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Mexico City Documents



CDMX BRANDING ELEVATES TOURISM FOR MEXICO CITY

Strategic Brand Marketing Campaign Continues to Drive Media Accolades, Increase Tourism Arrivals and Generate Coverage of the Destination as a Leading Global City

MEXICO CITY (November 19, 2018) – Recent press coverage, tourism data and international studies demonstrate that the tourism marketing efforts of Mexico City continue to drive consumer interest as a top destination to visit, generate positive stories touting Mexico City as a *World Capital*, increase tourism arrivals and heighten awareness for the CDMX brand – named one of the top 20 “City Business Brands” in the world according to a study from Saffron.

A World City Brand Challenger

In the recently published *World City Business Brand Barometer* – a study by international consultancy firm Saffron that reveals which cities around the world best generates a strong a business brand – Mexico City was named an emerging global “challenger” amongst leading cities from the likes of New York, Paris, Los Angeles and London in attracting and retaining business. Mexico City ranked at number 19 out of 67 global cities, and according to Saffron, “could be taking a top 10 position in the near future.” Mexico City closely followed other highly attractive global cities such as Madrid (14), Rome (15), Shanghai (16), Lisbon (17) and Munich (18).

The study attributes shifts in a city’s ranking to the lifting of trade barriers, economic reform and digital communications. The study examines the relationship between a city’s assets and the buzz it generates. Assets include key areas of interest to tourists, along with business professionals, including quality of cuisine and restaurants; number of sightseeing and historical attractions; as well as ease to get around on foot and public transport. Buzz calculates the general visibility of a city and whether it is held in high regard. Google Trends web analytics was a key tool in evaluating “buzz” at it looks at how many times a city is searched for on Google, indicating how much interest people have in the city. The study supports the idea that the CDMX brand, including its assets and buzz, are elevating Mexico City as a World Capital.

2019 Places to Visit Accolades

Over the past several years, Mexico City has been consistently recommended as a top destination to visit from leading media publications, and it continues to gain accreditation for its rich culture, celebrated culinary scene, abundance of museums and cultural institutions, architecture, design and more.

In 2019, Mexico City remains on top. The destination was selected as a Fodor’s *Go List 2019* award winner, chosen by the publication’s editors based on “destinations we are absolutely in love with – destinations we want our readers to fall in love with, too.” Mexico City was also named the #5 city on Lonely Planet’s *Best in Travel* awards, recognized for its exciting blend of the historic and modern.

Telling Mexico City’s Story

Mexico City’s recognition in the media, and subsequently amongst travelers, was due in large part to its memorable brand campaign which included strategic media relations and a robust visiting journalist program that has generated a steady drumbeat of coverage over the past several years (more than 3 billion impressions since 2015). These stories have asserted Mexico City key messages, pillars and major events that elevate the destination as a *World Capital*.

In 2016, shortly after the CDMX brand campaign was released, Mexico City earned the top spot in The New York Times’ prestigious *52 Places to Go* annual travel list. From there, the buzz has only



continued to grow for Mexico City. It's been named: One of CNN's Top Tourist Destinations; One of Conde Nast Traveler's World's Best Cities for Arts and Culture; One of Architectural Digest's Top Five Design Travel Destinations; One of 10 Best Cities for Solo Travel, According to AirBNB.

Stories highlighting the city's superior travel offerings have run in virtually every leading publication in the U.S. and Canada across a variety of genres: The Wall Street Journal, USA Today, Forbes, Bloomberg Pursuits, Travel + Leisure, Condé Nast Traveler, AFAR, Thrillist, Town & Country, The Globe & Mail, Toronto Star, Chatelaine, NUVO, Azure, Sharpe, DeltaSky, United's Hemispheres, Eater, Bon Appétit, Food & Wine, Tasting Table, Surface, Architectural Digest, Elle Décor, Dwell, Brit + Co, Shape, Esquire, Harper's Bazaar, GQ and many more.

