



# LOS CABOS TOURISM OBSERVATORY

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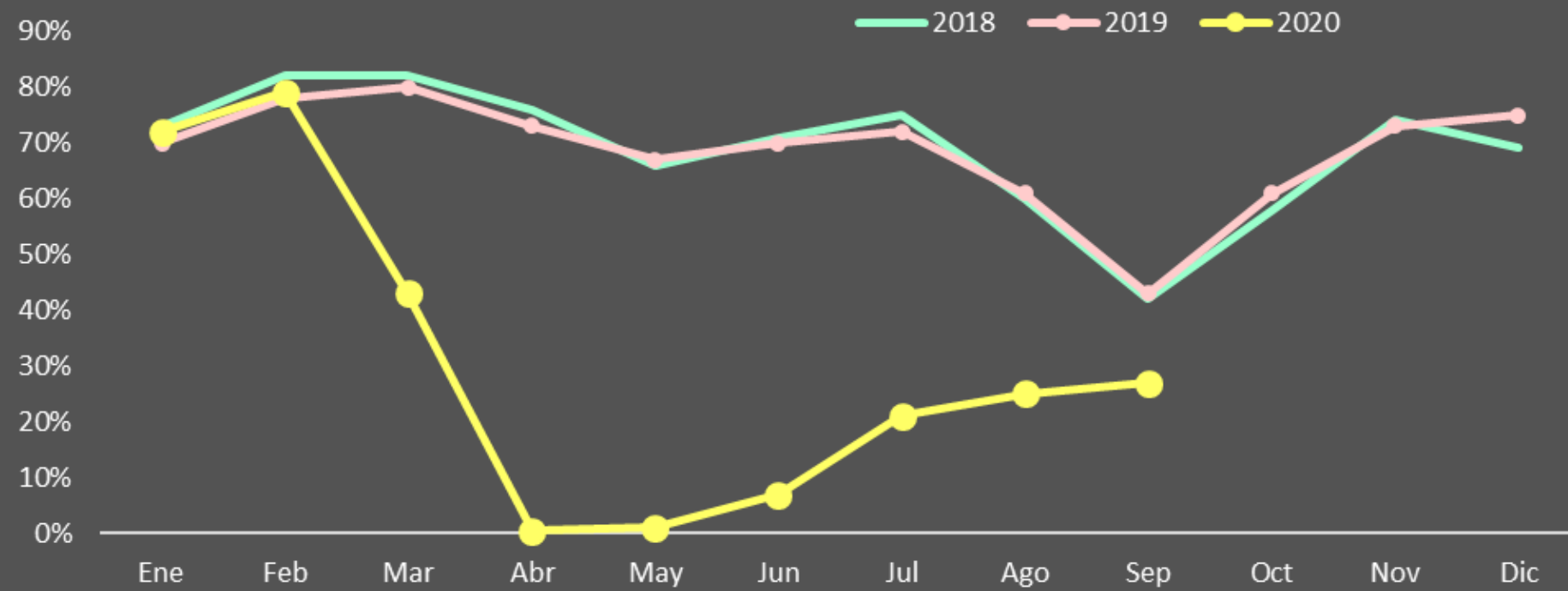
## KEY PERFORMANCE INDICATORS

OCTOBER 2020



# Main indicators – Summary

## Hotel Activity



SOURCE: LOS CABOS HOTEL ASSOCIATION

**Rooms Available**  
(Aug-2020):

**22,049**

**+0%**

(vs. Aug-2019)

SOURCE: DATATUR

**Hotel Occupancy**  
(Sep-2020):

**27%**

**-16pp**

(vs. Sep-2019)

SOURCE: AHLIC

**Room nights**  
(Aug-2020):

**379,919**

**-63.4%**

(vs. Aug-2019)

SOURCE: DATATUR

## Air Passenger Arrivals

**Total Passengers**

(Sep-2020, expressed in thousands):

**108.55**

**-30.5%**

(vs. Sep-2019)

**National Passengers**

(Sep-2020, expressed in thousands):

**57.55**

**-19.8%**

(vs. Sep-2019)

**International Passengers**

(Sep-2020, expressed in thousands):

**51**

**-39.5%**

(vs. Sep-2019)

SOURCE: GAP

**Group Business Total RFPs**  
(Sep-2020):

**12**

**-23 RFPs**

(vs. Sep-2019)

**Tourist Surveys**

Tourist Satisfaction (more than expected, Sep-2020):

**41.7%**

**+5.7pp**

(vs. Sep-2019)

**Cruise passengers**

(Aug-2020):

**0**

**-100%**

(vs. Aug-2019)

**Attendees to congresses and conventions**  
(Sep-2020):

**0.7%**

**+0.4pp**

(vs. Sep-2019)

**Tourists' Origin**

(Sep-2020):

**62.5% foreigners**

**-7.5pp**

(vs. Sep-2019)

**Cruise ships**

(Aug-2020):

**0**

**-4 cruises**

(vs. Aug-2019)

SOURCE: DATATUR

# Main indicators – Summary

## PASSENGERS ARRIVAL

- In Sep-2020, Los Cabos International Airport registered a 30.5% (-47.6 thousand) decrease in the total number of passengers arriving at the destination compared to Sep-2019, adding up to a total of 108.55 thousand (when considering arrivals only).
  - Passengers on domestic flights (57.55 thousand) represent 53% of total arrivals. These decreased by 19.8% (-14.25 thousand vs. Sep-2019).
  - Passengers on international flights (51 thousand) represent 47% of total arrivals. These decreased by 39.5% (-33.35 thousand vs. Sep-2019).

## FLIGHT SCHEDULES

- Compared to the same period last year, the domestic market has 5.3% fewer available seats scheduled for the period from Oct-2020 to Mar-2021. This drop is mainly due to a 92.7% decrease in Interjet seats.
- 10.4% fewer seats are expected for Oct-2020.
- CDMX and CUL seats decreased by 16.1% and 24.5%, respectively. TIJ and MTY increased by 38% and 4.4%.
  - Aeromexico will increase its frequency of flights by 33%, partly due to the introduction of 5 weekly flights departing from GDL as of September 10th.
- The United States market expects 23.7% more seats scheduled for the next 6 months. In Oct-2020, there were 2.5% more.
- LAX (+56.8%), DFW (+26.3%) and PHX (+26.2%) had the most significant increase. However, SFO (-20.8%) and San Diego (-37%) still show decreases.

## FLIGHT SCHEDULES (Cont'd)

- From Canada, 35.8% fewer seats are expected for the next 6 months. In Oct-2020, there were 91.5% less. Calgary drops 35.7%, Vancouver 5.9%, and Toronto 39.3%.
- It should be noted that the scheduling of flight seats for all 2020 is falling 36.1% in CUN and 29.9% in PVR. However, SJD fell 24.4% when compared to 2019.

## HOTEL ACTIVITY

- Occupancy in Sep-2020 was 27%, compared to 43% in Sep-2019 (-16pp).
  - Cabo San Lucas' occupancy drops 16pp when compared to Sep-2019 and now stands at 29% (it increased 2pp vs. Aug-2020).
  - San Jose del Cabo registers 25% (23pp less than in Sep-2019, but 2pp more than in Aug-2020).
  - Los Cabos Corridor registered 24% (9pp less than in Aug-2019, but 3pp more than in Aug-2020).
- The number of rooms available in Los Cabos remained virtually unchanged between Aug-2019 and Aug-2020 (22,118 and 22,049, respectively).
- Tourist arrivals to hotels in Los Cabos decreased by 58% (-121 thousand) between Aug-2019 and Aug-2020.

## HOTEL ACTIVITY (Cont'd)

- Domestic tourism fell 67.7% (-45 thousand), and international tourism dropped 53.4% (-76 thousand).
- There were 377 thousand occupied room nights in Aug-2020, 63.4% less compared to Aug-2019 (-657 thousand nights).

## TOURIST SURVEYS

- In Sep-2020, 41.7% of tourists rated their experience in Los Cabos as better than they expected (5.7pp more than in Sep-2019 and 5.8pp more than in Aug-2020).

## CRUISE SHIP ARRIVALS

- There were no registered vessel or cruise ship arrivals at the Port of Cabo San Lucas in Aug-2020.

## ADVANCE RESERVATIONS

- As of September 30th, the volume of flight bookings throughout Oct-2020 is expected to fall by 35%. Further decrease is expected for November and December (of 49% and 60%, respectively).
- During Sep-2020, the volume of domestic bookings registered an increase of 22%. This volume grew 28% in Oct-2020 and is expected to increase by 14% in November.
- By Oct-2020, bookings from the international market continue to drop (-40% vs. the previous year). This decrease will reach -52% during Nov-2020 and -62% in Dec-2020 (cut-off date as of September 30th).





