

A stylized sun icon with a central circle, an inner ring, and radiating lines, positioned above the word "Quito".

Quito

# ECUADOR



**The Andes...** comprise the backbone of the country, graced with picturesque villages and romantic haciendas with fabulous snow-capped peaks as their backdrop.

**The cloud forests...** harbor unique biodiversity: birds, infinite varieties of orchids, exquisite high-mountain coffee, and a variety of eco-lodging options that serve as a perfect base for discovering everything.

**The Amazon rainforest...** is the epitome of wildlife, nature's greatest spectacles, and ancient forest communities that connect with our planet's heart and lungs.

**The Galapagos...** allow us to enter the world where Darwin unraveled the secrets of evolution and to travel through an ocean of science and aquatic mysteries.

**The Pacific coast...** sweeps our cares away with its beaches, islets, and magical fishing villages, the ideal lookout spot for observing humpback whales while savoring a delicious ceviche.

## QUITO

*Where the worlds meet*



Warm, moist pastures, snow-covered mountains, colonial-age jewels and exotic gastronomy.

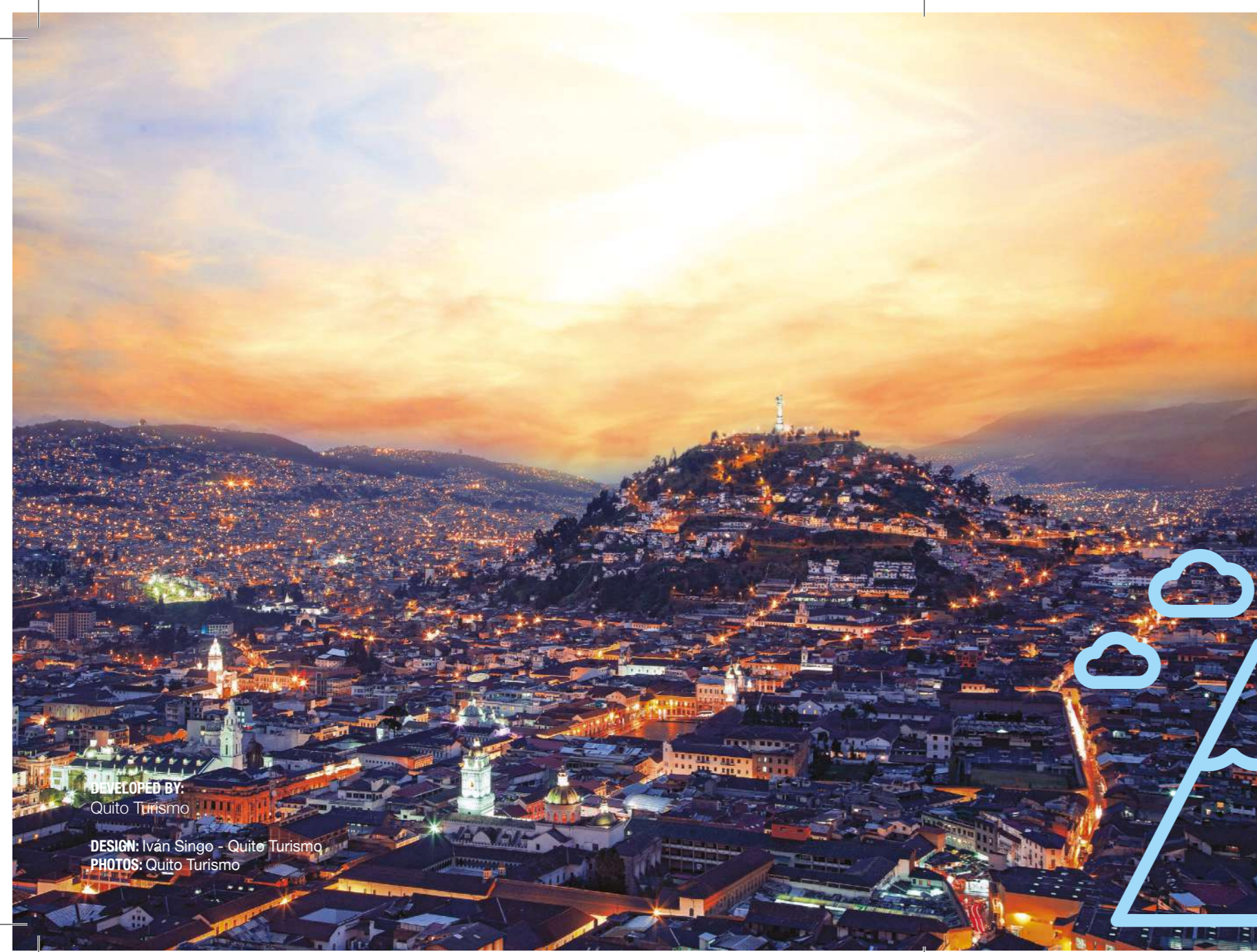
Quito is the capital of the Center of the World. Its proximity to the Equator, that imaginary line at latitude 0° that divides the Earth into two even hemispheres and defines the movement of our planet in space, is the reason why our capital is unique: a city that experiences all seasons, from cold winter nights to sunny summer weather, in just one day. The majestic mountains of the Andes and the magical cloud forests of the Choco, all located within the Metropolitan District of Quito, define the city's breathtaking landscapes.

