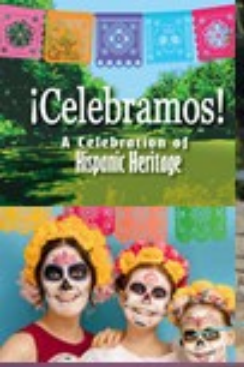
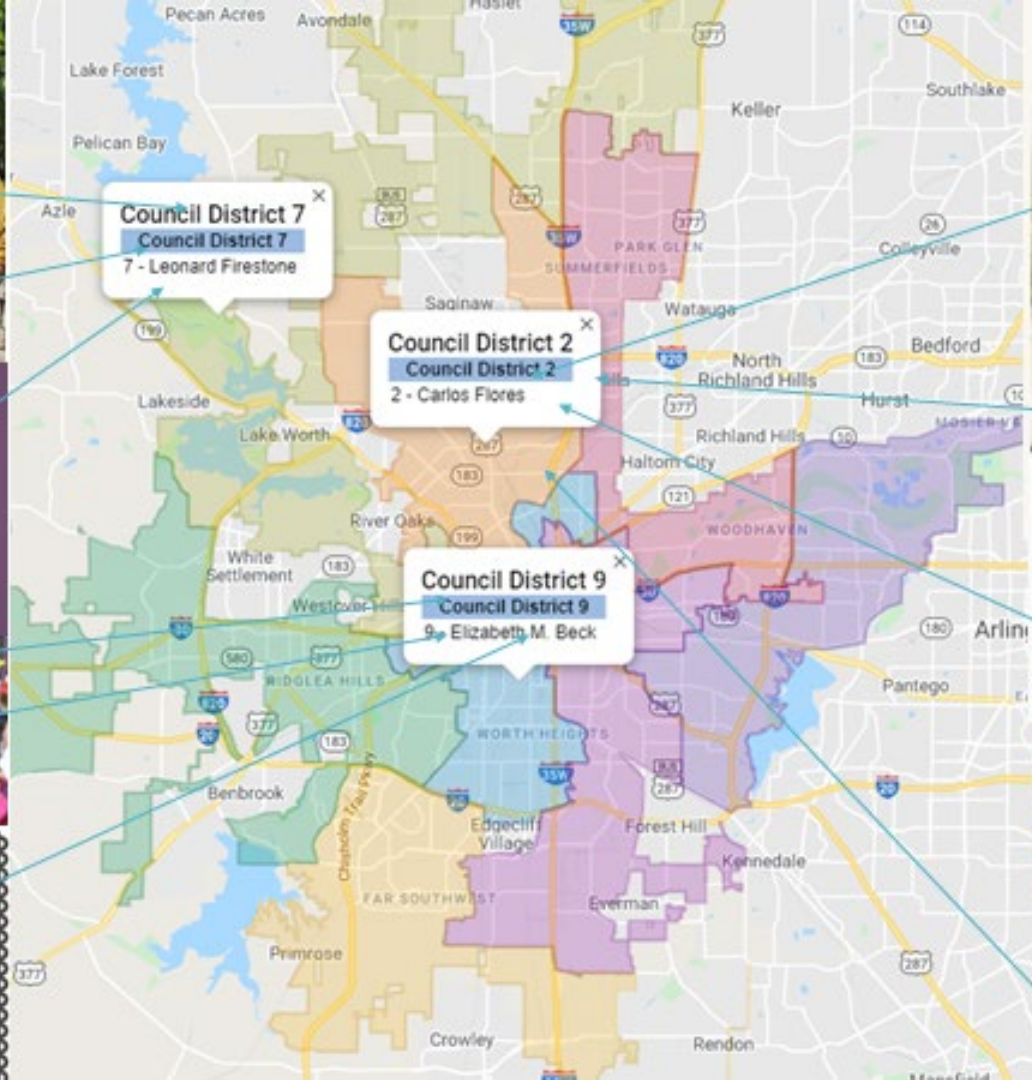
FORT WORTH
HISPANIC CHAMBER
OF COMMERCE

