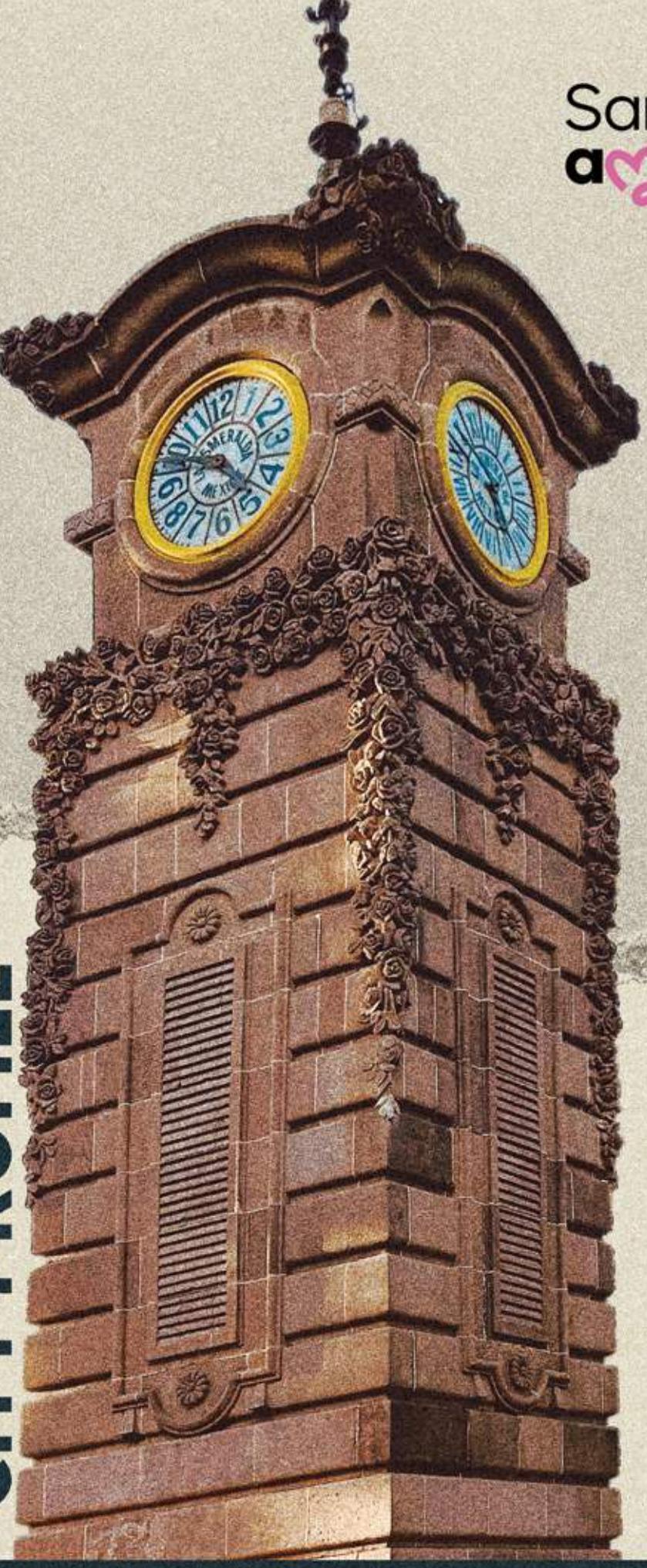


# SAN LUIS POTOSÍ

## CITY PROFILE



San Luis  
amable



San Luis Potosí  
GOBIERNO DE LA CAPITAL



H. AYUNTAMIENTO DE  
SAN LUIS POTOSÍ  
2024-2027

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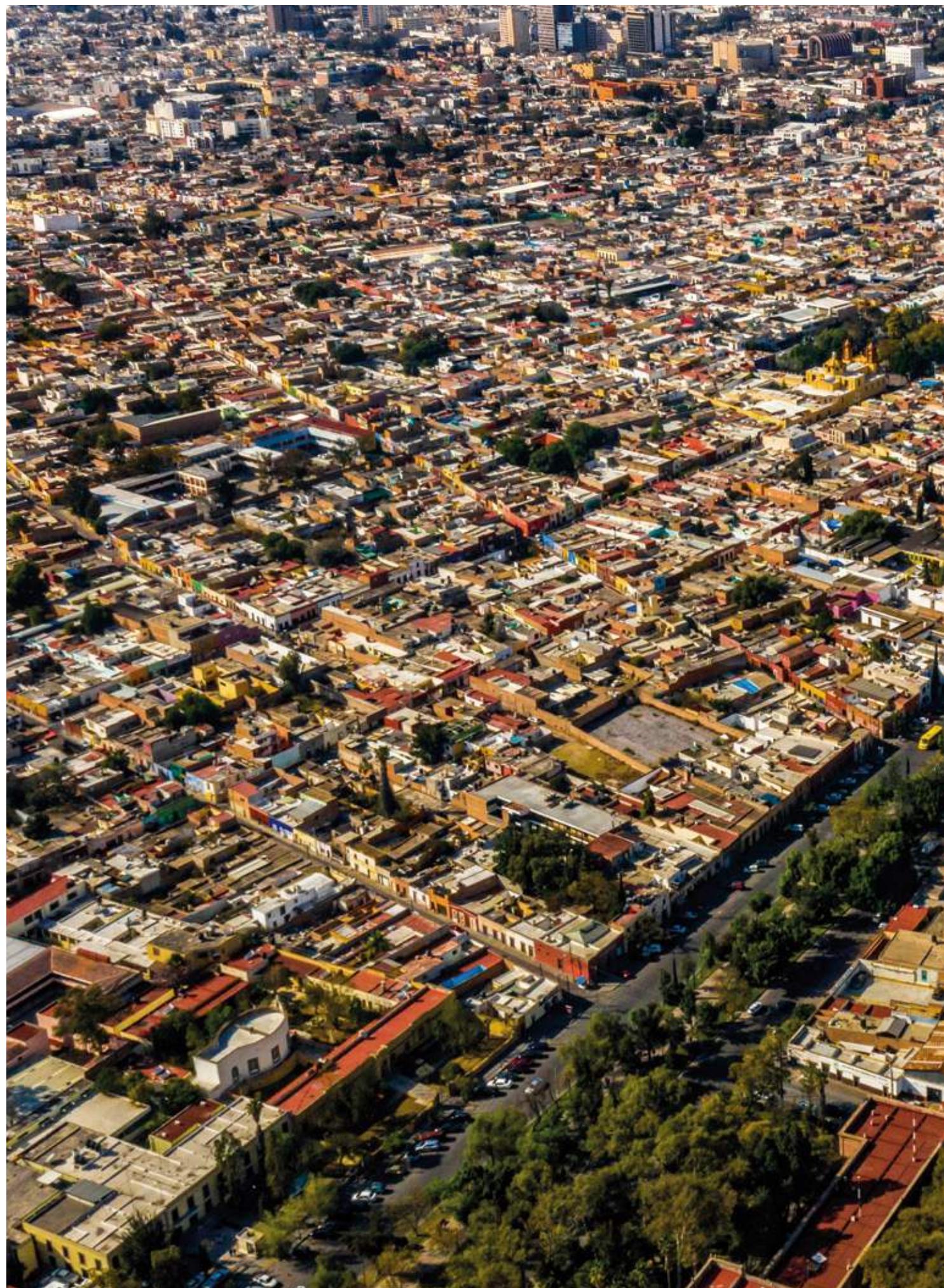
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Guadalupe Promenade (Calzada de Guadalupe)

DEX





**12** Message from the Mayor

**14** Introduction

**16** Geography

**20** Origins

**24** Social Structure and Development

**28** Economic Movement

**36** Cultural and Educational Infrastructure

**48** Tourism, Sports, and Ecological Infrastructure

*Juan Sarabia Promenade  
(Alameda Juan Sarabia)*

# MESSAGE FROM THE MAYOR



**MTRO. ENRIQUE FRANCISCO GALINDO CEBALLOS**  
CONSTITUTIONAL MAYOR OF THE MUNICIPALITY OF SAN LUIS POTOSÍ



San Luis Potosí, a historic, modern, and opportunity-rich city, proudly strengthens its ties with sister cities that share our vision for development and growth. We celebrate this international brotherhood by consolidating a network of collaboration that promotes social well-being.

From our municipality, we reaffirm our commitment to diplomacy and international cooperation, promoting dialogue as a key tool for progress. We aim to attract investment and build partnerships that boost trade, industry, and innovation, positioning San Luis Potosí as a benchmark in competitiveness and sustainable development.

Our cultural wealth expands with each exchange, sharing traditions, art, and values that enrich our heritage. Sports, a symbol of unity and discipline, allow us to build stronger bonds through events and competitions that foster coexistence and a spirit of perseverance.

The city stands out for its tourism potential, with impressive architecture and a historical legacy projected to the world through these alliances. We promote initiatives focused on inclusion, well-being, and equity to build a strong and supportive municipality.

The transformation of our infrastructure and mobility reflects a San Luis Potosí that advances with a forward-looking vision. We strive to balance history and modernity, preserving our legacy while integrating innovative technologies and projects to ensure a better quality of life.

San Luis is a bridge between past and future, tradition and innovation.

On behalf of all the people of San Luis Potosí, I thank our sister cities for walking with us on this path of shared growth.

Let us continue building together a more prosperous, just, and united world.

San Luis, a kind city—a city to love, that connects, grows, and shines alongside its sister cities.

