

Guadalajara

Guadalajara's Major Festivals

International Mariachi Festival – August/September

The International Mariachi Festival is the largest celebration of mariachi music in the world where an estimated 500 mariachis converge on the city every September. Attendees hear some of the most famous players and different musical styles like son jalisciense and son jarocho with more modern huapangos, baladas, and polkas, calling upon five-string guitars, violins and trumpets. Performances and competitions are spread throughout the city and a grand parade commences with mariachi in full silver-dressed garb, dancers in traditional dress, charros on horseback, and more.

Every year, attendees attempt to break an obscure World Record to be listed in the different Guinness Book. This has included the record of the most individuals wearing hats, the largest number of couples dancing in traditional costumes to Mariachi, and the largest gathering of people singing *Cielito Lindo*, a popular Mariachi song.

Guadalajara International Film Festival (FICG)

The Guadalajara International Film Festival is considered the most prestigious film festival in Latin America and among the most important Spanish-language film festivals in the world. Every March, the festival opens to the public and provides plenty of opportunities for fans to interact with preeminent filmmakers in the region. The special nightly film screenings at Teatro Diana draw the biggest crowds, who gather to see celebrities and special guests walk and talk along the red carpet.

International Book Fair (FIL)

The Guadalajara International Book Fair is the largest book promotion in Latin America, the second largest in the world, and headlined by major Spanish-language authors. Every November, the program includes academic discussions by the authors for both professionals and the general public, a characteristic that sets it apart from other book fairs around the globe. The purpose of FIL is to provide an optimal business environment for book-industry professionals and exhibitors who attend the fair, and for the public to meet the authors and pick up the latest publications.

Calaverandia

Calaverandia is a dramatically designed theme park reminiscent of the award-winning movie *Coco*. More than 20 family friendly experiences and attractions await visitors. For example, in 2018, visitors explored the Underworld Forest, learned about the legend of Nachito, met with a shaman, embarked on a traditional trajinera ride through the enchanted lake, enjoyed musical performances, and soaked in the colors of a Mexican magical town.

For more information on Guadalajara, visit www.visitguadalajara.com.

Media Contact:

Katie Rees

PHG Consulting

Krees@phgconsulting.com

Tel: +1 646 465 9772