

LEÓN

AN ACTIVE AND VIBRANT CITY



LEÓN
AYUNTAMIENTO 2021-2024

COMUDE
LEÓN

LEÓN
2023
CAPITAL
AMERICANA
DEL DEPORTE



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GUANAJUATO



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IN TRO DUC TION

Known worldwide as the Shoe Capital, the city of León and its strength are the motor and economic force of the evolution of Guanajuato.

Its viceregal and neoclassical architecture, such as the Cathedral Basilica of the Virgen de la Luz-patron saint of the city-, the Expiatorio temple and that of Nuestra Señora de los Ángeles, in Churrigueresque style, the Arco de la Calzada in neoclassical style, crowned by a bronze lion, built in 1893, to commemorate the 83rd anniversary of the Independence of Mexico.

Today, León stands as a leader in business, emotional and sports tourism, as well as in holding events of international stature, such as the International Balloon Festival, in which more than 200 balloons take off and illuminate the sky with colors. , the Mexican date of the World Rally ; as well as the Hannover Fair, which presents the most relevant advances in technology at a global level and is a symbol of industry 4.0.

Its strategic location almost 400 km from Mexico City and its great infrastructure, such as the fair and exhibition center called Poliforum, which has 42,000 square meters of halls and functional areas and is located within a business, cultural and 67-hectare entertainment area called the León Mx District, which includes the León State Fair, the Cultural Forum and the Explora Science Center, among others.



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6th. Entity with more companies installed



Unique Inland Port in the center of the country



4 First Automotive Producers



5th. Most Visited Tourist Destination in Mexico



6th. Country Economy



Ciudades Mexicanas
PATRIMONIO MUNDIAL

2 Heritage Cities



6 Magic Towns

GUANAJUATO



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GUA NA JUA TO

Declared a World Heritage City by UNESCO, Guanajuato is surrounded by impressive architecture that shines in all its splendor thanks to the jovial and festive atmosphere that remains throughout the year.

Between tunnels, alleys, squares, small squares, temples and viceregal mansions, enjoy the most important cultural and artistic experiences in Mexico, such as the International Cervantino Festival.



55

Kilometers from
Poliforum

GREAT VARIETY OF
**TOURIST AND
ARTISTIC
ATTRACTIONS**



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SAN MIGUEL DE ALLENDE

"The best city in
the world to be
visited"

CONDENAST TRAVEL NY, 2014

San Miguel de Allende evokes luxury for its impressive architecture, its museums, beautiful temples and galleries. It has impressive landscapes, ravines and fascinating trails, festivals of music, art, fashion, cinema and religious festivities.

It has been a World Heritage City since 2008, recognized as the "Best City in the World" by Travel+Leisure magazine in its World's Best Awards 2019.

117.3

Kilometers from
Poliforum

GREAT VARIETY OF
**TOURIST AND
ARTISTIC
ATTRACTIONS**

"One of the most romantic and experiential cities in Mexico, SAN MIGUEL DE ALLENDE is a colonial city, located in the state of Guanajuato, named a WORLD HERITAGE SITE for its rich architecture, magnificent churches, its state of preservation, authenticity and integrity"



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RUJITAS

*“Jamás pensé que Guanajuato
iba a tener tanta variedad
de destinos.”*

GLORIA, 43 AÑOS. CANADÁ



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WINE CIRCUIT

Wine is an experience of the senses and knowledge:
a pleasure and a hobby.

Through the tours you can enjoy the products of the Bajío region.

+ 40

Wineries in
the State

Guanajuato
produces

135

Wine labels

TEQUILA ROUTE

The southwest of Guanajuato has unmissable tequila wineries. Cross the majestic blue agave plantations and discover an icon of Mexican identity.



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CIRCUIT OF THE NOPAL

8 kilometers from the city of Salamanca, is the community of Valtierrilla, one of the places with the greatest diversified production of nopal in Mexico. This circuit shows the processes of cultivation, processing and marketing as well as the preparation of traditional dishes.

The Circuito del Nopal in Salamanca was awarded the Prize for the Diversification of the Mexican Tourist Product 2016 in the category of Gastronomic Tourism within the Tianguis Turístico México 2016.