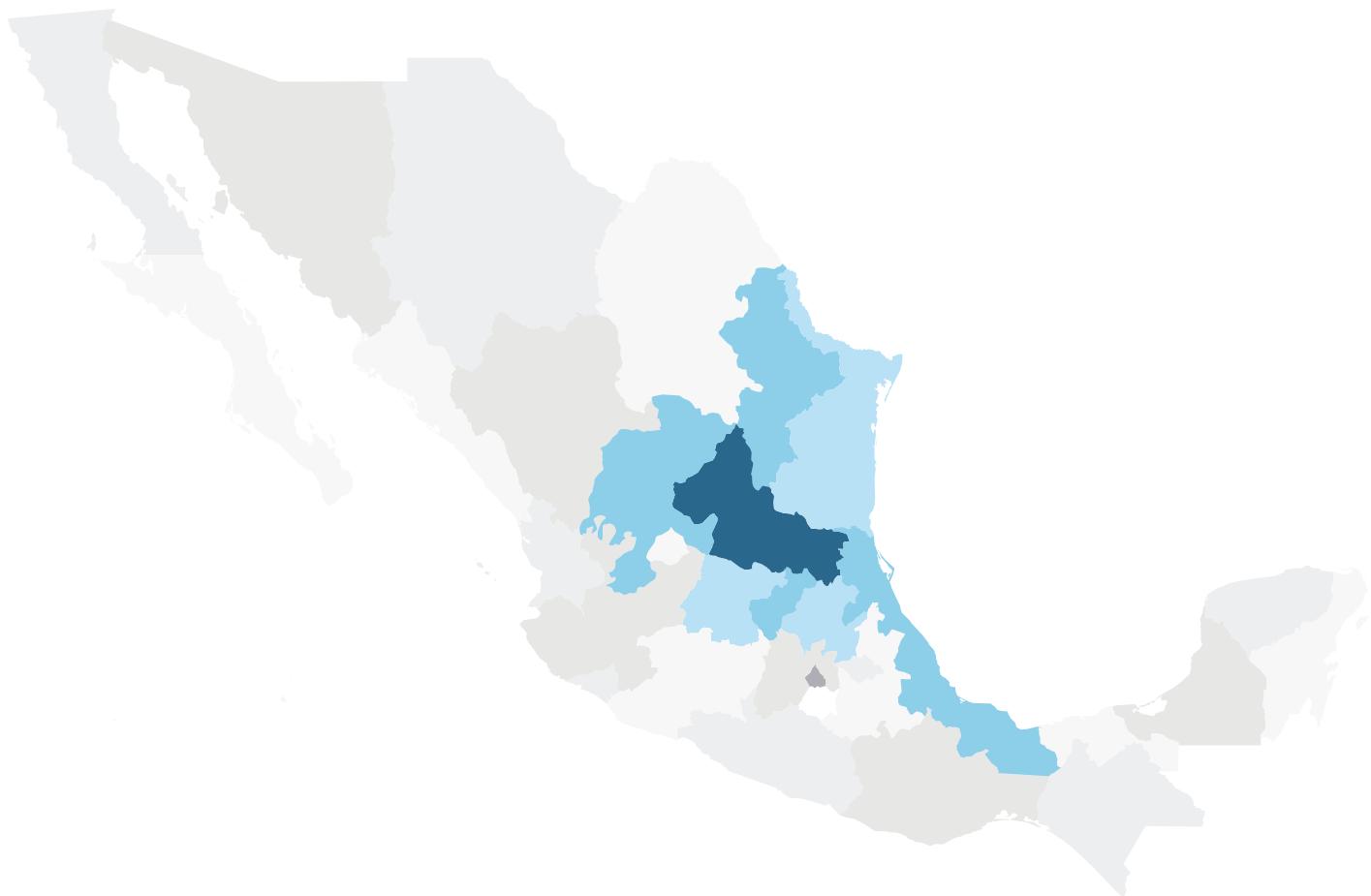
# INTRODUCTION



Main Square and Carmen Square (*Plaza de Armas y Plaza del Carmen*)

San Luis Potosí is a welcoming and resilient city, ideal for investment thanks to its economic opportunities and strategic location in the Bajío Region, which facilitates the connection and expansion of entrepreneurial projects. The municipality's natural beauty, the hospitality of its people, its renowned gastronomy, historical richness, and cultural diversity—reflected in its churches, museums, and cultural centers—make San Luis Potosí a highly attractive and admirable tourist destination.

The city offers a high quality of life, with nationally recognized healthcare and educational services. It also provides safety and peace of mind to its residents, maintaining crime rates below the national average. In addition, San Luis Potosí presents favorable economic conditions for families, with stable and competitive incomes that contribute to social well-being and promote a harmonious and sustainable community life.

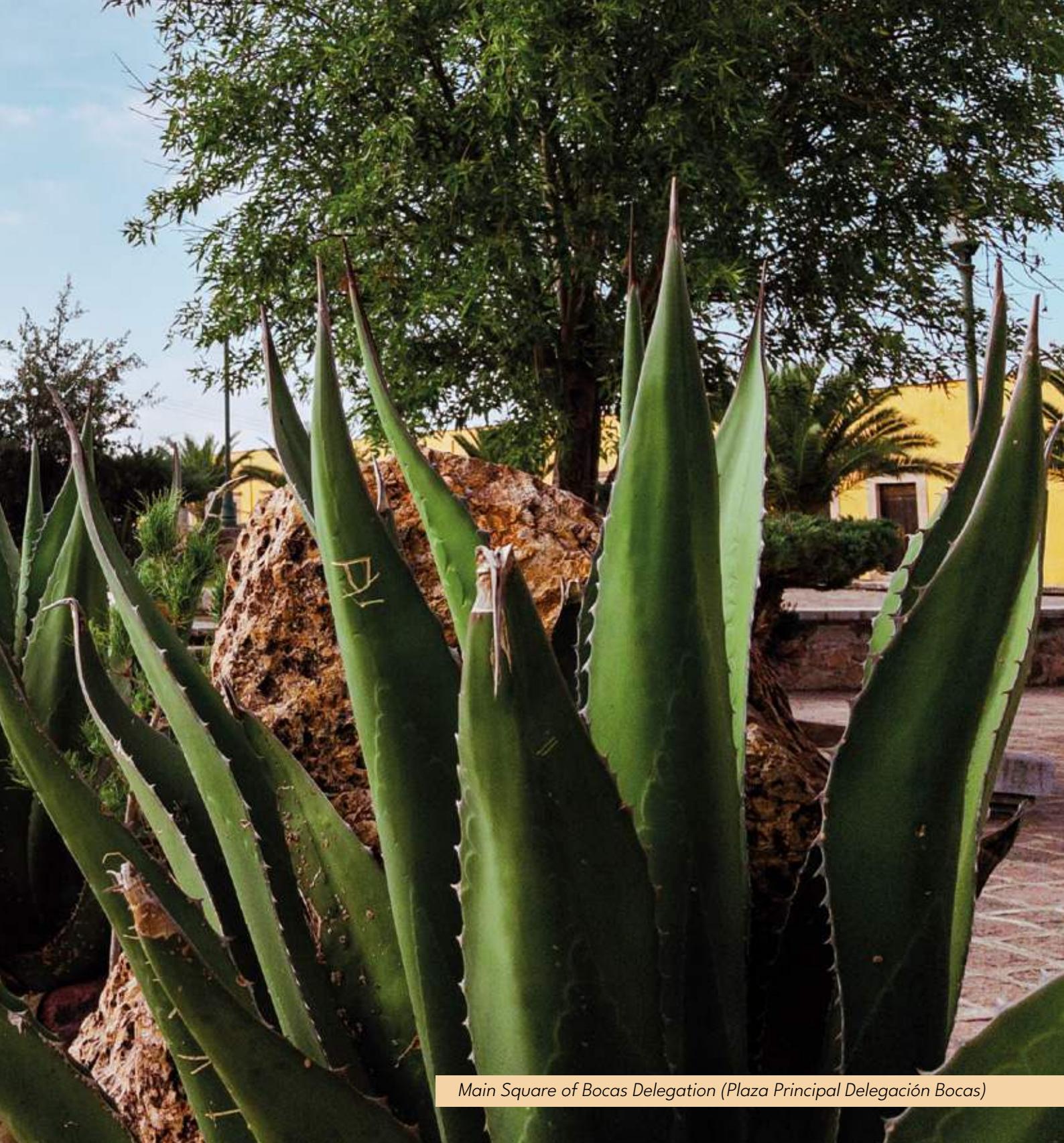


### **States Bordering San Luis Potosí**

*Guanajuato, Hidalgo, Jalisco, Nuevo León, Querétaro, Tamaulipas, Veracruz, Zacatecas*



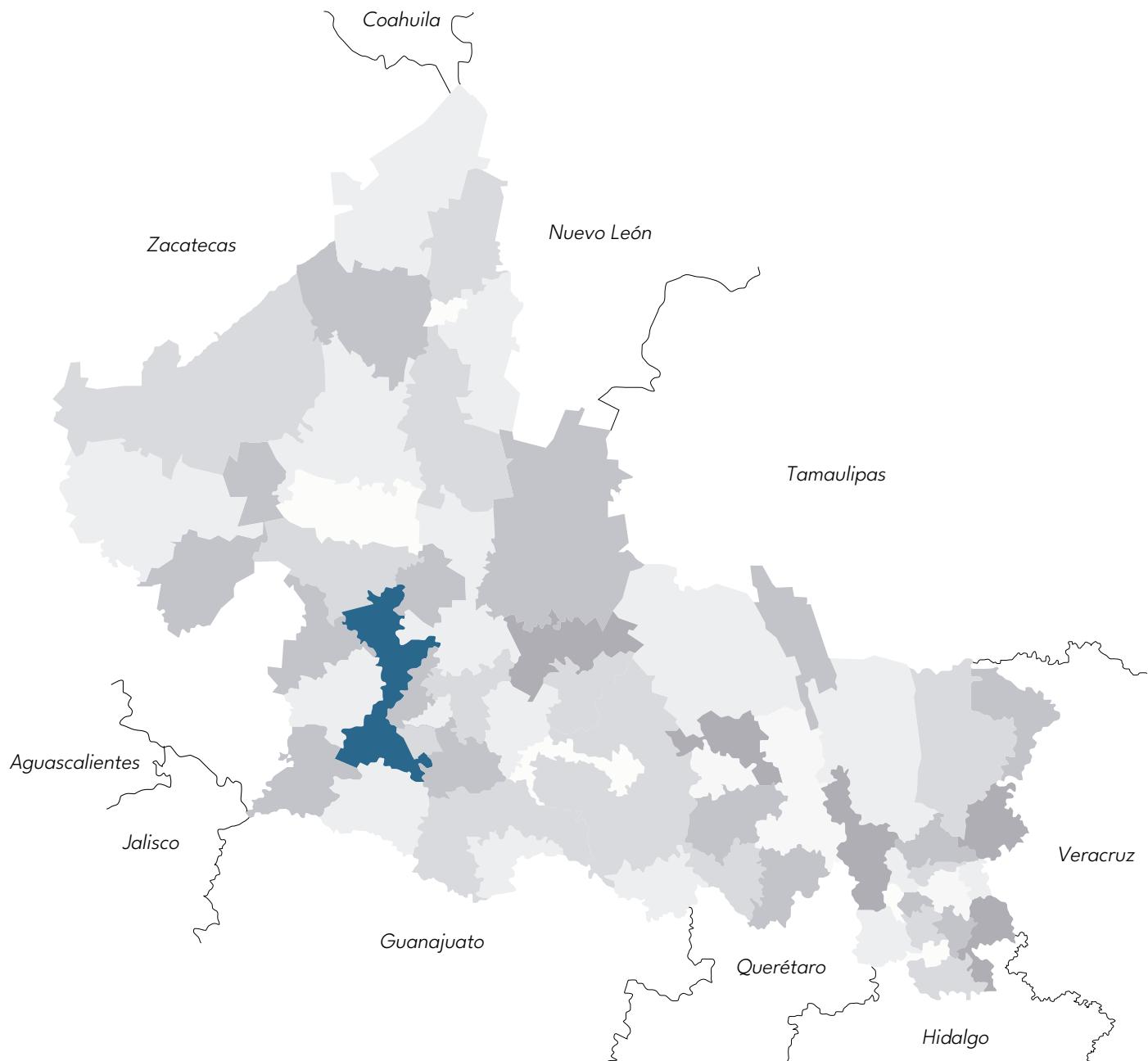
# GEOGRAPHY



Main Square of Bocas Delegation (Plaza Principal Delegación Bocas)

San Luis Potosí is a state located in the central-eastern region of Mexico, currently composed of 59 municipalities.

