



TRAVEL + TOURISM BOARD

WEST HOLLYWOOD IS BACK: L.A.'S CREATIVE CITY CELEBRATES SUCCESSFUL RETURN OF WEHO PRIDE AND HALLOWEEN CARNAVAL

WEST HOLLYWOOD, Calif., Nov. 1, 2023 - [West Hollywood Travel + Tourism Board](#) is proud to announce the successful return of two marquee events for West Hollywood: WeHo Pride and the Halloween Carnival. The revival of the two largest city-produced events for the first time since the pandemic signaled that West Hollywood has fully returned for business – and is ushering in a new era of inclusion, revitalization and reinvention.

For decades, West Hollywood – where nearly half of residents identify as part of the [LGBTQ+ community](#) – has also been home to one of the world's largest annual Pride celebrations, drawing thousands of people each June. In 2022, the city celebrated its return with a jam-packed weekend of events and festivities. The highly anticipated weekend continued for 40-days, including the flagship WeHo Pride Weekend. Kicking off 2023 was the OUTLOUD concert lineup, featuring Idina Menzel, Jessie Ware, Shangela and Tinashe and continued with headliner Carly Rae Jepsen. Subsequent events included a free WeHo Pride Street Fair, a Women's Freedom Festival, and a Dyke March – all culminating with the iconic WeHo Pride Parade. Costumed revelers filled the streets for the parade, and were able to disperse into nearby bars, restaurants, clubs hotels and entertainment venues along West Hollywood's Rainbow District.

First launched in 1987, West Hollywood's celebration of Halloween is rooted in the city's diverse culture and community. Year by year, what became known as the [Halloween Carnival](#) grew into an annual gathering of phenomenal costumes, entertainment, culture and self-expression with a myriad of observers, exhibitionists and performers with thousands in attendance each year. Visitors come from all over the region – and, in fact, the world – to take part in the Halloween fun. This year's Halloween Carnival picked up the legacy where it was left off from before the pandemic by incorporating a licensed cannabis experience – a first for Los Angeles County. Themed celebrations also took place at West Hollywood's one-of-a-kind bars, restaurants, clubs, hotels and entertainment venues.

The colorful traditions along West Hollywood's portion of Santa Monica Boulevard (Route 66) embraces LGBTQ+ representation, inclusion and progress. Full of music, dancing, vibrancy and creative flair, allow not only West Hollywood's creative community to shine, but also allows travelers to join alongside the festivities. Not just Pride Month or Halloween night, but find year-round activities in West Hollywood continuing these longstanding traditions of inclusion, reinvention and celebration.



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"Our WeHo Pride Parade Icons embody queer joy and fierce allyship by creating spaces where our community can be celebrated, whether that's on the red carpet or directly through their art and advocacy," said West Hollywood Mayor Sepi Shyne. "We're thrilled to celebrate the impact our Icons have in creating a more evolved and accepting world."

About West Hollywood Travel + Tourism Board

West Hollywood Travel + Tourism Board is the official marketing organization that invites visitors to West Hollywood, California, a walkable, 1.9 square mile city in the heart of Los Angeles. Located at the base of the Hollywood Hills and adjacent to Beverly Hills, West Hollywood is a creative and progressive city that embodies the quintessential L.A. lifestyle. West Hollywood is home to 20 hotels and comprises three main districts: the world-famous Sunset Strip with unparalleled nightlife, eclectic and LGBTQ-friendly Santa Monica Boulevard, and the Design District known for its sought-after shopping and dining. West Hollywood enjoys a year-round moderate climate and thanks to its prime location and hip atmosphere, West Hollywood serves as home and playground to many celebrities. Follow us on Facebook and Instagram (@visitweho). For more information, please visit www.visitwesthollywood.com.