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ROUTE INDEPENDENCE

The Independence Route begins in Dolores Hidalgo, where in the early morning of September 16, 1810, the priest Don Miguel Hidalgo y Costilla, called on the people to rise up in arms and fight for the Independence of Mexico. For what are obligatory points to visit, the Parish of Dolores, the House of Don Miguel Hidalgo, the Museum of Independence, La Hacienda de la Erre and visit the house of José Alfredo Jiménez, a singer-songwriter originally from this city.



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SITES

ARCHAEOLOGICAL

Guanajuato has always been the scene of miscegenation, of the fusion of peoples and cultures; Proof of this are the archaeological sites of cultures such as the CHICHIMECA, OTOMÍ and MAZAHUA.

■ CAÑADA
DE LA VIRGEN

■ ARROYO
SECO

■ EL
CÓPORO

■ PLAZUELAS

■ PERALTA



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CRISTO REY



One of the most visited Catholic sanctuaries in **Mexico**

**20m
Hight**

sculpture located
on top of Cerro
del Cubilete



At a height of

2,579 m

above sea level



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AGUASCALIENTES



QUERÉTARO

MORELIA

Tourism GUANAJUATO



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LEÓN

*“Hay tanto por hacer
que un solo viaje
no alcanza.”*

JOSÉ ANDRÉS, 33 AÑOS. SEVILLA.



American Capital of Sports 2023



Economic and Social Capital of Guanajuato



The City with the most UNIVERSITIES per capita in the country



Development of the Automotive and Auto Parts Industry



1.7 million inhabitants



The largest CICLOVÍAS network in Mexico and the 3rd. from Latin America.



85% of the leather and footwear production in Mexico is MANUFACTURED in LEÓN.



3rd. LARGEST city in the Country in terms of population.



79 MEDICAL UNITS and 7 Highly Specialty and Diagnostic Health CLINICS.







- ▶ **60%** of the national population a maximum of 4 hours away

- ▶ **51%** of PIB in a 400k radius

- ▶ **23°** on average, privileged climate

- ▶ **1er.** Place in Latin America with respect to the cities with the highest COST-benefit FINANCIAL TIMES

- ▶  Multicultural City INTERNATIONAL REPRESENTATION
 - ▼  Consulate General of Japan
 - ▼  Honorary Consulate of Germany
 - ▼  Honorary Consulate of Spain





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CONNECTIVITY

STRATEGIC
location to
the Center of
the Country

80% of roads
improved

+12 THOUSAND
km² of roads in
the STATE

50% of
VISITORS arrive
in their own car

Excellent air and land connectivity that makes LEÓN one of the destinations with the best access nationally and internationally.

Bus station with services to the main cities of the state, the country, and the border of the American union; located 5min from the Poliforum complex.



CONNECTIVITY

	CDMX	GUADALAJARA	AGUASCALIENTES	MORELIA	QUERÉTARO
DISTANCE KM	387.760	219.500	117.850	202	173.250
TIME ROUTE	4 hrs. 02 min.	2 hrs. 09 min.	1 hrs. 09 min.	2 hrs. 22 min.	1 hrs. 45 min.

	ZACATECAS	SAN LUIS POTOSÍ	PUEBLA	MONTERREY
DISTANCE (KM)	233.850	218	504.430	710.960
TIME ROUTE	2 hrs. 27 min.	2 hrs. 26 min.	4 hrs. 57 min.	7 hrs. 56 min.