The Municipality of San Luis Potosí, the state capital, is situated in the Central Region of the Potosino Plateau, with geographic coordinates at its municipal seat of 22°09' north latitude and 100°58' west longitude, at an average elevation of 1,860 meters above sea level.



It covers an approximate area of 1,333.7 km<sup>2</sup>, representing 2.1% of the state's territory. Its boundaries are: to the north with Moctezuma and Villa de Arista; to the east with Villa Hidalgo, Soledad de Graciano Sánchez, Zaragoza, and Villa de Pozos; to the south with Villa de Reyes; and to the west with Villa de Arriaga, Mexquitic de Carmona, and Ahualulco.

Hydrologically, the municipality lies mainly within the Salado region, characterized by seasonal rainfall runoff that feeds the San José and El Peaje dams, as well as important underground aquifers located to the south and southeast of the municipality.

The municipality of San Luis Potosí has an average annual rainfall of 372.9 mm; the rainy season typically occurs from June to September, making most rivers seasonal. Notable among them are the Españita, Paisanos, and Santiago rivers. These watercourses, along with seasonal runoff, supply the San José and El Peaje dams, as well as the aquifers mentioned above.

The municipality's climate is predominantly dry, with an average annual temperature of 16.8°C, reaching highs of up to 35°C and lows near 7°C.



As for flora, the northern region is dominated by vegetation typical of semi-arid climates, including creosote bush, mesquite, yucca (izote), garambullo cactus, barrel cactus (biznaga), prickly pear cacti (nopales), cardón cactus, microphyll desert scrub, and grasslands. The fauna mainly consists of rabbits, hares, quail, and field rodents, in addition to domestic animals.

San Luis Potosí is home to protected natural areas, most notably the Paseo de la Presa Urban Park and, especially, the Sierra de San Miguelito, which has been recognized since 2002 as a State-Controlled Natural Protected Area. These areas are essential to the municipality's ecological conservation.



## ORIGINS



Chichimeca War, 1546 (Guerra Chichimeca, 1546)

The municipality of San Luis Potosí is located at the center of a territory once referred to by European colonizers as the Gran Chichimeca—an extensive and arid region inhabited by nomadic or semi-nomadic peoples whose cultures and languages differed from those of the settled populations in the center, west, and south of the Viceroyalty of New Spain. These groups, collectively labeled “Chichimecas” by the colonizers, represented a wide array of communities, many of which remain poorly documented and are now remembered only through brief mentions.

Spanish expansion northward—beyond Querétaro, Guanajuato, and San Luis de la Paz—was complex and difficult due to the Chichimeca War, which broke out following the discovery of the Zacatecas mines. The Indigenous peoples originally inhabiting the region resisted the invasion by newcomers. The war lasted more than 40 years, and by the late 1580s, European colonizers began to settle Tlaxcalan Indigenous communities in the region while reaching agreements with certain leaders and violently displacing others. This process led to the creation of secure zones around cities and surrounding regions, while Indigenous resistance persisted in areas such as the Sierra Gorda for many more years.

The discovery of mineral deposits, the founding of settlements, and the opening of new routes followed a slow and complex process. Gradually, Spanish settlers and their Indigenous allies occupied the former Chichimeca territory, seeking to integrate it into the viceroyalty's political, economic, social, and cultural structure.

This territory was included within the jurisdictions of the kingdoms of Mexico and Nueva Galicia, as well as the dioceses of Michoacán and Guadalajara, leading to frequent disputes over political control during the 16th and 17th centuries.



*Coat of Arms of San Luis Potosí City  
(Escudo de Armas de la Ciudad de San Luis Potosí)*

### ***The legal founding of the town of San Luis Potosí took place on November 3, 1592***

The origin of the name San Luis Potosí dates back to the 16th century. Franciscan missionaries and other Spanish settlers named the region in honor of Saint Louis, King of France, the son of Blanche of Castile and a highly venerated figure within the Franciscan order.

The name Potosí refers to the area's mineral wealth, drawing a comparison to the rich mines of Potosí in the Viceroyalty of Peru (present-day Bolivia). Today, both the state and the capital municipality bear the name San Luis.

The official founding of the town occurred in 1592 due to the discovery of nearby silver mines in Cerro de San Pedro. However, because of the lack of water in the mining area, the settlement was established in the nearby Valley of San Luis Potosí, where survivors of the Guachichil communities and relocated Tlaxcalan Indigenous people were already beginning to settle. The latter were brought to the region to assist in the sedentarization of the nomadic populations.

The jurisdiction of San Luis Potosí fell within the Diocese of Michoacán.



Mining was the main economic activity for the early inhabitants of San Luis. However, orchards and croplands were established around the town to supply the population. Over time, ranches, farms, and haciendas were created to support agriculture and livestock, which also promoted commerce with other regions.

***The town of San Luis Potosí was granted city status in August 1655. The title was signed by the Viceroy, the Duke of Alburquerque, on May 30, 1656, and confirmed by King Philip IV of Spain on August 17, 1658***

Along with city status, San Luis Potosí was granted a coat of arms. In reference to its mining origins at Cerro de San Pedro and its patron saint, Saint Louis, the emblem features a hill on a blue field with two silver bars, two gold bars, and the figure of Saint Louis at the top. To commemorate the fact that the title was granted under the Duke of Alburquerque's administration, part of his own coat of arms was included—a winged serpent with flames coming from its mouth, emerging from a cave at the base of the hill.

During the colonial era, several religious orders settled in San Luis Potosí, including Franciscans, Augustinians, Mercedarians, and Carmelites. The Juaninos also arrived, founding the Hospital of San Juan de Dios, and the Jesuits established a college. The construction of churches, convents, hospitals, and schools gave the city a distinctive layout, much of which is still preserved today.

Around the town—and later city—of San Luis Potosí, Indigenous settlements were established that eventually became integrated into the city. Today, these are known as the historic neighborhoods of: Tlaxcala, Santiago, Tequisquiapan, San Miguelito, San Sebastián, El Montecillo, and San Juan de Guadalupe.

Saint Louis, King of France (San Luis Rey de Francia)



## **SOCIAL STRUCTURE AND DEVELOPMENT**



Main Square of La Pila Delegation (Plaza Principal Delegación La Pila)

The Municipality of San Luis Potosí consists of an urban area corresponding to the capital city—recognized as the municipal seat—a predominantly southeastern industrial zone, and rural areas such as the communities of San Juan de Guadalupe, Escalerillas, Pozuelos, Peñasco, and several surrounding settlements.

It also includes two municipal delegations: La Pila, with 12 localities, and Bocas, with 96 localities.

According to data from the National Institute of Statistics and Geography (INEGI), in 2020 the municipality of San Luis Potosí registered a population of 763,529 inhabitants, representing 27.05% of the state's population and showing an 18% increase compared to the previous census.

***The municipality comprises 187 localities, with the municipal seat being the most demographically and economically significant***

San Luis Potosí enjoys a privileged geographic location in the center of the country, forming a key part of the Bajío region and the industrial triangle that connects Mexico's most important cities: Mexico City, Guadalajara, and Monterrey.

Its extensive highway network includes major federal roads such as Highway 57 (Mexico–Piedras Negras), Highway 70 (Barra de Navidad–Tampico), and Highway 49 (San Luis Potosí–Zacatecas), along with multiple state roads and rural routes, ensuring efficient access and effective communication with other regions of the country.

The capital city has an international airport and features a key Storage and Distribution Terminal (TAD) operated by Petróleos Mexicanos (PEMEX), the state-owned oil company, which supports competitive fuel costs.

Additionally, San Luis Potosí is recognized as a logistics hub, with four private industrial parks, solid rail infrastructure, and three logistics storage and distribution areas, including the southeastern industrial zone.



Salvador Nava Martínez Avenue

Recently, the municipality formally joined the Central Bajío Corridor, a metropolitan initiative aimed at positioning the region as a global destination for investment, thereby strengthening its competitiveness at both the national and international levels.

The strategic location of the Bajío region, including the capital city of San Luis Potosí, facilitates its integration into one of the most important international trade routes, connecting the main Pacific ports with the eastern regions of the United States, Mexico, and Central America. Within a radius of approximately 500 kilometers from San Luis Potosí lies 60% of Mexico's total population, 70% of national industrial output, 70% of international trade, around 70% of exports, and access to nearly 80% of the Mexican market.

This economic dynamism and connectivity, driven by strong infrastructure and effective communication channels—including radio, television, and print and digital media—make San Luis Potosí a strategic, competitive, and welcoming city committed to inclusive and sustainable development.





**ECONOMIC  
MOVEMENT**



*Industrial Zone*

In the municipality of San Luis Potosí, economic activities are carried out across the primary, secondary, and tertiary sectors.



## Primary Sector

Primary economic activities related to agriculture, livestock, fishing, mining, and forestry represent a small share of employment in the region, with approximately 11% of the economically active population (EAP) engaged in this sector.

## Secondary Sector

The secondary sector—mainly comprising manufacturing, construction, and the transformation of raw materials into finished products—plays a significant role in the local economy. According to the 2024 National Survey of Occupation and Employment (ENOE), approximately 32–33% of the municipality's EAP works in industrial activities. Within this sector, strategic industries include automotive, metal-mechanics, chemicals, plastics, and the manufacture of transportation equipment and electronic devices.

## Tertiary Sector

The tertiary sector, made up of commerce and service activities, is the most important in terms of employment, encompassing around 55.8% of the EAP. This sector includes retail and wholesale trade, tourism, financial services, education, healthcare, and information technologies, among others.

San Luis Potosí is an important industrial hub and home to 11 industrial and technology parks, in addition to new developments in neighboring municipalities.

