

OCTOBER 8-12, 2026 • PALEXPO • GENEVA

PRESS KIT

*Bachata
Geneva*
FESTIVAL

THE FESTIVAL OF NATIONS

OFFICIAL VENUE PARTNER

**PALEXPO
GENEVA**

| PRESS KIT - THE FESTIVAL OF NATIONS

CONTENT

- 01 The festival in brief
- 02 About us
- 03 Key numbers
- 04 Our audience & our impact
- 05 Bachata & UNESCO
- 06 Headliners
- 07 Full line-up
- 08 The programme
- 09 Bachata Social World Cup
- 10 Path to the finals
- 11 Practical information
- 12 Available for interview & contacts

AT A GLANCE

DATES

8–12 October 2026

VENUE

Palexpo, Geneva

PARTICIPANTS

+3,500 expected (2025: 1,756)

COUNTRIES REPRESENTED

More than 80

ARTISTS

100+ international artists

COMPETITION

Bachata Social World Cup - World Finals

#TheWorldUnitedByBachata

ALL MATERIALS · [BACHATAGENEVAFESTIVAL.COM/PRESS-CORNER](https://bachatagenevafestival.com/press-corner)

OUR KEY NUMBERS



+80
countries



100
artists

The Festival of Nations

+3500
participants



100
volunteers



180
competitors

OFFICIAL VENUE PARTNER

PALEXPO
GENEVA

| ABOUT US - THE FESTIVAL OF NATIONS

The Bachata Geneva Festival – “The Festival of Nations” is **Europe’s leading 100% bachata event.** In October 2026, the festival will take place first time at Palexpo Genève.

More than 80 nationalities will join to celebrate cultural diversity through music and dance, making it the most global bachata gatherings ever & transforming **Geneva into the world Bachata capital.**

Bachata is a global cultural phenomenon uniting music, dance, and lifestyle. Originating in the Dominican Republic, today it’s inscribed on **UNESCO’s Representative List of the Intangible Cultural Heritage of Humanity.**

During 4 days & nights the event will host over 100 international artists, dance workshops & night socials and the World Finals of the Bachata Social World Cup, gathering some of the best dancers from around the world.

THE GLOBAL BACHATA GATHERING IN GENEVA



| ABOUT US - THE FESTIVAL OF NATIONS



Geneva, the world's most international city, hosting the world final of the world's most contagious dance. Bachata is a social dance first: three minutes with a stranger and you leave with a friend on another continent. It connects people faster than any language does, and in October it will connect 3500 people from six continents inside Palexpo.

That makes this the most global gathering of social bachata in the world, and the festival is built the way the dance itself was built, by the community and for the community, with someone obsessing over every small detail so that nobody in the room ever has to think about them.

Pablo GARCIA

CO-FOUNDER & CO-DIRECTOR - BACHATA GENEVA FESTIVAL

| ABOUT US - THE FESTIVAL OF NATIONS

Bachata Geneva Festival was founded in **2021** by Pablo Garcia and Tiago Branco, who created the Bachata Geneva Association. The first edition of the festival brought **200 people** together.

Later, in 2023, the festival evolved into The Festival of Nations - Bachata Geneva Festival, and was held during three editions at Ramada Hotel with up to 1700 participants. In 2026, the festival welcomes participants from **more than 80 countries** and opens the doors of **Palexpo** hosting the **World Finals of the Bachata Social World Cup** and the largest gathering in Europe around music & dance recognised by UNESCO as a living heritage of humanity.



Pablo GARCIA

CO-DIRECTOR & CO-FOUNDER

[FR - EN - ES]

With a deep passion for Bachata, innovation, and community-building, Pablo is the driving force behind the Bachata Geneva Festival. As an entrepreneur, tech enthusiast, and lead organizer, he combines a strong background in technology with creativity, ambition, and a sharp eye for detail to build meaningful experiences for dancers from around the world.

His vision goes beyond creating a great festival: it is about building an international community where cultures, styles, and people come together. With every edition, Pablo strives to make the Bachata Geneva Festival more ambitious, more inclusive, and more impactful, while preserving the sense of connection that sits at its core.