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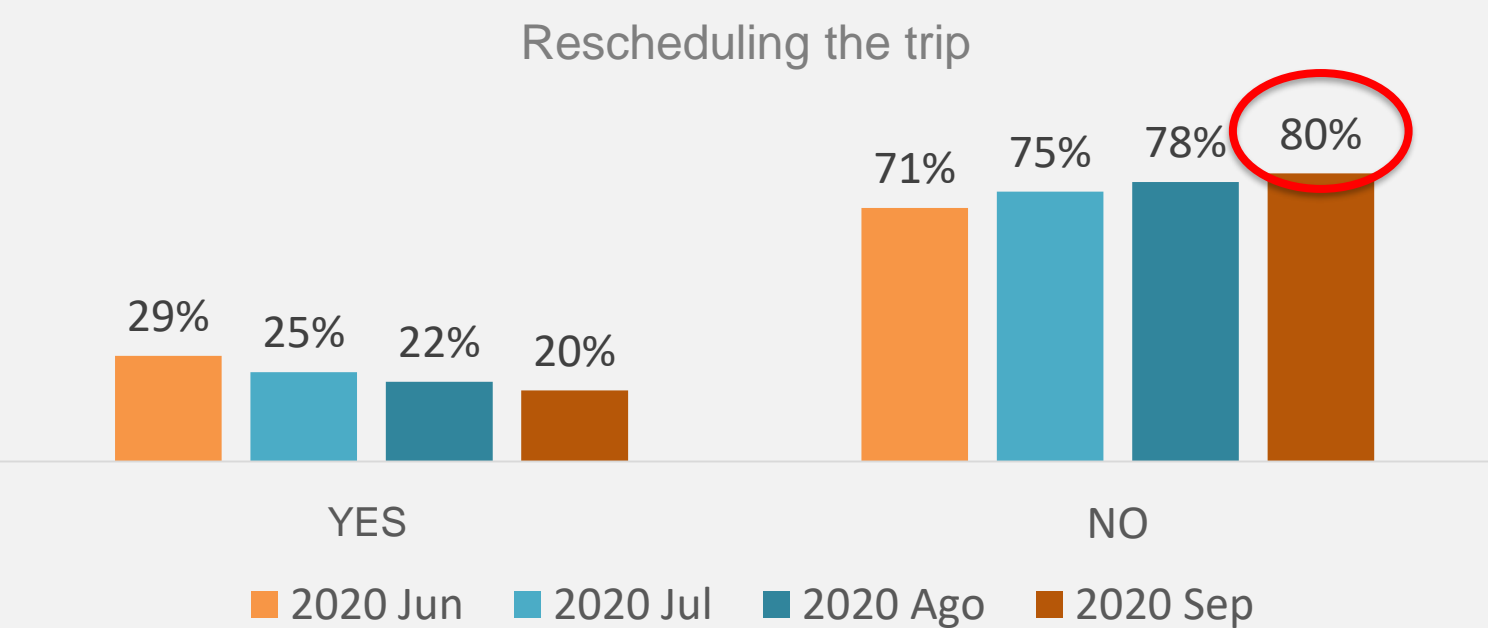
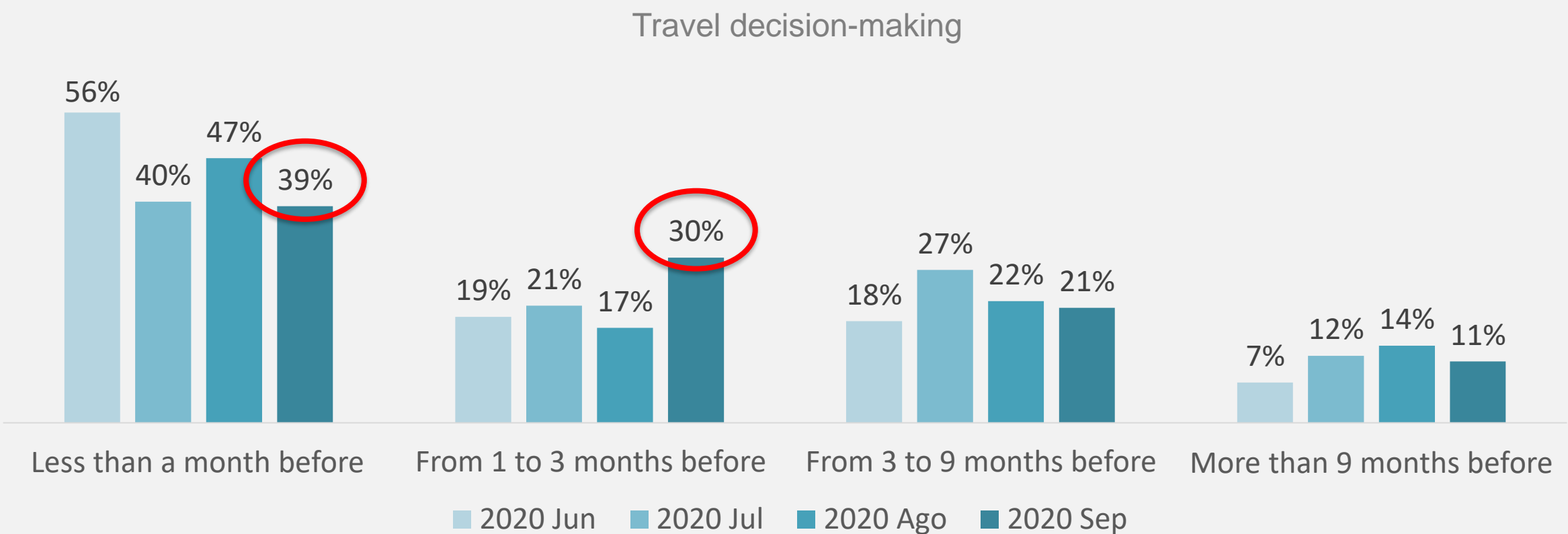
## THE IMPACTS OF COVID-19

Report on the effects of COVID-19 on  
Mexico's tourism sector.



# Tourists who are traveling to Los Cabos under current conditions

- Most tourists (39%) who arrived at the destination made the decision to travel less than a month in advance.
- There is an increase in the percentage of tourists who decided to travel 1 to 3 months before the trip.
- Flight and accommodation prices became the most important factor when making the decision to travel.



Reasons to make the decision to travel	Jun	Jul	Aug	Sep
Already had their vacation planned	39.3%	46.7%	37.2%	30.7%
Flight and hotel prices	24.4%	28.9%	31.1%	64.1%
Cancellation/rescheduling flexibility	8.5%	14.2%	9.5	6.2%
They are timeshare owners	12.7%	11.0%	10.3	5.3%
Vacation offers	8.2%	9.0%	11.0	7.8%

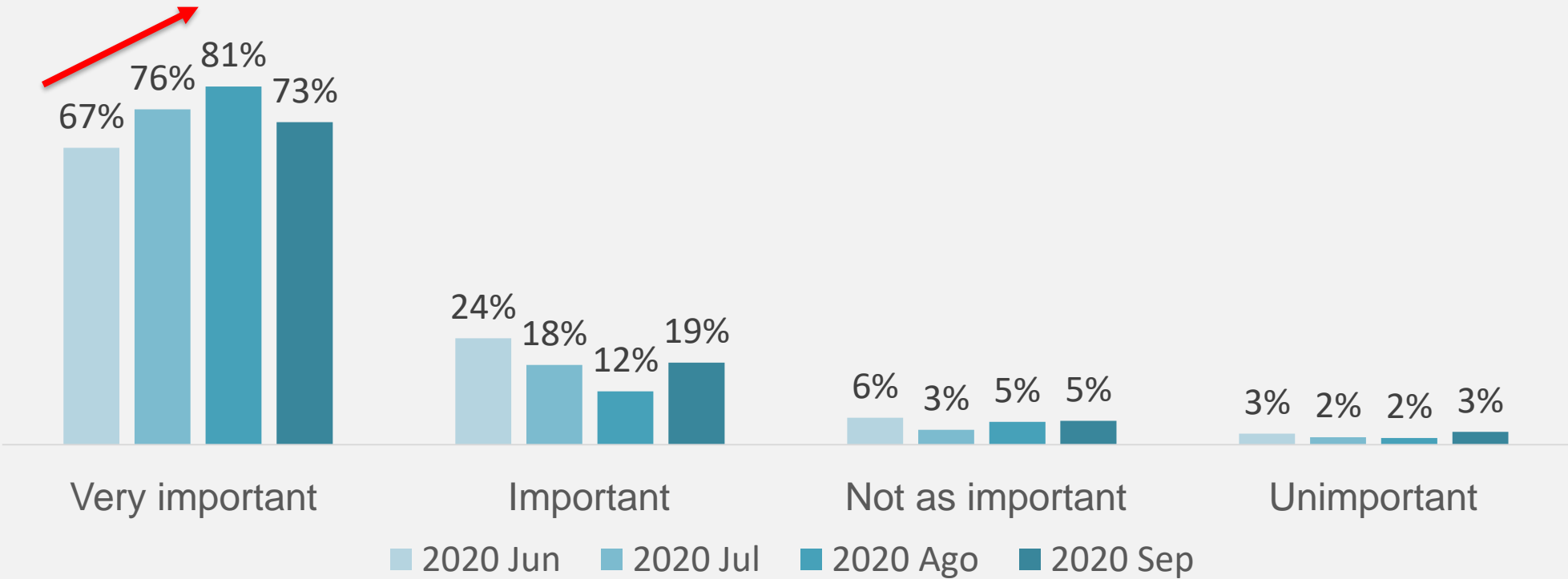
SOURCE: TOURIST SURVEYS

# Accommodation preferences of tourists visiting Los Cabos

(Spontaneous) reasons for choosing accommodation

	Jun	Jul	Aug	Sep
Price	13.9%	10.8%	13.2%	14.5%
Safety	5.0%	9.8%	10.3%	7.3%
Cleanliness	3.5%	7.8%	7.8%	6.5%
Timeshare	8.0%	4.6%	4.9%	5.1%
Location	5.2%	4.4%	4.2%	4.7%
Comfort	2.2%	3.2%	0.5%	2.9%

Importance of getting the Cleanliness and Safety Certification



- The main reason for choosing accommodation was the price, followed by safety and cleanliness.
- The hygiene and safety measures evaluations, perceived by tourists, remained similar to that of August.