FUENTE: SECTUR GTO



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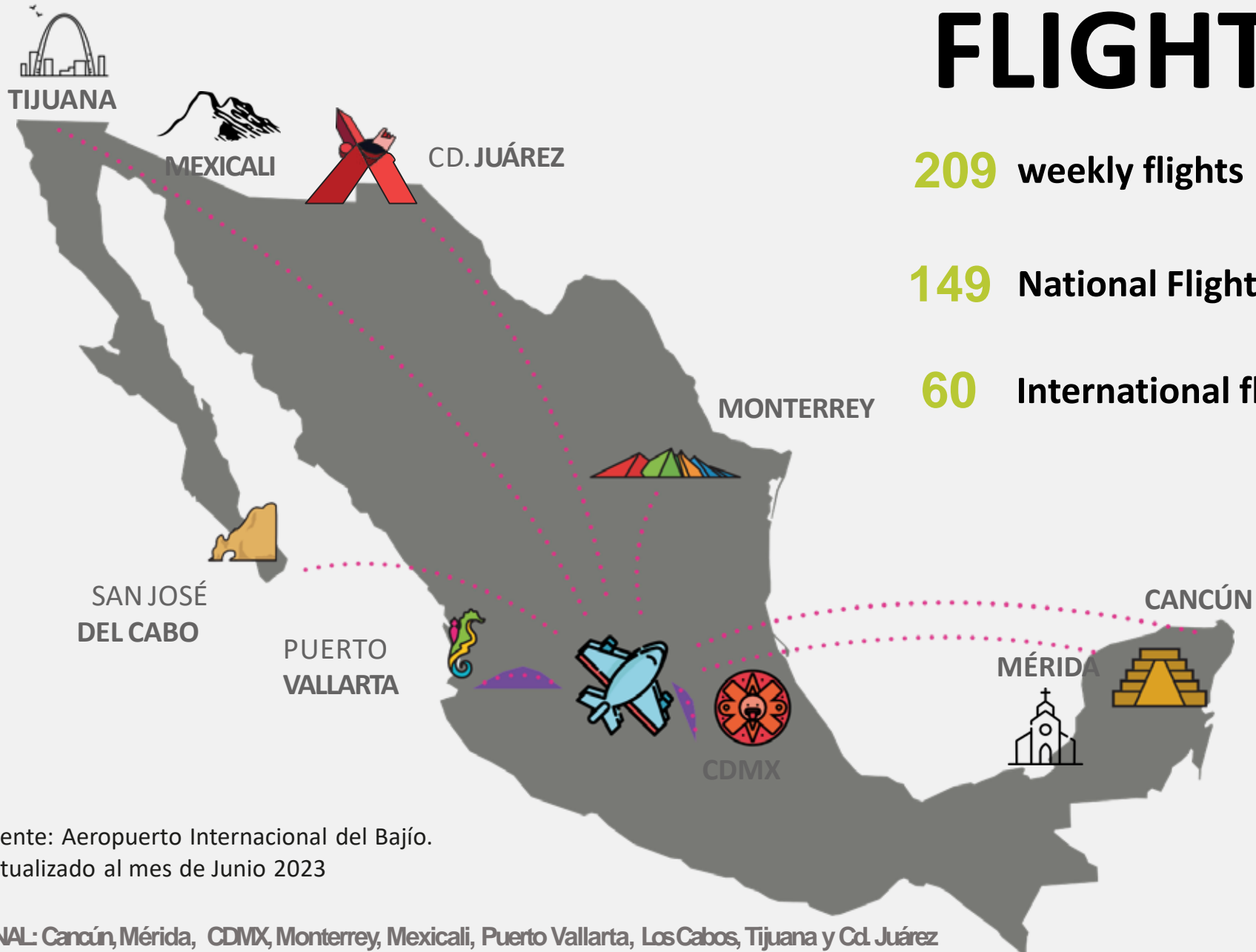
LEÓN
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NATIONAL FLIGHTS

209 weekly flights

149 National Flights

60 International flights



Fuente: Aeropuerto Internacional del Bajío.
Actualizado al mes de Junio 2023

NACIONAL: Cancún, Mérida, CDMX, Monterrey, Mexicali, Puerto Vallarta, Los Cabos, Tijuana y Cd. Juárez

INTERNACIONAL: Houston - Los Ángeles - Chicago - San Antonio, TX - Sacramento, CA - San José, CA - Oakland, CA - Fresno, CA - Dallas



