



The Day of the Dead is a Mexican holiday involving family and friends gathering to pray for and to remember loved ones who have died. It is commonly portrayed as a day of celebration rather than mourning. Traditions connected with the holiday include building home altars, honouring the deceased using *calaveras* (human skulls) and cooking the favourite foods and beverages of the departed. Visitors also leave possessions of the deceased at the graves.



**Oktoberfest** is the world's largest annual *Volksfest* (beer festival). The multiday festival attracts more than 6 million people from around the world every year. It is an important part of Bavarian culture, having been held since the year 1810. During the event, large quantities of Oktoberfest Beer are consumed, such as in 2013 when 7.7 million litres were served. Visitors also enjoy numerous attractions, such as amusement rides, side-stalls and games. There is also a wide variety of traditional foods available such as sausages, pretzels, roast chicken and pork.





The Boryeong Mud Festival is an annual festival held each July in the South Korean town of Boryeong, first staged in 1998 to market Boryeong mud cosmetics. The seafront of Boryeong is completely decked out during the themed festival with a lot of people gathered to enjoy mud baths, mud prisons and mudslides to wallow splash, and swim in the mineral-rich mud which is said to help rejuvenate skin. Music, dance completions, and other events are also held to enhance the charm of the mud festival. People are encouraged to get extremely dirty and enjoy the party atmosphere.



Songkran is a Thai water festival, marking the beginning of the traditional Thai New Year. People often visit local temples to offer food to the Buddhist monks, as well as pour water on Buddhist statues in a ritual ceremony that represents purification and the washing away of one's sins and bad luck. People return home to their loved ones and elders during this period. Major streets are closed to traffic and are used as arenas for water fights. Celebrants, young and old, participate in this tradition by splashing water on each other using buckets and water pistols.





Saint Patrick's Day is an annual cultural and religious celebration held on 17<sup>th</sup> March, the traditional death date of Saint Patrick, the foremost patron saint of Ireland. The day commemorates Saint Patrick and the arrival of Christianity in Ireland, and celebrates the heritage and culture of the Irish in general. Celebrations generally involve public parades and festivals as well as the wearing of green attire or *shamrocks* (clovers). Christians also attend church services and historically any restrictions on eating and drinking alcohol were lifted for the day, which has encouraged widespread alcohol consumption.



La Tomatina is a festival that is held in Spain in which participants throw tomatoes. Festival-goers typically wear white to ensure maximum tomato carnage visibility and most don swim goggles for eye protection. Since 1945 it has been held on the last Wednesday of August. At 11:00 a.m., a gunshot indicates the start of the 60-minute long tomato throwing festival, and at 12:00 p.m., another gunshot signals the end. After the fight, fire trucks hose down the streets, while locals help the tomato-stained participants wash. The citric acid in the tomatoes leads to the washed surfaces in the town becoming very clean. In 2015, it is estimated that almost 145,000kg of tomatoes were thrown.





Vivid Sydney is an annual festival of light, music and ideas, held in Sydney. It includes outdoor immersive light installations and projections, music performances, as well as public talks and debates with leading creative thinkers. Light sculptures, multimedia interactive work and building projections transform various buildings and landmarks in and around the Sydney CBD into an outdoor night time art canvas. In 2017, Vivid Sydney attracted a record 2.33 million attendees and injected over A\$143 million into NSW's visitor economy.



Eukonkanto is a Finnish contest in which male competitors race while each carrying a female teammate. The objective is for the male to carry the female through a special obstacle track in the fastest time. Several types of carrying may be practised: either a classic piggyback, a *fireman's carry* (over the shoulder), or *Estonian-style* (wife upside-down on his back with her legs over the neck and shoulders). Though the sport is often considered a joke, competitors take it very seriously, just like any other sport. Wife carrying contests have taken place globally and the sport has a category in the Guinness Book of Records.





Up Helly Aa is a famous fire festival celebrating Scottish-Scandinavian heritage, marking the end of the Christmas period. The main celebration happens on the last Tuesday in January in Lerwick, the principal town, where thousands of individuals take part in an unforgettable spectacle. The centre-piece is a torchlit procession of *squads of participants* (known as guizers) through the narrow streets dressed as Vikings. The grand finale involves throwing the flaming torches into a replica Viking ship and singing while it burns, sending sparks spiralling high into the night air. Spin-off events involve feasting and drinking, music and dancing, singing and storytelling, and community-based events continue throughout January and into March in smaller villages and on outlying islands.