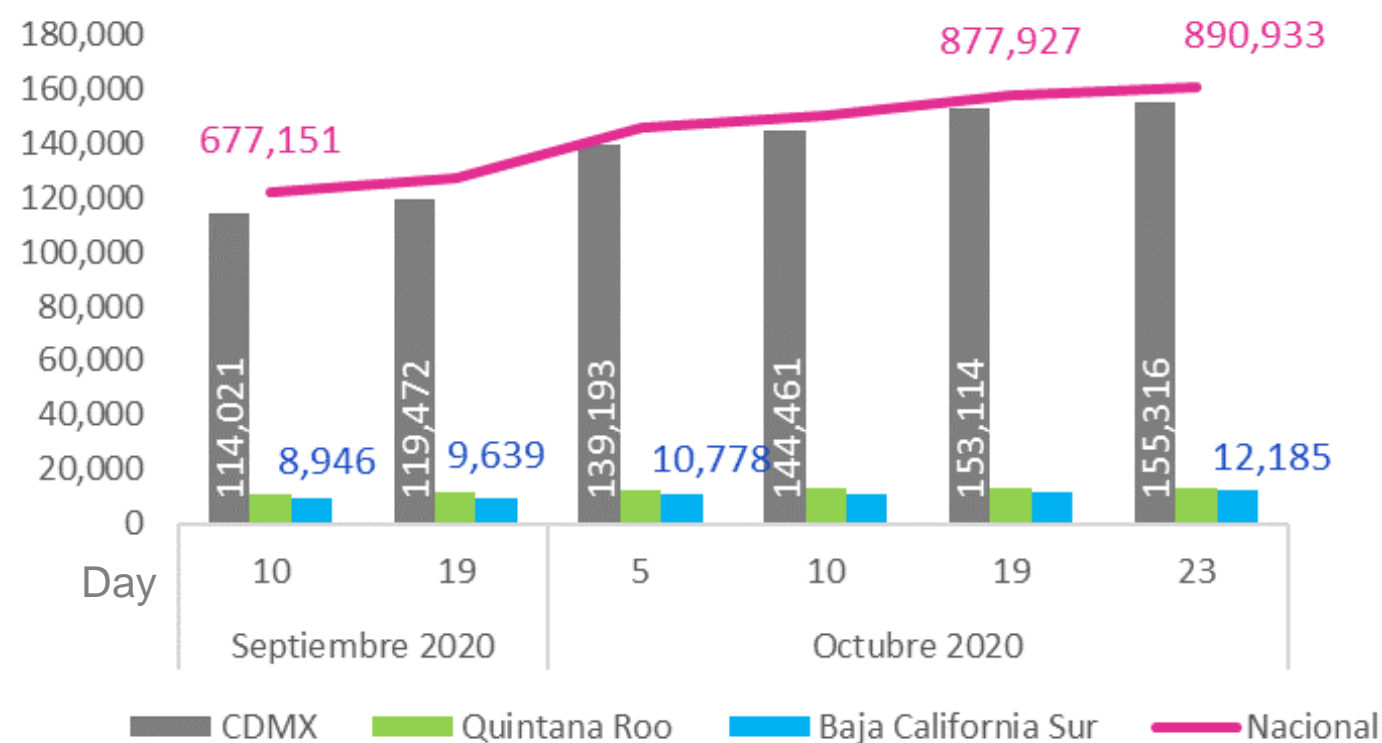
Hygiene and safety measures observed

	Jun	Jul	Aug	Sep
Hotel employees are wearing masks.	58.5%	86.3%	85.6%	82.6%
Disinfectant gel available in the rooms and at the front desk.	39.3%	85.1%	82.4%	81.1%
Body temperature control on employees and guests.	49.3%	74.6%	81.4%	75.1%
Cleaning and disinfection system upon entering the hotel.	23.1%	73.8%	74.8%	69.0%
Guide of the measures that have been taken by the hotel (on both the website and on the premises).	50.0%	60.4%	56.7%	56.8%

SOURCE: TOURIST SURVEYS

# Confirmed COVID-19 cases overview

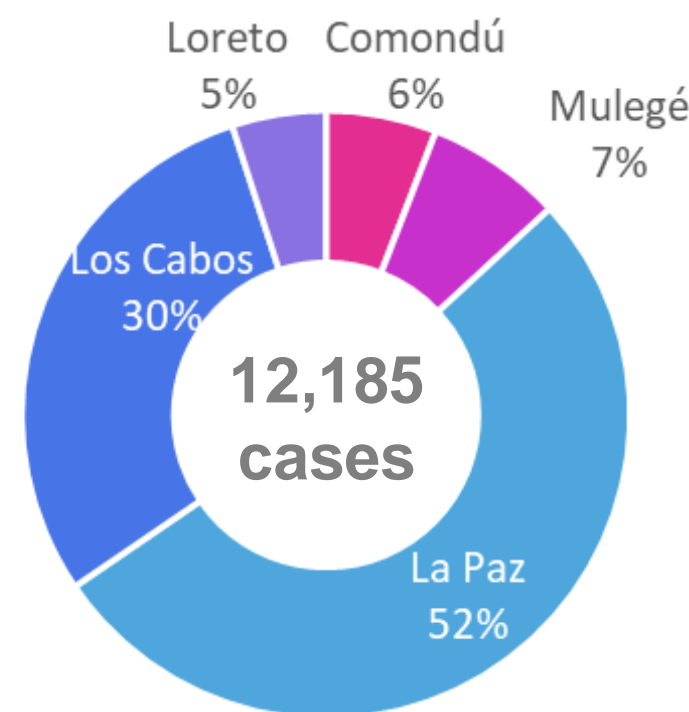
Confirmed cases (cumulative)



As of October 23rd, 2020, there are **890,933 confirmed cases** in Mexico, 183 thousand more than those registered as of September 19th.

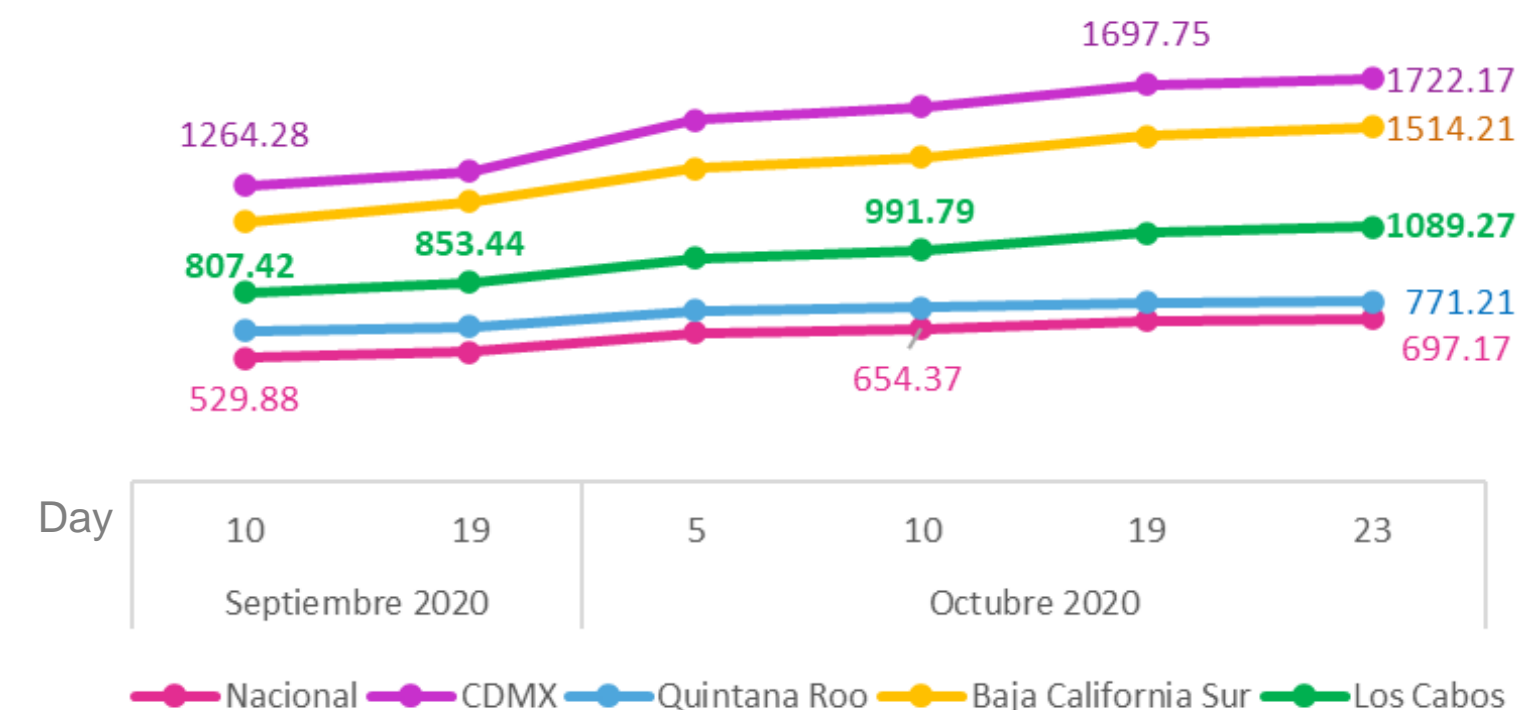
- Baja California Sur has 2,546 more cases than those registered as of September 19th, which results in a total cumulative of 12,185 confirmed cases in the state. Quintana Roo accumulates 13,290 cases.

