

HAY FESTIVAL

QUERÉTARO

FINAL REPORT 2021





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Rumorosa Blues Band



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Muriel Barbery

HAY FESTIVAL

Querétaro 2021

The Hay Festival Querétaro 2021 ended successfully, having taken place in hybrid format, between September 1 and 5. **63 events** from the general programme took place, with **33 in-person talks** with in-person attendance of **5,779 people**, and online views on our platform and social media, reaching a digital audience of **510,284 views**.

During the five days of the festival **173 people of 19 countries** participated, out of which **78 participants attended in person** as part of the general programme, our Talento Editorial events (talks on publishing), the Hay Festivalito activities (programme for children), Hay Forum Dallas, talks with eminent present-day speakers and in-person concerts with local groups.

Great figures from the world of literature, thinking, music and current world affairs were part of this sixth edition, including names such as Svetlana Alexiévich and J.M.G. Le Clézio, Joseph Stiglitz, Esther Duflo, David Grossman, Hervé Le Tellier, Pilar Quintana, Juan Villoro, Anne Applebaum, Javier Cercas, Tamara Tenenbaum, James Rhodes, Amin Maalouf, María Dueñas, Ken Loach, Avi Loeb, David Foenkinos, Élmer Mendoza, Philippe Claudel, Anne Boyer, Muriel Barbery, among others.

We also had the presence of 26 representatives of Querétaro talent and 6 local musical groups.

Hay Festival Querétaro 2021 was an event with a neutral carbon footprint.



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Elvira Valgañón

The festival IN NUMBERS

173 PARTICIPANTS

- From 19 countries
- 26 participants from Queretaro
- 78 in-person participants

63 EVENTS

IN THE GENERAL PROGRAMME

- 33 in person talks
- 6 Talento Editorial events
- 7 Hay Festivalito events
- 8 events at children's homes
- 6 talks and workshops for university students
- 6 in-person concerts with local groups
- Hay Forum Dallas with 4 international speakers

Social media reach:

391 THOUSAND PEOPLE

510,284 PEOPLE

Enjoyed the festival in digital and in-person events

THE TOP 5 BEST-SELLING BOOKS

- *La niña aburrida*, Joselo Rangel
- *La tierra de la gran promesa*, Juan Villoro
- *Dos hermanas*, David Foenkinos
- *Desmorir*, Anne Boyer
- *La nieta del señor Linh*, Philippe Claudel



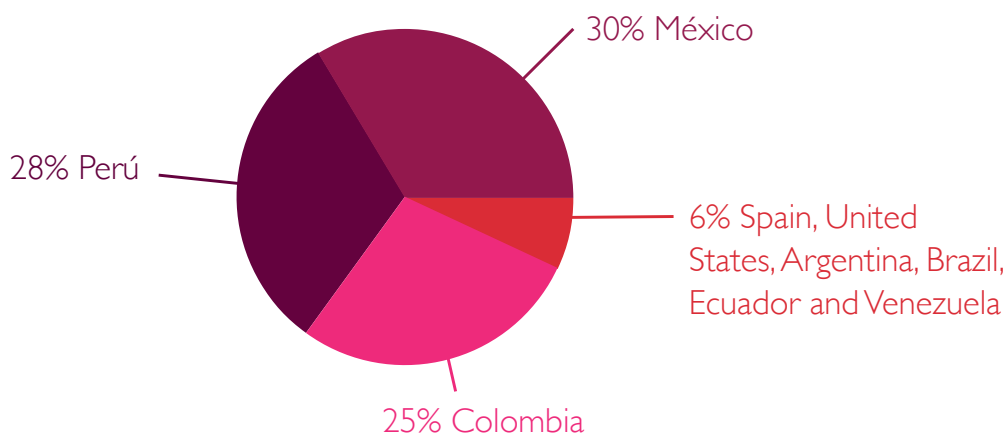
Isabella Lorusso, Ken Loach and Diego Rabasa



Andrea Chapela, Valerie Miles, Aura García Junco and Alejandro Morellón

DIGITAL views

Our followers on digital media come from:



IN MÉXICO, our events were followed from:

- Mexico City
- Guadalajara
- Puebla
- Tijuana
- Monterrey
- Estado de México
- San Luis Potosí
- Chihuahua

QUERÉTARO AND MEXICO CITY

are the cities from which people interact, share and follow our content the most.



