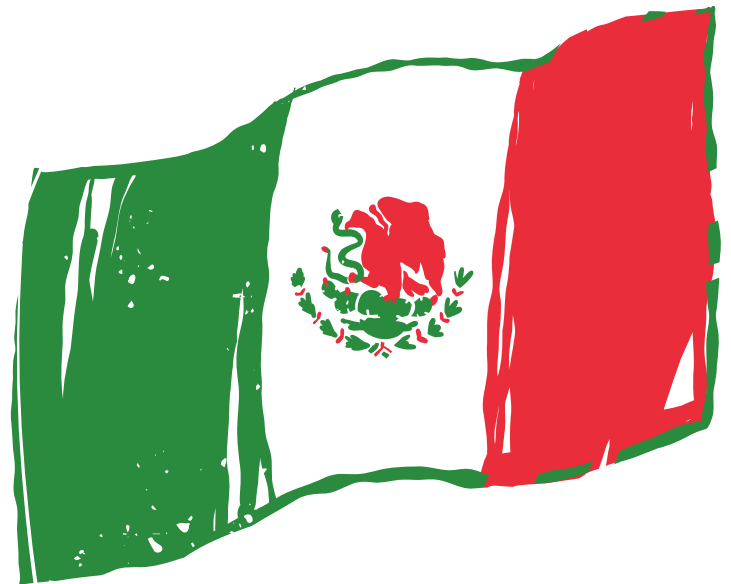




CARLA DU SOLIER- T00691885

LA GUELAGUETZA





LA GUELAGETZA

- Guelaguetza Festival (La Fiesta de los Lunes del Cerro)
- Celebration of Oaxacan culture, community, and reciprocity (“Guelaguetza” means “offering” or “mutual help” in Zapotec).
- Promoted as “La Máxima Fiesta de los Oaxaqueños ”Oaxaqueños”—highlighting unity through cultural diversity.



AUDIENCE/TARGET MARKET

- **Primary:** Local and regional communities from Oaxaca's eight regions.
- **Secondary:** National and international tourists interested in Indigenous culture, regional food, and folklore.





PRIMARY ACTIVITIES

- Traditional dance and music performances representing each Oaxacan region.
- Parades, art exhibitions, and cultural showcases.



SECONDARY ACTIVITIES

- Food fairs
- Mezcal samples
- Artisanal markets
- Textile exhibitions
- Community workshops





LOCATION AND VENUE

- **Country / Region / City:** Mexico – State of Oaxaca – City of Oaxaca de Juárez.
- **Venue:** Auditorio Guelaguetza, located on Cerro del Fortín (Fortín Hill).
- **Capacity:** Around 11,000 seats per performance.
- **Purpose / Style / Décor:** Open-air amphitheater built specifically for the festival; decorated with flowers, textiles, and regional symbols.



TIMINGS



Summer is rain season. The venue is prepared for the weather on that day.

- **Dates:** Annually during the last two Mondays of July (Lunes del Cerro).
- **Season:** Summer (rainy season in Oaxaca).
- **Reasoning:** Coincides with harvest season and Indigenous rituals of gratitude to the earth.
- **Significance:**
 - Pre-Hispanic origins, later merged with Catholic traditions.
 - Symbol of cultural pride, community sharing, and social unity.



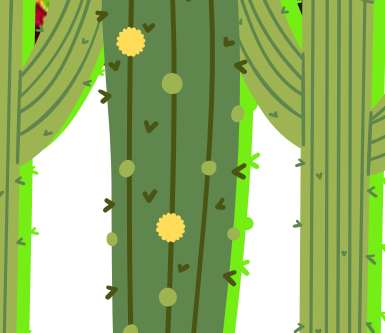
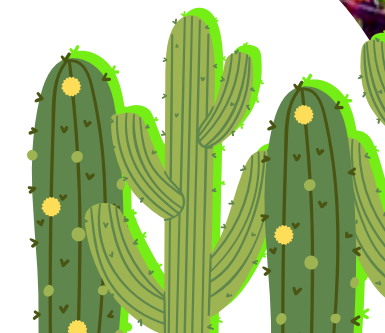
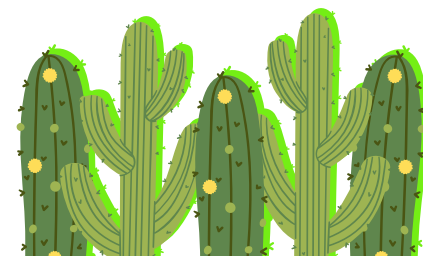
ORGANIZERS / OWNERSHIP

- Organized by the Government of Oaxaca and Secretaría de Turismo y Cultura de Oaxaca.
- Collaboration with local Indigenous communities, artists, and schools.
- Publicly funded with private sponsorship from local and national brands.



TURISMO

SECRETARÍA DE TURISMO



SALES AND MARKETING

- **Promotion:** Managed by the Oaxaca Tourism Board and VisitMexico campaigns. Uses official websites, social media, TV, and influencers to attract national and international audiences.
- **Tickets** are sold via Ticketmaster México and certified local outlets, while community events and parades remain free.
- **Sponsorship:** Supported by Aeroméxico, Coca-Cola México, Modelo, Mal Amor Mezcal, and local businesses. Sponsorships include cultural exhibits, artisan showcases, and brand booths.



ANALYSIS AND COMMENTARY



- **Key Insights:** The Guelaguetza exemplifies how cultural heritage can drive tourism and economic growth while preserving Indigenous identity.
- **Challenges:** Balancing authenticity with commercialization, managing large crowds, and addressing accessibility during the rainy season.
- **Success Factors:** Strong community involvement, cultural authenticity, and strategic coordination between government and local partners.



**THANK
YOU**





REFERENCES

Blog, G. (2023, September 19). What is Guelaguetza? Desert Botanical Garden. <https://dbg.org/what-is-guelaguetza/>

Casanova, J. (2025, July 22). Guelaguetza Oaxaca 2025: Your Ultimate Festival guide. Oaxaca Travel Tips. <https://oaxacatraveltips.com/oaxaca-guelaguetza-festival/>

García, C. P. (2023, July 7). Por motivo de la guelaguetza: lanzan latas y botellas conmemorativas. NVI Noticias. <https://www.nvinoticias.com/oaxaca/general/por-motivo-de-la-guelaguetza-lanzan-latas-y-botellas-conmemorativas/149040>

La Guelaguetza 2025, Oaxaca Visit Mexico. (n.d.). La Guelaguetza 2025, Oaxaca Visit Mexico. <https://visitmexico.com/en/actividad/27/la-guelaguetza-2025-oaxaca>

Presentan Sector Oaxaca y Grupo Modelo lata conmemorativa de Julio, Mes de la Guelaguetza 2022. (n.d.). <https://www.oaxaca.gob.mx/comunicacion/presentan-sector-oaxaca-y-grupo-modelo-lata-conmemorativa-de-julio-mes-de-la-guelaguetza-2022/>

Redes. (2025, July 16). Lanzan un millón de latas Victoria con imagen de la Guelaguetza. RED Es Oaxaca. <https://redesoaxaca.com/lanzan-un-millon-de-latas-victoria-con-imagen-de-la-guelaguetza/>