Confirmed cases by municipalities in B.C.S.



- 82% of the state's cumulative confirmed cases are concentrated between La Paz and Los Cabos.
- La Paz has 1,223 more cases than those registered as of September 19th, accumulating a total of 6,375 confirmed cases.
- Los Cabos has 779 more cases than those registered as of September 19th, accumulating a total of 3,598 confirmed cases.

Incidence of infection

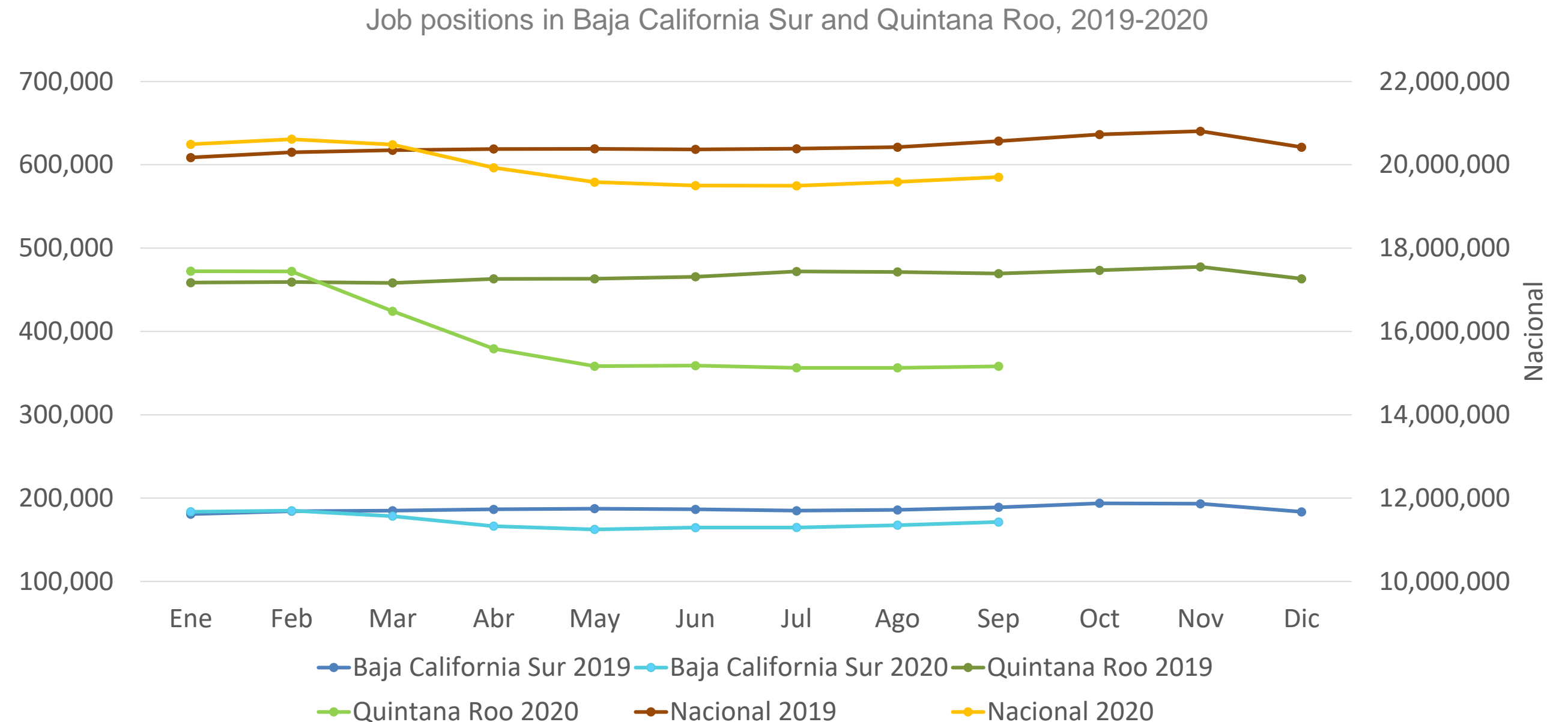


- The national average rate of infection is **697.17 cases** per 100 thousand inhabitants.
- Mexico City has the highest rate of COVID-19 cases, which is above the national average of 1,722.17.
- Quintana Roo: 771.21.
- Baja California Sur is the second state with the highest rate: 1,514.21.
  - Los Cabos has an incidence rate of **1,089.27** cases per 100 thousand inhabitants.

SOURCE: SECRETARIAT OF HEALTH, GENERAL DIRECTORATE OF EPIDEMIOLOGY ([www.coronavirus.gob.mx](http://www.coronavirus.gob.mx)). FIGURES UPDATED AS OF OCTOBER 24th, 2020.

# Effects on employment in Mexico

	Jobs generated/lost vs. the previous month of 2020	% variation vs. Dic-2019
Ene	68,955	0.3%
Feb	123,139	0.9%
Mar	-130,593	0.3%
Abr	-555,247	-2.4%
May	-344,526	-4.1%
Jun	-83,311	-4.5%
Jul	-3,907	-4.5%
Ago	92,390	-4.1%
Sep	113,850	-3.5%
Cumulative: -719,250		



- As of September 30th, 2020, the country had **19,702,192 jobs** registered in IMSS, **113,850** more than those registered the previous month.
- When comparing the closing of Sep-2020 with that of December 31st, 2019, 719,250 job positions have been lost (-3.5%).

- In Baja California Sur, 171,311 jobs were registered in Sep-2020, which is -9.3% compared to Sep-2019. However, there was a slight increase of 2.3% vs. Aug-2020.
- Compared to Dec-2019, the cumulative number of jobs lost in Jan-Aug is 12,176.