**Carnival** is a Catholic festive season that occurs before the liturgical season of Lent. The main events typically occur during February or early March and typically involve public celebrations, including events such as parades, public street parties and other entertainment, combining some elements of a circus. Elaborate costumes and masks allow people to set aside their everyday individuality and experience a heightened sense of social unity. Participants often indulge in excessive consumption of alcohol, meat, and other foods that will be forgone during upcoming Lent.





**Singles' Day** is a Chinese unofficial holiday and shopping season that celebrates people who are not in a relationship. The date, 11 November, was chosen because the numeral 1 resembles a bare stick, which is Chinese internet slang for an unmarried man who does not add 'branches' to the family tree. The four '1's also abstractly refer to the demographic group of single people. Ironically, the holiday has become a popular date on which to celebrate relationships: more than 4,000 couples got married in Beijing on this date in 2011, far greater than the daily average of 700 marriages.



The Lopburi Monkey Festival originated in the 1980s after a local Thai businessman decided to set up a buffet of fresh fruit and other food for the monkeys (as Lopburi is home to an extensive monkey population) as an expression of the town residents' gratitude since they brought in a lot of tourist revenue for the area. Each year, over four thousand kilos of food is laid out on long tables by local chefs for the monkeys. The monkeys get to enjoy delicious fruit salads, sticky rice and even some traditional Thai desserts. An array of vendors and food stalls also sell delectable Thai dishes for the humans to enjoy as well.





Cheese Rolling and Wake is a traditional event comprised of several cheese races held on the Late Spring Bank Holiday (last Monday in May) Monday at Cooper's Hill in Gloucestershire, England. The main prize is a round of handmade Double Gloucester cheese which is rolled down the hill and chased by the competitors. Due to frequent injuries during the races, the official competition was cancelled in 2009 and, since then, it has been completely volunteer-run, in spite of numerous warnings from Gloucestershire City Council and local police not to attend the event.