**A DESTINATION ON THE WORLD'S RADAR**

**ENCHANTING GEOGRAPHY**

**LEADER IN SUSTAINABLE TRAVEL**

**THE BEST PRESERVED HISTORIC DOWNTOWN**



DEVELOPED BY:  
Quito Turismo

DESIGN: Iván Singo - Quito Turismo  
PHOTOS: Quito Turismo

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# COLONIAL *Splendor*

# BAROQUE *Art*

# A CELEBRATION *of the Spiritual*



Quito was declared the First World Cultural Heritage Site by UNESCO in 1978 because it maintains the best preserved historic downtown of America. This city landmark preserves the largest colonial enclave of South America, a sanctuary for an outstanding baroque artistic legacy. The fascinating collection of sculptures, paintings, altarpieces, sacristies, pulpits and choirs that adorn its churches, covered with gold leaf and filled with details, amaze visitors irrespective of their faith.

## LA COMPAÑÍA - THE JEWEL OF THE ANDES

The most impressive church in Quito and the greatest representation of baroque art in America. A jewel of Spanish colonial aesthetics. Its greatness lies not in its size but in its decorative harmony and its shocking gold-covered interior.



## SAN FRANCISCO

The magic of visiting one of the most imposing religious complexes of South America goes beyond its majestic design framed by the Pichincha volcano. Inside, discover the golden beauty of its altars, wood carvings and moving chapels.



In Quito, Fray Pedro Gocial created one of the first art schools of Latin American and the most important transcultural movement y in the entire region.

The result can be seen in the enormous and outlandish production of religious art in the city.

Discover the artworks of the Great Masters including Legarda, Caspicara, Miguel de Santiago, Pampite and Goribar.

## MUSEUMS

Museums and churches to discover:

- The Miguel de Santiago Museum
- The Saint Augustine Convent
- The San Francisco Convent
- The Colonial Art Museum
- The Cathedral
- The Carmen Alto Museum and Monastery
- Santa Catalina de Siena



## HIDDEN RELICS

Quito's cloisters: mystical worlds hidden within the city's colonial monasteries where the past remains alive. Nuns and monks still reside within these walls, isolated from time and history, protecting traditions dating from medieval Europe.

Locals still visit the "Lazy Susan-style" revolving trays of the cloisters to pick up trusted remedies and curative potions or delicious sweets prepared with the nuns' centuries-old colonial recipes.

Quito's spiritual experience transcends religion. It is a celebration of rites and symbolism, the union of community life and personal faith.



EXPLORE

# THE HISTORIC CENTER

*on foot*

# THE MARKET

*Culture, food and spells*



Narrow, stone-paved streets, magnificent examples of colonial charm, local artisans, traditional recipes and food markets.

## HISTORIC NEIGHBORHOODS

Quito's historic downtown, with streets laid out like a chess board against the backdrop of the imposing Pichincha volcano, is the home to the city's most traditional and charming neighborhoods. Walk its streets and discover the characteristic baroque style, with fascinating wood and stonework that decorates over-400-year-old homes and churches. Stroll the city and soak up the peaceful ambience of the picturesque cafes, museums and artisans' stores that line the streets of these traditional neighborhoods.

### SAN JUAN

Next to the steep stone steps that climb the slopes of the Pichincha mountain stands the orange and white Convent of the Augustinian Mothers of the Incarnation (*Convento de las Madres Agustinas de la Encarnación*), built on top of an Incan Sacrificial Virgin home.