FORT WORTH®

VISITA
FORT
WORTH
FW


¡Celebramos!
A Celebration of Hispanic Heritage

HECHO en FORT WORTH
September 25, 2021


Council District 7
Council District 7
7 - Leonard Firestone
Council District 2
Council District 2
2 - Carlos Flores
Council District 9
Council District 9
9 - Elizabeth M. Beck
Pecan Acres
Avondale
Haslet
Lake Forest
Keller
Southlake
Pelican Bay
Azle
PARK GLEN
SUMMERFIELDS
Colleyville
Saginaw
Watauga
Bedford
North Richland Hills
Hurst
Lakeside
Lake Worth
Richland Hills
Haltom City
River Oaks
WOODHAVEN
White Settlement
Westover Hills
RIDGLEA HILLS
Pantego
WORTH HEIGHTS
Benbrook
Edgecliff Village
Forest Hill
Kennedale
FAR SOUTHWEST
Everman
Primrose
Crowley
Rendon

The Vaquero Gathering

MÉXICO
EN LA
SANGRE
MEXICO IN OUR BLOOD
A CELEBRATION OF THE CULTURE WITHIN US

¡HASTA LOS MUERTOS BAILAR

Día de los Muertos en Fort Worth

HISPANIG HERITAGE EVENTS

LA GRAN PLAZA
STOCKYARDS
DOWNTOWN
CULTURAL DISTRICT

Artes de la Rosa
Cultural Center
PRESENTS
AN EVENING WITH
CARLOS SANTOS
N
GENTEFIED
THURSDAY, SEPTEMBER 16, 2021 | 6 P.M.
HISTORIC ROSE MARINE THEATER
1440 N. MAIN STREET FORT WORTH, TX 76164
RSVP: ARTESDELAROSA.ORG | 817.624.8333
Join us for a special screening of the Netflix Original Series 'Gentefied' and a one on one conversation with Carlos Santos
COLLABORATING SPONSORS
EECU
FORT WORTH HISPANIC CHAMBER OF COMMERCE

STOCKYARDS STATIO

LIVE MUSIC

MÉXICO
EN LA
SANGRE
MEXICO IN OUR BLOOD
A CELEBRATION OF THE CULTURE WITHIN US
A RODEO SHOW
FOR THE WHOLE FAMILY!
Saturday, September 18 | 2PM | Cowtown Coliseum
RODEO SHOW
PERFORMANCES
Ashley Acosta!
Gallo Giro!
Escaramuza!
Charros!
Folklorico!
DFW Caballos Bailadores!
Rancho El Cortijo Y Amigos!
SABINO GUTIERREZ
SPONSORED BY:
PRODUCED BY:
FORT WORTH
univision
FORT WORTH HISPANIC CHAMBER OF COMMERCE
PUBLIC IMPROVEMENT DISTRICT #11
TICKETS ON SALE NOW
$35 for adults and kids under 12 are half price.
PURCHASE AT COWTOWNCOLISEUM.COM OR AT THE COLISEUM BOX OFFICE
COWTOWN COLISEUM
FORT WORTH ★ STOCKYARDS
Fort Worth
STOCKYARDS
NATIONAL HISTORIC DISTRICT