Daniel JOVÉ

CO-DIRECTOR

[ES - EN]

Multilingual entrepreneur with a big love for Bachata, storytelling, and bringing people together. He blends strategy and creativity to shape the event's vibe and experience. He's also DJ & bachataloves.me creator. Traveled to more than 50 countries. With a global mindset and curious spirit, Daniel creates experiences that move people, on and off the dance floor.

"More than eighty nationalities will share a dance floor here, and Bachata will be the common language. For most people it starts as a hobby, then it becomes how they travel, who their friends are, and ends up being a lifestyle. That's what we've built in Geneva: not an event people attend, but a way of living people come back to."

DANIEL JOVE - CO-DIRECTOR

BACHATA & UNESCO WORLD HERITAGE



In 2019, UNESCO inscribed the music and dance of Dominican bachata on the Representative List of the Intangible Cultural Heritage of Humanity.

THE ORIGIN

Bachata was born in the Dominican Republic in the early 1960s, in the bars and back rooms of Santo Domingo. For decades it was dismissed as *música de amargue* (the music of bitterness) played by the poor and largely kept off national radio.

Its journey from the margins to the centre of Dominican identity took half a century.

WHAT INSCRIPTION MEANS

UNESCO's Representative List recognises living practices: things people do, not objects in cases.

Inscription placed bachata alongside flamenco and Argentine tango, and committed the Dominican Republic to safeguarding how it is taught, played and danced for the generations that follow.

WHY GENEVA

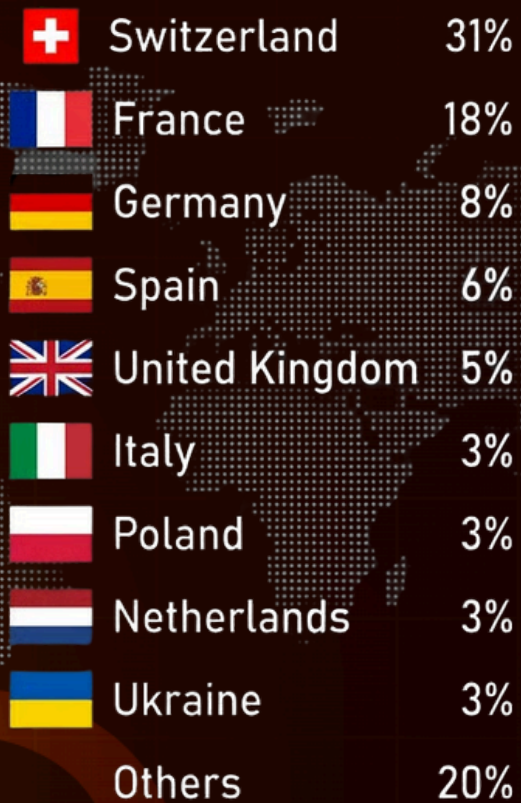
Geneva has spent a century as the place where nations meet.

In October 2026, more than 80 of them meet on a dance floor at Palexpo the largest gathering in Europe built around a listed living heritage, and the setting for the World Finals of the Bachata Social World Cup.

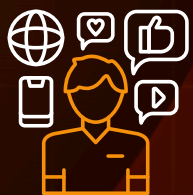
Bachata is becoming a global phenomenon.

| OUR AUDIENCE

Percentage



Total 100%



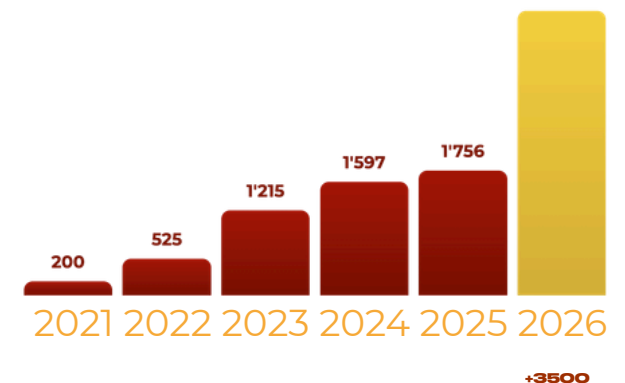
90%
**MILLENNIALS
& GEN Z**



Currently, **70% of our participants come from outside Switzerland** and 85% from outside the canton of Geneva.