### SAN ROQUE

Seamstresses, wood carvers, the last mill in the historic center, vendors of traditional sweets and art restorers of religious sculptures and saints.

### SAN BLAS / LA TOLA

A complete neighborhood, with a school, a church, a central

market, a plaza used for cock-fighting, a bull-fighting ring, shoemakers and even ancestral medicine right around the corner.

### SAN MARCOS

Cozy cafes, traditional restaurants and historic museums that offer an eclectic mix of architectural styles and experiences.

### LA RONDA

Relive the bohemian nostalgia of a neighborhood where poets and musicians mingled with their muses and offered up serenades to their balconies. Reminisce about the taverns that hosted some of the most passionate intellectual debates of Quito's history.

The capital's markets provide the perfect space to enjoy the buzz of local life and learn about our rich culinary expressions.

## SUBLIME FRUITS

Quito lies at the center of the world, where the best of the Andes and the tropics converge in wild flavors of exotic fruits like Golden gooseberry, custard apple (*chirimoya*), tree tomato, banana passionfruit (*curuba* or *taxo*), araza, borojo, baby banana and babaco.

## SOUL CLEANSING

A "*limpia*" or energetic cleansing is a long-lived tradition based on pre-Colombian wisdom. The markets are the setting for energetic "soul-cleansings" where healers brush you with sacred plants and herbs to free you of colds, evil eyes and bad karma.

## TRADICIONAL FLAVORS

Tender ears of corn and savory corn-based *empanada* pastries; the famous roast pig known as *hornado* or delicious *fritada*, pork fried in its own fat in huge copper pans; peanut and hot pepper sauces with cilantro and red onion; yucca and sweet and salty fried plantains; white beans, fava beans and all types of beans and grains; farmer's cheese

and creamy avocados on the side; and a thousand and one varieties of potatoes.

## SOUPS FOR EVERY OCCASION

*Quiteños* love soup. Beef, chicken or fish stock serve as the base for corn, potato, grain and bean soups complemented with a variety of garnishes. Try potato *locro*, *sancocho* (beef soup with plantain, potato and corn) or *aji de carne* (beef soup with sweet plantain), and if you're ambitious, taste *caldo de patas*, made with beef bone broth.... Or the traditional 12-grain *fanesca* during Holy Week.

## HELADOS DE PAILA (FRUIT SORBETS)

Prepared by hand from natural fruit pulp, and spined inside a bronze cauldron that rests on dry ice, salt and straw until it freezes. Nothing compares to the magic, purity and taste of these traditional fruit sorbets.

## CUY (GUINEA PIG)

A sacred creature of pre-Colombian tradition, *cuy* is considered a delicacy, prepared to mark special occasions, and also used alive in curative rituals.



# A MODERN City



In the mid 20th century, Quito evolved into a mecca of art, gastronomy and modernity.

The modern city was conceived as a center for innovation and a break with the colonial past that dominated the capital for over 300 years: a new Quito whose neighborhoods remain fresh and creative, with ground-breaking restaurants, daring cafes and urban art that constantly renews its streets.

## LA CAROLINA

The multi-faceted La Carolina Park serves as the central axis of the growing financial center where small cafes, charming bakeries and excellent restaurants abound. A first-class residential and business sector, with luxurious hotels that make for a special stay.

## LA FLORESTA

One of the most eclectic neighborhoods in Quito, just right for relaxed strolls and dining out. Its bohemian flavor attracts all types of artists, painters and musicians. Independent start-ups invite you to discover artistic shops and specialized boutiques, elegant, stylish bars and other unconventional spaces.

## LA MARISCAL

Quito's nightlife hub. A world that unites castles and stoic white mansions with neocolonial ornamentation, tiles and

wrought iron, with the cultural centers, museums, bars and night clubs that light up Quito's evenings.

## LA GONZALEZ SUAREZ

One of Quito's most characteristic avenues, lined with multi-storied residential buildings, well-kept sidewalks made for strolling, and elegant coffee shops and galleries.

## GUAPULO

Although Guapulo still retains its colonial atmosphere, today this neighborhood is home to artists, hippies and yuppies. Its narrow, steep and sinuous roads contrast with the splendid Guapulo Colonial Church. Find exuberant parks, modern bars, artistic shops and colorful murals.

# WHAT YOU WILL Want to take home

## ROSES

Quito is the world's second largest rose producer. It's too bad you can't take over 600 varieties of roses home with you on the plane.