HECHO EN FORT WORTH CAMPAIGN & ANNUAL GALA

FORT WORTH HISPANIC CHAMBER OF COMMERCE

HECHO en FORT WORTH

48th Annual Gala

September 25, 2021

Fort Worth Convention Center

Visita Fort Worth

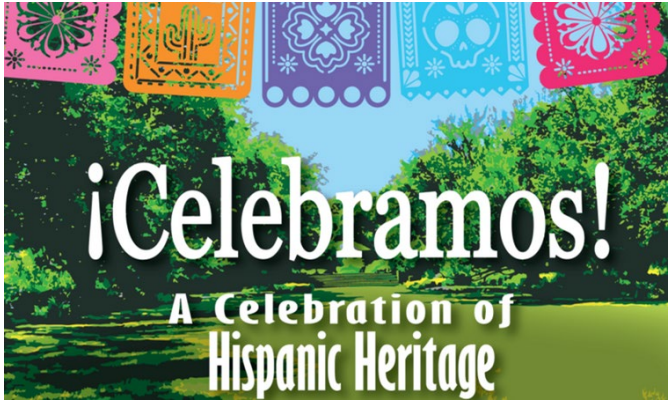
Local Champion Award

FEDERACION DE CLUBES ZACATECANOS

FT. WORTH, TEXAS

ZACATECAS PATRIMONIO CULTURAL DE LA HUMANIDAD

The Vaquero Gathering



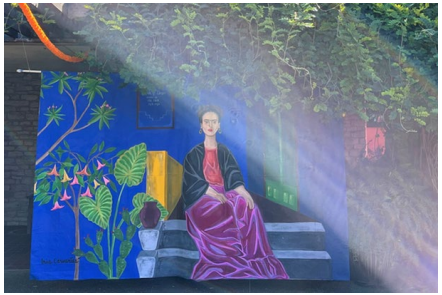
THE FORT WORTH BOTANIC GARDEN/BOTANIC RESEARCH INSTITUTE OF TEXAS

"TACOS IN THE GARDEN"

STREET TACO FESTIVAL

JUAN VELÁZQUEZ AT THE FWBG

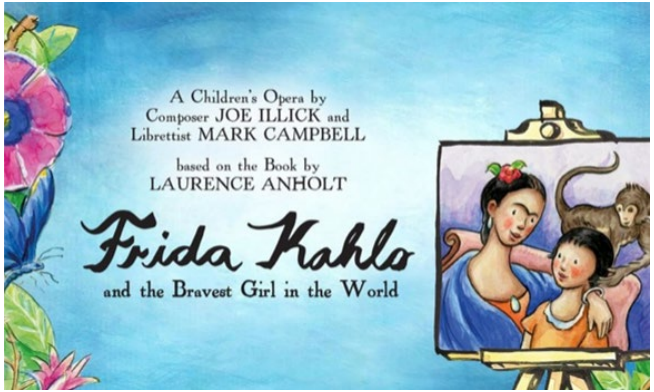
PAINTING & TALK



FRIDAFEST "AN EVENING AT CASA AZUL"!

Entre
Amigos

ROSE
MARINE THEATER
Entre
Amigos



FRIDA KAHLO AND THE BRAVEST GIRL IN THE WORLD!

FORT WORTH PUBLIC LIBRARY, FORT WORTH OPERA, FORT WORTH BOTANIC GARDEN

Clamato
MICHELADA
FESTIVAL
MICHELADAS
El Guero
MICHEKING 2021
MICHELADA CLAMATO FESTIVAL, FORT WORTH TEXAS

Clamato
MICHELADA
FESTIVAL
FORT WORTH, TX

Clamato
Zafari
Zafari
Zafari

6 Texas Towns To Celebrate The Day Of The Dead

JANIE H. PACE

OCT.7.2021

SAN ANTONIO DIA DE LOS MUERTOS PERFORMERS (PHOTO CREDIT: VISIT SAN ANTONIO)

6. Fort Worth

October 30, 2021, join the Botanical Research Institute of Texas for the Day of the Dead Celebration at the Fort Worth Botanic Garden, with live bands, drinks, and food trucks. Celebrate this long-standing Mexican tradition and dress in your favorite Day of the Dead costume.

Pro Tip: The Fort Worth Kimpton Harper Hotel is now open, a landmark boutique hotel blending the city's unique history with modern style. Take the elevator to the 24th-floor lobby with city views, plus a lively bar scene with craft cocktails and small bites. Savor contemporary Italian cuisine at Modo, on the ground floor.