LEÓN
AYUNTAMIENTO 2021-2024

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United States flights



Fuente: Aeropuerto Internacional del Bajío.
Actualizado al mes de Junio 2023



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International flights





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HOTELS



165

Lodging Establishments



8,855

Daily Rooms Available

+3500

Rooms for

Congresses and Conventions in LEÓN
and the Airport corridor - Silao



ASOCIACIÓN MEXICANA
DE HOTELES Y MOTELES DE
LEÓN

ALLOTMENT

6 HOTELS and
special category



24 HOTELS and
special category



30 HOTELS and
boutique category



16 HOTELS

CORREDOR Airport - Silao



HOTELS IN LEON

+3,500

Rooms for
Congresses &
Conventions



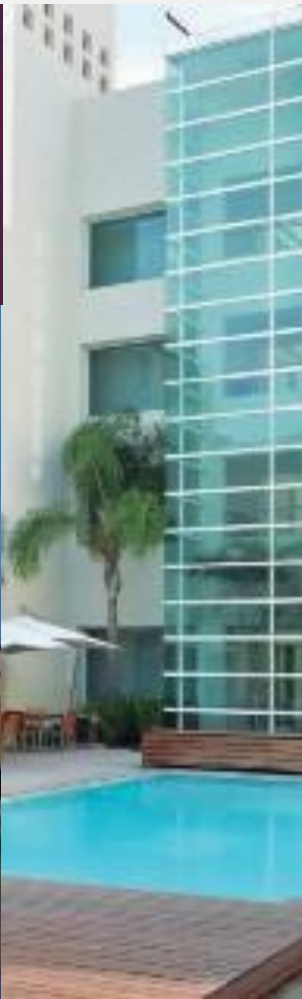


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HS
HOTSSON
HOTEL



Radisson

FIESTA INN
HOTELES BUSINESS CLASS



COURTYARD
BY MARRIOTT

REAL DE MINAS
HOTEL



Holiday Inn



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PREMISES

UNIQUE COMPLEX
IN MEXICO

DISTRITO LEÓN^{MX}

68 HECTARES

10 PREMISES
FOR EVENTS

BUSINESS
AREA



ENTERTAINMENT
AREA



CULTURE
AREA



AVENIDA LÓPEZ MATEOS | AVENIDA PRINCIPAL DE LEÓN



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NEGOCIOS





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BUSINESS AREA



42 Years of
experience



42 Thousand m2 of
exhibition floor



+34 Thousand people
capacity

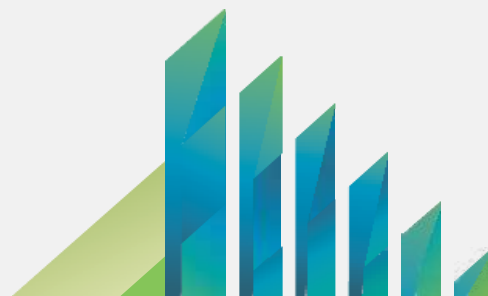
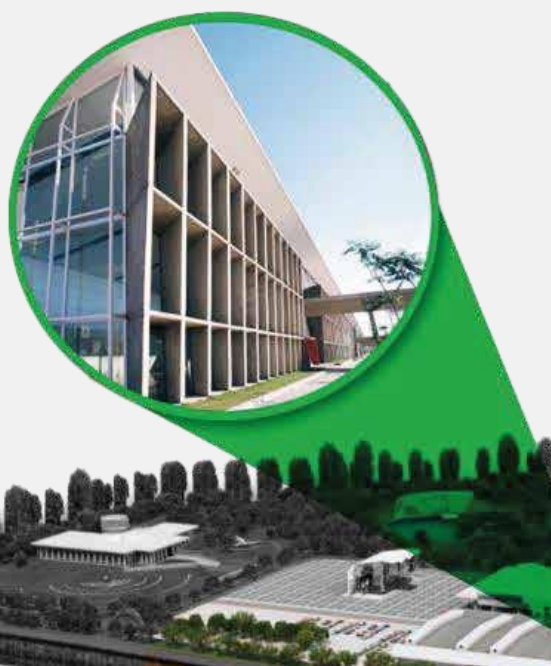


Multifunctional rooms
with capacity from 5 to
34,000 people



+35 Congresses and
conventions are
received annually

- Specialized attention for Congresses and Conventions
- Medical service
- Technological Vanguard



POLIFORUM LEÓN
PASIÓN POR TU ÉXITO





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RECINTOS



ENTERTAINMENT AREA



Recreational SPACES
and wide scenarios



PLACE	AMOUNT	
A CEFEL	6,923 pax	
B Domo de la Feria	4,460 pax	
C Plaza las Américas	2,500 pax	
D Foro del Lago	2,200 pax	
E Quiosco de Explora	200 pax	
F Velaria de la Feria	10,000 pax	
G Centro de Ciencias Explora	800 pax	