Tourism Growth

Mexico City was awarded a coveted Platinum and "Best in Show" award for best Consumer Marketing Program in the hospitality marketing industry's prestigious annual Adrian Awards in 2018, recognized for robust tourism promotion that helped change perceptions of Mexico City in the press and amongst consumers, and drove purchase, contributing to an 11% increase in tourism by 2018 (57% higher than the increase of international tourism worldwide in 2017, which was up 7%). Additionally, hotel occupancy reached 70% in 2017 and the number of international visitors staying in luxury properties has grown. The very real impact of promotion, branding and growth in tourism is seen in 25% higher average visitor spending, and in 348,879 new jobs in restaurants and hotels in 2017 (and 1,001,487 from 2015-17), and 872,197 indirect hospitality jobs. The economic spill of international tourists has increased nearly 13% since 2014.

Tourism Appeal

Mexico City is the country's premier tourism destination. The ancient capital combines pre-Hispanic, colonial and contemporary influences spanning nearly seven centuries, and is home to 30 distinct architectural and historic sites. The city is more cosmopolitan than ever, it sits among the top three cities for museums in the world, boasting more than 180 as well as over 100 contemporary art galleries, some of the world's most celebrated fine dining establishments, a range of design-forward accommodations and several international festivals and events that attract sophisticated jetsetters from around the world. Mexico City is a leading global city, often compared to the likes of Paris, London or New York. It has the second largest metro system in North America, behind New York City, has ten times as many taxis and its metropolitan park, Bosque de Chapultepec at 1,695 acres is nearly twice the size of Central Park. CDMX letters denoting the city's brand campaign are visible across the city, from street corners to taxis and at city landmarks and have become both a familiar, welcoming sight as well as a popular photo backdrop for visitors and locals alike.

About Mexico City

Consistently ranked among the top places to visit, Mexico City is a world capital welcoming more than 13.5 million visitors each year who come for its renowned cuisine, vibrant culture, rich history, unique neighborhoods and modern day travel offerings. In 2018, Mexico City celebrates its designation as World Design Capital®, an honor awarded by the World Design Organization™ for its commitment to design as an effective tool for economic, social and cultural development. The first city in the Americas to hold the title, Mexico City's recognition is driven by a creative class of designers, architects, hoteliers and restaurateurs spearheading new era for the ancient capital whose pre-Hispanic, colonial and contemporary influences span nearly seven centuries. For more information, news and updates on travel to Mexico City follow @MexicoCityLive on Facebook, Twitter and Instagram.

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Fashion Week México to Bring New All-Mexican Designer Group Show to New York Fashion Week This February

MX_NY will Feature Three Top Mexican Design Houses At New York City's Major Winter Fashion Event

MEXICO CITY (September 24, 2018) – Fashion Week México (FWM), the organization behind the biannual Mercedes-Benz Fashion Week held in Mexico City, announced it will host new all-Mexican designer group show during New York Fashion Week (NYFW) this February. The new show, titled MX_NY, will bring together three prominent Mexican designers – Anuar Layon, Lorena Saravia and Yakampot – for a vibrant display of Mexico's distinct designs in North America's fashion capital of New York City.

The announcement was made on Sept. 14 during a private party at Atla in New York, the sister restaurant to Mexican Chef Enrique Olvera's first New York restaurant Cosme, and one of Manhattan's buzziest restaurants for the fashion set. The event was attended by designers, top fashion magazine editors and buyers from department's stores such as Bloomingdales, signaling that the American market is ready for the emergence of Mexican designers.

Over the past twelve years, FWM has grown, gaining recognition and becoming Mexico's best-known fashion platform. From its ranks have come designers who have managed to project internationally, such as Alexia Ulibarri, Lydia Lavin, Alejandra Quesada and Alejandro Carlin, while others have been invited to market their collections by major department stores such as Saks Fifth Avenue; opened their own brick-and-mortar boutiques in Mexico City's most trendy neighborhoods; or opened successful online stores.

The continued popularity of FWM and the launch of MX_NY at NYFW stems from the persistent efforts of COLOÜRS, the company behind FWM, which has been cultivating Mexican design talent for years. In the coming months, the COLOÜRS team and designers showing at MX_NY will roll out a series of initiatives from media appearances to creative collaborations leading up to the runway show at NYFW in February. You can follow the journey of the designers and show on Instagram at [@MX_NY](#) and [@FashionWeekMX](#).

Cory Crespo, President of COLOÜRS, is the visionary behind this initiative for market share for Mexican designers. "The goal of the project is to transform the mindset and push for the development of strong brands that can match the creativity of their artistic proposals with viable commercial offerings," said Crespo.

