



## **PUERTO VALLARTA UNVEILS THE WORLD'S LARGEST CATRINA, CELEBRATING THE DAY OF THE DEAD WITH GRANDEUR**

NOVEMBER 2, 2023 VALLARTA DAILY NEWS PUERTO VALLARTA DÍA DE LOS MUERTOS

Puerto Vallarta, Mexico – In a grand ceremony bustling with eager onlookers, Puerto Vallarta upheld its tradition and cultural splendor by revealing the World's Largest Catrina for the second year in a row on its vibrant boardwalk. This event marked the onset of the city's renowned Day of the Dead festivities, welcoming both state and municipal dignitaries, including the esteemed Mayor Luis Alberto Michel Rodríguez.

The ceremonious unveiling drew attention not only for its festive significance but also for its remarkable contribution to local tourism, underlined by the presence of the Secretary of Tourism of Jalisco, Vanessa Pérez Damas. In her address, she emphasized Puerto Vallarta's quintessential Mexican spirit and its integral role in epitomizing the state's rich cultural tapestry, aptly captured by the slogan "Jalisco is Mexico."

"The anticipation has built to this momentous occasion where we will witness the culmination of passion and craftsmanship," Secretary Pérez Damas remarked before the grand reveal, praising the dedication and heart that went into the Catrina's creation.



In his speech, Mayor Michel Rodríguez celebrated Puerto Vallarta as a favored Mexican destination, asserting that the city offers a profound cultural experience that transcends its natural offerings of sun-soaked beaches and azure waters.

“The Day of the Dead festival is not merely an event; it is a communal tradition that weaves us together, offering a moment to honor and reminisce about those we hold dear in our hearts,” Mayor Michel Rodríguez conveyed, touching upon the deeper significance of the occasion.

The towering figure of the Catrina, which broke records and was immortalized in the Guinness Book of Records in 2022, stands at an impressive height of 22 meters and 64 centimeters. This year, the statue was adorned anew, captivating onlookers with a strikingly somber-hued dress and a hat gracefully perched atop the skull, a majestic and fitting tribute to the revered tradition.

The Day of the Dead celebration in Puerto Vallarta is more than a mere festival; it is a symbol of cultural identity and pride, offering a fusion of art, remembrance, and community spirit. With the World’s Largest Catrina as its centerpiece, Puerto Vallarta continues to solidify its status as a cultural beacon for both national pride and international acclaim.



## **PUERTO VALLARTA SECURES QUINTUPLE HONORS AT THE 2023 TRAVVY AWARDS**

NOVEMBER 3, 2023 VALLARTA DAILY NEWS PUERTO VALLARTA TOURISM

PUERTO VALLARTA (PVDN) – Puerto Vallarta has added a new chapter to its illustrious awards narrative by clinching five bronze categories at the esteemed Travvy Awards 2023. The city celebrates these significant accomplishments, further solidifying its status as a leader in the global travel industry.

The Travvy Awards, often paralleled with the Oscars within the United States travel sector, recognize the pinnacle of international tourism excellence, lauding the accomplishments and innovation of the industry’s participants.

In a sweeping victory, Puerto Vallarta was decorated with accolades in the following esteemed categories: Best Destination in Mexico, Best Honeymoon Destination in Mexico, Best Culinary Destination in Mexico, Best Wedding Destination in Mexico, and Best Tourism Office in Mexico.

Luis Villaseñor, the General Director of the Public Trust for Tourism Promotion and Advertising of Puerto Vallarta, expressed profound delight at the gala, which was held at the Greater Fort Lauderdale Convention Center in Fort Lauderdale, Florida. “It is a privilege to represent Puerto Vallarta in these prestigious tourism industry awards. Our success, manifested by victories in a majority of the nominated categories, underscores the city’s allure and its appeal to international markets. Puerto Vallarta’s eclectic natural environments, rich culinary experiences, and diverse celebratory offerings render the city a premiere destination,” Villaseñor stated.

The Travvy Awards, through a unique selection process that taps into the insights of travel agents—who are among the industry’s most astute connoisseurs—honor the leading entities in various sectors including hotels, car rental companies, cruise lines, airlines, and travel wholesalers.

Puerto Vallarta’s accolades are a testament to its continuous evolution as a leading sun and beach destination in Mexico, maintaining its prominence in the minds of travelers, especially from the North American market. Recently, the city was recognized by Allianz Partners, a travel insurance specialist company, as one of the top ten destinations for Thanksgiving 2023 travel, securing third place for the number of bookings received for the holiday.

Notably, Puerto Vallarta’s ascent as a top-tier destination is further corroborated by the latest air passenger statistics. By September, the city had welcomed 2,863,800 international passengers, marking a robust 10.7 percent increase compared to the same period in the previous year, with promising projections for the closing months of 2023.

The city’s continuous recognition and its burgeoning popularity underscore the dedication and commitment of the local tourism industry to offering unparalleled experiences that cater to the desires and expectations of travelers from around the globe. Puerto Vallarta’s string of victories at the Travvy Awards 2023 is not just a celebration of its present successes but a beacon of its potential for future tourism growth and innovation.