Main industrial parks include:



Main industrial parks

- San Luis Potosí Industrial Zone
- Potosí Industrial Zone
- Integra Supplier Industrial Park
- Stainless Steel Industrial Park
- Tres Naciones Industrial Park
- Eco Foundry Park (Parque Ecológico de Fundidores)
- Millennium Industrial Park
- Impulso Industrial Park
- World Trade Center (WTC) Industrial Park
- Logistik I Industrial Park
- Provincia de Arroyos Industrial Park
- Interzona Industrial Park

In recent years, new industrial complexes have been developed and expanded in the metropolitan area, including Logistik II and WTC II, which aim to attract investment in strategic sectors.

Manufacturing industries represent the most dynamic and economically significant sector in the municipality.

According to data from the 2024 Economic Censuses by INEGI, the most prominent economic activities in San Luis Potosí in terms of income are:



Manufacturing of automobiles and trucks



Manufacturing of parts for motor vehicles



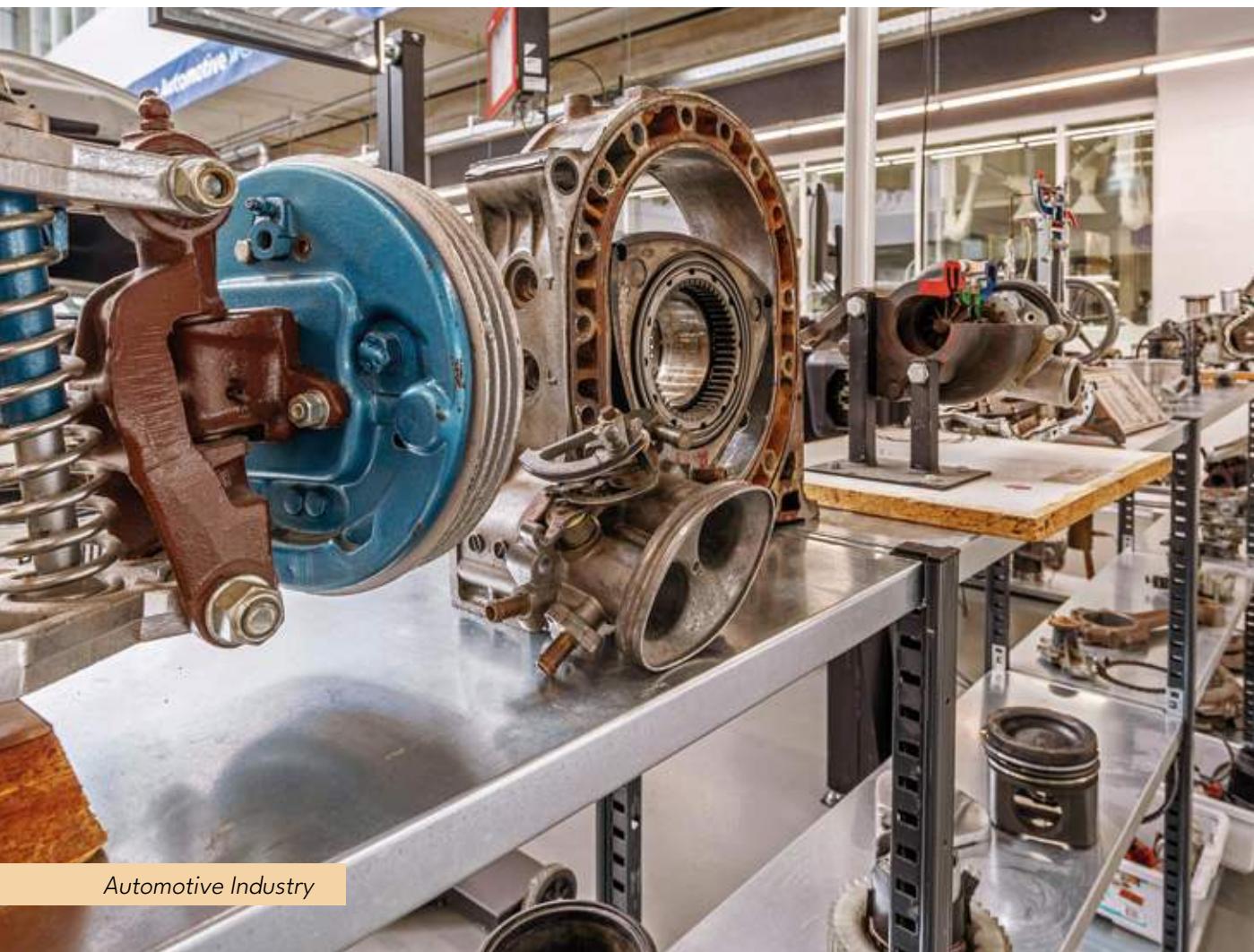
Manufacturing of iron and steel products



Wholesale trade of industrial raw materials

This highlights the importance of the automotive and metallurgical industries in the state, which have been key drivers of growth. The establishment of global assembly plants and their supplier networks has generated thousands of jobs and created strong supply chain integration with other regions of the country.

San Luis Potosí has consolidated its position as a key industrial and service hub in central Mexico. Its economic development is based on a combination of modern infrastructure, a strategic location, and the attraction of foreign direct investment (FDI). The manufacturing sector, particularly in automotive and metal-mechanics, along with growth in the tertiary sector, continues to position the municipality as a national and international economic benchmark.



## Automotive Industry

Currently, the state is home to assembly plants such as BMW and General Motors, with a combined production capacity of 150,000 vehicles per year and the generation of approximately 1,500 direct jobs.

### Economic Growth and Unemployment Rate

In 2023, the Gross Domestic Product (GDP) of San Luis Potosí reached 575.6 billion pesos (constant values), representing a real increase of 8.0% compared to the previous year. This growth was mainly driven by: Manufacturing industries: +17.5%, Wholesale trade: +3.6%, Retail trade: +4.5%, Net taxes and subsidies on products: +15.5%. However, the agriculture sector recorded a decline of -6.6%.

According to the most recent data from INEGI, the unemployment rate in San Luis Potosí was 4.3% in the fourth quarter of 2024. Despite this, sustained economic growth and the expansion of key sectors indicate a favorable trend in the state's labor market.

### Regional Collaboration and Neighboring States

San Luis Potosí is part of the business alliance "El Gran Bajío", established in 2020, which includes the states of Querétaro, Aguascalientes, Guanajuato, Michoacán, and Zacatecas. This collaboration seeks to boost regional economic development, particularly in sectors such as the automotive industry, where there is intense integration with neighboring states.



Job Fair

## Industrial Expansion and Manufacturing Growth

According to the latest INEGI reports, between 2018 and 2024, over 70 new manufacturing companies were established in San Luis Potosí, along with more than 50 industrial expansions.

The manufacturing industry remains one of the most dynamic sectors, with an 18.5% increase in production value over the past year, placing San Luis Potosí among the top five states in manufacturing growth. 77% of the income generated by manufacturing companies is concentrated in the state capital, reaffirming its role as a key industrial center.

San Luis Potosí ranks 20th nationwide in formal job creation, according to Mexican Social Security Institute (IMSS) 2024 data. In the last year, employment in the manufacturing sector grew by 4.8%, outperforming the national average of 2.6%.

Overall industrial activity recorded a 6.2% cumulative increase from January to December 2023, well above the national average of 0.9%.

***San Luis Potosí ranks 20th nationwide in formal job creation, according to Mexican Social Security Institute (IMSS) 2024 data.***



## Exports and International Trade

Total exports from the state reached 14.5 billion USD in 2023. By January 2025, exports were reported at 44.4 billion USD, reflecting a 14.2% growth compared to 2017.

The region within a 500 km radius of San Luis Potosí continues to contribute up to 75–80% of the national GDP, solidifying its logistical and economic importance within Mexico.

San Luis Potosí remains Mexico's leading logistics hub, with strategic connections in the Bajío region and access to the country's main ports and trade borders.

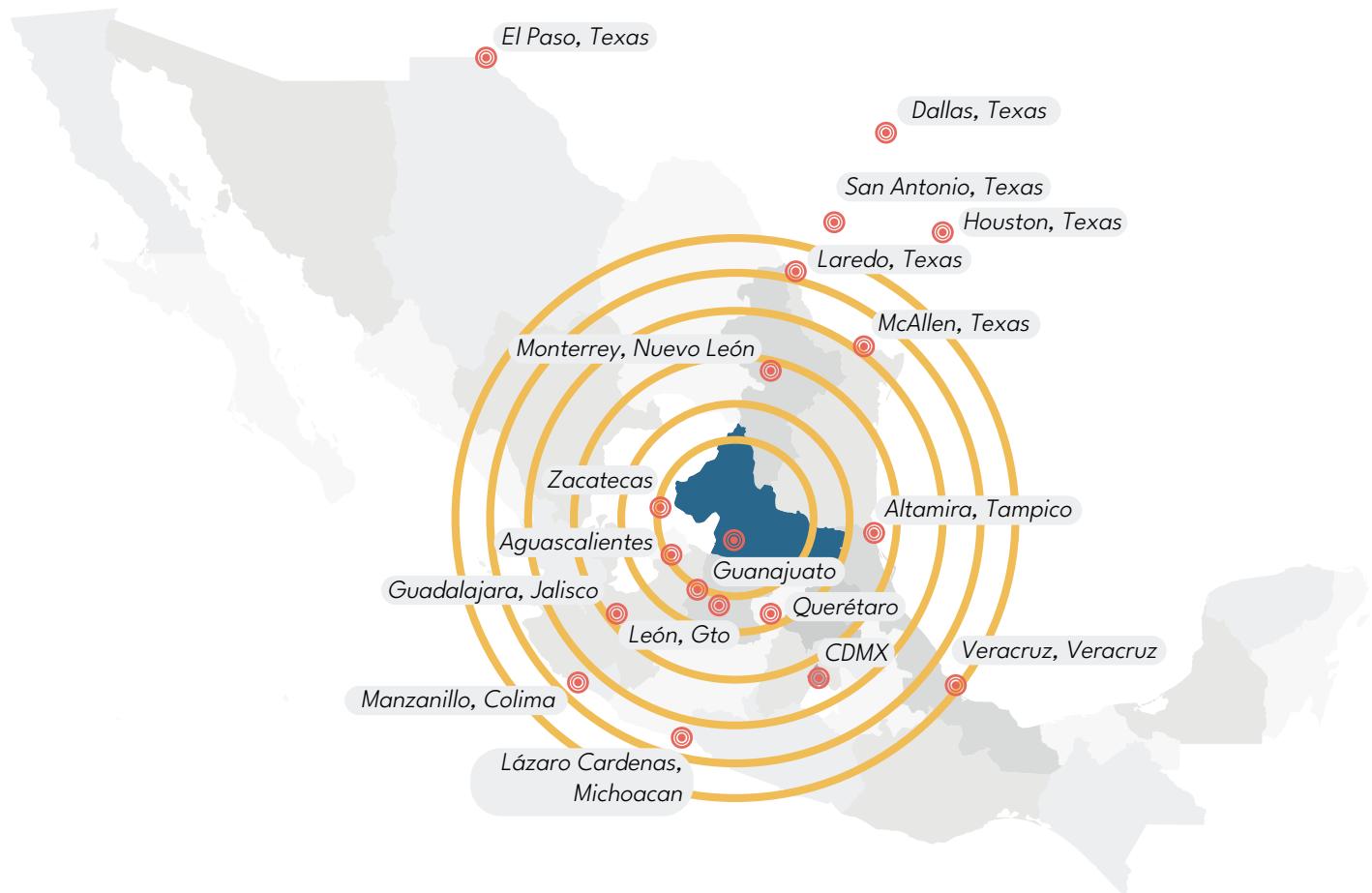
### Strategic Sectors and Export Opportunities

High-growth sectors: Metal-mechanics, Automotive, Logistics, Information technologies, Renewable energy.

