

CUENCA

ECUADOR



ALCALDÍA DE
CUENCA
2023 - 2027



AMOR POR
CUENCA

"The treasure of the Andes"

Cuenca inspires with its culture, tradition, architectural beauty and its dazzling landscapes. When you start to walk through its streets you immerse in an adventure of constant discovery.



ALCALDÍA DE
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Our arms are open to
welcome you in this
city of nuances and
contrasts!





OCEANO
PACIFICO

COLOMBIA

QUITO

ECUADOR

GUAYAQUIL

PERÚ

HERE
WE ARE

CUENCA

GEOGRAPHICAL LOCATION AND DISTANCES

CUENCA

AIRWAY

GUAYAQUIL
30 MINUTES

QUITO
45 MINUTES

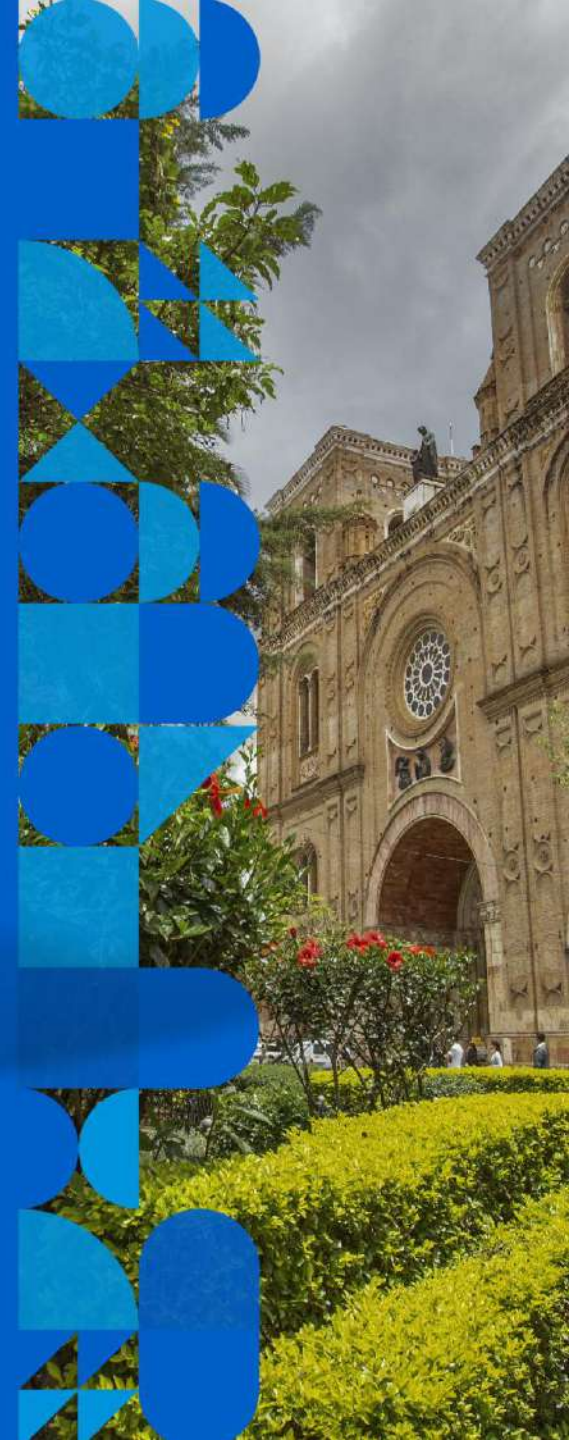


CUENCA

ROAD

QUITO
442KM

GUAYAQUIL
193KM



Santa Ana de los Ríos de Cuenca

Capital of Azuay province. Located within a valley in the southern mountainous area of Ecuador.

General Information



2.535 msnm



800.000 Population



Subtropical mountain climate with an average temperature ranging between **18 - 20 ° C (62 ° F)**



Tourist Infrastructure



Hotels

★★★★★

414 Rooms
663 Beds

★★★★★

690 Rooms
1134 Beds



Typical and Gourmet Food Restaurants

20 Luxury restaurants
50 Fine dining restaurants
12 Rooftops



Airline companies

Avianca
Copa Airlines
LATAM
LATAM Airlines Ecuador



Convention Centers

with capacity for
4.000 people



Museums

25



Art Galleries

12



Tourist land transport companies.

15



Event rooms in hotels,

farms and heritage houses with capacity for 300 people.



