complex that exhibits about 350 pieces found in the area. Some of the most interesting objects are those related with funerary offerings. Hours: Daily from 09:00 to 17:00 hrs.

#### How to get to the site:

From the city of Zacatecas take the Federal Highway No. 45 to Sombrerete, continue on the state road to Jiménez de Teúl (50 km), pass the villages of Chalchihuites and El Refugio, cross the Colorado River and the site is just 1 km away.

#### Bet You Didn't Know

At the top of Cerro Chapín there are two petroglyphs of circles-crosses with calendar references very similar to those found in Teotihuacán. From here you can observe an alignment of the sun on the Picacho Peón that at the same time aligns with the labyrinth of Altavista, a hallway limited by adobe walls and embedded pilasters. At the end of the corridor is the Observatory and every March 21st, at the spring equinox, it is visited by hundreds of people who welcome the sun after the death of winter.



## LA QUEMADA

#### MONUMENTAL SETTLEMENT



The remote and scenic ruins of La Quemada stand on a hill. It was inhabited between about AD 300-400 and AD 1150.

This ceremonial center was fortified by means of slate (volcanic tuff) masonry walls; it represents the most significant monumental settlement in north central Mexico for its architecture. Remains of buildings of various sizes crown 50 large terraces stretching over a steep hill rising from a wide arid valley.

From the upper levels of the main hill, a path leads westward for about 800m to a spur hilltop (the highest point) with the remains of a cluster of buildings called La Ciudadela (the Citadel), surrounded with walls six meters high and four meters wide.

The Hall of Columns, which measures 41 by 32 meters, has a sunken courtyard. The structure comprises eleven sturdy stone columns that might have supported a six meters high broad roof.

The Ball Court is 80 meters long, and is therefore one of the longest in northern Mexico.

The Votive Pyramid, which is 10 meters high, is the site's best-known structure; nearby are broad terraces for residential use.

There is a small site museum housed in an attractive building that blends into the landscape, parking and free guides known as "Tenanches". Hours: Daily from 09:00 to 17:00 hrs.

#### How to get to the site:

It is located 56 km from the city of Zacatecas. Take Federal Highway No. 54, to Villanueva, pass the community of Felipe Ángeles, until you find the junction to La Quemada or Chicomostoc Ruins and 2.5 km away is the entrance booth.

#### Bet You Didn't Know

The exact history and purpose of the site are extremely vague and many suppositions surround the area, one theory is that it was where the Aztecs halted during their legendary wanderings toward the Valle de México. What is known for sure is that the constructions were destroyed by fire, and thus they came to be called La Quemada.



## CERRO DEL TEÚL

#### THE EARLIEST SETTLEMENT IN ZACATECAS



This particular site is considered of monumental importance because it was occupied continuously for 16 to 17 centuries, stretching from the shaft-tomb period to the arrival of the Spaniards. It was occupied four or five centuries before La Quemada and Alta Vista and had its peak from 900 to 1300 AD.

The structures of this ceremonial center were built in four terraces built on steep hillsides. Also carved into the rock wall are horizontal and vertical channels for collecting the spring water, which oozes out of this mountain at various points.

The Main Plaza covers almost 1 square kilometer and there are two pyramidal structures are located in the middle of the plaza, a public ceremonial space and a circular altar. The Basements in Teúl and those of Teotihuacan are aligning in the same way.

A passage connects the Main Plaza with a sunken patio, surrounded by high walls. Here the archaeologists found many fragments of simple ceramics, 60 skeletons, vessels and copper objects.

A few steps from the patio we came to the I-shaped ball court, which is very nicely preserved, with two of four big statues carved in stone, which had once stood at the four extremities of the ball court.

#### Bet You Didn't Know

A very good reason why this town was founded here, were the springs found throughout the Cerro del Teúl.

#### How to get to the site:

It is located 214 km from the city of Zacatecas. Take the Federal Highway 54 heading to Villanueva, in Jerez take Mexico 23 S to Colotlán, arriving at Manuel Caloca take the diversion to the archaeological zone.



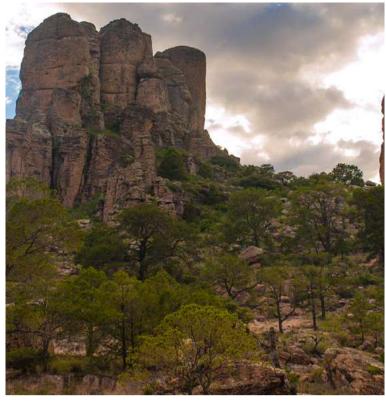
## EXPERIENCE NATURE, ADVENTURE AND FUN

Zacatecas offers a great variety of natural wonders, starting with its sky, famous for being clear most of the time. The land here is a deep red, because of the iron minerals, and the sky is an endless blue.