Export opportunities: There is great potential for the export of processed products such as sugar, beef, confectionery, and orange juice to markets including Canada, the United States, Colombia, Costa Rica, Guatemala, El Salvador, Nicaragua, and Panama.

San Luis Potosí continues to stand out as a key industrial and logistics center in Mexico, with solid growth in manufacturing, exports, and formal employment. Its strategic location and steady development in advanced sectors position it as one of the most promising state economies in the coming years.

***The region within a 500 km radius of San Luis Potosí continues to contribute up to 75–80% of the national GDP***





# CULTURAL AND EDUCATIONAL INFRASTRUCTURE



*Muaré Experience – Voalá Project*

In San Luis Potosí, culture is recognized as a fundamental right, as established in the 2024–2027 Municipal Development Plan. The municipal government promotes actions to ensure that all people can express themselves, develop creatively, and fully enjoy cultural heritage and public spaces—fostering a kind, inclusive, and culturally vibrant city.

The city is an active member of the IberCultura Viva international program's network of cities and local governments. This initiative acknowledges the value of community culture as a pillar of sustainable, inclusive, and equitable development. The program supports independent cultural centers and local community tourism projects, strengthening the municipality's diverse and authentic cultural expressions.

San Luis Potosí stands out among Mexico's capital cities for the number and quality of its museums, which preserve and promote its broad cultural and historical legacy. The most notable include:

### **Regional Museum of San Luis Potosí**

Located in the former Convent of San Francisco, it was founded in November 1952 and houses important collections of archaeology, historical documents, art objects, and wrought ironwork from the 16th to 20th centuries, as well as a valuable library. Inside, the Chapel of Aranzazú, a jewel of Potosino Baroque architecture, stands out. The museum is part of the National Institute of Anthropology and History (INAH).



### **Museum of Contemporary Art**

Housed in the iconic Historic Postal Building in the city's downtown, it was inaugurated on August 14, 2009. It hosts rotating exhibitions of contemporary art and is operated by the State Secretariat of Culture.





## **Federico Silva Museum of Contemporary Sculpture**

Founded on September 18, 2003, it occupies the former Modelo School Building, located in San Juan de Dios Garden. It features the distinguished sculpture collection of Federico Silva and functions as a decentralized body of the State Secretariat of Culture.



## **Francisco Cossío Museum**

Located in the former Quinta Vista Hermosa, it was established on November 20, 1970, as a cultural center under the direction of architect Francisco Javier Cossío Lagarde. It houses an important collection of art, archaeological artifacts, and handicrafts, as well as three specialized libraries: The Ramón Alcorta Guerrero Library (regional history), The Dr. José Guadalupe Victoria Library (art history), The Lic. Antonio Rocha Cordero Library (law). It operates as a decentralized body of the State Secretariat of Culture.



## **National Mask Museum**

Located across from the Teatro de la Paz, in a historic mansion in the city center, it was inaugurated on March 4, 1982. Its main collection consists of Mexican masks gathered by engineer Víctor José Moya Rubio, showcasing the richness of this cultural tradition. It is administered by the State Secretariat of Culture.

## **Manuel José Othón Museum**

A small museum dedicated to the renowned Potosino poet Manuel José Othón, located in the house where he lived in the Historic Center. It is intended to preserve and promote the poet's life and literary work.



## **Museum of the Viceroyalty**

Inaugurated on September 19, 2003, this museum is part of the former Convent of El Carmen, adjacent to the church of the same name. It showcases everyday life, art, and cultural values from the New Spanish viceroyal period. It operates as a decentralized entity of the State Secretariat of Culture.



## **Museum of Science and Art Labyrinth**

Inaugurated on September 4, 2008, in Tangamanga Park I, this museum is an architectural work by renowned architect Ricardo Legorreta. It is an interactive museum aimed at bringing science and the arts closer to diverse audiences, especially children and young people. It is affiliated with the State Secretariat of Culture.





## **Jesús García Corona Railway Museum**

Located in the former railway station across from the Alameda Central, originally opened in 1942 and converted into a museum on August 12, 2009. It features four murals by prominent artist Fernando Leal, and focuses on the preservation, dissemination, and study of railway heritage. It is operated by the State Secretariat of Culture.



## **Cultural Center of the Municipal Palace**

The galleries of the Cultural Center at the Municipal Palace are periodically reactivated with art exhibitions, complemented by lectures, tours, and detailed explanations. These activities aim to bring art and culture closer to the public, fostering participation and appreciation of artistic expressions.



## **Museum of Potosino Traditions**

Created in 2005 and located in the Historic Center, this museum seeks to promote and preserve local traditions, especially its collection dedicated to the Procession of Silence, an iconic Holy Week event in San Luis Potosí. It is affiliated with the civil association "Tradiciones Potosinas".

## Bullfighting Museum

Located within the Centro Taurino Potosino, this museum exhibits objects and artifacts related to bullfighting tradition. It is managed by the same center.



## Leonora Carrington Museum

Housed in the Centro de las Artes de San Luis Potosí, the Leonora Carrington Museum was inaugurated on March 22, 2018. It is dedicated to the work of the prominent surrealist artist Leonora Carrington, showcasing a collection of sculptures, jewelry, graphic art, and personal objects.

The museum also hosts the International Center for the Study and Dissemination of Surrealism, focused on the research of this artistic movement with strong roots in Mexico. It is affiliated with the State Secretariat of Culture.



## University Central Building Site Museum of the Autonomous University of San Luis Potosí (UASLP)

Located on the ground floor of the Central Building of the Autonomous University of San Luis Potosí (UASLP), in the Historic Center across from the Plaza de los Fundadores, this museum was inaugurated on November 21, 2019. It showcases the history of the building and the institutions it has hosted: the College of the Society of Jesus (1623–1767), the Guadalupano Josefino College, the Scientific and Literary Institute, and finally the UASLP. The exhibit includes documents, paintings, facsimiles of incunabula and old books, as well as various objects that reflect the university's rich educational legacy.





### **Japanese Garden**

Located within Tangamanga Park I, the Japanese Garden is a space for contemplation and cultural exchange, inspired by traditional Japanese gardens. Featuring ponds, bridges, and ornamental vegetation, it symbolizes the friendship between San Luis Potosí and Japan, offering a serene environment for rest, harmony, and cross-cultural dialogue.



### **Art House Cinema Alameda**

Located in the former Alameda Theater, a venue built in the 1940s across from Alameda Juan Sarabia, Cineteca Alameda is one of San Luis Potosí's most iconic cultural spaces. It is dedicated to the promotion of national and international cinema, encouraging film appreciation among local audiences and offering an alternative to conventional commercial cinema.

**These venues are part of the institutional effort to consolidate San Luis Potosí as a cultural capital, where inclusion, creativity, and citizen participation are fundamental pillars of the municipality's comprehensive and sustainable development.**

San Luis Potosí is a culturally vibrant city that stands out for the diversity and quality of its artistic expressions and traditions. Its cultural richness is reflected in international festivals, traditional handicrafts, independent spaces, and a strong infrastructure for promoting the arts and digital culture. This cultural legacy is continually enriched by active citizen participation, positioning San Luis Potosí as a dynamic and innovative cultural capital.

## International Spring Festival in San Luis



The San Luis en Primavera Festival is a cultural and artistic celebration that brings the Historic Center to life during Holy Week. It features concerts, theatrical performances, children's activities, exhibitions, and food fairs in public plazas and cultural venues. The festival promotes art, local talent, and tourism, transforming the city into a meeting point for families and visitors from around the country and abroad. Its diverse and free programming fosters social engagement, cultural access, and the projection of San Luis Potosí as the American Capital of Culture, both nationally and internationally.

## International Festival of Literature



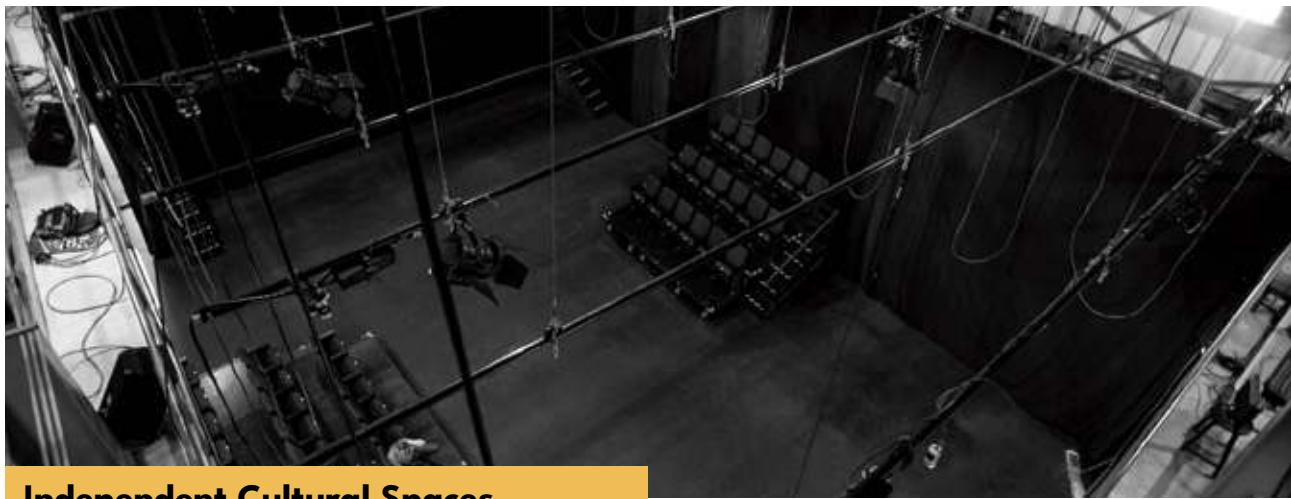
Each year, San Luis Potosí hosts the International Literature Festival, which brings together writers, readers, and prominent figures from the global literary world.