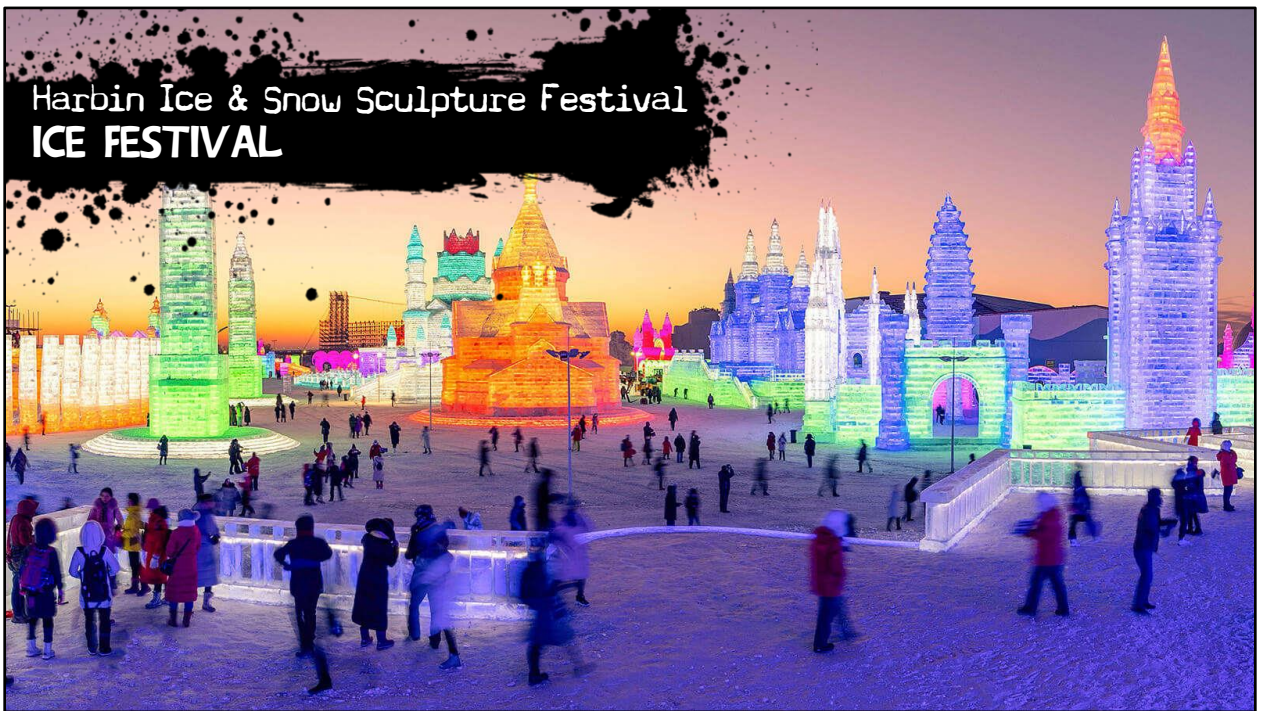


Krampusnacht is a celebration of the devil Krampus, who is believed to be a creature that is half-man, half-goat. He is depicted as being hairy with large horns, a goat's cloven hooves, red eyes, and fangs and carries bundles of 'ruten' or twigs he uses to swat misbehaving children. For the celebrations, these bundles are handed to families so children remember the threat of the Krampus throughout the year and behave themselves. Throughout the night on 5<sup>th</sup> December, men dress up as the Krampus, drink alcohol, and celebrate on the streets. Traditionally, St. Nicholas (Santa) and Krampus appear together, working as a team. St. Nicholas rewards the good children, while Krampus punishes the naughty ones.





Abare Matsuri, commonly referred to as the "Fire & Violence Festival", is an annual event, held on every 1st Friday and Saturday of July, in the town of Noto, Ishikawa prefecture. One of Japan's most violent and fiery festivals, the Abare Matsuri ends with a Mikoshi shrine being ceremoniously destroyed and burnt. This strangely violent festival first began 350 years ago, when a plague spread and the locals prayed for divine salvation. A bee stung the sick people, who were miraculously cured. Understanding this to be a holy message, the locals decided to hold an annual festival to give thanks and entertain the deity.



The Harbin International Ice and Snow Sculpture Festival is the world's greatest ice and snow festival held in Harbin, China. It is an annual winter festival, starting on 5<sup>th</sup> January and lasts for a month. Visitors are able to experience a vast winter wonderland of towering sculptures and awe-inspiring snow creations, designed by master sculptors who start the work several months before the festival begins. The sculptors cut out gigantic ice blocks from the Songhua River which they use to make beautiful castles, enormous dragons, and super-sized goddesses. The ice sculptures maintain their form due to the frigid temperatures in Harbin during winter.





The Kanamara Matsuri is a Shinto fertility festival held annually at the Kanayama Shrine in Kawasaki, Japan. The festival centres on a local legend about a sharp-toothed demon who had fallen in love with a young woman. Jealous of her lovers, he hid inside her vagina and bit off the penis of any man who wished to sleep with the girl. Concerned, the woman sought help from a blacksmith, who made a metal penis to break the demon's teeth. The Shrine is said to offer protection from sexually transmitted infections as well as business prosperity, easy delivery, and marital harmony. The festival has become a tourist attraction and is used to raise money for HIV research.



**The Running of the Bulls** is a part of the annual Festival of San Fermín during which six bulls are released into the cobblestone streets of Pamplona, Spain, to be corralled to the city's bullring. Participating runners demonstrate their bravado by attempting to dodge the angry bulls enroute to the city centre. Bull running is only one part of a larger festival to honour San Fermín, the patron saint of Pamplona, but it is the bull run that draws thousands of annual visitors to the celebration each July. Though the contemporary festival is largely symbolic, its original purpose, dating back to the 13th century, was to allow herders and butchers to drive cattle from pens outside of the city to the bull ring in preparation for market days and bullfights. Pamplona still hosts bullfights on the evening of the bull run, a fact that has stirred significant controversy from animal rights organisations in recent years.