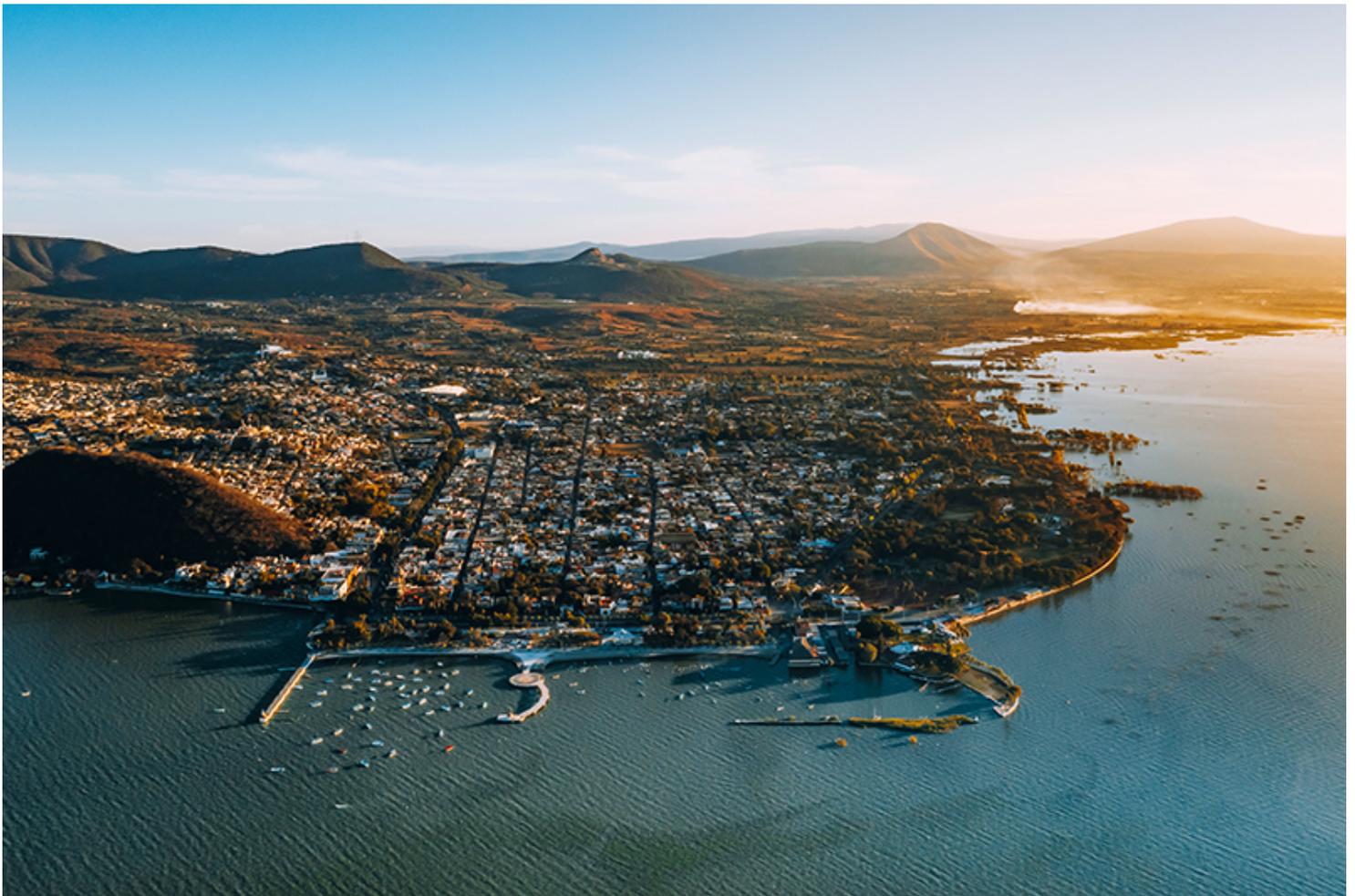




Ajijic Named Mexico's Newest Magical Town

by [Matt Turner](#) Dec 15, 2020 11:12am



The state of **Jalisco** is now home to nine “**Magical Towns**” (Pueblo Mágico) after the colorful lakeside town of **Ajijic** received the designation this month. Magical Towns are recognized by **Mexico’s Secretary of Tourism** for their natural beauty, cultural richness,

Tapalpa and Mascota as Magical Towns in Jalisco.

Located one hour south of **Guadalajara**, Ajijic is known for its proximity to **Lake Chapala**, the largest lake in Mexico. Surrounded by the **Sierra Madre Mountains**, travelers can enjoy boat rides on the lake, long walks along the waterfront promenade and time spent in hot springs warmed by volcanic magma. The Mexican town and ideal climate attract snowbirds and expats alike with Ajijic home to Mexico's largest expat population.



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One of the most attractive features of Ajijic are its painted facades: Bright colors will accompany you as you walk through the cobbled streets in search of crafts or dining preservation of the unique cultural heritage of its Magical Towns and empower communities living there. As the birthplace of iconic Mexican traditions like tequila, mariachi and charrería—Mexico’s national sport—Jalisco has long been committed to maintaining the connection to its roots and thoughtfully using its heritage to attract visitors from throughout Mexico and the world.

For more information, visit visitjalisco.com.mx.