Mexico City is a global capital that attracts millions of visitors annually who enjoy its rich history and modern day travel offerings, and the local fashion industry is increasingly drawing design enthusiasts with annual events such as FWM and the emergence of talented young designers who are putting Mexican fashion on the map. From high-end design shops, to trendy boutiques, to artisanal handcrafts, Mexico City is a modern day mecca for fashion lovers.

About COLOÜRS

COLOÛRS aims to create "connection experiences" between brands and audiences through passion points including Fashion, Arts, Music, Entertainment and Sports (FAMES). The organization achieves this through three main platforms:

- Advertising, Communication and Influencer Marketing. www.colours.com.mx
- Experiential Marketing (Platforms, Festivals and Events). www.fashionweek.mx
- Celebrity Management. www.cmxmexico.com

About Anuar Layon

Born in Mexico City, Anuar Layon has over 10 years of experience as a designer and specializes in streetwear. Layon serves as creative director and designer for Mexico is the Shit, Prima Volta, Sad Boy, White Tag and Mercadorama Custom, and throughout his career has designed for Daft Punk, Wu Tang Clan, Iggy Pop and Queens of the Stone Age among others. www.instagram.com/anuarlayon

About Lorena Saravia

Lorena Saravia is an accessible luxury brand designed for contemporary women. Fluid silhouettes and a timeless elegance are key characteristics of the label. In 2014, the brand opened its first flagship boutique and the line can also be found in departments stores and stockists throughout Mexico. www.lorenasaravia.com

About Yakampot

Yakampot promotes and evolves Mexican cultural heritage by designing, crafting and selling fashion forward clothing for sophisticated women. The garments, made with quality fabrics, resurrect ancestral techniques integrating them into a contemporary esthetic. They are relevant to today's wardrobe need and yet timeless, an heirloom of the future. The brand works with indigenous artisans to create products. We aim to create a thriving industry for the communities by giving a commercial value and new lease of life to their inherited skills. www.yakampot.com

About Mexico City

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SUBJ>> Why Visit Mexico City in 2019

Hi xx,

On the heels of a yearlong World Design Capital designation, hosting world-class sporting events and the third-annual Día de los Muertos parade, Mexico City has never been hotter. With expanding airlift, new hotels on the horizon and up-and-coming restaurants, Mexico City should be at the top of your 2019 getaway list.

Here are five reasons why you should visit next year:

1. **#1 Place to Go in 2019 by National Geographic Traveler**

It's never been a more exciting time to travel to Mexico City, as *National Geographic Traveler* recently unveiled the destination as the number one selection in its prestigious "**Best Trips 2019**" list this year. Lonely Planet, Forbes & Fodor's also included Mexico City in their "Where to Go" lists.

2. **New Accommodations**

There's no denying that there's a rising interest among tourists to explore Mexico City. The Ritz Carlton Mexico City is slated to open next year, featuring unobstructed views of Chapultepec Park and signature Ritz-Carlton luxury services and amenities including a Club Lounge and spa. The Park Hyatt, which will feature 155 guestrooms in the Polanco neighborhood, is scheduled to be completed by early 2021. Kimpton and Sofitel have also announced they will open in Mexico's capital.

3. **Restaurants Heating it Up**

Although Quintonil & Pujol – ranked #11 & #13 respectively on this year's World's 50 Best Restaurants List – remain in the limelight, there are a few newcomers making headlines as well. Masala y Maiz recently reopened its doors after being closed for six months. Norma Listman and Saqib Keval research the migration of spices, chilies, ingredients and cooking techniques between Mexico and South Asia. Their dishes represent unique recipes and stories that bring people together to reflect the depth and history of ancestral foods.

4. **Increased Airlift**

Global air connectivity to Mexico continues to grow at steady rates due to increased leisure and business tourism demand. **American Airlines** added daily service between Philadelphia to Mexico City this year. **United Airlines** also added three new daily flights from Newark to Mexico City, while **JetBlue** expanded their international service with Mexico City routes from Boston and New York City, adding to their existing service to Mexico City from Orlando and Fort Lauderdale.

5. **Mexico City in Film**

2018 was a big year in film for Mexico City. Pixar's animated movie *Coco* received several accolades and Alfonso Cuarón's upcoming film *Roma* – set to premiere on Netflix December 14 – is already in the running for an Oscar. Mexico City's presence on the big screen has continued to put the destination on the map and increased consumer attention.

