

**CONTACT:** Arturo Varela  
(267) 765-0367, [arturo@visitphilly.com](mailto:arturo@visitphilly.com)

**LATINX PHILADELPHIA FACT SHEET**  
*Facts & Figures About Latinx Life, Culture & More In Philadelphia*

**Strength In Numbers:**

- The 2010 U.S. Census reported 187,611 Philadelphians—that's 12.3%—are Latinx. In July 2018, the census estimate for Philadelphia's Latinx population rose to 14.1%. The 2010 Census broke down this portion of Philadelphia's population as:
  - 121,643 people are Puerto Rican or of Puerto Rican descent.
  - 15,531 people are Mexican or of Mexican descent.
  - 3,930 people are Cuban or of Cuban descent.
  - 46,507 people are of other Hispanic descent.
- Each year, **more than two-and-a-half million domestic leisure visitors** to Greater Philadelphia are of Latinx origin (source: Longwoods International). Most city attractions, including the Independence Visitor Center, Barnes Foundation, Liberty Bell Center and The Franklin Institute, offer guides, maps and/or tours in Spanish.

**Community, Arts & Culture:**

- **El Centro de Oro**, centered at 5<sup>th</sup> Street and Lehigh Avenue in North Philadelphia, is a hub of Latinx culture. The neighborhood is home to residents from almost every Latin American country, a strong concentration of Puerto Rican families, non-profit organizations and Latinx-owned businesses. **Taller Puertorriqueño**, in El Centro de Oro's **El Corazón Cultural Center**, serves as a community center, art gallery and event space for symposia, readings, film screenings, artist workshops and more. The onsite gallery shows Latin American and Caribbean art, with a permanent collection of works by Carlos Pascual, Daniel de Jesus, Marta Sanchez, Antonio Martorell and Ralfka González. Each September (timed to coincide with Hispanic Heritage Month), Taller puts on the **Feria del Barrio**, a street festival featuring live music and dance, local artists and vendors, family fun and a market.
- **South Philadelphia** also has a rich concentration of Latinx residents and culture. The open-air market along South 9<sup>th</sup> Street, for decades known as the **Italian Market**, is now home to tortillerías, taquerías, pastelerías and a bilingual writing center. Each May, South Philly's Washington Avenue plays host to the annual and popular **Carnaval de Puebla**, a vibrant parade and festival showcasing folk traditions from the Mexican state of Puebla, where many Philadelphians have roots.
- At the **Penn Museum** in West Philadelphia's **University City**, the Central American & Mexican Gallery features ancient Mayan stone monuments from Piedras Negras in Guatemala and Caracol in Belize, and Mayan hieroglyphic writing, painted pottery, figurines and jade carvings. Closed for renovation in early 2018, the galleries are set to reopen on September 28, 2019.
- Along **South Street**, **Eyes Gallery** stocks an accessible repository of folk art from Mexico, Peru and beyond. Seven blocks away, still along South Street, Eyes sibling **Philadelphia's Magic Gardens** is a stop-you-in-your-tracks, walk-in mosaic of Mexican sculptures, tiles and mirrors.

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- **Throughout the city**, approximately 4,000 murals adorn walls and public spaces, thanks to **Mural Arts Philadelphia**. Among the many that feature Latinx artists and themes are *The Sacred Now: Faith and Family in the 21<sup>st</sup> Century* (also known as the Pope Francis mural) by **Cesar Viveros**; Washington Square West's *A Tribute to Gloria Casarez*, honoring the late Latina LGBT activist and South Philadelphia's *Aqui y Alla*, exploring the impact of immigration on Mexican youth, both by **Michelle Angela Ortiz**; Port Richmond's *Families Belong Together*, a political portrait by Chilean artist **Ian Pierce**; Fairhill's *Latinx Heroes*, artist **Danny Torres'** painting honoring Latin Fiesta Pioneer Awardees; Hunting Park Avenue's *Sembrando Sueños, Cosechando Esperanzas* by **Patricia Barrera** and students from Esperanza Academy Charter School. Also not to be missed: *Cruzando el Charco* at 5<sup>th</sup> and Norris Streets and *Celebrando Nuestra Cultura* at 5<sup>th</sup> and Somerset Streets. [muralarts.org](http://muralarts.org)

### **Food Scene:**

- Philadelphia's reputation as an open-to-all city extends to its flourishing culinary scene, which features a multitude of Latinx restaurants with executive chefs and chef-owners hailing from all over Latin America, the Caribbean and South America. The region's culinary stars include James Beard Award-winning chef **Jose Garces**, who has 11 popular restaurants, including **Amada, Distrito, Volvér** and **Buena Onda**. Two-time James Beard Award-winning chef **Guillermo Pernot** presides over Old City's eminent **Cuba Libre**. James Beard nominee and immigrant rights activist chef **Cristina Martinez** has achieved Mexican street-fare perfection, right down to handmade masa tortillas, at acclaimed **South Philly Barbacoa**. **David Suro-Piñera**, a Guadalajara, Mexico native and founder of artisan tequila brand Siembra Azul, is widely credited with introducing Philadelphia to upscale Mexican fare via Rittenhouse's elegant **Tequilas Restaurant**.
- Recent additions to the food scene include trendy Queen Village Venezuelan street foodery **Puyero Venezuelan Flavor**, from brothers **Gil** and **Simon Arends** and Gil's wife **Manuela**. Restaurateur **Miguel Toro**, owner of popular Northeast Philadelphia Peruvian-Portuguese hybrids **El Balconcito** and **El Balconcito II**, launched glamorous **Vista Peru** for ceviche and pisco in Old City in early 2018.

### **Latinx Calendar:**

- **El Carnaval de Puebla, April 28, 2019** – South Philadelphia's vibrant pre-Cinco de Mayo procession showcases folk traditions from the Mexican state, home of many Philadelphians, through a colorful parade and street fair. [carnavaldepuebla.com](http://carnavaldepuebla.com)
- **Semana Mexicana, May 1-6, 2019** – The region dedicates a week to Mexican culture, beginning with the raising of the *bandera de México* at Philadelphia City Hall, featuring Cinco de Mayo parties in Center City and Kennett Square in Chester County and continuing with Mexican Restaurant Week (May 5-11).
- **Philadelphia Latino Film Festival, May 30-June 2, 2019** – Since 2012, this event has screened a long weekend's worth of multi-genre works from new and veteran Latinx filmmakers.
- **Hispanic Fiesta, Caribbean Festival and Mexican Independence Day Festival, dates TBD** – These essential ingredients to summer in Philly are part of the PECO Multicultural Series on the Great Plaza at Penn's Landing.
- **Nuevofest, July 14, 2019** – This free alt-Latin music festival, produced by AfroTaino Productions as part of WXPB's Latin Roots Live series, grows in popularity summer after summer. Location to be announced.

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On Greater Philadelphia's official visitor website and blog, [visitphilly.com](http://visitphilly.com) and [uwishunu.com](http://uwishunu.com), visitors can explore things to do, upcoming events, themed itineraries and hotel packages. Compelling photography and videos, interactive maps and detailed visitor information make the sites effective trip-planning tools. Along with Visit Philly social media channels, the online platforms communicate directly with consumers. Travelers can also call and stop into the Independence Visitor Center for additional information and tickets.

*Note to Editors: For high-resolution photos and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of [visitphilly.com/mediacenter](http://visitphilly.com/mediacenter).*