"Cultivating Progress: The Transformative Journey of the Tequila Tourist Trail in Enhancing Regional Development, Economic Advancement, and Social Empowerment Across 17 Years"
World Heritage
The Inclusion of the Agave Landscape and Ancient Industrial Facilities of Tequila on UNESCO's World Heritage List since 2006: A Testimony to their Profound Significance and Remarkable Legacy."
The Tequila Tourism Trail

D. R. © CONSEJO REGULADOR DEL TEQUILA A. C.
TEQUILA TOURIST TRAIL SNAPSHOT UP TO 2022

TOURISM
- More than 1 Million visitors per year
- The Tourist offer has grown by 174%
- 1,080 rooms in more than 58 different Hotels
- 40 Associated companies, more than 100 restaurants
- 15 Distilleries
- 10 Museums and interactive centres with 3 archaeological sites
- More than 190 DISTINTIVOS TT and GOLD EXCELLENCE CERTIFICATIONS

ECONOMY
- Annual growth of an average of 102 %
- From every one USD invested, it generates 10 USD

EMPLOYMENT
- Explosive Job Expansion: Achieving a Whopping 248% Growth.
- Significant Increase in Regional Employment Contribution: Surging from 11% to 15% (+36%)
- Remarkable Rise in Formal Employment Contribution: Soaring from 8.5 to 19.1% (+125%)
THANK YOU!

fcano@crt.org.mx