This fertile land is good for agriculture and livestock as well and its wonderful rock formations, canyons, mines and other natural beauties offer a wide variety of options for the whole family.







#### Los Jales Ecological Park

It is located in Fresnillo and has an area of 29 hectares. In the park you can enjoy a day of kayaking and pedal boating or a mountain bike tour. And if you want adventure and excitement you can climb a 10 m high wall to and upon reaching the top you will zip line over the artificial lake.

#### La Ticuata Dam

It is located near the Magical Town of Teúl and is surrounded by forested hills. It is a great place for families where you can hire kayaks, rowing boats or a trajinera (flat-bottomed boat). But if you prefer fishing this is also the right spot, you can take your fresh fish to any of the nearby restaurants to have it cooked.

#### Sierra de Órganos National Park

It just 30 km from the Magic Village of Sombrerete and has an area of 1,125 hectares. This attractive area of meadows, woodland and cacti is overlooked by rocky crags with columnar basalt pillars over 80 m high (resembling organ pipes) and numerous precariously-balanced blocks.

It is notable for its biodiversity, the fauna includes, wild cats, raccoons, eagles, wild boars, gray foxes, coyotes and blue birds among other species.

This landscape has been captured in more than 65 national and international films, like John Wayne western movies, The Guns of Navarone and Caveman, among others.

It is a popular area for recreation, including hiking



and mountain biking, and for the scenic beauty of its landscapes. The park also offers several large parking areas with camping facilities and comfortable cabins. There are plenty of hiking trails and they are paved with laja or flat rock.

#### Sierra de Cardos

Discover this beautiful place very near from Jerez; it is an excellent option for hiking, horseback riding and practice rappelling in its imposing rocky columns emerging from the mountains. There are guides that offer tours with different levels of difficulty.

Located right at the center of Sierra de Cardos is El Manantial Ecotourism Center with cabins that are used for spiritual retreats or to enjoy the natural beauties and practice ecotourism like horseback riding and bird watching.

There are also campgrounds or you can test your adrenaline threshold with the zipline and the impressive hanging bridge.

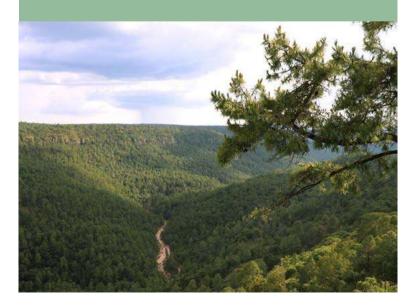
#### Sierra de Valparaiso

This is a forest area located in the municipality of the same name, south of Zacatecas in the border with Jalisco and Nayarit.

It is great for adventure sports and there are cabins and areas to camp, if you want to stay longer to observe the flora and fauna and photograph the landscape. For those looking for alternative options, there is an Environmental Management Unit that protects the native environment, offers fishing and hunting expeditions for turkey, deer and wild boar.

## TIPS TO ENJOY THE NATURAL AREAS

- · Wear comfortable shoes and clothes
- Double up with hat and sunscreen to keep your skin healthy
- · Bring a Couple Water Bottles, especially in hot weather
- Contact a tourist guide or a good tour operator to ensure you get the best experience
- If you are going camping you need warn clothes, because the temperature can change drastically at night.



#### FALL IN LOVE IN A ROMANTIC CITY

It is impossible to visit Zacatecas without falling in love with it; to begin with its incredibly blue sky, its spectacular sunsets, its alleys, its narrow streets that invite you to walk along them hand in hand, or its magnificent venues that are ideal settings for celebrations such as weddings, or a romantic escape, an anniversary, marriage proposal or simply a romantic dinner.

Imagine an absolutely gorgeous Baroque church and a historic site for you to celebrate your incredible wedding; or a romantic dinner surrounded by nature and rock formations in San Bernabé; or to stroll through the exotic gardens of the Magic Town of Jerez... Zacatecas has everything you need to make all your dreams come true.

Just 20 km west from the Magical Town of Guadalupe is a magnificent vineyard, the perfect setting for your unforgettable celebration.

Take advantage of the city's silver tradition to have your wedding rings made in the famous Centro Platero.



#### THE CALLEJONEADA IS ON US

Zacatecas has a special treat for those outsiders who tie the knot here; you get a "Callejoneada" for free. In this lively tour though the streets and alleyways, the happy couple and their entourage are joined by a band of musicians playing the "Tamborazo", a traditional music while the donkey carries jugs of mezcal, What more should I ask for!

#### TIP

You can make your wedding proposal aboard the spectacular cable car flying over the city or 300 m underground in a mine.

#### Bet You Didn't Know

In 2018, the Ministry of Tourism awarded Vinícola Campo Real the prize for the best place or space to celebrate weddings in Mexico.

### MAP OF ZACATECAS