These figures demonstrate the festival's appeal beyond national and regional borders. This influx of international visitors benefits the festival and contributes positively to the local economy.

By increasing the presence of international visitors, **the festival promotes Geneva as a major cultural & dance destination**, fostering intercultural exchange and enhancing the city's international profile



| OUR AUDIENCE

"Every country represented at the festival, counted from real ticket sales, the artist lineup, our ambassador teams and the World Cup entries."

80 countries

32

COUNTRIES ON THE LINE-UP
teachers and DJs

58

COUNTRIES IN THE WORLD CUP
competitors entered

56

AMBASSADOR TEAMS
representing their countries

55

COUNTRIES BUYING PASSES
festival pass holders

EUROPE - 35

Albania · Austria · Belgium · Bulgaria · Croatia · Cyprus · Czechia · Denmark · Estonia · Finland · France · Germany · Greece · Hungary · Ireland · Italy · Latvia · Lithuania · Luxembourg · Malta · Netherlands · North Macedonia · Norway · Poland · Portugal · Romania · Serbia · Slovakia · Slovenia · Spain · Sweden · Switzerland · Türkiye · Ukraine · United Kingdom

AMERICAS - 15

Argentina · Bolivia · Brazil · Canada · Chile · Colombia · Ecuador · Honduras · Mexico · Paraguay · Peru · Puerto Rico · United States · Uruguay · Venezuela

ASIA - 20

China · Hong Kong · India · Iraq · Japan · Kazakhstan · Kuwait · Lebanon · Malaysia · Mongolia · Palestine · Philippines · Qatar · Singapore · South Korea · Sri Lanka · Taiwan · Thailand · United Arab Emirates · Vietnam

AFRICA - 7

Algeria · Congo · Egypt · Kenya · Madagascar · Morocco · Tunisia

OCEANIA - 3

Australia · French Polynesia · New Caledonia

| HEADLINER ARTISTS

@melvin_gatica_bachata
@melvinbeltran_
@by_gatica
@bachata.influence

| Melvin & Gatica

440K+ 
260K+ 
5K+ 



@klauyros
@adrianros_bachata
@klau.perdek

| Klau & Ros

89K+ 
10K+ 
5K+ 



@cristianygabriella
@cristiaangarcia
@_gabriellacrist

| Cristian & Gabriella

104K+ 
4K+ 
13K+ 



@bachatagenevafestival

| Bachata Geneva Festival

17K+ 



| Gero & Migle

222K 
12K+ 
73K+ 



@geroymigleoficial
@gero_dance
@miglek_

| Carlos & Paz

59K+ 
260K+ 
5K+ 



@carlospaz
@carlossegura.bachazouk
@pazmederos
@bachazouk.official

| Carlos & Ivana

55K+ 



@carlosxivana
@carlosrendondojr
@ivanaaleksic

| Bachata Social World Cup

10K+ 



@bachatasocialworldcup

| HEADLINER ARTISTS

OCT 8-12 2026

THE FESTIVAL OF NATIONS

Bachata Geneva FESTIVAL

OFFICIAL VENUE PARTNER

palexpo
Genève



| FULL LINE-UP

PALEXPO
GENEVA

OCTOBER
8-12 2026



Bachata
Geneva
FESTIVAL
THE FESTIVAL OF NATIONS

BACHATAGENEVAFESTIVAL.COM





| OUR PROGRAM

DAY 1

THURSDAY · 8 OCTOBER 2026

TIME	A	B	C
14:00	WORKSHOP ⌚ 14:00 - 19:00 (5h) Workshops	WORKSHOP ⌚ 14:00 - 19:00 (5h) Workshops	SOCIAL DANCING ⌚ 14:00 - 20:00 (6h) Day Social Included with the Social Day Pass
19:00			
22:00	SOCIAL DANCING ⌚ 22:00 - 07:00 (9h) Night Social Included with the Social Day Pass		