This event encourages cultural and literary exchange, reinforcing the city's position as a hub for the promotion of literature.

## Procession of Silence



This is one of the most iconic religious celebrations in both San Luis Potosí and Mexico. It takes place every Good Friday in the Historic Center, in an atmosphere of solemnity. Dozens of brotherhoods participate, wearing traditional robes and carrying banners and religious floats, walking silently through the main downtown streets. The Procession of Silence has been declared Cultural Heritage of the State and represents an important spiritual and tourist attraction.



## Independent Cultural Spaces

San Luis Potosí has a network of over 40 independent cultural spaces, most of them located between the Historic Center and the city's eight traditional neighborhoods. These spaces offer a wide variety of artistic and cultural activities, enriching the community's cultural life.



## Local Handicrafts

The city is known for producing a variety of traditional crafts, including wood carving, leather huarache making, and stonework (cantera carving). These artisanal expressions reflect the cultural wealth and skill of Potosino artisans.



## Municipal Markets

San Luis Potosí's municipal markets are vibrant spaces of tradition, commerce, and community life. They preserve cultural practices, traditional flavors, and social interaction that define the city's identity. They stand out for their vernacular architecture, fresh local products, crafts, regional cuisine, and warm customer service. Among the most iconic are: República Market, Hidalgo Market and Tangamanga Market.

## Educational Institutions

San Luis Potosí is home to at least 168 institutions of higher, technical, and commercial education—both public and private—located throughout the metropolitan area. This broad educational offering contributes to academic development and fosters a stable political, social, and labor environment, with competitive wages and a highly skilled workforce.

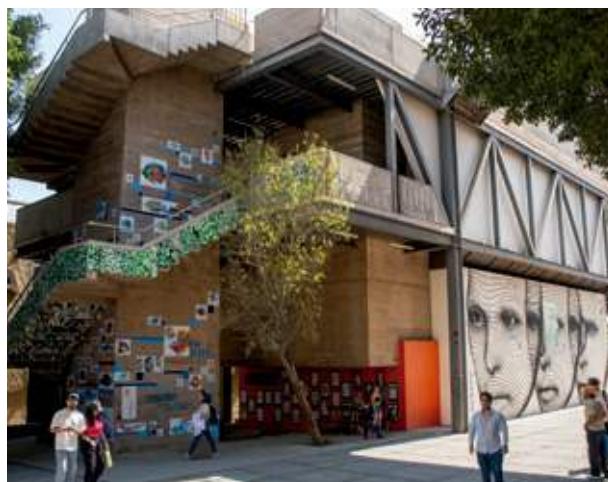
59% of the state's higher education institutions and 31.6% of its upper secondary technical schools are located in the capital. Highlighted institutions include:



**Autonomous University of San Luis Potosí,  
(Universidad Autónoma de San Luis Potosí, UASLP)**

One of the oldest and most prestigious public higher education institutions in Mexico. Founded in 1923, it has roots dating back to the 17th century. It has multiple campuses across the state and offers a broad academic portfolio in science, humanities, technology, and the arts.

It stands out for its academic excellence, research, and social commitment, making it a national benchmark in professional training and innovation.





## **Polytechnic University of San Luis Potosí (Universidad Politécnica de San Luis Potosí, UPSLP)**

A university focused on training professionals in technology and engineering fields, contributing to the region's industrial and technological development.



## **Monterrey Institute of Technology and Higher Education, Tecnológico de Monterrey, Campus San Luis Potosí.**

Part of one of Mexico's most prestigious university networks, it offers high-quality academic programs and strong ties to the business sector.



## **The College of San Luis (El Colegio de San Luis)**

A public research and higher education center specialized in social sciences and humanities, recognized for its significant contributions to knowledge and culture.



# TOURISM, SPORTS, AND ECOLOGICAL INFRASTRUCTURE



*Cathedral of Our Lady of the Expectation*

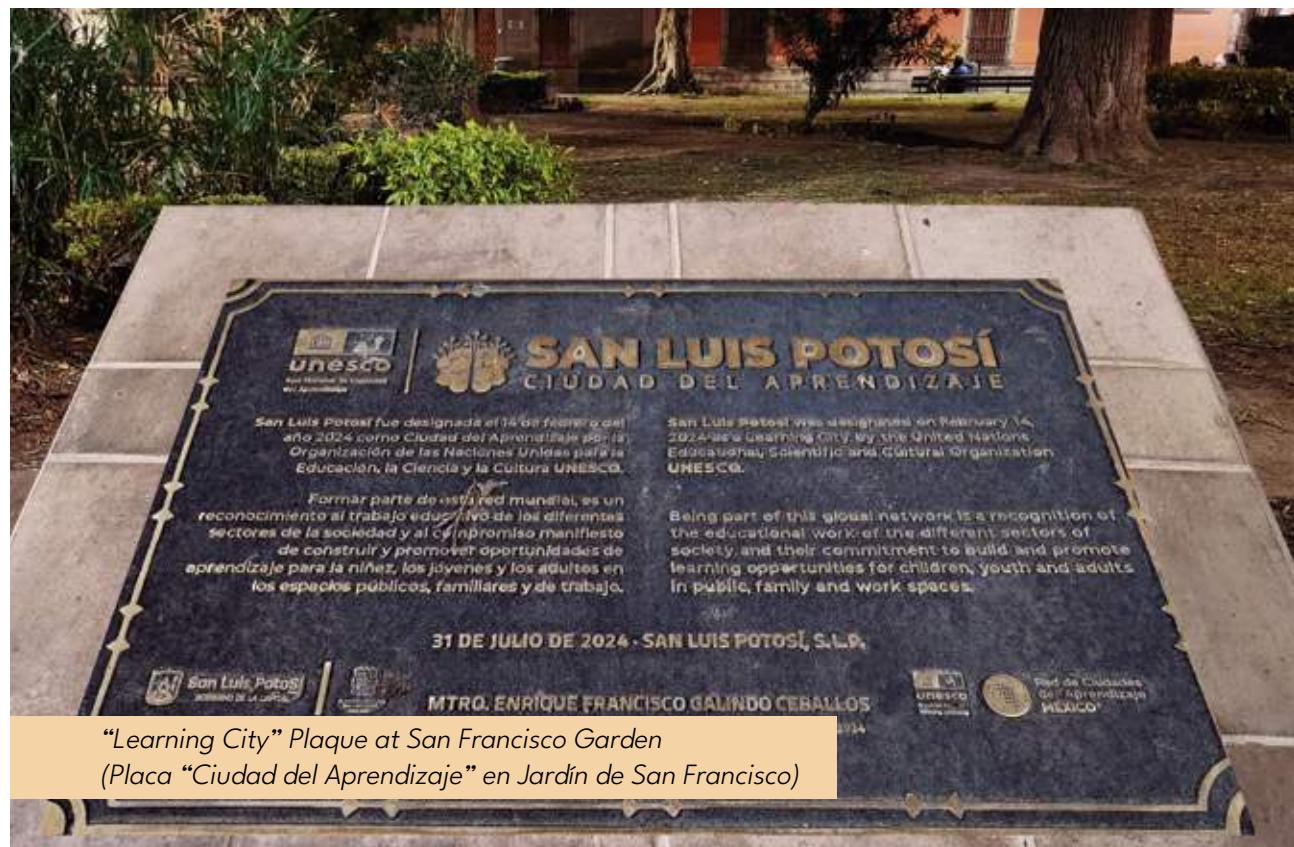
San Luis Potosí Capital is a vibrant and fast-growing city with an expanding tourism infrastructure. Its excellent connectivity is key—through the Ponciano Arriaga International Airport and an efficient highway network that links it with Mexico's main cities.

The city offers a diverse range of accommodations, from exclusive boutique hotels in colonial houses to renowned international hotel chains, complemented by modern convention centers. With over 7,500 rooms—6,400 in tourist-category hotels and more than 1,000 in hostels and boutique hotels—San Luis Potosí Capital accounts for more than 50% of the state's lodging capacity. It is home to more than 30 national and international hotel brands.

The Historic Center, declared a UNESCO World Heritage Site, is one of the city's main tourist attractions. It forms part of the Camino Real de Tierra Adentro—also known as the Silver Route—a historic road over 2,600 km long connecting northern Mexico with Texas and New Mexico in the United States. The route includes five sites inscribed on the World Heritage List and 55 additional recognized sites along its path.

San Luis Potosí has been recognized as an inclusive and responsible tourist destination, earning the distinction of “Capital of Tourism for All” for three consecutive years. A notable example is the “Feel to See” – Inclusive Sensory Tour project, a guided tour designed for people with visual impairments.

The city also holds the title of UNESCO Learning City, acknowledging its efforts to integrate lifelong learning into daily life, which also supports educational tourism and social development.





Carmen Square (Plaza del Carmen)

San Luis Potosí preserves its colonial architecture, with iconic plazas, churches, and landmarks such as the Metropolitan Cathedral and the Teatro de la Paz. Cultural venues like the Federico Silva Museum, the National Mask Museum, and the Center for the Arts enrich the city's artistic and cultural offerings. It is also home to the iconic Procession of Silence, one of Mexico's most remarkable religious events.



