

Teuchitlán

Teuchitlán peeks out from amidst enormous agave plants scattered across an arid horizon, hidden away behind the recently cut cane fields that give off their distinctive sweet, pungent aroma.

This place, which seems to be wrapped in exquisite solitude during the early hours of the day, is home to the most important vestige of the ancient culture of Western Mexico: the Guachimontones. This is what has given Teuchitlán its identity as a place dedicated to the sacred.

The Guachimontones are archeological remains that include distinctive concentric pyramids that are over two thousand years old. They also overlook a dramatic landscape of agave, cane fields and the blue of the La Vega Reservoir.



Places to visit in Teuchitlán

1. Aqueduct of the Rojeña Factory
2. La Vega Reservoir
3. Teuchitlán River
4. Parish Church of Our Lord of the Ascension
5. Guachimontones Archeological Site
6. Historical Center of Teuchitlán

Lodging, Restaurants and Entertainment

7. El Soky Restaurant
8. Montecarlo Restaurant
9. Cazuelas Grill Restaurant
10. Náutico Restaurant
11. Teuchitlán Hotel

- Hacienda del Carmen*
- Ex-Hacienda Labor de Rivera

*Consult location on general map (back)

Magdalena

This quaint town, perched on the northwestern slope of the Tequila Volcano, has a colonial look, and is famous for its rich production of semi-precious stones, especially its world-class opals.

In the surrounding hills you can visit a number of mines, such as San Simón, El Guajical, Cóbano and San Andrés.

Magdalena's main square is the place for "tertulias," where local miners come to sell their wares and do business, always in an atmosphere of cordiality and respect.

Around the square are shops where visitors can purchase rough or polished stones, at attractive prices.



The opals are used to make fine jewelry and decorations; the mountings are made of gold, silver or German silver. Rough opals can be purchased in nearby mines, such as El Guajical, Pata de Gallo and San Simón.

Places to visit in Magdalena

- Ex-Hacienda San Andrés*
- Ex-Hacienda Huitzililapa*
- Ex-Hacienda La Quemada*

*Consult location on general map (back)

1. Church of Our Lord of Miracles
2. Historical Center of Magdalena
3. Ópalos de México.
4. Ópalos Romero.
5. Ópalos de Fuego.
6. Magdalena Lake (Chinampas)

Amatitán

From the highway one can see the mist on the hills and the agave fields, with their intense blue color, forming an idyllic setting for the splendor of the enigmatic and picturesque town of Amatitán.

In the heart of the Agave Landscape, "World Heritage Site," the canyons of this municipality (Achío and Tecuane) are living witnesses to the work of the distilleries that developed the art of producing mezcal liquor and that over time have become hidden among agave fields stretching to the horizons.

With its warm people and majestic valleys, Amatitán invites you to enjoy the Tequila Route on horseback, bicycle, train or hot air balloon.



Places to visit in Amatitán

- Santa Rosa Reservoir*
- Achío Canyon*

*Consult location on main map (back)

1. Garden of the Birds Cave
2. Historical Center of Amatitán
3. Wall of the Beatitudes
4. Parish Church of the Immaculate Conception

Lodging, Restaurants and Entertainment

5. San José del Refugio Hacienda, Casa Herradura.
6. Agave Season
7. Tequila Express- Tourist train

El Arenal

Visitors to the town of El Arenal might think that some kind of fair is going on, because there is so much coming and going on its streets from morning to night.

The panorama of agaves is a spectacular backdrop for the haciendas found in this municipality, such as La Calavera, La Providencia, Huaxtla, El Careño and La Parreña.

El Arenal beckons with natural beauty, which begins on the edges of the Primavera Forest, and offers visitors the chance to see how tequila is made, to visit the old haciendas, and to enjoy the outdoors on bike routes or hiking trails.



Places to visit in El Arenal

- Ex-Hacienda de Huaxtla*
- Ex-Hacienda El Careño*

*Consult location on main map (back)

1. Historical Center
2. Ex-Hacienda La Calavera
3. Ex-Hacienda La Parreña
4. La Providencia Hacienda
5. Church of Our Lady of the Rosary

Lodging, Restaurants and Entertainment

- Villa Primavera Hotel*
- *Consult location on general map (back)
6. Los Jilgueros Restaurant
 7. Avelino Ruiz Ulloa Leather Goods
 8. La Higuera Restaurant
 9. Don Valente Tequila
 10. Ksiques Bar
 11. Cazuelas Restaurant



For reservations, call:
 Tour operator: Andres (33) 3647-0202
 Tour operator: Visión Tour (33) 4040-4853 and 4040-4854
 Information and suggestions:
 Tequila Route
 01800 710-9069
 Website: www.rutadeltequila.com.mx
 Note: All businesses participating in the packages have been awarded the TT Distinction.

www.rutadeltequila.com.mx



A Journey Back to the Origins



LA RUTA DEL TEQUILA
 EN EL PAISAJE AGAVERO
 JALISCO, MÉXICO



What is the Tequila Route?