DAY 2

FRIDAY · 9 OCTOBER 2026

● Workshop ● Competition ● Show ● Social Dancing ● Special Event

TIME	A	B	C
11:00	WORKSHOP ⌚ 11:00 - 19:00 (8h) Workshops	WORKSHOP ⌚ 11:00 - 19:00 (8h) Workshops	WORKSHOP ⌚ 11:00 - 14:00 (3h) Workshops
14:00			
15:00			COMPETITION ⌚ 15:00 - 19:00 (4h) Geneva Qualifier Cup Last Chance to Qualify for the World Cup Finals
19:00		REHEARSAL ⌚ 19:00 - 21:00 (2h) Show Rehearsals	
22:00	SHOW ⌚ 22:00 - 23:30 Shows of Nations The International Show Group Competition		
23:30	SPECIAL EVENT ⌚ 23:30 - 00:00 The Nations Parade Raise Your Flag and Represent Your Nation		
00:00	SOCIAL DANCING ⌚ 00:00 - 07:00 (7h) Night Social Included with the Social Day Pass		

CHECK OUR UPDATED 4 DAY PROGRAM ONLINE

bachatagenevafestival.com/program

OUR PROGRAM

DAY 3

SATURDAY 10 OCTOBER 2026

Workshop Competition Social Dancing Special Event Rehearsal

TIME	A	B	C
11:00	WORKSHOP ⌚ 11:00 - 19:00 (8h) Workshops	WORKSHOP ⌚ 11:00 - 16:00 (5h) Workshops	WORKSHOP ⌚ 11:00 - 19:00 (8h) Workshops
16:00		SPECIAL EVENT ⌚ 16:00 - 16:30 Opening World Cup Finals Grand Opening Ceremony	
16:30		COMPETITION ⌚ 16:30 - 20:00 (4h) Preliminaries & Quarters - World Cup Finals Bachata Social World Cup	
19:00			
20:00		REHEARSAL ⌚ 20:00 - 21:00 Rehearsals	
22:00	SPECIAL EVENT ⌚ 22:00 - 23:30 Special Activity To Be Announced		
23:30	SOCIAL DANCING ⌚ 23:30 - 07:00 (8h) Night Social Included with the Social Day Pass		

DAY 4

SUNDAY 11 OCTOBER 2026

Workshop Competition Social Dancing Special Event

TIME	A	B	C
11:00	WORKSHOP ⌚ 11:00 - 16:00 (5h) Workshops	WORKSHOP ⌚ 11:00 - 16:00 (5h) Workshops	WORKSHOP ⌚ 11:00 - 16:00 (5h) Workshops
18:00		COMPETITION ⌚ 18:00 - 20:00 (2h) Semis, Finals - World Cup Finals Bachata Social World Cup	
22:00	SOCIAL DANCING ⌚ 22:00 - 23:30 Night Social Closing Party		
23:30	SPECIAL EVENT ⌚ 23:30 - 00:00 Awards Ceremony – World Cup Finals Bachata Social World Cup		
00:00	SOCIAL DANCING ⌚ 00:00 - 07:00 (7h) Night Social Closing Party		

| OUR PROGRAM

DAY 2

FRIDAY · 9 OCTOBER 2026

● Social Dancing

● Special Event

TIME	K	HALL
11:00	SPECIAL EVENT 🕒 11:00 - 13:00 (2h) Yoga & Pilates	
13:00	SPECIAL EVENT 🕒 13:00 - 15:00 (2h) Master Class for Certified Dancers Bachazouk Official Masters Certification	SOCIAL DANCING 🕒 13:00 - 20:00 (7h) Day Social Included with the Social Day Pass
15:00		

DAY 3

SATURDAY · 10 OCTOBER 2026

● Social Dancing

● Special Event

TIME	K	HALL
11:00	SPECIAL EVENT 🕒 11:00 - 12:00 Yoga & Pilates	
12:00	SPECIAL EVENT 🕒 12:00 - 14:00 (2h) Master Class for Certified Dancers Certification To Be Announced	
13:00		SOCIAL DANCING 🕒 13:00 - 20:00 (7h) Day Social Included with the Social Day Pass
14:00	SPECIAL EVENT 🕒 14:00 - 16:00 (2h) The Round Table The social media talks	
16:00		

CHECK OUR UPDATED 4 DAY PROGRAM ONLINE

bachatagenevafestival.com/program

| OUR PROGRAM - HIGHLIGHTS



| Bachata Social World Cup - World Finals

The Bachata Social World Cup is the **first global circuit dedicated to celebrating true social bachata**, where connection, musicality, and authenticity define excellence.