Our dead are never dead until we have forgotten them, as Miguel in the movie *Coco* reminds us.

HWNT
9th Annual Gala
¡HASTA LOS MUERTOS BAILAN!
FRIDAY, OCTOBER 29, 2021 | 7 PM
RIVER RANCH STOCKYARDS
500 NE 23RD ST.
FORT WORTH, TX 76164
www.hwnthw.org/gala

HECHO
DIA DE LOS MUERTOS
FORT WORT
HISPANIC CH
OF COMMER

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OF COMMERCE

Potential Impact on Tourism

VISITA
FORT
WORTH
FW

Hispanic Heritage Month Topline Performance

Media Flight: September 2021

1.45M

IMPRESSIONS

2.1K

CLICKS

.15%

CLICK THROUGH RATE

1.7K

VIEW THROUGH CONVERSIONS

31%

VIEWABLE IMPRESSIONS

VISIT FORT WORTH

Top Regions for Hispanic Heritage Month (Simpli.fi):

	City	Region	Postal Code	Impressions
1	Dallas	Texas	75219	72,429
2	Dallas	Texas	75201	65,579
3	Dallas	Texas	75220	55,514
4	Dallas	Texas	75202	39,139
5	Dallas	Texas	75211	28,492
6	Dallas	Texas	75216	27,555
7	Dallas	Texas	75243	22,931
8	Dallas	Texas	75207	21,551
9	Red Oak	Texas	75154	21,199
10	Arlington	Texas	76016	17,276
11	Dallas	Texas	75229	15,507
12	Dallas	Texas	75227	15,313
13	Dallas	Texas	75214	14,412
14	Dallas	Texas	75081	14,380
15	Dallas	Texas	75236	13,901
16	Dallas	Texas	75212	12,690
17	Fort Worth	Texas	76102	12,516
18	Dallas	Texas	75217	12,144
19	Dallas	Texas	75208	11,152
20	Dallas	Texas	75204	10,893
21	Dallas	Texas	75228	9,788

VISIT FORT WORTH

Mexico en la Sangre Visitor Behavior: September 18, 2021 11:00 AM Cattle Drive and Hispanic Heritage Month Parade