The Tequila Route is a contribution to domestic and international tourism. Along the road connecting five towns visitors can experience traditional Mexico, as a way to return to our roots.

“Only here does the sun shine the way tequila does, only here can the heart of the earth be heard in the galloping of horses...”

The archeological ruins of Guachimontones are a reminder of the most ancient Mexico. Along with the agave landscape and the old industrial tequila-producing facilities, they form part of the World Heritage Site. In addition, you can admire the Tequila Volcano (at an elevation of 2900 meters above sea level, it dominates the entire region), explore the canyons and highlands of the Santiago River basin in the municipalities of Amatitán and Tequila, and enjoy the handicrafts made in the different towns, especially the jewelry made with opals and obsidian in Tequila, Magdalena and Teuchitlán.

Importance of the TT distinction

The TT Distinction (Tequila – Tourism) is a guarantee that you will enjoy a pleasant visit along the Tequila Route. With this distinction, we guarantee quality and service.

The Tequila Regulatory Council verifies, guarantees and certifies the authenticity of tequila, and has the responsibility for conferring the TT Distinction on those establishments that comply with the “Tequila Route Best Practices Guide.”

It is important to be on the alert for fake goods or hustlers who can literally leave a bad taste in your mouth. Avoid consuming tequila that does not have the official seals of the Tequila Regulatory Council and that is sold in bottles of questionable quality. And ask for information at the municipal tourism offices or from authorized guides; avoid guides who do not have proper accreditation. Guarantee your enjoyment by patronizing certified business establishments.

- ### Recommended activities
- RT1. Bike tour
 - RT2. Horseback tour
 - RT3. Rock climbing or hiking
 - RT4. Guachimontones and haciendas
 - RT5. Spa
 - RT6. Hotel and Athletic club
 - RT7. Golf course
 - RT8. Tequila Express – Tourist train
 - RT9. Tequila factory tours
 - RT10. Hiking and rappelling
 - RT11. Opal mine tours

Symbols

Gas station	Bathing resort	Event organizer
Handcrafts	Lake	Waterfall
Restaurant	Fishing	Natural area
Town	Camping	Scenic overlook
Hacienda	Hotel	Museum

Distances

From Guadalajara	24.2 km	30.7 km	40.1 km	56.3 km	43.5 km
to El Arenal		6.5 km	30.7 km	32.1 km	39.3 km
to Amatitán			9.3 km	25.6 km	69.7 km
to Tequila				16.3 km	60.3 km
to Magdalena					44.1 km
to Teuchitlán					

Tequila

The history of this town is inextricably linked to the drink of the same name. Tequila is so popular around the world that it just might be the best-known Mexican name outside of the country.

Located on the slopes of the Tequila Volcano (3000 meters above sea level), this city enjoys a warm climate with rain in the summer and fall.

Its main attractions include visits to the dozens of distilleries where the history of the most Mexican of drinks comes to life. In Tequila you can also find museums, restaurants and hotels where you will be made to feel perfectly at home, along with other cultural activities and ecotourism.

Places to visit in Tequila

- St. Toribio Romo Chapel*
- Los Azules Waterfall*
- La Toma bathing resort*
- Tequila Volcano*
- Tequila Canyon*
- Former Laundries

* Consult location on main map.

- Los Abuelos (Grandparents) Museum
- Chapel of the Needy or Calvary
- Quinta Sauza
- National Tequila Museum
- Main Square
- Parish Church of Santiago Apostle
- Rojena Hacienda

Lodging, Restaurants and Entertainment

- Plaza Jardín Hotel
- La Cofradía Hotel
- Dulce María Hotel
- La Gran Señora Hotel
- Tequillan Mission
- La Cofradía Restaurant
- El Callejón Restaurant
- Rosy Café
- Legado de Don Carlos Bar
- La Posta Restaurant
- El Palomar Café
- Fonda Cholula restaurant
- Mesón de la Revolución hotel
- La Alborada Distillery
- México Tequila Tours
- Tourist trolleys
- La Cofradía Tequila Factory
- Mundo Cuervo
- Tequila Sauza
- Tierra Tequila (Adventure Tourism Operator)

* El Mar II Restaurant II*
*Consult location on main map.