Please let me know if this is a fit for your upcoming coverage. Happy to share additional information, if interested!

Best,
Carolina



SUBJ>> An NFL Weekend Guide to Mexico City

Good Afternoon,

For the third consecutive year, the NFL International Series will return to Mexico City on Monday, November 19 for a much-anticipated matchup between the Kansas City Chiefs (7-1) and the undefeated Los Angeles Rams. The game will take place at the famed Estadio Azteca, the largest stadium in Mexico and the site of the 1968 Olympics. This year, the NFL will take over the Zocalo, or historic main square, on Sunday, November 18, for the NFL Fan Fest, where visitors will have the chance to play interactive football games and get ready for the big matchup.

I'm reaching out as we're the PR agency of record for the Mexico City Tourism Board, working to promote travel to Mexico's capital among U.S. and Canadian media and consumers. In advance of the game, we thought we would share a bit about Mexico City, what makes it unique and what it has to offer visitors and international sports fans, should it be a useful resource for any coverage you have planned over the next week.

Below, please find a brief introduction to Mexico City and the things that sports fans can experience when visiting the Mexican Capital. For more information and recommendations, visit the Mexico City Tourism Board page on [TripAdvisor](#).

If you have any questions, or are interested in more information, you may reach me via email at eroithmayr@webershandwick.com or 212-836-3014.

Thanks and I look forward to hearing from you.

Best,

Emma

About Mexico City

- Mexico City is the country's premier tourism destination welcoming millions of visitors per year.
- Mexico City is becoming an increasingly popular location for major American spectator sporting events. In addition to the NFL, Mexico City's appeal has attracted such organizations as the [NBA](#), [MLB](#), [PGA](#) and [Formula 1](#)® to host annual events in the city.
- An easily accessible destination, more than 150 direct flights travel to Mexico City each day from international locations and those numbers are increasing daily.
- At 7,350 feet, Mexico City has a higher elevation than Denver. Though geographically placed squarely in the tropics, the high elevation of Mexico City gives the city one of the mildest climates in Mexico (average temperature varies from 54°F in the western mountains to 61°F in the center of town). The dry season runs from November to May, and the rainy season June through October. The hottest months are usually April and May when the temperature can reach 86°F, and the coldest are December and January with temperatures at times dropping to 45°F.
- Much like New York City, Mexico City neighborhoods are very walkable, but taxis also abound; the city boasts 10 times the amount of cabs than New York. Visitors can also travel to neighborhoods by bus, subway or bicycle, including the city's bikeshare program: ECOBICI.

What visitors should expect?