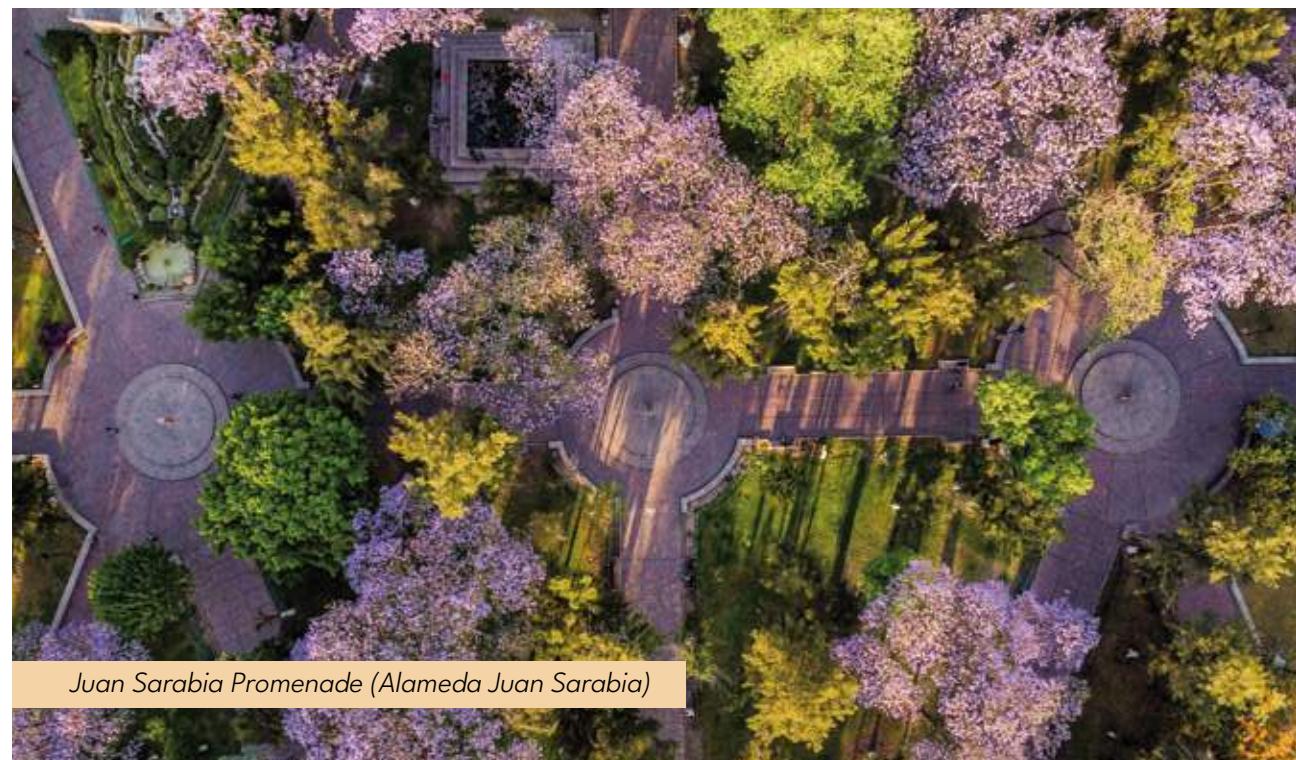
Fountain - Monument to the Muses (Fuente Monumento a las Musas)

Tourists can enjoy a wide range of experiences, including gastronomic, cultural, religious, inclusive, sports, community-based, romantic, and nature tourism, which has helped position the city as one of the most attractive destinations within the Mexican World Heritage Cities program.

In terms of sustainability, San Luis Capital was recognized as a “Tree City of the World” by the United Nations and the Arbor Day Foundation, enhancing its potential for eco-tourism. In addition, it was named the American Capital of Culture 2025, which will further boost its cultural tourism profile.



*Monument to Juan del Jarro  
(Monumento dedicado a Juan del Jarro)*



*Juan Sarabia Promenade (Alameda Juan Sarabia)*

The city's growth is also evident in its industrial and commercial development. With first-class industrial parks and the presence of international companies, it has established itself as a key investment hub. This expansion has also diversified the tourism offering, including an emerging culinary scene, exclusive bars, and modern shopping centers.

Potosino cuisine reflects the city's history and traditions. Typical dishes such as enchiladas potosinas, fiambre potosino, and cabrito al pastor delight both locals and visitors. The city offers a variety of restaurants combining traditional food and signature cuisine. Among local culinary traditions, one standout is the custom of eating "Gorditas de Morales", a beloved corn-based dish.

For those seeking contact with nature, San Luis Potosí offers spaces like Tangamanga Park, one of the largest urban parks in Latin America, ideal for sports and recreation. Nearby natural sites such as Cañada del Lobo are perfect for hiking and mountain biking. The city also serves as a strategic base for exploring the Huasteca Potosina and other tourist destinations in the state.



San Luis Potosí Capital is a growing city that combines history, culture, and economic development. Its infrastructure, quality of life, and strategic location make it an ideal destination for investment, tourism, and international cooperation.



*La Garita Municipal Sports Center (Centro Deportivo Municipal La Garita)*

According to the Municipal Sports Department, the number of public and private sports facilities has increased in recent years. There are currently 30 municipal sports units, offering free classes to the general public. These facilities have been gradually renovated to improve accessibility for people with disabilities, reduced mobility, and the elderly.

They have also been modernized with upgraded equipment and facilities, as well as enhanced training for instructors, nutritional and psychological support, and more. The municipality also has public High-Performance Sports Centers where local sports associations can identify athletic talent and provide ongoing development to raise competitiveness within their disciplines.



*Plan de San Luis High-Performance Sports Center*

Additionally, the city is home to 9 private sports clubs offering a range of disciplines and serving as venues for international events such as the prestigious San Luis Open, a Category 75 ATP Challenger Series tournament held annually since 1998. Other international events include World Racquetball Championships, Taekwondo qualifying tournaments, and PGA Golf tour dates.

San Luis Potosí also has two racetracks, where NASCAR events are organized—one of the achievements that earned the city the recognition of World Capital of Sports Tourism. The city is also part of the Carrera Panamericana, a high-speed road rally across Mexico that ends in Plaza de los Fundadores in San Luis Potosí.



*Topacio Municipal Sports Center  
(Centro Deportivo Municipal Topacio)*



San Luis Potosí Capital Half Marathon

Athletics enjoys strong tradition in the city, with an average of 16 running races organized monthly—around 200 annually. The most notable events in this category are the Tangamanga International Marathon and the San Luis Potosí Capital Half Marathon, which attract over 8,000 and 6,000 participants, respectively, each year.

Regarding cycling, the city hosts three Gran Fondo events, and in 2025, it will welcome two more:

Gran Fondo Raúl Alcalá Challenge

Gran Fondo New York (GFNY) – 1st edition

San Luis Potosí has strong traditions in soccer and basketball. Its passion led to the construction of the Alfonso Lastras Ramírez Stadium, which hosts first division matches and is the home of Club Atlético San Luis, affiliated with Club Atlético de Madrid and a participant in Liga MX.

The city's professional basketball team is Santos de San Luis, which competes in the Mexican National Professional Basketball League.

The municipality also has eight official charro arenas (lienzo charro), with certified measurements for national charrería competitions.



Long-Distance Cycling Race Nairo Quintana (Gran Fondo Nairo Quintana)



***Tangamanga Park I is currently considered the largest urban park in Mexico***



Tangamanga Parks I and II are recreational areas that offer sports and family activities. Combined, they cover over 600 hectares of green space, featuring soccer fields, baseball and football fields, basketball, tennis, and volleyball courts, and facilities for specialized sports like BMX, motocross, and auto racing.

Tangamanga Park I, a wooded area in the west of the city, includes two lakes and trees planted since the 1980s. It hosts regional museums, sports complexes, cultural centers, a zoo, aquatic facilities, sports courts, and an aeromodeling track, among others. It is a landmark of the city's landscape and history and is considered the largest urban park in Mexico.



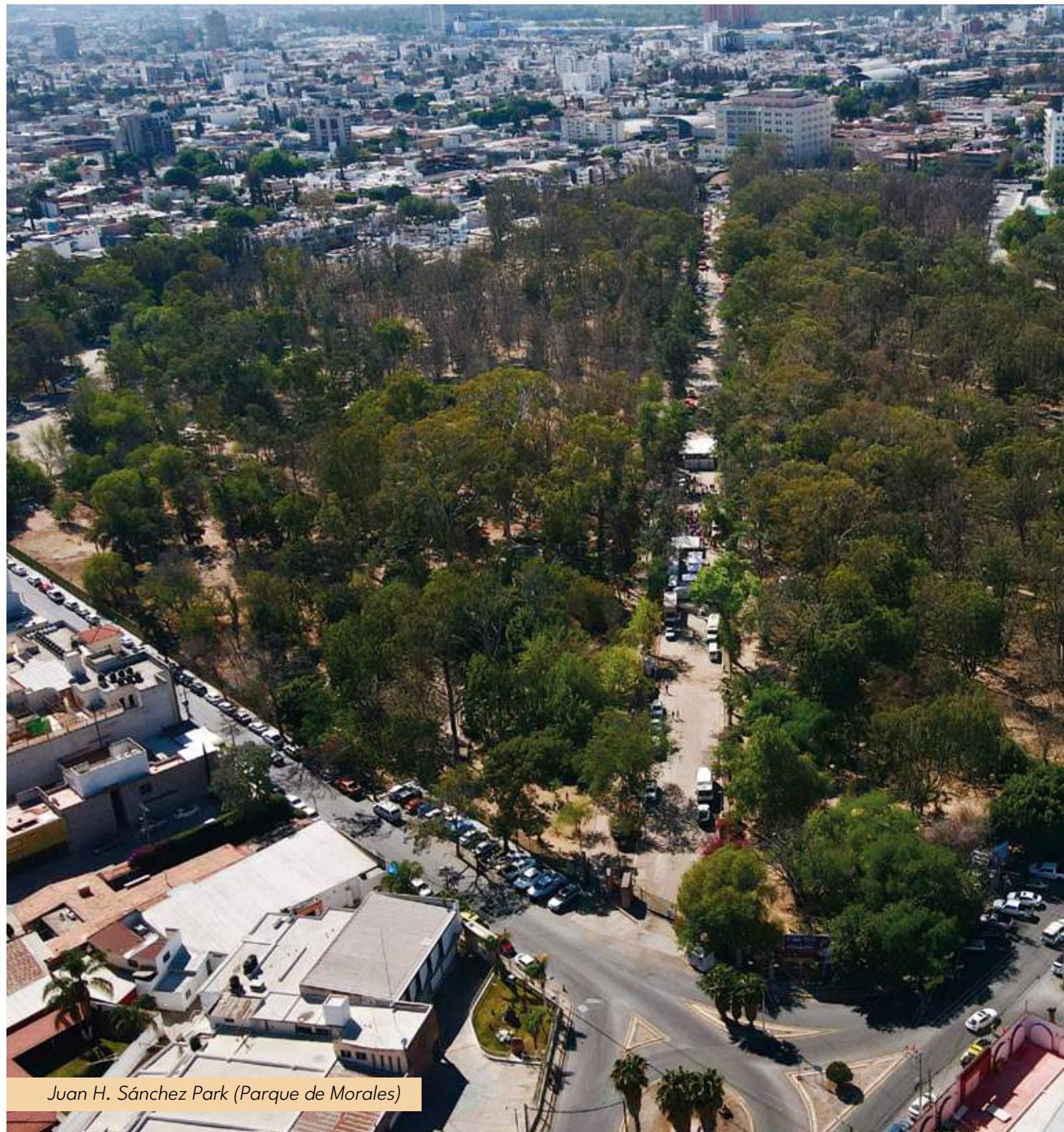
Covering 420 hectares, Tangamanga I was established on land that once belonged to the Tenería Hacienda, dating back to 1609. The main hacienda building still remains within the park grounds.