## CHOCOLATE

Recent discoveries have unearthed the world's oldest cacao remains in the south of Ecuador and Quito today is one of the most award-winning chocolate producers on the planet.

## HIGH-MOUNTAIN COFFEE

The superior quality and taste of coffee cultivated in the soils of the mega-diverse Ecuadorian cloud forests located in Quito's northwest region has been receiving international recognition.

## TOQUILLA STRAW HATS

More commonly known as "Panama hats," the handmade *toquilla* straw hats of Ecuador are world renowned and perfect for protecting your skin from the strong Quito sun.

## THE PONCHO NATION

Find ponchos of all sizes and colors and styles. Ideal for those cold nights and for staying warm in the low-temperature climates of the paramo if you decide to go up into the neighboring mountains.

## TAGUA

Known as "vegetable ivory", *tagua* grows in the tropical forests of Ecuador. The beautiful jewelry and decorative pieces made with the material make unique gifts.

## TIGUA PAINTINGS

The tradition of painting on canvases made of sheepskin remains alive today and has been recognized internationally. Representations of everyday life and the magnificent landscapes of the Cotopaxi volcano and the Quilotoa crater are the most common subjects.

## SHIGRA

The "hippie" bag *par excellence*. This popular bag made with *pita* fiber from the agave plant, it was originally used by indigenous women from the mountainous regions. They come in an abundance of designs and colors.

## INSTRUMENTS

*Bombo* bass drums, *pingullo* flutes, Andean pan flutes and a variety of other traditional instruments give life and rhythm to the country's festivities.



# COSMOPOLITAN

## *Finds*



### ANDEAN GASTRONOMY

Dine in a chapel, a garden, a theater, a food-truck park or a luxurious Republican mansion: the Ecuadorian capital's culinary star is on the rise. Its privileged position in a geographic crossing allows it to combine art and history with ingredients, flavors and culinary traditions.

A new generation of talented chefs passionately serves dishes that meld rich ingredients with creative twists that please even the most demanding palates.

A rich variety of local and international dishes in a cozy atmosphere. A culinary palette that includes Europe, the Andes and the Pacific Coast in a delectable mix of heavenly pleasures.



# NIGHTLIFE



### LA MARISCAL

The sound of music emanates from the windows of clubs and bars. Lights surround the area and rivers of people fill the streets: nightlife is growing. Quito's locals know the area as "the Zone" because it is one of their favorite places to party at night.

### BREW PUB HOPPING

*Quiteños* have latched on to the micro-brewery trend with enthusiasm. Not only are there dozens of new brands of craft beer but also countless beer pubs that have multiplied and offer food and live music.

### DINNER AND A SHOW

There's a wide variety of "dinner and a show" options in Quito, ranging from classic to modern, some with great views. The shows range from traditional Ecuadorian music to rock bands and even stand-up comedy.

### STRICTLY SALSA

In Quito, and in Ecuador in general, dancing is an important part of the culture, and when you're talking about salsa, even those who are not experts can join in the fun.

# THE MIDDLE *of the world*



## LATITUDE ZERO: DISCOVER THE ENERGY OF THE CENTER OF THE WORLD

Just 30 minutes north of Quito proper lies the monument and tourist complex that showcase the Center of the World. Dedicated to the equatorial line that marks latitude 0° on the planet, this was the site where the 17th century French geodesic mission took the measurements it needed to determine Earth's true shape.

The power of the Center of the World resides in a universal constant: Earth's position and its relationship to the sun's driving force. This is why the 0° latitude inspires more than just geography: it encompasses scientific fascination, spirituality, knowledge and legends.

Visit Quito and take a picture with one foot on either side of the thin, yellow line painted on the floor to represent the line that divides the planet in two hemispheres. This is your starting point for a magical, mystical, and diverse journey.



## WHAT TO VISIT:

- The Intiñán Museum
- The Sun Temple Museum
- The House of Agave
- The Carlota Jaramillo Museum
- La Quiteña Brewery
- Pululahua Natural Reserve
- Yunguilla Natural Reserve
- The Lord of the Tree Chapel
- Rumicucho ancestral ruins
- The Negrete House Museum

# WORLDS

*and adventures*

# WORLDS



## THE HIGH ANDES

The largest mountain range in the world has offered Ecuador the gift of biological mega-diversity and stunning landscapes of colossal mountains seemingly painted white against the blue sky. The flowing fields of the paramo shelter emblematic fauna such as the Andean condor and the spectacled bear.