CÓCTEL
 CATERING
 SEAT
 STANDING



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CULTURA



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CULTURE AREA

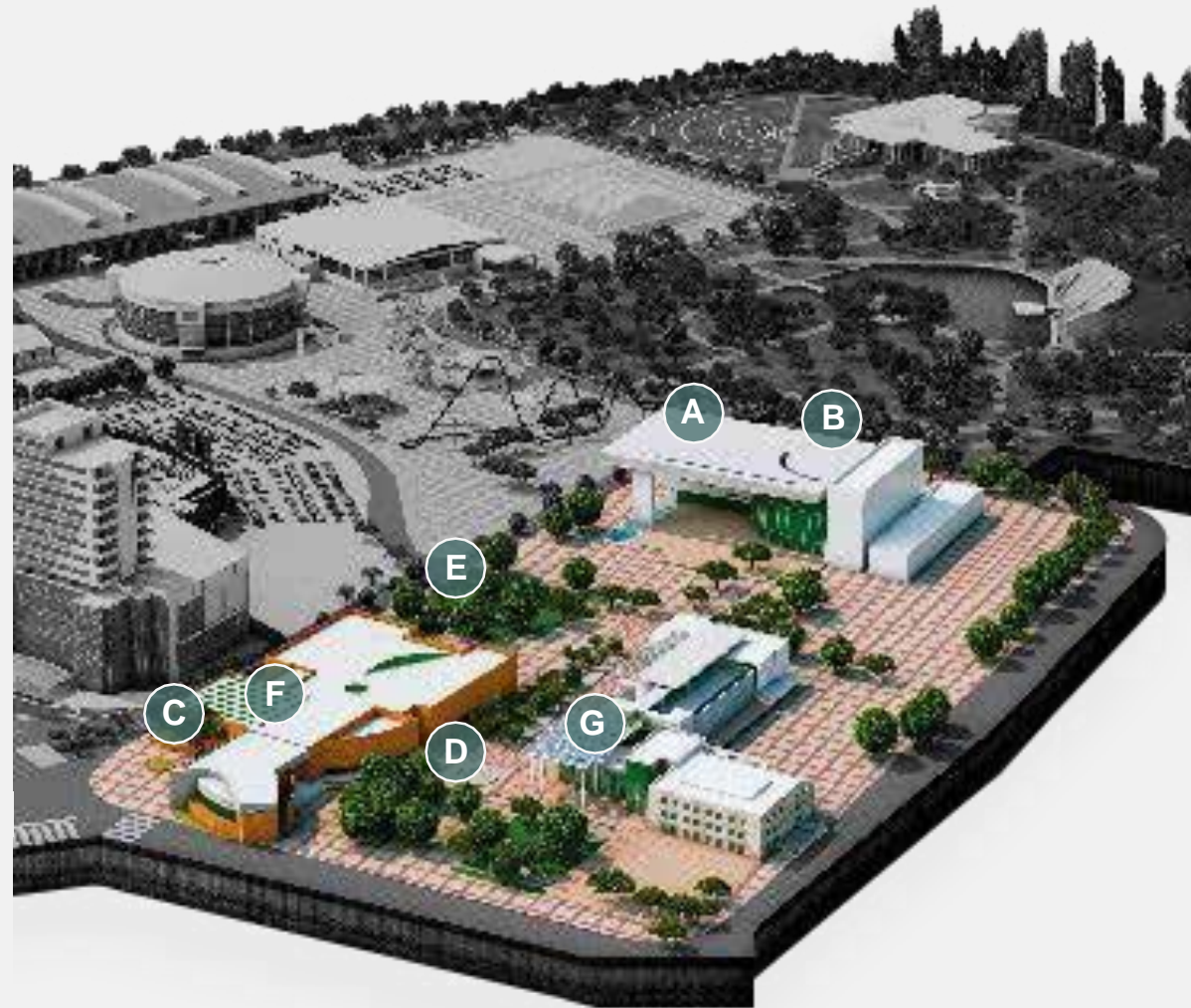


Forum Cultural Guanajuato

ESPACIO	CAPACIDAD	
A Teatro del Bicentenario	1,500 pax	
B Teatro Estudio	308 pax	
C Auditorio Mateo Herrera	262 pax	
D Calzada de las Artes	1,800 pax	
E Jardín de las esculturas	250 pax	
F Museo de Arte e Historia de Guanajuato		
G Biblioteca Central Estatal Wigberto Jiménez Moreno		

CÓCTEL CATERING SEAT STANDING

Note: In the facilities of the Fairgrounds and Cultural Forum Guanajuato and Alternate Historic Sites do not have a concession in food service.