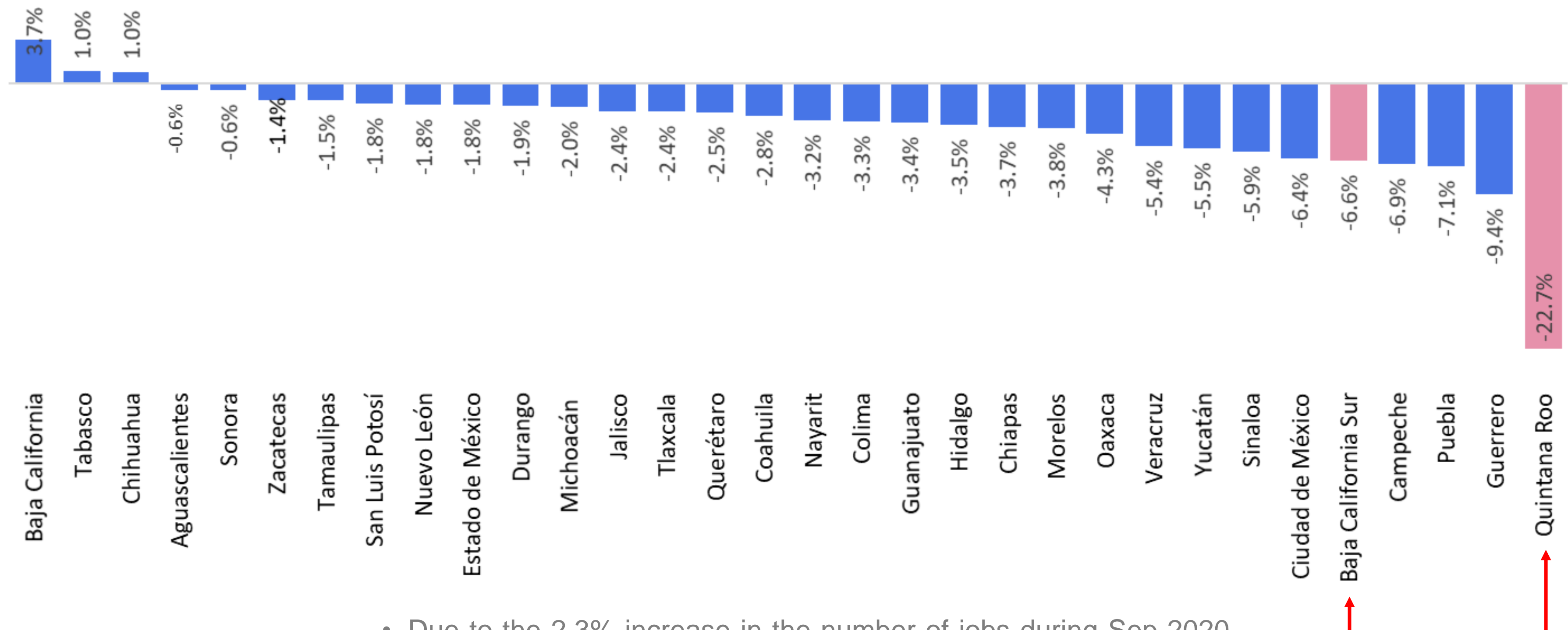
- In Quintana Roo's case, as for Sep-2020, there are 358,177 jobs; this is -23.7% vs. Sep-2019, 1,867 jobs more vs. Aug-2020.
- Compared to Dec-2019, the cumulative number of jobs lost in Jan-Aug is 104,987.

SOURCE: IMSS



# Effects on employment in Mexico

% Employment variation by state (September 2020 vs. closing of December 2019)

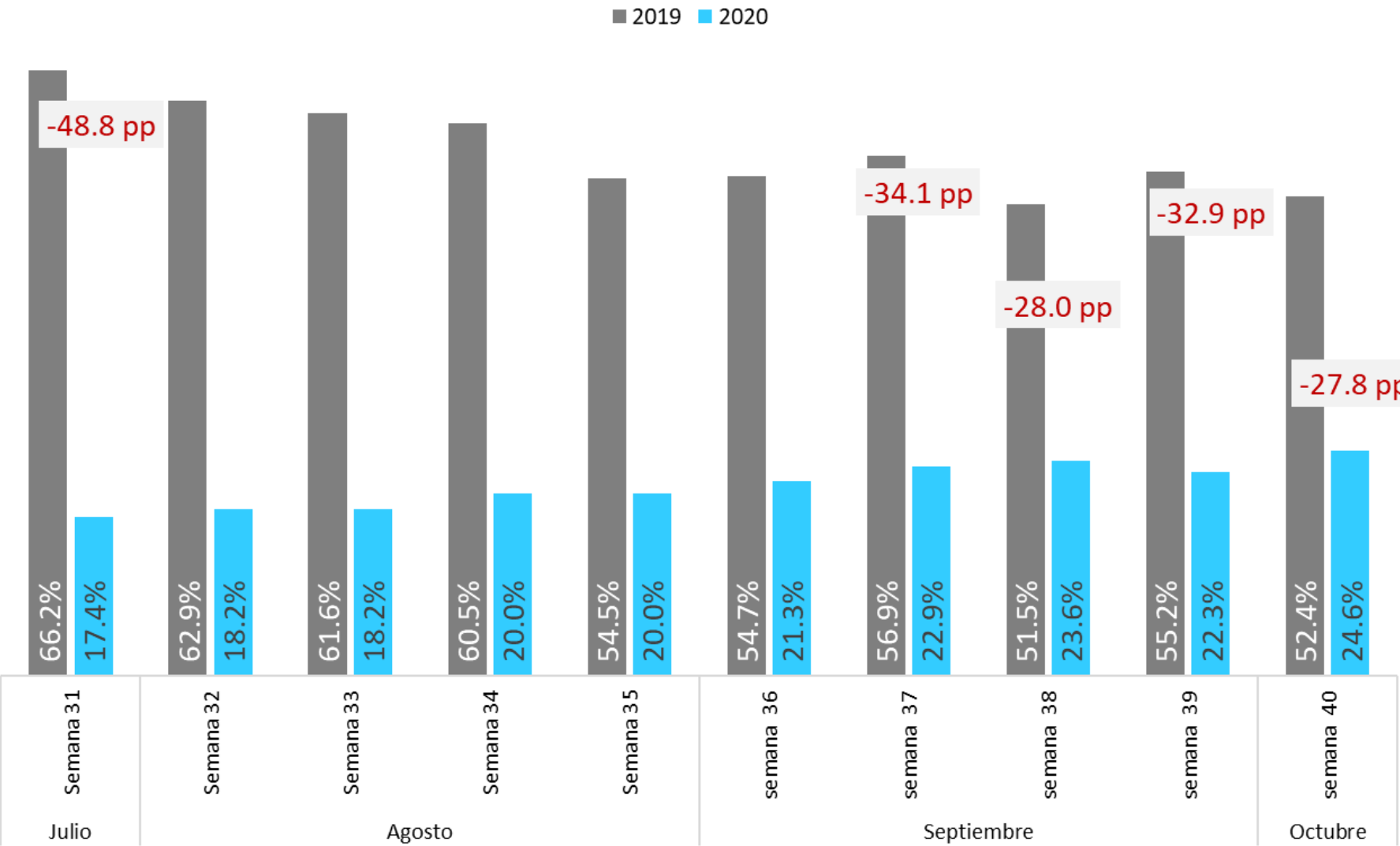


- Due to the 2.3% increase in the number of jobs during Sep-2020 vs. Aug-2020, Baja California Sur became the fifth worst-affected state in terms of job losses (it used to be the second and third most affected). Quintana Roo shows a **22.7%** decrease compared to the jobs registered at the end of December 2019.

SOURCE: IMSS

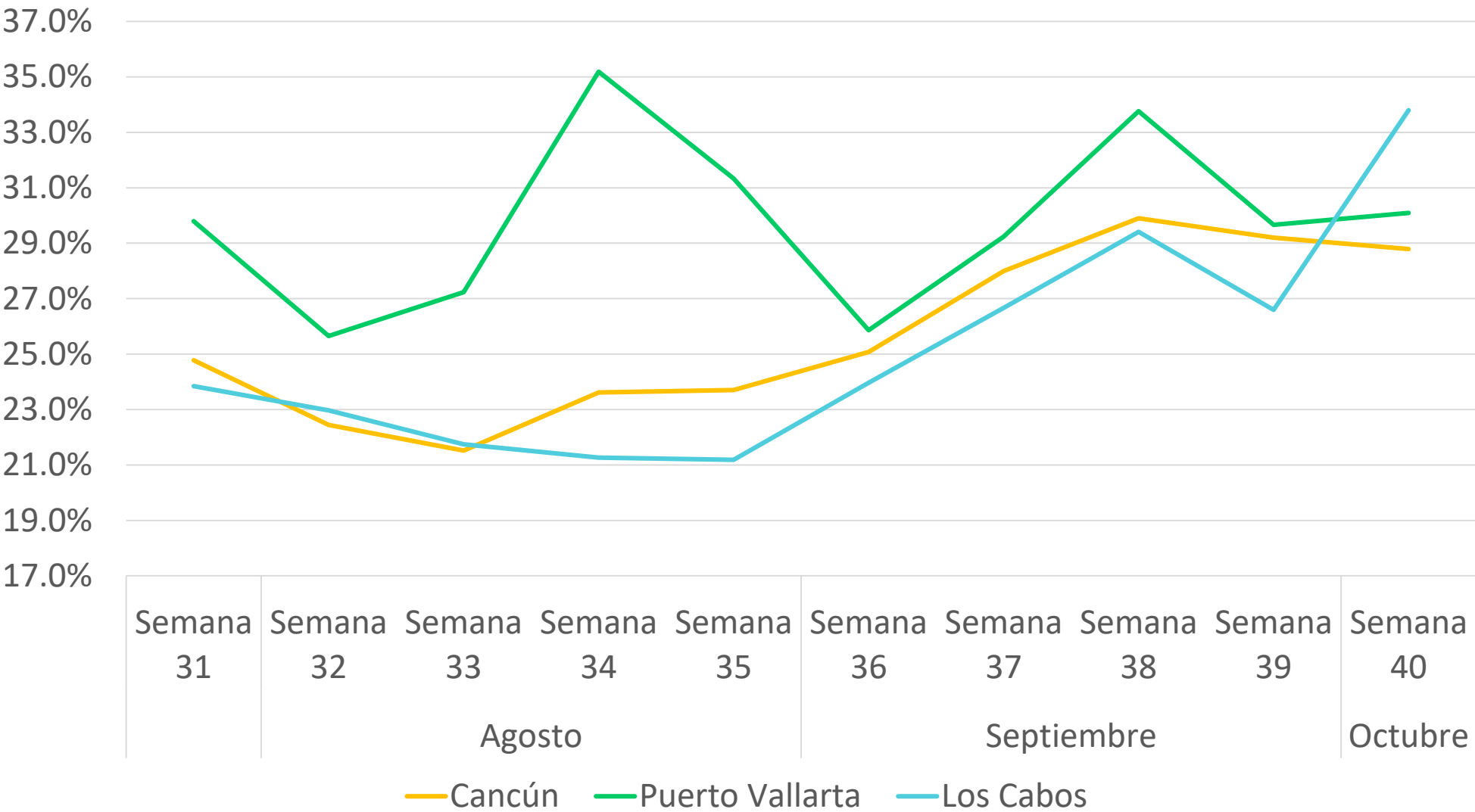
# Hotel indicators in Mexico

Hotel occupancy percentage (average of 12 destinations in Mexico)



- By week 40 (from September 28th to October 4th), the hotel occupancy rate reached 24.6%.