Pablo D'Ors



Irma Gallo



María Dueñas

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Irma Gallo and María Dueñas

The Festival IN DE MEDIA

1719 positive press notes

291 interviews with speakers and participants

28 press releases

7 national and international alliances

110.4 Mexican pesos **R.O.I.**

Social Media

Scope during the days of the festival:

 **303 000** people

 **78 630** people

 **10 253** people





Cositas



Solovino

Hay Festival Querétaro 2021: NEUTRAL CARBON FOOTPRINT

CO₂

Hay Festival considers the climate emergency as one of the greatest challenges of our time. That is why this year we implemented the measurement and neutralization of the event's carbon footprint alongside our partner Dow Mexico, based on international measurements and initiatives such as the Sustainable Development Goals of the United Nations.

WE USED 54.27 TCO₂E DURING THE FIVE DAYS OF THE FESTIVAL (ELECTRIC POWER AND WATER).

We compensated the CO₂ generated during those five days throughout the “Bosque Sustentable Sierra Gorda” programme.

- Each ton of CO₂ will generate a donation
- Carbon compensations will be managed by Bosque Sustentable Sierra Gorda, which seeks the protection of natural forests for rural sustainability and the habitats of fauna and flora.
- Carbon emission reductions are endorsed by the State of Querétaro and the UNFCCC system known as ICAT (Initiative for Climate Action Transparency).



Juan Villoro



Rosa Beltrán

The Festival IN WORDS

“Thank you very much for contributing to our coming back to life.”

Juan Villoro

“There is an empathetic issue in a conversation that is lost when we are not present, when what we say doesn’t have a reaction. And I think that this is exactly what we must do: create spaces in which we can meet and understand these different realities, these different worlds that exist in this one which we think we inhabit.”

Diego Luna

“We have places like this one, festivals like this one, and other sorts of civic meetings like this one: all of you are having a different conversation, and this is how we know that change is possible.”

Anne Applebaum

“The Hay Festival has consolidated itself as a literary gathering, focused in part on editing, and also focused on creating spaces for reflecting on the problems of our time, through reunions between some of the most important thinkers of different spheres of life.”

Jesús Alejo, *Milenio* newspaper

“Hay Festival Querétaro overcomes the challenge of COVID.”

Adriana Góchez, *La Razón* newspaper



Yásnaya Elena Aguilar



Rumorosa Blues Band

About HAY FESTIVAL

Hay Festival brings readers and writers together to share stories and ideas in sustainable events around the world. The festivals inspire, examine and entertain, inviting participants to imagine the world as it is and as it might be. Hay Festival is an international celebration of arts and sciences that has been held for the past 33 years in Hay-on-Wye, a small town in Wales that is famous for its bookshops. The Festival lasts 11 days, hosts more than 700 events, debates, interviews and concerts. Its audience comes from the UK, Europe and the Americas.

Hay Festival has expanded to run Festivals around the world since 2006 including Hay Festival Cartagena de Indias and Medellín (Colombia), Hay Festival Segovia (Spain), Hay Festival Querétaro (Mexico) and Hay Festival Arequipa (Peru). Hay Festival has selected and promoted, at live Festivals and in print, emerging writers under the age of 40, called Bogotá39, in Bogotá (2007), Beirut (2010), Port Harcourt (Nigeria 2014), Mexico (2015), Aarhus, Denmark (2017) and Bogotá (2018). A Europa28 special edition in Rijeka, Croatia, took place 6–9 October 2020.

Due to the situation arising from the Covid-19 pandemic, Hay Festival Wales 2020, Hay Festival Digital Querétaro 2020, Hay Festival Digital Arequipa 2020 and Hay Festival Digital Colombia 2021 were delivered in a 100% digital format. Hay Festival Europa28 in Rijeka, Croatia in 2020, the Hay Festival Segovia 2020 and Hay Festival Querétaro 2021 took place in hybrid format. Until now, Hay Festival has launched three editions of 'Imagina el Mundo', a series of digital talks featuring some of the most brilliant minds on the planet discussing the world in the wake of the coronavirus.

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TALENTO EDITORIAL



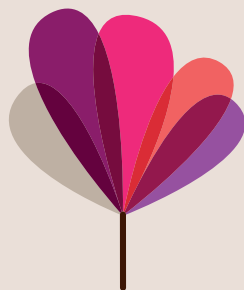
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