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ALTERNATE PREMISES



Casa de la Cultura 400
Diego Rivera pax



Casa Luis Long 250
pax



Museo de las 250
Identidades Leonesas pax



ALTERNATE PREMISES



Teatro Manuel Doblado 1,308 pax 



Teatro María Greever 250 pax 



Apertura 1 de marzo 1967
(56 años)

SPORTS AREA León Stadium

SPACE

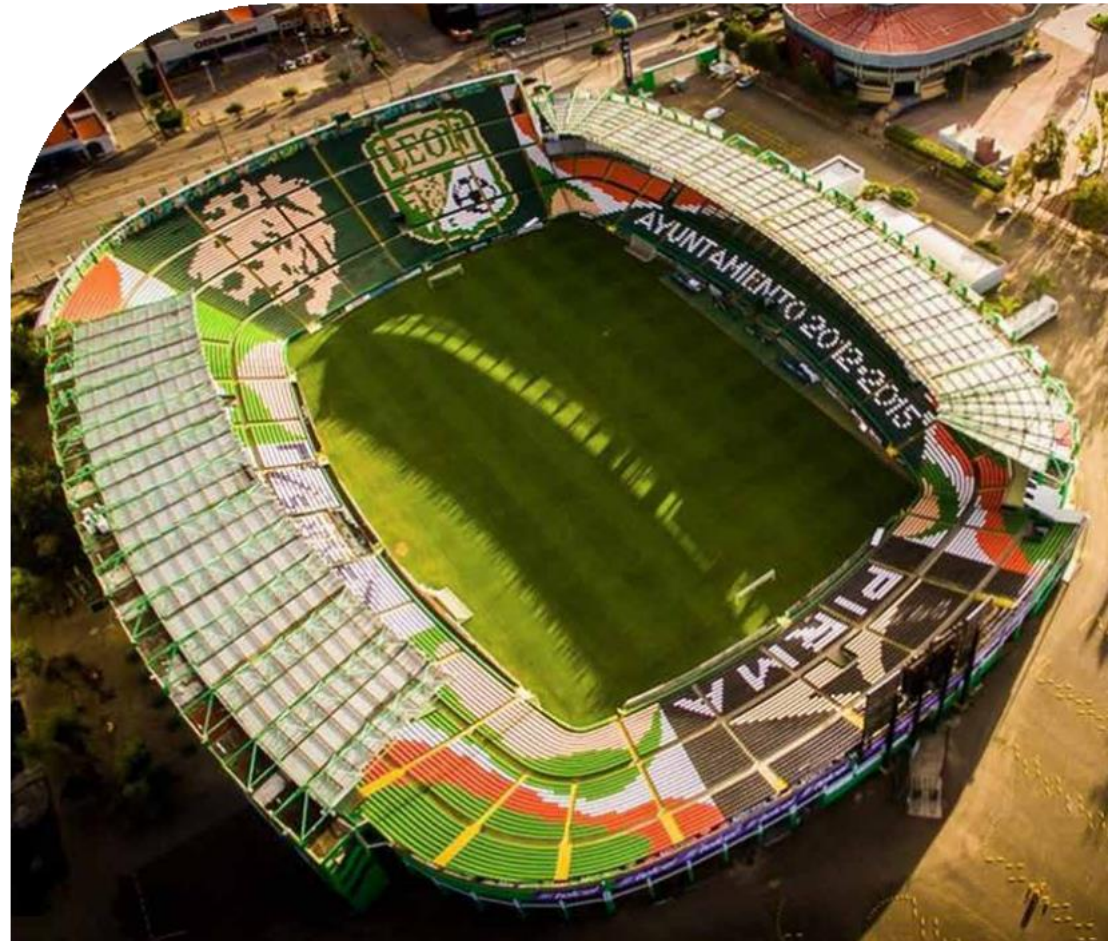
CAPACITY

León Stadium

31 297 viewers

EVENTS

- MX League
- Mexico Cup
- 1970 Soccer World Cup
- 1983 Youth Soccer World Cup
- Soccer World Cup 1986
- 1968 Olympic Football Tournament
- Libertadores Cup
- Concacaf Champions League