- *Some of the world's best cuisine*



- Critically-acclaimed chefs and restaurants have helped Mexico City's cuisine become a culinary trendsetter on a global scale. In fact, Mexican gastronomy is the only cuisine in the world that has been recognized by UNESCO's cultural heritage list.
- For topnotch recommendation, check out Tasting Table's Mexico City Guide and The Eater Guide to Mexico City.
- Recently, two restaurants – Quintonil and Pujol – received recognition on "The World's 50 Best Restaurants by San Pellegrino & Acqua Panna."
- Some of the best dishes can be found not only in the many fine restaurants and cantinas, but also right on the city streets. Bold flavors and vibrant experiences are present at every turn with Mexico City's many casual dining carts, food trucks and street vendors serving traditional antojitos, or "little cravings," such as tacos, *tamales*, *esquites*, *tlacoyos*, *quesadillas* and more, plus some more adventurous snacks such as *escamoles* (ant eggs) and *chapulines* (grasshoppers).
- Navigating the many street food options in this sprawling city can be an overwhelming task, but luckily there are a variety of companies – such as Eat Mexico Culinary Tours, Sabores Mexico Food Tours and Club Tengo Hambre, among many others – that provide gastronomy walking tours offering intimate street food explorations multiple times a week.
- **A booming mixology scene**
 - Creative, crafty mixologists are shaking things up – with indigenous ingredients and inventive menu concepts – in ultra-hip settings at new bars cropping up in the city's trendiest neighborhoods.
- **Many hotel options at scalable price points**
 - Mexico City has a wide range of accommodation offerings; from boutique properties situated in historic buildings to prestigious, international chains.
- **Authentic Cultural Experiences**
 - Lucha Libre: one of Mexico City's most authentic experiences is to be a spectator at the dramatic, humorous *Lucha Libre*, or Mexican wrestling at Arena México. Watch masked superheroes (*técnicos* or good guys) take on villains (*rudos*) inside the ring as you sip cocktails and maybe even take home your own mask.
 - Xochimilco: one of Mexico City's four UNESCO world heritage sites, this borough of the capital city features hundreds of colorful boats, called *trajineras* that float along the canals of Lake Xochimilco. Popular for weekend outings, family get togethers and celebrations, colorful gatherings are held here. Once used for transporting goods, these gondola-like boats are now primarily utilized for tourism and are available for various group sizes. There are many different ways to explore Xochimilco, including an intimate ride with a relaxing picnic past pristine gardens and the famous island of dolls.
- **Colorful Street Art, Museums & Galleries**
 - The hometown of art legends Diego Rivera, David Alfaro Siqueiros and Frida Kahlo, Mexico City boasts more than 150 museums, 100 contemporary local art galleries and 30 distinct architectural and historic sites.
 - There is a blend of old and new art, with rich history on display at museums such as Museo Nacional de Antropología, Palacio Bellas Artes, Templo Mayor and Museo Frida Kahlo, as well as internationally acclaimed contemporary artists on display at Museo Jumex, Museo Tamayo, Museo Universitario de Arte Contemporáneo and trendy galleries such as LABOR and Kurimanzutto.
 - Street art can be found across the city – old and new – from the historic Diego Rivera masterpieces to the new generation of Street Art Chilango shaping the Mexico City mural movement of today.
- **Distinctive neighborhoods**



- o Mexico's capital delivers mesmerizing neighborhoods fit for every lifestyle. There are over a dozen distinct neighborhoods – each with their own personality and attractions. From the trendy Roma to the upscale Polanco, artsy Coyoacan and up-and-coming Juarez, there is a new experience around every turn.



SUBJ>> Why You Should Extend Your Next Business Trip To Mexico City

Hi XX,

As Mexico's capitol city, Mexico City is naturally an epicenter for business, attracting visitors from around the world who come to partake in all day meetings and conferences. However, the city has much more to offer beyond the conference room. Visitors should take advantage of exploring this emerging cultural capital that continuously surpassing expectations and is starting to rival well-established urban hot spots in Europe and Asia.

Neighborhoods

Most business travelers will spend their time in Santa Fe, also known as the business district, but there are several trendy neighborhoods located closer to the center of the city including:

- *Centro Historico* - For a glimpse into Mexico City past and present, visitors can stroll through the heart of the capital, designated as an UNESCO world heritage site featuring landmarks and streets that have evolved over the years.
- *Juárez* - Colonia Juárez is Mexico City's hottest neighborhood of the moment. Its residents, all kinds of creative people such as chefs, artists and designers, are revitalizing the area and helping inject new energy back into this old district of the city with hip restaurants, mixology bars and galleries.
- *Polanco* - This beautifully maintained, wealthy neighborhood offers visitors the ultimate retail experience due to the proximity to designer shops such as Ferragamo, Hermes and Gucci along Avenida Presidente Masaryk (often compared to Rodeo Drive or Madison Avenue).
- *Roma* - An essential part of the city's cultural and gastronomic life, its neoclassic, beaux arts and art nouveau-style buildings, squares and tree-lined boulevards abound in restaurants, galleries, bars, foodies, artists and young people looking for a good time.

Attractions and Activities

For those visitors who only have a few hours to spare before their flights departs, consider experiencing:

- *Hop-On Hop-Off sightseeing tour with Turibus* - Get a brief overview of the city's must-visit museums, landmarks and cultural attractions.
- *Chapultepec Castle* - Situated in the middle of Chapultepec Park, explore the former residence of Mexico's presidents while taking in one of the most beautiful views of Mexico City.
- *Frida Kahlo Museum* - also known as the Blue House, is Kahlo's birthplace, which became a museum in 1958 to exhibit many of her personal treasures and original works.

