

# TEQUILA, A GREAT CONTRIBUTION FOR TOURISM IN MEXICO



The tequila industry generates foreign revenues for more than 1.3 billion USD, which reflects the importance of this sector for the economic development of our country, explained Karina Ley Parra, general director of the National Chamber of the Tequila Industry (CNIT, in Spanish).

She also mentioned that this industry attracts tourism to Jalisco, and therefore, it is a key economic driver, contributing 4.2 billion Mexican pesos through the payment of a Special Tax on Production and Services (IEPS), while the sector generates more than 70,000 jobs.

“Today, tequila is a tourist reference. When people talk about it they think about Mexico, besides, the tequila industry contributes more than 4.2 billion pesos through the IEPS tax, and generates foreign revenues of 1.3 billion US dollars. **This reflects the importance of these revenues for our country and in this particular region**”.

Ley Parra added that this Protected Designation of Origin area (specific regions of Mexico that follow WTO agreements for tequila) has become a tourist spot, and they even introduced guided tours to various tequila companies where visitors can learn about the manufacturing process.

“Tequila is an icon and the agave area has become a must-visit destination. Let’s remember that the agave landscape is a unique place in the world and was declared a World Heritage Site by UNESCO. Also, tequila had the first Protected Designation of Origin in the country”.

The director of the CNIT said that, along with the growth of tequila production and the sector in general, jobs have also increased considerably and that is another contribution to tourism and economy.

The industry generates more than 70,000 jobs, mainly in the countryside, in the Valles region, and in the Los Altos area.

## **Guided Tours**

Karina Ley Parra also mentioned that guided tours are being offered in the two protected areas under Protected Designation of Origin, and this has boosted tourism.

Visitors can see how the blue agave (Tequilana Weber) is harvested, how the heart of the plant [known as piñas] is cooked, extracted and fermented, as well as the distillation process and ripening of the tequila through which we can know the magic that surrounds the Mexican National Beverage.

**Ley Parra highlighted that visitors can find different activities to interact with the cultural and patrimonial richness since they get to know the customs, the historical development, and the culture of tequila.**

The sector invites citizens and tourists alike to visit the Protected Designation of Origin area and see how traditional tequila is made, a drink that has already reached 190 countries. It should be noted that in 2017 the production reached 220 million liters.

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