This stadium serves as the usual headquarters for Club León.
Dimensions 105 x 68m

SPORTS VENUES

ALTERNATE



**Sports unit
Enrique Fernández Martínez**



**Sports unit Luis I. Rodríguez
Beisball Stadium "Domingo Santana"**



**Extreme Park
Hilamas**



**Sports Unit
Parque Chapalita**



**Sports Unit
Jesús Rodríguez Gaona**



**Sports Unit
"TOTA" Carbajal**



**Sports Unit
Nuevo Milenio**



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SAN CRISTÓBAL CENTER

 **30 min** From León

 **12 mil m²** For events

 **10 mil pax** Capacity

Events

CORPORATE

SOCIAL AND

RELIGIOUS



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EX HACIENDA CRUZ DE CANTERA



to **7 min** from Poliforum León 





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MANSIÓN E. BORBÓN



to **8 min** from Poliforum León 





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HACIENDA DEL CONDE



to **24 min** from Poliforum León 





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CASA DE PIEDRA



to **8 min** from Poliforum León 





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EX HACIENDA IBARRILLA



to **22 min** from Poliforum León 





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CLAUSTRO SANTA FE



to **28 min** from Poliforum León 





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TOURIST ATTRACTIONS

	473	Establishments of FOOD AND DRINKS
	18	CONVENTION CENTERS HALLS and PREMISES
	5	GOLF COURSES
	13	Car rental companies
	27	Tourist Transporters
	128	Attractions, recreation and SPORTS



FORUM CULTURAL GUANAJUATO



Biblioteca Central Estatal Wigberto Jiménez 




Teatro Bicentenario 



Calzada de las Artes 



Museo de Arte e Historia de Guanajuato 



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TEMPLO EXPIATORIO



CATEDRAL METROPOLITANA Y MUSEO DE ARTE SACRO



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CENTRO HISTÓRICO



Plaza Principal 



Plaza de Gallos 



CORREDOR MADERO

(VIDA NOCTURNA)



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CENTRO HISTÓRICO



Plaza de los Mártires 



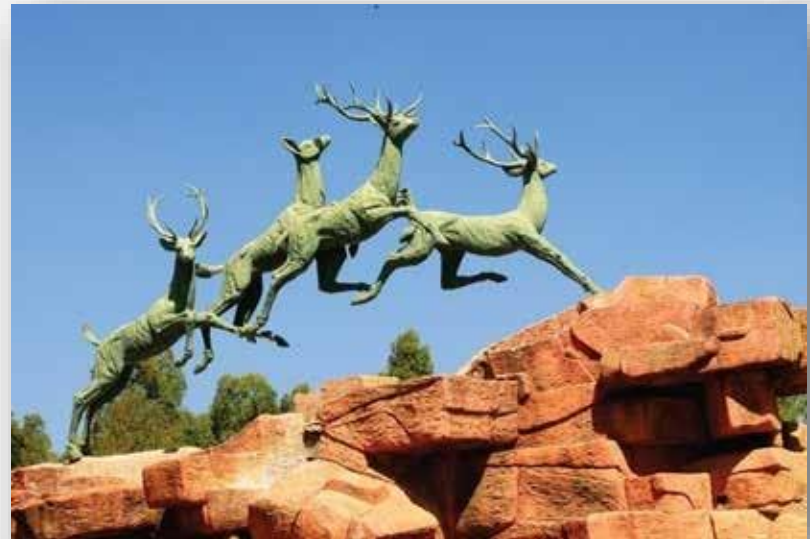
Plaza Fundadores 



ZOOLOGICO DE LEÓN



The León Zoo was founded on September 19, 1979. It currently has 1,392 specimens of 227 different species.