Our mission is to build a fair, transparent, and professional competitive structure that gives every dancer, from every region, a genuine path to shine on the world stage.

In the edition 2025-2026 through **27 qualifier events hosted with leading festivals worldwide**, the best dancers of each region earn their place at the **World Finals in Geneva**, where 180 elite dancers from over 50 countries compete for the **title of World Champion** and a €3,000 prize pool.

A competition in 2026-2027 it's growing and will shape the future of Bachata social dance around the world.



THE BEST BACHATA SOCIAL COMPETITION IN THE WORLD

2027 PATH TO GENEVA WORLD CUP FINALS



NEW VISION FOR THE WORLD CUP - NEW 8 COUNTRY & MULTI NATIONAL CUPS ACROSS CONTINENTS



| OUR PROGRAM - MORE ABOUT THE PROGRAM

Bachata Geneva FESTIVAL

THE FESTIVAL OF NATIONS

WORKSHOPS

Daily classes, open to all levels with more than 90 instructors coming from all over the world and with different Bachata Styles.

GENEVA PREQUALIFIER

Friday will be the last chance to qualify for the World Finals of the World Cup Finals. Competitions like this one, have been held across the world to select the best bachata dancers.

NATIONS PARADE

Official opening of the Festival of Friday night, welcoming both participants & competitors.

SHOWS OF NATIONS

Friday night. Dance groups from 15 countries take a single stage, each carrying its nation to the audience. One is crowned the Winning Nation.

OPENING WORLD CUP FINALS

Finalists, participants and spectators gathering to welcome the competition on Friday, with follow up of Preliminaries and Quarters.

DAY SOCIALS

In an informal atmosphere, nonstop dancing during the Day.

THE ROUND TABLE

A live debate among the voices of the bachata community held in the open, on the questions the scene needs to tackle.

MASTER CLASSES

Three master classes reserved for certified dancers one per day, each requiring a recognised certification held in advance.

| ABOUT US - THE FESTIVAL OF NATIONS



THE FESTIVAL OF NATIONS

WHEN

Thursday 8 – Monday 12 October 2026

Five days, four nights

WHERE

Palexpo

Route François-Peyrot 30

1218 Le Grand-Saconnex

Geneva, Switzerland

GETTING THERE

A 10-minute walk from Geneva Airport, which is 10 minutes by train from the city centre.

Bus 5, 8, 50, 55, 58, 59 stop 'Palexpo'

Bus 28, 54, 66 - stop 'Palexpo-Halle 7'

TICKETS

Full passes, day passes and party passes.

bachatagenevafestival.com

| ABOUT US - THE FESTIVAL OF NATIONS

OUR MISSION

To create a global ecosystem where bachata connects cultures, elevates talent and inspires unity empowering artists, dancers and organisers to grow and to represent their nations.

OUR VISION

To shape the future of bachata with professionalism, innovation and passion and to become the global standard for how this dance is celebrated.

OUR VALUES

DANCE COMMUNITY FIRST

People are the heart & soul of the Festival of Nations.

Dancers, artists and volunteers come before everything else.

POWERED BY PASSION

Passion is what makes the festival possible, and what gives it its reach.

DREAM BIG

Excellence isn't about perfection; it's consistency and the courage to keep improving.

BE AUTHENTIC

Transparency, genuine collaboration and real experiences never the surface version.

DO THE RIGHT THING

A welcoming space where everyone feels safe, valued and free to express themselves.

WE INNOVATE

We keep learning, refining and changing boldly rather than repeating what worked.

BACHATA CELEBRATION

Bachata is Intangible Cultural Heritage of Humanity. We treat it that way.

WE CONNECT

Friendships and collaborations that add up to a real global community.



THE FESTIVAL OF NATIONS

Media Contact

PRESS ACCREDITATION

PRESS: journalists, photographers and broadcasters on assignment

CONTENT CREATORS: a separate, limited allocation for creators producing original coverage.

Deadline for both: 5th October 2026.

PRESS CONTACT

daniel@bachatagenevafestival.com

gianluca@bachatagenevafestival.com

WhatsApp +41 77 985 28 94

Working languages: French, English, Spanish.

<https://bachatagenevafestival.com/press-corner>