The Fort Worth Stockyards / E Exchange Ave

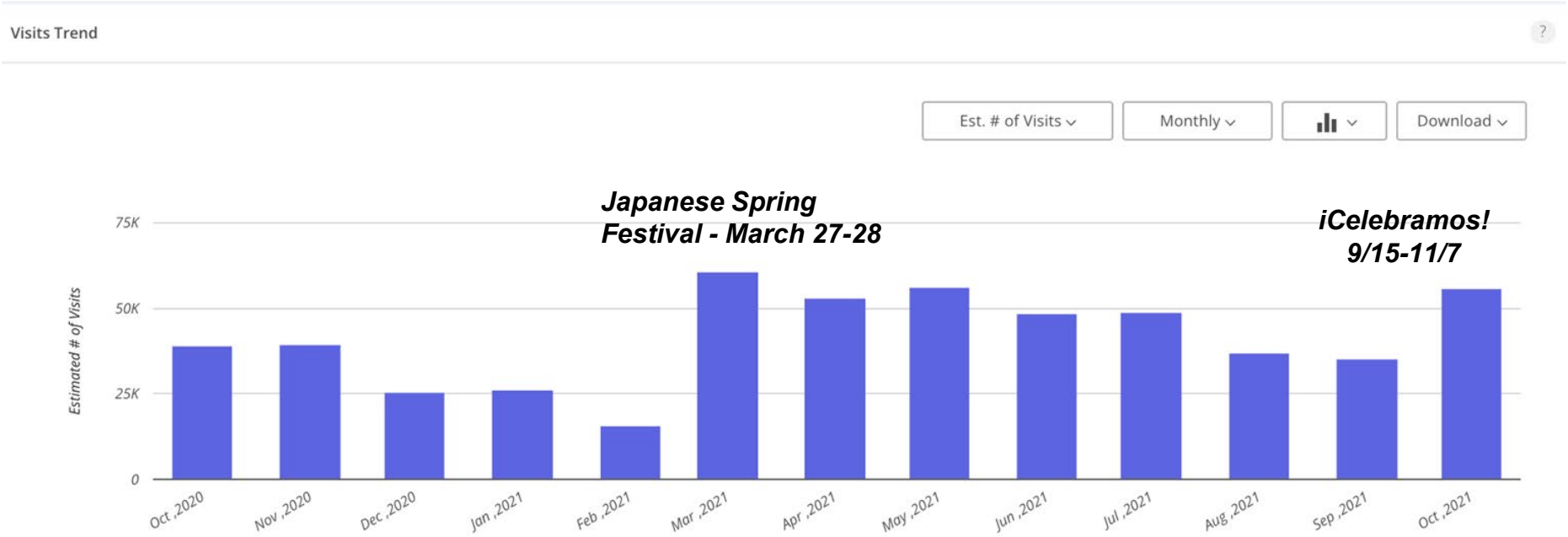
Hide Zipcodes | By Location | Download

Prior			Post		
	Venue Name	*Foot-Traffic*		*Venue Name*	*Foot-Traffic*
1	The Worthington Renaissance Fort Worth / Main Street	2.68%	1	Cityview Car Wash & Lube Center / Bryant Irvin Rd	4.92%
2	O'Reilly Auto Parts / Us Hwy 380	2.5%	2	Buc-ee's / N Freeway	2.53%
3	All Saints Church / NW 20th St	1.84%	3	Dealey Plaza / Main St	2.3%
4	Hampton Inn & Suites / Sandshell Dr	1.53%	4	Best Western Plus Lake Worth Inn & Suites / Boat Club Rd	2.11%
5	IHOP / S Hwy 287	1.49%	5	Tru Hotel / State Highway 121	1.72%
6	Hampton Inn / Park Brk	1.38%	6	Mercado Juarez / E Northside Dr	1.54%
7	Hilton Garden Inn / Northton St	1.3%	7	Thousand Trails - Bay Landing / W US Highway 380	1.43%
8	Black Rifle Coffee Shop / Rufe Snow Dr Suite 150	1.25%	8	Costco Wholesale / Overton Ridge Blvd	1.36%
9	Hampton Inn & Suites Fort Worth-Burleson / Jake Ct	1.2%	9	Fort Worth Water Gardens / Commerce St	1.31%
10	Radisson Hotel Fort Worth South / Altamesa Blvd E	1.1%	10	Starbucks / West Mockingbird Lane	1.19%

Source: Placer.Ai; See the venues that visitors frequent before and after.

Mexico en la Sangre Estimated Number of Visitors Over 2019: Up +83% Week of September 13th