## VILLAGES LOST IN TIME

One of the most fascinating aspects of Quito is that it is surrounded by small villages that have maintained their essence over time. Pretty adobe homes line the stone streets surrounded by the wild mountain geography.

## ANDEAN CHOCO BIOSPHERE RESERVE OF PICHINCHA

The cloud forests that grace the mountains on the northwestern corner of Quito's Metropolitan District offer a record amount of biological diversity. An enigmatic, fog-covered world filled with thousands of species of trees, plants, and orchids serves as home to a countless number of birds. Many private, municipal, and national reserves as well as conservation projects provide excellent opportunities for adventure in these magic forests.

This unrivalled natural paradise, the Andean Choco, demonstrates that it is possible to have a harmonious relationship between development and conservation.

## THE BIRD CITY

Quito is one of the most megadiverse cities on our planet in terms of bird species. It is the world capital of birds where you will find the most surprising variety of species, colors, beaks and feathers.

# ADVENTURES

## EXPERIENCES

## ORGANIZE YOUR EVENT



### THE RAILROAD

Ecuador's railroad was considered one of the world's most incredible engineering feats when it was completed over a century ago. Today, without doubt, it is one of the most beautiful train journeys in the world. Set off from Quito to countless nearby locations.

### RAFTING IN THE AMAZON

The glaciers of the mountains magically give birth to Andean rivers, flowing down steep slopes until they emerge in tropical low lands. It is here that the rapids surge and flow, joining together to form the river basins that create the great Amazon River and offering an incredible gift: some of the best rafting in the world!

### CLIMBING GIANTS

Imagine the broad range of geological formations that comprise the voluptuous geography of Ecuador. The country

boasts a network of climbing routes in places full of magic and abundant vegetation.

### MOUNTAINEERING TO THE STARS

Discover your spiritual connection to earth and sky. The mountains that surround Quito offer the most exciting corners of the Andes for putting on crampons and trying to touch the stars. There are dozens of peaks and summits on each cardinal point, including the famous Cayambe and Cotopaxi.

### TREKKING (AND CYCLING) UPHILL AND DOWNHILL

Quito's geographic distribution is ideal for finding trails and seeking out adventure. There are dozens of options to try, including trekking and cycling around the city.

### MEETINGS, INCENTIVES, TRADE SHOWS AND EVENTS.

The Ecuadorian capital is a destination like no other for international events. A dynamic, inviting and cosmopolitan city, it offers the perfect mix for trade shows and business events with an ecosystem of ideas, people and innovation.

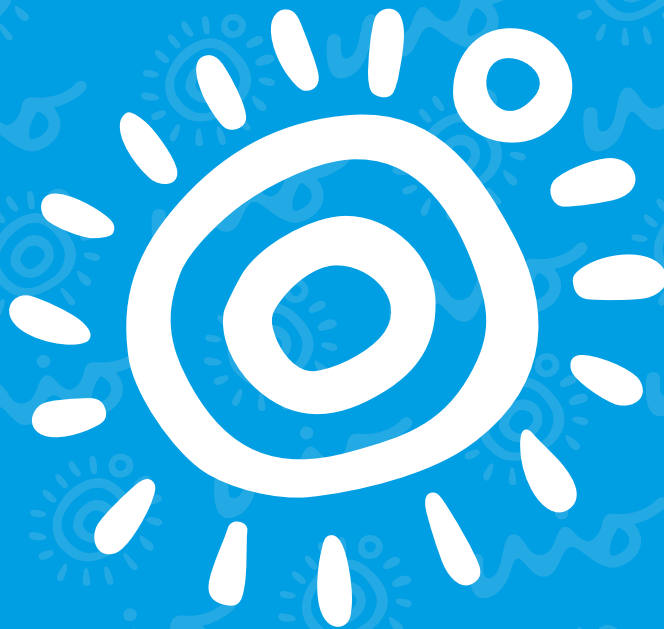
Its rich heritage and culture, the quality of its accommodations, its gastronomy, and the hospitality of Quito's people makes it an ideal city to host your events.

Spaces ranging from modern to historic colonial create settings not only for important events but also for living uncommon experiences.

THE CITY HAS  
114.000 m<sup>2</sup>

- Hotels
- Convention Centers
- Heritage Venues

- Contemporary Spaces
- Hotel Meeting Rooms



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