Hotel occupancy percentage in Cancun, Puerto Vallarta and Los Cabos, 2020

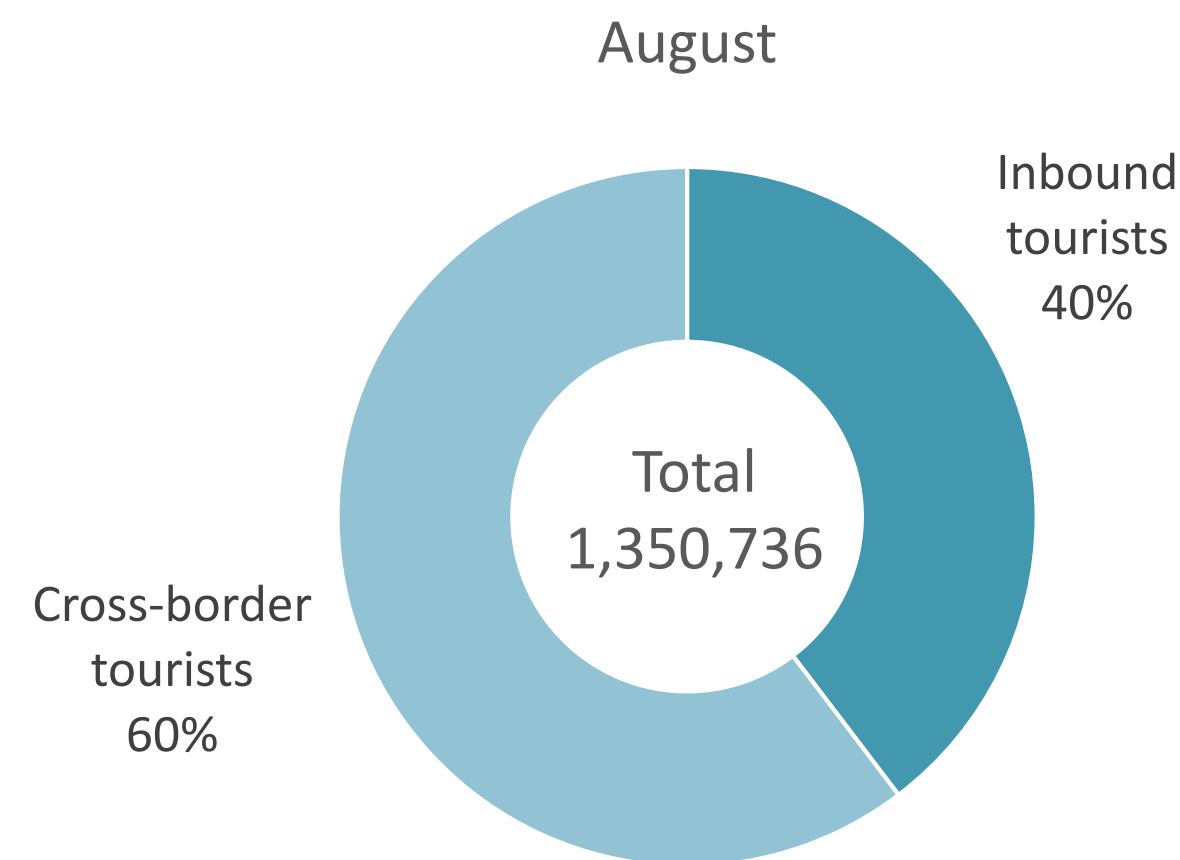


- Puerto Vallarta reports a higher than average percentage with a total of 30.1%. The highest percentage, 35.2%, was recorded in week 34.
- Cancun, with 28.8%, records its highest peak in week 38 with 29.9%.
- Los Cabos closed week 40 with 33.8%, which is its highest percentage up to this cut-off date and is above that of Puerto Vallarta and Cancun.

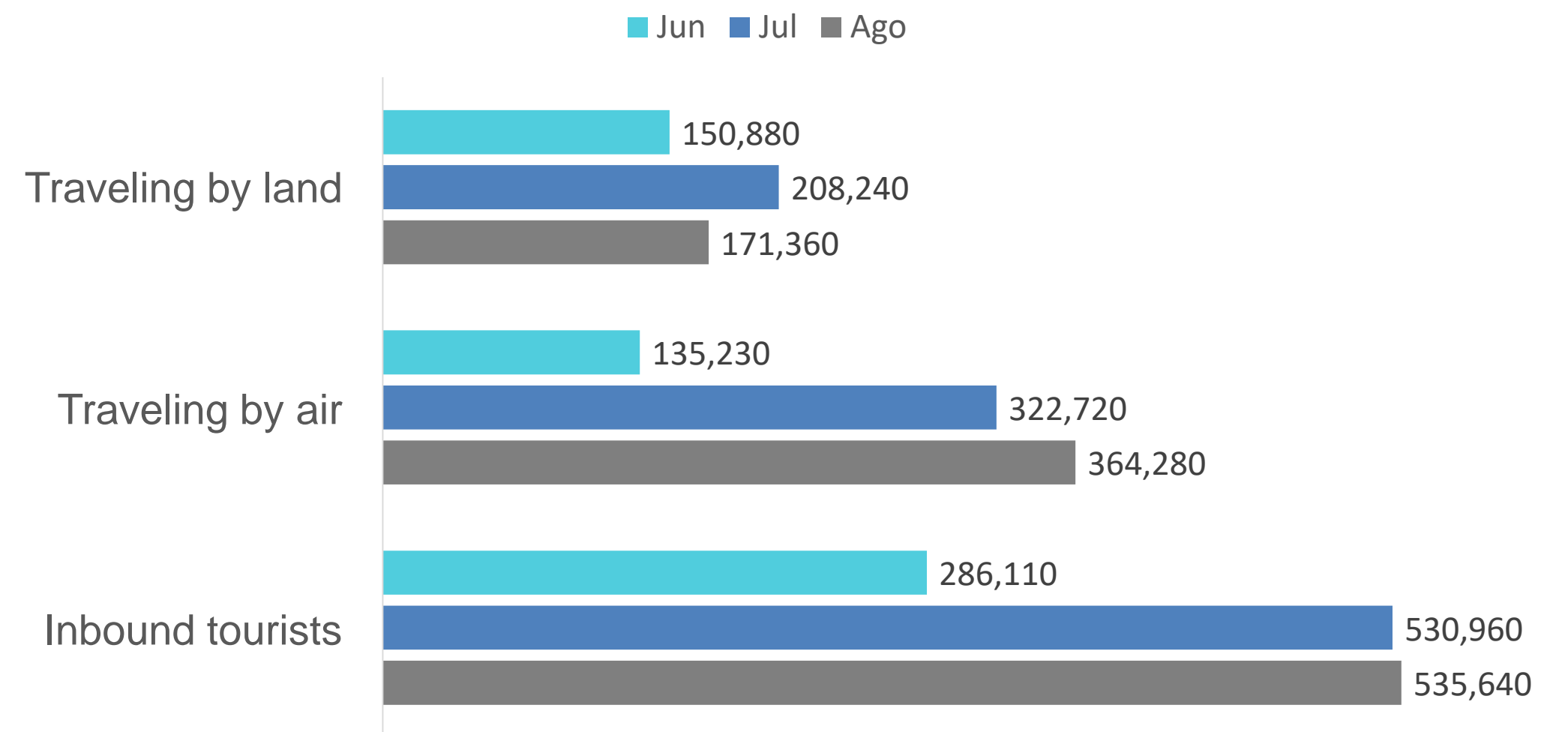
SOURCE: DATATUR. MONITORED DESTINATIONS: VILLA HERMOSA, AGUASCALIENTES, TUXTLA GUTIERREZ, QUERETARO, PUEBLA, PUERTO VALLARTA, SAN CRISTOBAL DE LAS CASAS, LOS CABOS, CANCUN, MEXICO CITY, ACAPULCO AND SAN MIGUEL DE ALLENDE.



