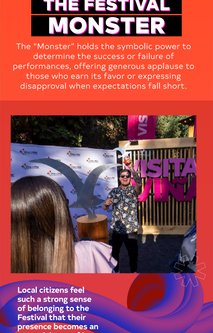
INTERNATIONAL SONG FESTIVAL OF VIÑA DEL MAR

Since 1960

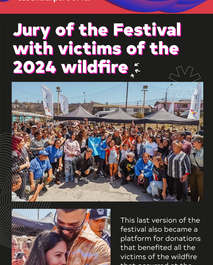
The International Song Festival of Viña del Mar started as a local event linked to the Crafts Fair in Quinta Vergara Park and has become one of Latin America's most prestigious music festivals. Highlighting culture and arts, it promotes Hispanic heritage through music and dance.

Since 1960 the Festival has grown

BIGGER AND BIGGER

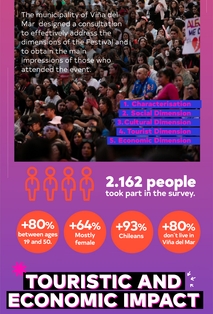


attracting thousands of visitors each year due to the presence of renowned national and international artists



THE FESTIVAL MONSTER

The "Monster" holds the symbolic power to determine the success or failure of performances, offering generous applause to those who earn its favor or expressing disapproval when expectations fall short.



Local citizens feel such a strong sense of belonging to the Festival that their presence becomes an essential part of it.

Jury of the Festival with victims of the 2024 wildfire

This last version of the festival also became a platform for donations that benefited all the victims of the wildfire that occurred at the beginning of this year.

IMPACT OF THE FESTIVAL

The municipality of Viña del Mar designed a consultation to effectively address the dimensions of the Festival and to obtain the main impressions of those who attended the event.

1. Characterization
2. Social Dimension
3. Cultural Dimension
4. Tourist Dimension
5. Economic Dimension

2.162 people took part in the survey.

+80% between ages 19 and 50.

+64% Mostly female

+93% Chileans

+80% don't live in Viña del Mar

TOURISTIC AND ECONOMIC IMPACT

64,6 % of the attendees visited a tourist attraction in the city

34,000 people stayed overnight in Viña del Mar

The festival brings **8.59 million USD** to the city in six nights

The economic impact of the festival extends beyond Viña del Mar itself as the tourists also explore other attractions in the cities nearby.

VIÑA 25

The next edition of the International Song Festival of Viña del Mar will take place between the 23rd and the 28th of February, 2025, being a reference in the world cultural and artistic scene and involving the community of Viña del Mar in its realisation.