PARQUE METROPOLITANO



The Metropolitan Park of León is a Protected Natural Area of 362 hectares which are denominated with 85% of the reservoir, which is why it favors the flourishing of animal and plant life; of more than 204 species including migratory and resident birds that in conjunction with nature makes it the ideal place for those who like to do sports in the open air, invited by its two tracks of just over seven kilometers for runners and bicycles, which surround The Dam The Dam through beautiful scenery.



BAJIO AQUARIUM

The Bajío Aquarium is located in the Altacia Shopping Center with an area of more than 3,000 square meters.

It has 10,000 specimens of more than 300 species, including sharks, rays, jellyfish, corals, reef fish, seahorses, sea turtles, crocodiles among many more; which can be appreciated throughout 50 exhibitions.

The Aquarium has a specialized area to supervise, feed, preserve and reproduce the species made up of biologists, veterinarians, aqua culturists and engineers.





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LEÓN TOUR

The León Tour offers a tourist, cultural, religious and shopping route.

Each bus and bus stop has audio guide in 4 languages and geolocation, description of the APP, Bluetooth and seats for people with disabilities.

Areas to visit:


- 1 Forum Cultural Guanajuato
- 2 Museo de Ciencias Explora
- 3 Corredor Madero
- 4 Centro Histórico
- 5 Barrio de San Juan de Dios
- 6 Poliforum León





LEATHER AND FOOTWEAR ROUTES

Know the **PROCESSES PRODUCTION** from very heart of the factories and local tanneries.

 León is Synonym of **LEATHER and FOOTWEAR**

 Producer **Number 1** in Mexico



TRINITATE EXPERIENCE

Enjoy the **process transformation** from the mud, know **TRINITATE GROUP.**

In **TRINITATE** the mud invites you to discover that your possibilities are so rich like imagination.






SHOPPING TOUR



León
Synonym of
SHOPPING and
FUN



 **+16** shopping
center

 **+7,000**

Establishments
of sale of
LEATHER and **FOOTWEAR**



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GASTRONOMY



RINCÓN GAUCHO 



MA COME NO 



SATO 



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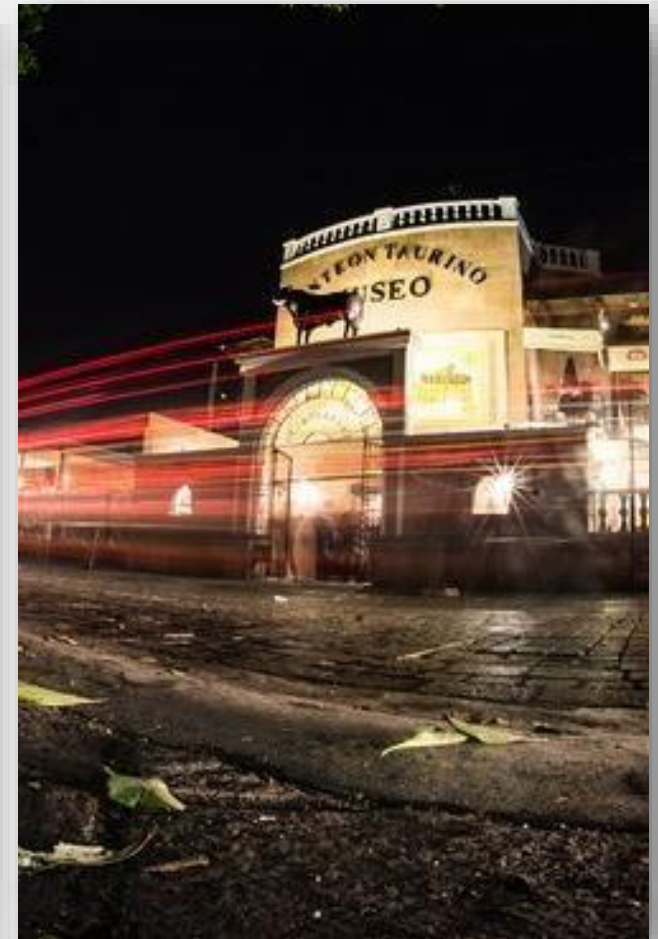
GASTRONOMY



ORANGERIE



CASONA DEL ARCO



PANTEÓN TAURINO



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