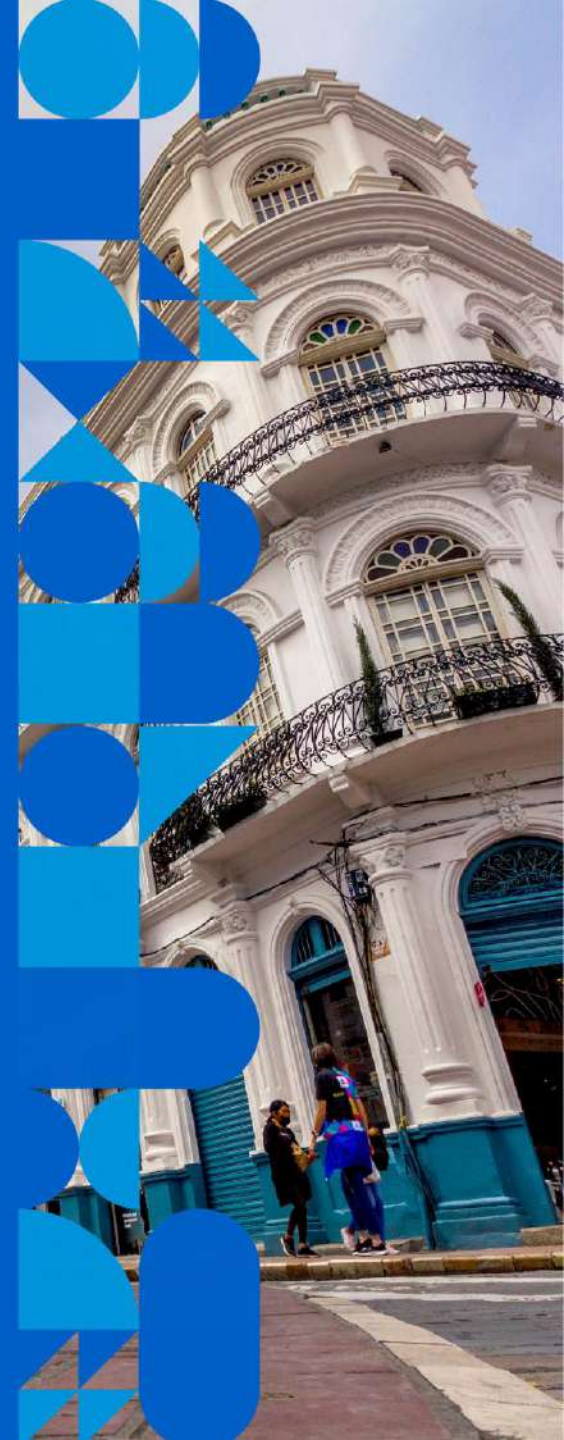
Rental car companies.

6



Travel Agencies.

230



Accessibility and transportation



Airport

- 44 weekly frequencies
- Routes
- UIO-CUE-UIO
- GYE-CUE-GYE
- 3 Airlines plus 1 air taxi



Bus Station

It is a multifunctional terminal that is used as an intercantonal bus station, in addition to covering interprovincial routes.



Tram

First city in Ecuador, fourth in Latin America to have a first-class transportation system, totally environmentally friendly.



Public transportation

The public transportation system covers the urban and rural routes.





T r a d i t i o n a l **FESTIVALS**



PASSING OF THE
CHILD PARADE



**CORPUS
CHRISTI**



CARNIVAL



FESTIVAL
OF LIGHTS





Crafts

In 2020, Cuenca was recognized as a "World Crafts City" by the World Crafts Council.



**TOQUILLA
STRAW**



CERAMICS



JEWELRY



TEXTILES



Toquilla straw weaving

Toquilla straw weaving is one of the most traditional activities in the region. In Ecuador, it has been a dynamic source for the local economy and for the women heads of families.

Every year approximately 500,000 hats leave Cuenca to the world, guaranteeing a unique element since they are made by hand, none of them are the same as the other.





Cuenca

is in a privileged area surrounded by natural landscapes of great beauty and biodiversity.

Urban Environment Rurality

The urban environment is decorated with linear parks, which follow the flow of the four rivers that cross the city, it has 273 parks, 4 Megaparks and a botanical garden.

Rivers, forests, waterfalls and hot springs as well as unparalleled natural viewpoints are part of the landscape of 21 rural parishes.



Extreme Adventure



Canopy



Trekking



Cycle Ride



Running



**Rock
climbing**



Fishing



Camping



**Bird
watching**



Cajas National Park

Cajas National Park is the most important natural site around Cuenca. This protected area is a lake system of glacial origin consisting of more than 230 lagoons, with an area of 29,389.37 hectares.

Allowed activities: hiking, photography, fishing, camping, bird watching, rock climbing.

In 2013, UNESCO recognized this place as a World Biosphere Reserve.



Other **activities**

Thermalism: In Baños and San Joaquín parishes there are different options for health and relaxation tourism activities.

In the Bio Corridor of the Yanuncay River Natural you can do trekking, mountain climbing, fishing, etc.

Horse rides through different farms in Tarqui parish.