Tangamanga Park II is one of the main recreation and sports centers in the north of the city. It includes a zoo featuring buffalo, ostriches, rabbits, guinea

pigs, ducks, wild boars, deer, crocodiles, turtles, llamas, peacocks, wild turkeys, and exotic birds such as macaws, toucans, and parrots.

Popular features of the park include the Skate Park, the Mexican Army Roundabout, the Go-Kart track, and the Moral Renewal Auditorium, along with soccer and softball fields, an athletics track, and exercise areas open as early as 6:00 a.m.

The city also has Juan H. Sánchez Park, better known as Parque de Morales, named after the surrounding neighborhood. Covering about 15 hectares, it is one of the city's most important green lungs and a favorite gathering place for local residents. Originally known as Amado Nervo Park, it was envisioned in 1924 by Federico Monjarás Espinoza, head of Parks and Gardens at the time. He personally oversaw its landscaping and planted a central path nearly one kilometer long, allowing visitors to walk freely through its peaceful, nature-filled setting.



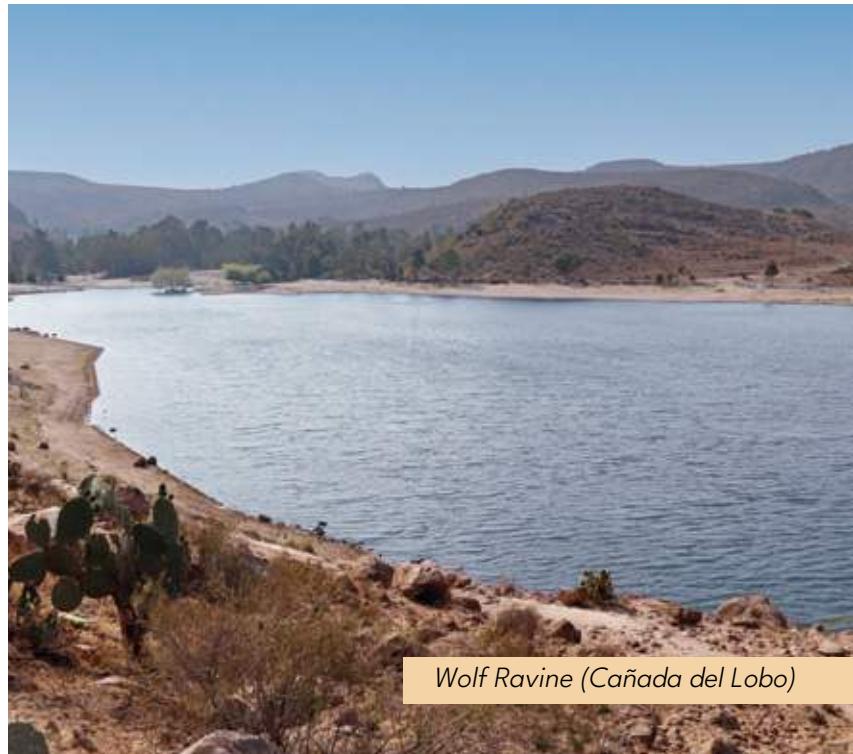
Juan H. Sánchez Park (Parque de Morales)

There are several ecologically protected areas in and around San Luis Potosí, including the Sierra de Álvarez, the Valle de los Fantasmas, the Camino a la Presa de San José (recognized as an urban park), and Cañada del Lobo. For recreation and wellness, the city offers access to the natural springs and spa of Gogorrón, along with the surrounding historic haciendas.

The majestic migration of the monarch butterfly from Canada to Michoacán also passes through part of the city. San Luis Potosí is home to one of only three butterfly houses in Mexico—and the

only one that exhibits the complete life cycle of the monarch butterfly. This project was made possible by Industriales Potosinos A.C. (IPAC) and Petroquímicas de Aceites, who are working to replicate the experience along the monarch's migration route.

San Luis Potosí is now part of one of the official migratory corridors for the monarch butterfly and has launched a local environmental protection initiative called "My Municipality with the Monarch" (Mi municipio con la monarca).



Wolf Ravine (Cañada del Lobo)

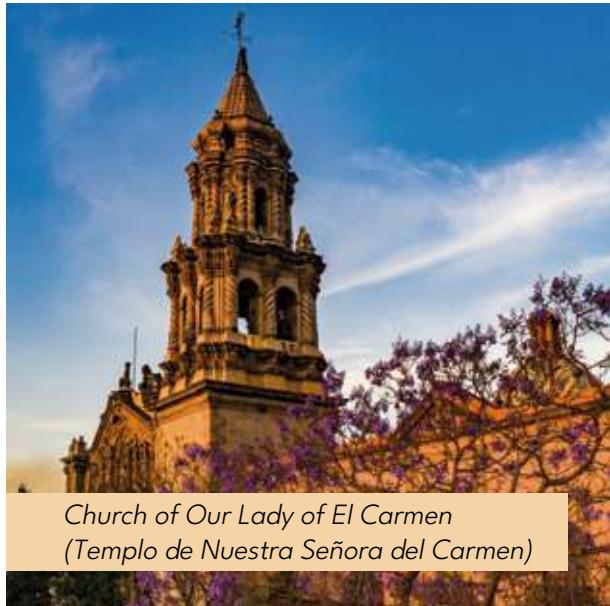


Red House (Casa Colorada)

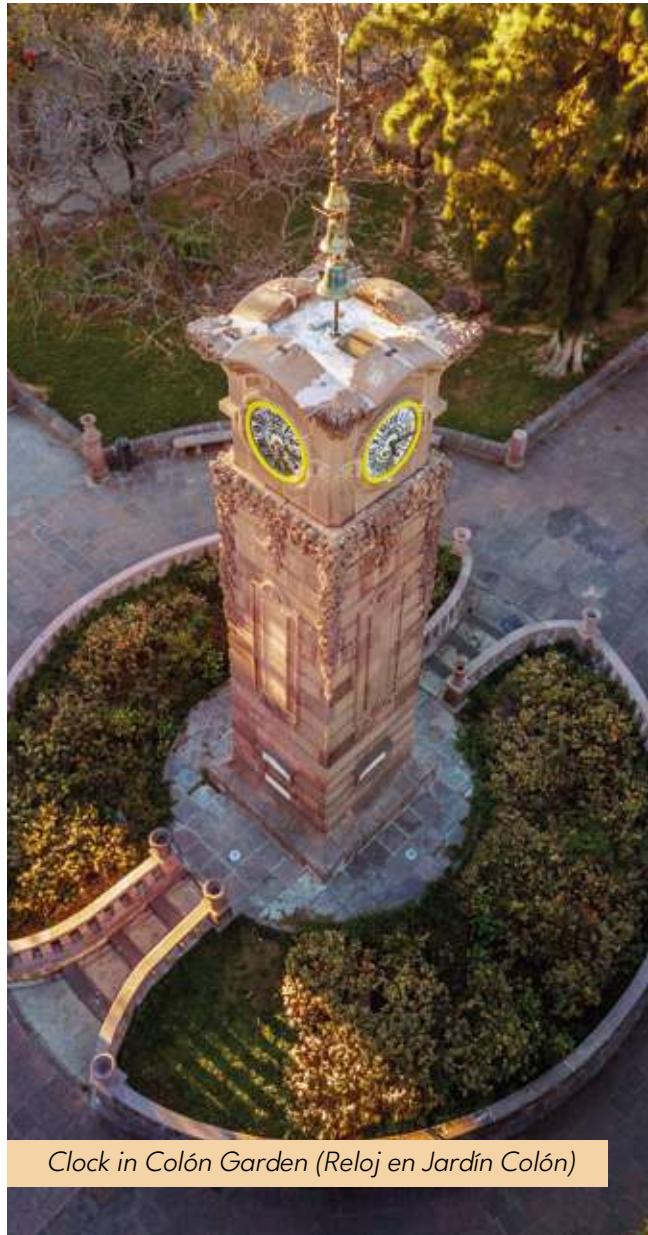




Sanctuary of Guadalupe and Guadalupe Promenade (Santuario de Guadalupe y Calzada de Guadalupe)



*Church of Our Lady of El Carmen  
(Templo de Nuestra Señora del Carmen)*



*Clock in Colón Garden (Reloj en Jardín Colón)*



*Theater of Peace (Teatro de la Paz)*

San Luis Potosí Capital is becoming a resilient, dynamic city committed to comprehensive development that balances modernity, historical identity, and sustainability. This document reflects its transformation into a strategic hub in central Mexico, supported by its privileged location, efficient connectivity, and strong industrial, tourism, and cultural infrastructure.

The city has been designated the American Capital of Culture 2025, and its Historic Center is recognized as a UNESCO World Heritage Site as part of the Camino Real de Tierra Adentro, strengthening its international profile and cultural vocation. These recognitions reflect not only the richness of its heritage, but also its ability to foster art, learning, and global cooperation.

The municipal government has focused its vision on inclusion, social well-being, and citizen participation. The designation of San Luis Potosí as a UNESCO Learning City affirms its commitment to knowledge as a driver of social transformation. This is further supported by community initiatives that encourage social cohesion, cultural engagement, and a sense of belonging.

San Luis Potosí is not only known for its infrastructure and cultural offerings, but also for its environmental commitment, as demonstrated by its designation as a Tree City of the World.

Its capacity to integrate tradition and innovation makes it a national and international reference for sustainable development.

Today, San Luis Potosí is a city that bridges past and future, transforming its history into opportunity, and building locally with a global outlook.

It is a city to live in, learn from, invest in, and enjoy a city truly worthy of being loved!





Main Lake at Tangamanga Park I (Lago Mayor del Parque Tangamanga I)



Sanctuary Parish of the Lord of Burgos, Saucito (Parroquia Santuario del Señor de Burgos, Saucito)



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Historic Water Box (Caja del Agua)





# San Luis amable

**San Luis Potosí City Profile** presents a comprehensive vision of a resilient, modern capital committed to sustainable development.

With international recognition and a strong sense of identity, San Luis Potosí reaffirms its leadership as a strategic center to live, learn, invest, and grow.

