



**"Cultivating Progress:
The Transformative Journey of the Tequila Tourist
Trail
in Enhancing Regional Development, Economic
Advancement, and Social Empowerment
Across 17 Years"**



WIPO Worldwide Symposium on Geographical Indications / Tequila statistics Snapshot: Year-End 2022

FIELD



1 421.4

MILLION AGAVES REGISTERED



426 465

HECTARES



14 %

OF THE ARABLE SURFACE OF THE PROTECTED TERRITORY



3.2

MILLION OF ANNUAL LABOR WAGES



36 603

AGAVEROS



2.6

MILLIONS OF TONS. OF AGAVE CONSUMED



74.1 %

OF THE AGAVE INVENTORY IS IN JALISCO



3 150

MDD, VALUE OF MARKETED AGAVE

INDUSTRY



651

MILLION LITERS PRODUCED



+ 7 813

MP TAXES



687

MDD VALUE OF THE DOMESTIC MARKET



+70 000

FAMILIES DEPEND ON THIS CHAIN



1 682

NATIONAL BRANDS



417

MILLION LITERS EXPORTED



96

MILLION LITERS IN DOMESTIC MARKET



513

MILLION TOTAL LITERS MARKETED

MARKET



345

BOTTLING PLANTS ABROAD



3 330

MDD, VALUE OF EXPORTS

DO, IG, MC.....



56

REGISTERED TEQUILA COUNTRIES



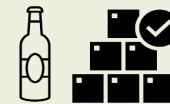
120

COUNTRIES PRESENCE



466

BRANDS BOTTLED ABROAD



386

MILLIONS OF LITERS IN INVENTORY



7 167

MDD TOTAL MARKET VALUE: DOMESTIC + EXPORT + AGAVE

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



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** en 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 EXCELENCE 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 !

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