# International tourist arrivals to Mexico



- For the month of August, 1,350,736 international tourist arrivals were registered in the country (-62% vs. the same month of the previous year).
- The average spending of international tourists was \$345.60 USD (\$37.05 USD more vs. July 2020).



- There is a 1% increase in the total number of inbound tourists, compared to those registered in August, of which 68% traveled by air, and 32% did so by land.
- Compared to July, there is a 13% increase in those who arrived by air and a 18% decrease in those who did so by land.
- The average spending of inbound tourists was \$797.71 USD (\$65.24 USD more vs. July 2020).





# LOS CABOS TOURISM OBSERVATORY

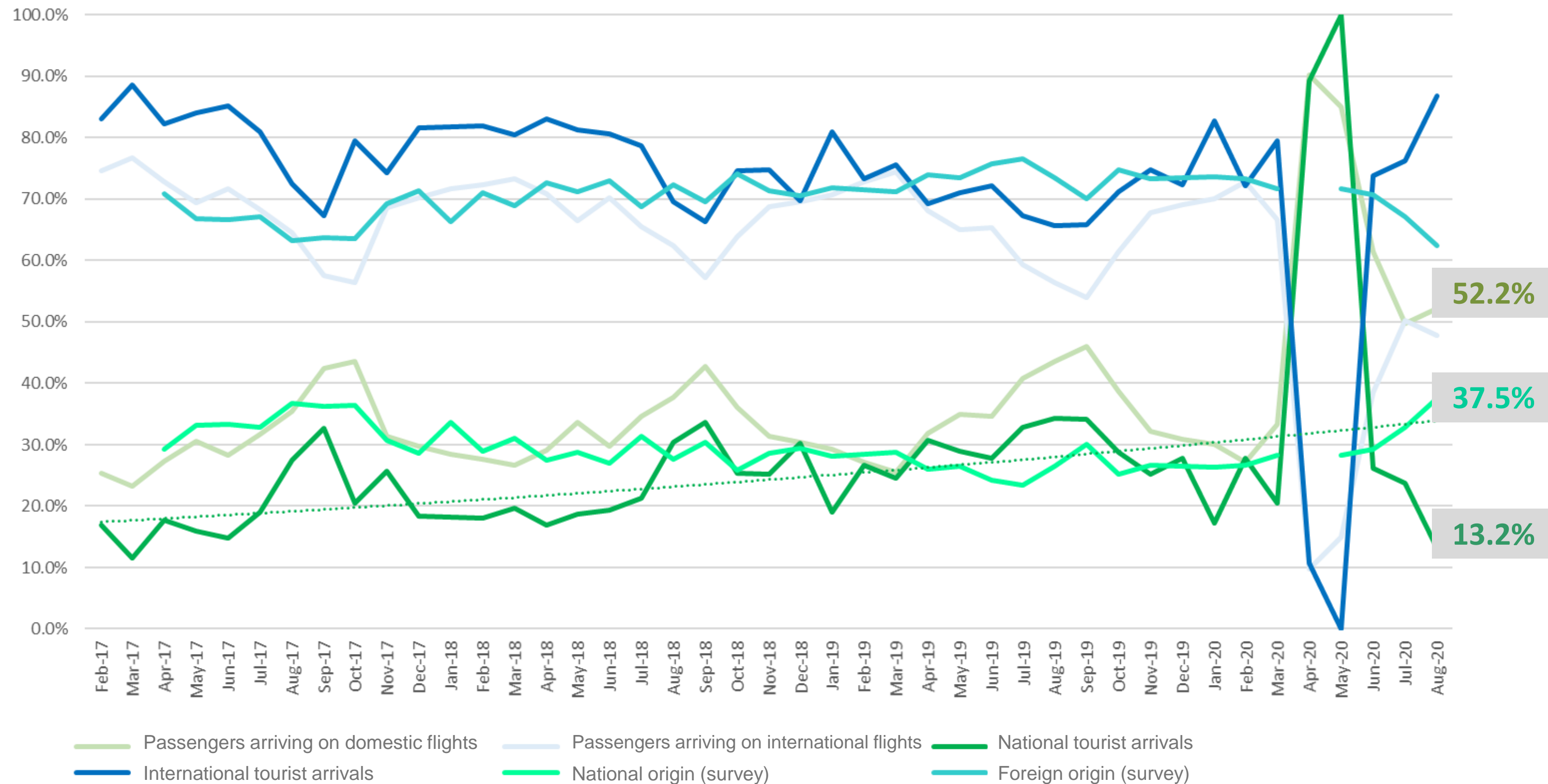
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**DEMAND INDICATORS**  
PASSENGERS AND TOURISTS



# Evolution of national and international tourism participation

Participation percentage of both resident and non-resident tourist arrivals at hotels in Los Cabos, including passenger arrivals on domestic and international flights at Los Cabos International Airport (2017-2019)



- According to DataTur, the number of national residents arriving at hotels in Los Cabos reached **13.2%** in Aug-2020 (20.9pp less than the previous year).
- Moreover, the participation of national passengers in the total registered by Los Cabos International Airport was **52.2%** in Jul-2020. This represents an increase of 6.2pp vs. Aug-2019.
- In Aug-2020, Tourist Surveys indicated a **37.5%** tourist participation in the total received by Los Cabos (7.5pp more than the previous year).

SOURCE: DATATUR, GAP, TOURIST SURVEYS

# International tourist arrivals by air, by origin (residence), monthly 2019-2020

Regiones	Aug/2019	Sep/2019	Oct/2019	Nov/2019	Dec/2019	Jan/2020	Feb/2020	Mar/2020	Apr/2020	May/2020	Jun/2020	Jul/2020	Aug/2020	Δ Ago-20 / Ago-19	Δ Ene-Ago-20 / Ene-Ago-19
EE.UU.	111,494	73,431	113,947	137,433	161,174	139,238	151,410	82,042	508	1,084	12,433	41,696	45,112	-59.5%	-57.1%
Canadá	4,425	3,261	7,350	19,046	21,542	22,830	23,837	9,003	13	15	52	74	106	-97.6%	-47.7%
Europa	756	303	447	1,230	1,210	1,434	1,235	557	10	12	20	43	52	-93.1%	-55.2%
Caribe, Centro y Sudamérica	200	124	102	152	148	210	175	83	3	-	12	34	19	-90.5%	-69.2%
Resto del Mundo	774	604	784	796	898	940	622	242	-	7	34	52	64	-91.7%	-73.1%
Gran total	117,649	77,723	122,630	158,657	184,972	164,652	177,279	91,927	534	1,118	12,551	41,899	45,353	-61.5%	-56.4%

Mercados clave	Aug/2019	Sep/2019	Oct/2019	Nov/2019	Dec/2019	Jan/2020	Feb/2020	Mar/2020	Apr/2020	May/2020	Jun/2020	Jul/2020	Aug/2020	Δ Ago-20 / Ago-19	Δ Ene-Ago-20 / Ene-Ago-19
Reino Unido	219	73	155	827	773	942	692	357	2	5	9	8	19	-91.3%	17.5%
Australia	256	201	346	268	305	415	181	114	-	5	10	13	9	-96.5%	-71.5%
Corea del Sur	83	111	179	134	126	98	93	23	-	-	1	2	3	-96.4%	-73.7%
Total mercados clave	558	385	680	1,229	1,204	1,455	966	494	2	10	20	23	31	-94.4%	-42.1%