Activities for those extending their trip include:

- *Culinary Tours* - Companies like Eat Mexico and Club Tengo Hambre offer half and full-day itineraries guided by local culinary experts who explain the many traditional dishes found in the hottest restaurants and street food carts alike.
- *Lucha Libre* - Be a spectator at one of Mexico City's most authentic, and entertaining, experiences where masked superheroes (*técnicos*) take on villains (*rudos*) inside a wrestling ring.
- *Xochimilco* - Venture to the southern region of Mexico City, where you can board a colorful *trajinera* boat that floats along the canals of Lake Xochimilco.



Culinary Experiences

Whether you enjoy world-renowned restaurants, gourmet food hall or traditional cuisine, Mexico City has culinary experiences suited for every taste bud including:

- *Mercado Roma* - A gourmet food hall that allows visitors to experience the latest culinary trends and enjoy a taste of some of Mexico City's best restaurants all under one roof.
- *El Cardenal* - Popular for its traditional Mexican breakfast, El Cardenal recreates the authentic meal with hot chocolate, freshly baked bread and thick cream from raw milk. Specialties include tortilla de huevo con escamoles (egg omelet with ant larvae).
- *Mercado de Coyoacán* - A street food hotspot located in the south of the city, this market is lined with stalls selling brightly colored confections, bags of mole varieties and salted chapulines (grasshoppers) from Oaxaca.
- Restaurants consistently ranked on the World's Best Lists including *Pujol*, *Quintonil* and *Biko*.

Please let me know if you think Mexico City could be a fit for any upcoming stories, or if I can provide you with additional information.

I look forward to hearing from you,

Emma



SUBJ >> How to Navigate Mexico City

Hi xx,

Home to approximately 21.2 million residents and hosting approximately 13.7 million visitors annually (based on 2017 Tourism Statistics), Mexico City can feel a little chaotic (which is part of the excitement!) to some travelers, especially to those visiting the bustling capital for the first time.

Numerous neighborhoods, or colonias, comprise the sprawling city. While most neighborhoods are pedestrian-friendly, commuters often rely on public transportation, taxis or car services to get to and from each neighborhood.

Below is a quick guide on how visitors can navigate their way through CDMX:

- **Taxi and Rideshare** – Taxis are abundant (look for the pink, CDMX branded ones) and car service apps such as Uber are commonly used by locals and tourists alike, and are convenient for non-Spanish speaking visitors.
- **Metro** – The underground metro system offers the quickest way to get around Mexico City. It has 12 lines, and is an inexpensive option for getting around the city at just five pesos (0.25 USD). The metro operates Mon-Fri from 5 a.m. – 12 a.m.; Sat from 6 a.m. – 12 a.m. and Sun/Holidays from 7 a.m. – 12 a.m.
- **Metrobús** – Another efficient mode of public transportation, the Metrobús operates seven lines and costs six pesos (0.30 USD). The Metro card is also valid for the Metrobús and can be refilled at any Metro or Metrobús station. The Metrobús operates Mon-Sat from 4:30 a.m. – 12 a.m. and Sun/Holidays from 5 a.m. – 11:30 p.m.
- **Turibus** – Mexico City's hop-on, hop-off sightseeing bus is a great option for those who want to hit all the highlights in a short amount of time. Not to mention, you get a great view from the double-decker bus and you can get on and off as much as you'd like during the day. Turibus operates daily from 9 a.m. – 9 p.m. with prices starting at 160 pesos (8 USD) Mon-Fri and 180 pesos (9 USD) Sat-Sun for adults.
- **Bicycles** – A bike-friendly city, many residents choose to transit via their own bike or take advantage of the government's ECOBICI bike share program, a public bicycle service that covers the more touristy parts of the city. Ecobici has been adopted as an efficient transportation alternative to move around Mexico City, not only because it complements the massive transportation network, but also because of the health, environmental, time-saving benefits that contribute to a better quality of life. Users can purchase day and weekly passes (99 pesos or 5 USD for 1 day/198 pesos or 10 USD for three days/329 pesos or 16 USD) for seven days) Monday – Sunday from 5 a.m. – 12 a.m.
- **Electric scooters** – U.S. micro-mobility company Lime recently launched its electric scooter rental service in Mexico City. The battery-powered, shared scooters can be found in the neighborhoods of Polanco, Anzures, Juárez, Condesa and Roma. To access the service, Lime users pay 10 pesos (0.50 USD) to unlock a scooter via a mobile application and then three pesos (0.15 USD) per minute. Lime is the second scooter company to enter the Mexico City market after the Mexican company Grin, whose



scooters are currently available in Roma and Condesa.