The Fort Worth Botanic Garden: Monthly Visits Since October 2020



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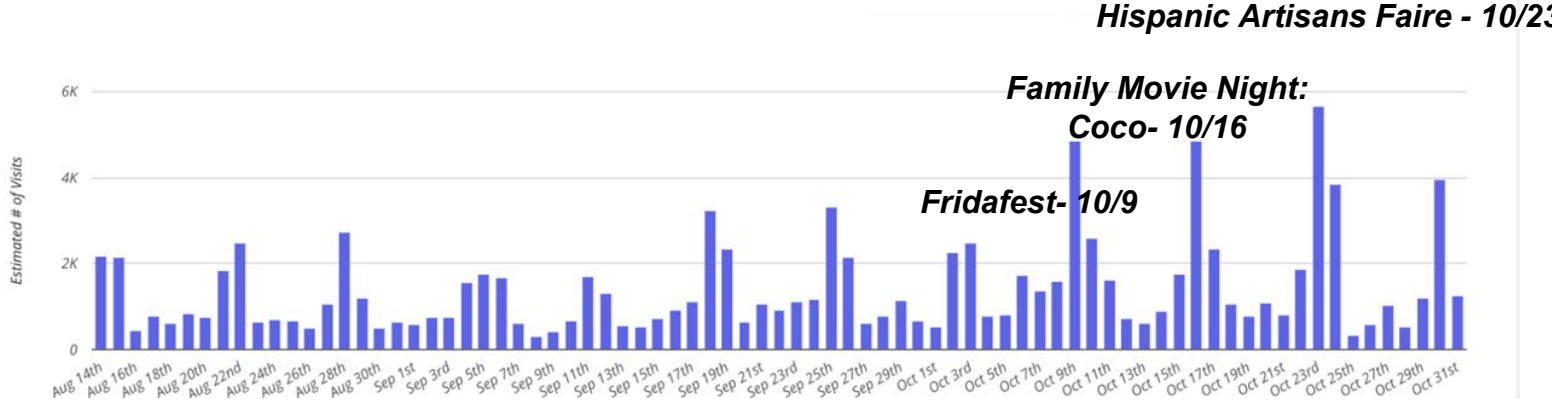
Fort Worth Botanic Gardens: Visits by Day Since August 14, 2021

Fort Worth Botanic Garden

3220 Botanic Garden Blvd, Fort Worth, 76107, TX



Dia de los Muertos Parade: Top Zips

Día de Los Muertos (DDLM) Parade

	Zip Code	City, State	% of Customers
1	76164	Fort Worth, TX	14.60%
2	76114	Fort Worth, TX	10.68%
3	76106	Fort Worth, TX	9.66%
4	76116	Fort Worth, TX	8.34%
5	76111	Fort Worth, TX	7.48%
6	76179	Fort Worth, TX	6.66%
7	76133	Fort Worth, TX	5.09%
8	76137	Fort Worth, TX	4.22%
9	76021	Bedford, TX	3.87%
10	76115	Fort Worth, TX	3.20%

VISIT FORT WORTH

Dia de los Muertos Parade: Visitor Behavior

Día de Los Muertos (DDLM) Parade / W Central Ave

Hide Zipcodes | By Location | Download

Prior			Post		
	Venue Name	*Foot-Traffic*		*Venue Name*	*Foot-Traffic*
1	Marine Park / NW 20th St	9.2%	1	Marine Park / NW 20th St	19.66%
2	Town and Country Shopping Center / Jacksboro Highway	4.34%	2	Trinity Park / University Dr	7.89%
3	A Neighborhood Church / Denton Hwy	4.02%	3	Food City / E Long Ave	6.68%
4	Tacos Del Norte / W. Central Ave.	3.65%	4	Fair Oaks / 4405-4451 River Oaks Blvd	5.48%
5	Turbo Tire and Auto SE / N Main St	2.49%	5	Cicis / 8Th Ave	3.45%
6	QuikTrip / E Northside Dr	2.27%	6	Los Paisanos / N Main St	2.68%
7	Vargas Automotive / Ellis Ave	1.43%	7	IHOP / Quebec St	2.57%
8	El Patron / N Main St	1.43%	8	Builders Surplus / E Belknap St	2.41%
9	Polkadots / Ferris Ave	1%	9	Iglesia Catolica de Todos Los Santos / Nw 20	2.41%
10	Walmart Supercenter / Jacksboro Hwy	0.74%	10	Northside Shopping Center / N Main St	2.08%

Source: Placer.Ai; See the venues that visitors frequent before and after.

New Study Finds Hispanic Travelers Spent $113.9 Billion on Domestic Travel

FEATURES & ADVICE | LACEY PFALZ | SEPTEMBER 23, 2021

+ 23

FORT WORTH HISPANIC CHAMBER OF COMMERCE

VISITA FORT WORTH