The ceremony takes place at a modest temple to Santa Muerte, the Mexican folk saint of death, in a rundown area of Guadalajara, the nation's second biggest city. Despite a reputation as a death cult for criminals and drug traffickers, Santa Muerte has surged in popularity and taken on an increasingly prominent and polemic role in the Day of the Dead festivities held every 1 and 2 November. Also known as the Bony Lady, the followers of Santa Muerte say her appeal lies in her non-judgemental nature and her supposed ability to grant wishes in return for pledges or offerings. After conquering Mexico in the 16th Century, the Spanish encouraged locals to honour the deceased on All Soul's Day, leading to the emergence of the Day of the Dead as a fusion of Catholic and indigenous beliefs.