Please let me know if this is a fit for any upcoming stories you have in the works. Happy to provide more information, if needed!

Best,
Carolina



SUBJ>> A Guide to Mexico City's Juárez Neighborhood

Hi xx,

Colonia Juárez is Mexico City's hottest neighborhood of the moment. Its residents, all kinds of creative people such as chefs, artists and designers, are revitalizing the area and helping inject new energy back into this old district of the city.

Bordered by three of the main city arteries – Insurgentes, Paseo de la Reforma, and Avenida Chapultepec – it's incredibly accessible to young chilangos (a demonym for residents of Mexico City) from all over the city, even proclaimed by some to be the newer, better version of its trendy neighbor to the south: Roma. Its buildings reflect a former splendor that dates back to the days of President Porfirio Díaz at the turn of the 20th century when it was called Colonia Americana.

From hip restaurants to mixology bars and shops to chic boutique hotels, Juárez has it all. Below is a quick guide on where to dine, shop and stay while visiting Mexico City's Juárez neighborhood:

Bars

- Xaman – This hotspot features a cocktail menu and otherworldly atmosphere that pays homage to Mexico's pre-Hispanic roots and the philosophy of astral projection.
- Parker & Lenox – Hidden behind an American-style diner, customers frequent Parker & Lenox for its vintage glam atmosphere, inclusive of red velvet sofas and curtains, live jazz and classic, 1920's-style cocktails.
- Luciferina – Set inside of a 1900's mansion, Luciferina bills itself as an "alternative urban tavern," evident in the industrial and mystical atmosphere inside the La Juárez establishment. This team of mixologists uses techniques and ingredients inspired by medieval alchemy to concoct a menu of "elixirs" that bring virtues such as love and fortune.

Restaurants

- Café Nin – Opened in Spring 2017, Chef Elena Reygadas of Rosetta created this relaxed French restaurant to enjoy eating, drinking and sharing.
- Havre 77 – Traditional French cuisine and oyster bar from Chef Eduardo García of Máximo Bistrot. The Parisian-style restaurant is housed in a refurbished historic building that was designed by firm ReUrbano.
- Amaya – Owned and operated by Jair Téllez, Amaya is a wine bar and restaurant featuring all natural, organic and biodynamic wines from Mexican and Latin American producers. Jair first won recognition for his restaurant Merotoro, a Mexico City hot spot serving Baja, California-style cooking.
- Comedor Lucerna – An eco-friendly food court located in the courtyard of an old great house. Guests sit at picnic tables as they indulge in an array of food and drinks.
- Sushi Kyo – Mexico City isn't just known for Mexican food, but other cuisines have taken root as well, such as Japanese. This intimate 13-seat sushi bar is a sanctuary for sushi, sashimi and small plates.



Shopping

- Sioux Boutique – Located in the Juarez neighborhood, this concept store showcases different types of fashion emerging from New York, Japan, Europe, Australia and Mexico.
- Common People – Fashion and lifestyle concept store from husband and wife Max Feldman and Monica Biringer.
- Lemur – Imported brands selected with good taste: Vans, Dr. Martens and Caminando, shades sombreros, clothes for dogs and kids, bicycles and everything else sophisticated shoppers might possibly need.
- Proyecto Fusion – The Bazar Fusión design project has found a new home in the Juárez district. The work of several designers is displayed in each room, and on weekends things liven up with pop-up restaurants.

Hotels

- Hotel Geneve – Located in the heart of the Pink Zone, and just a few steps from one of the most beautiful boulevards of the country, Paseo de la Reforma, and a short distance from shopping and business centers, as well as restaurants, bars, museums, theaters and the Historic District of the city.
- Stara Hamburgo – Located behind Reforma 222 shopping mall, a few blocks from the Angel de la Independencia and Paseo de la Reforma Avenue (the financial heart of the city), Stara Hamburgo is located on Hamburgo street, in the renovated Colonia Juárez.

Please let me know if you think this could be a fit for any upcoming stories, or if I can provide you with additional information.

I look forward to hearing from you,
Carolina