Naturaleza y Bienestar



WCC
World Crafts
Council AISBL



TOURCERT
Sustainable Tourist
Destination Gert 2017



**WORLD
HERITAGE**
Cultural Heritage
of Humanity



HÁBITAT III
Green City
Award 2016



UNESCO
Qhapaq Ñan,
Andean Road
System



**CINTURÓN
VERDE**
Best exemplary
practices. Ecuador 2017



**WORLD
HERITAGE**
Cajas Massif. UNESCO
World Biosphere
Reserve - 2013



**WORLD TRAVEL
AWARDS**
"Best City Break Destination"
2017 -2018



UNESCO
Traditional weaving of the
Ecuadorian toquilla straw hat.
Intangible Cultural Heritage
of Humanity



**WORLD FOOD
TRAVEL ASOCIATION**
"Primera Capital Culinaria de Latinoamérica"
2024



**MAGICAL
HERITAGE**
Declaration granted
to the Historic Center.





C U E N C A

GASTRONOMIC DESTINATION



Cuenca

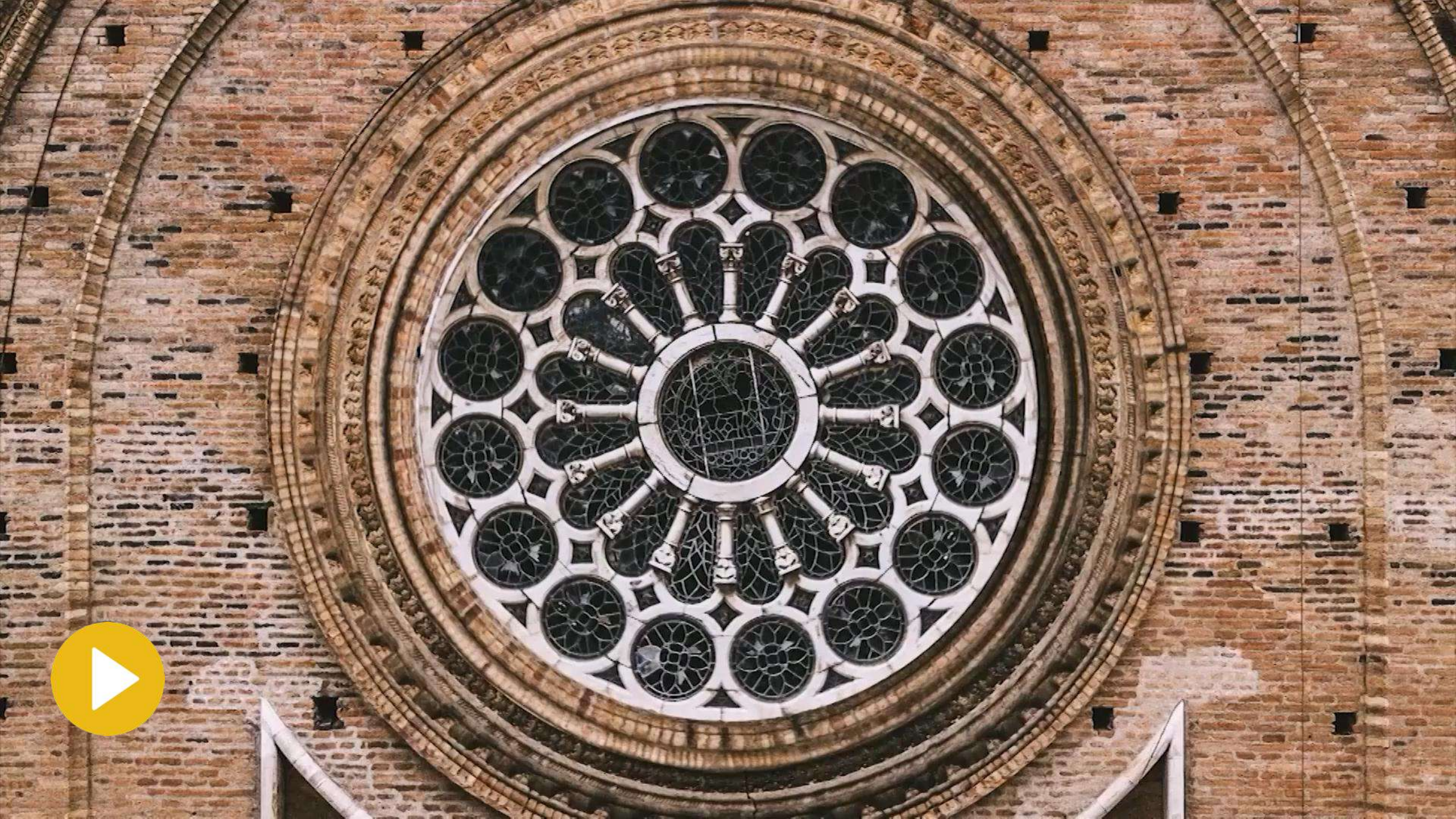
It has a very extensive and diverse table, in which the most varied dishes, soups and drinks are served during its traditional festivities or in everyday life.

Tradition and Innovation

The city has an innovative and creative gastronomic plant, which, supported by culinary identity, has developed a diverse proposal, that ranges from signature avant-garde cuisine, creative cuisine, new Ecuadorian cuisine, fusion cuisine, comfort food, plant-based cuisine, among others.

Motepata, motepillo, mote sucio, choclo mote, chumales, tamales, timbulos, cuchichaquis, are manifestations of our gastronomy and Food Heritage.





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THANKS

We are waiting for you with open arms!



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FUNDACIÓN
TURISMO
CUENCA