SOURCE: INM-SIOM

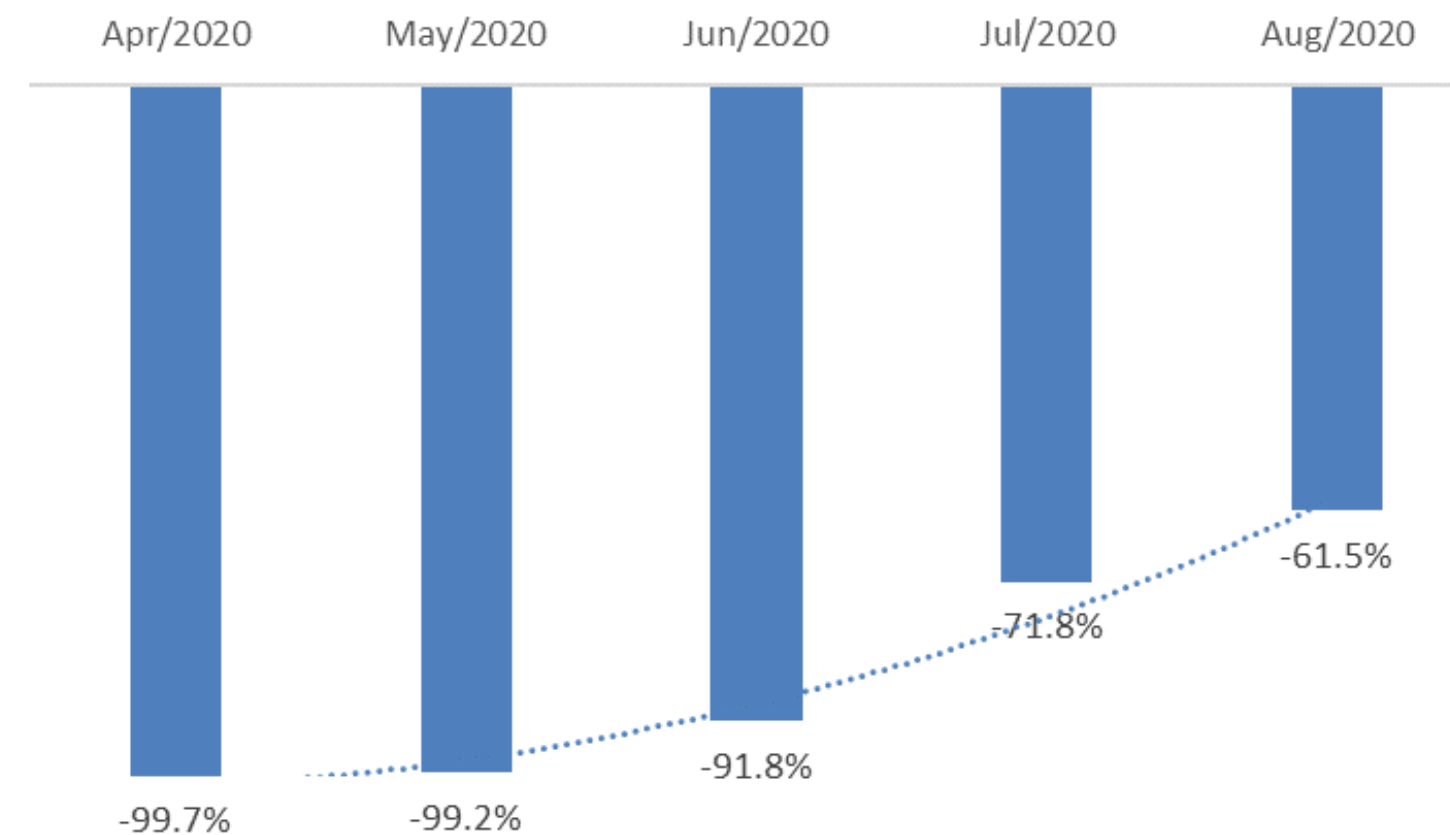


# International tourist arrivals by air, by origin (residence)

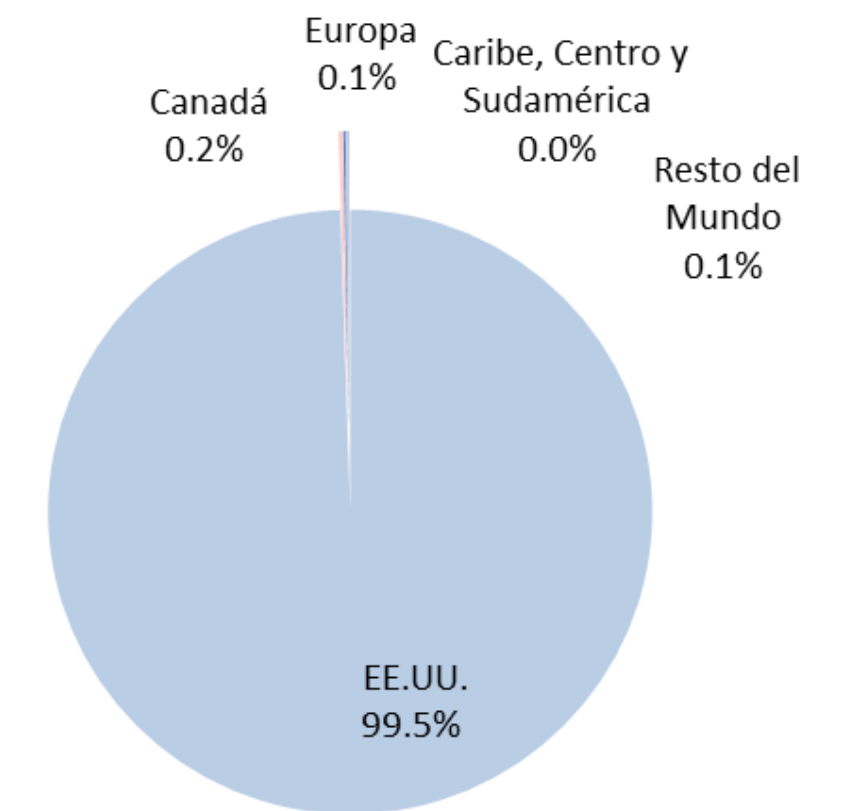
**-61.5% Aug-2020 vs. Aug-2019**

- The entry of 45,353 international tourists that arrived by air to the Los Cabos International Airport was registered in Aug-2020. This signified a decrease of 61.5% compared to Aug-2019.
- Americans represent 99.5% of the total.

Annual variation of international tourist arrivals by air to Los Cabos International Airport (Apr-Aug-2020)



Participation of international tourist arrivals by air to Los Cabos International Airport (Aug-2020)

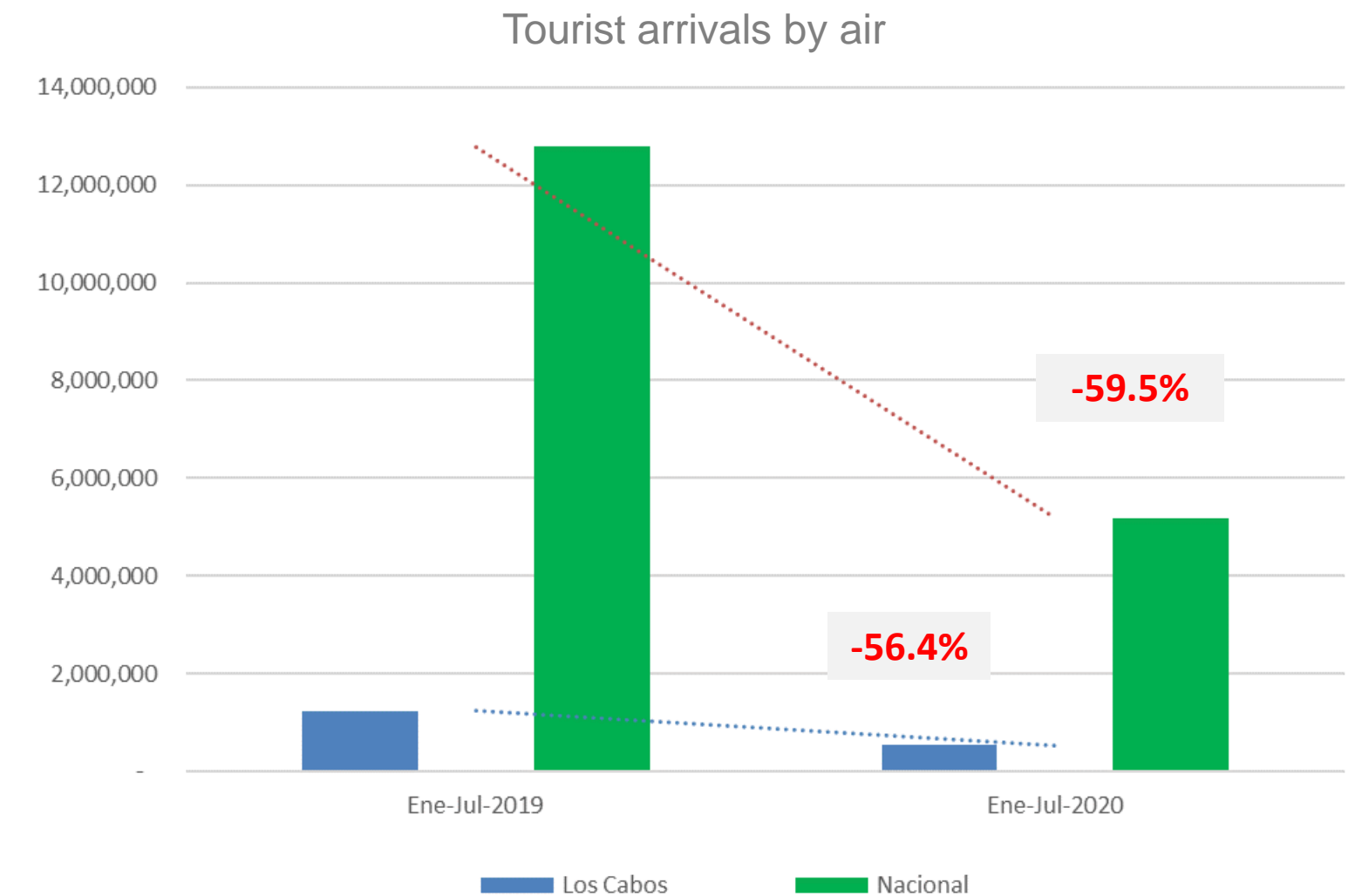


SOURCE: INM-SIOM

# International tourist arrivals by air, by origin (residence), accumulated Jan-Aug, 2019-2020

Regiones	Nacional			Los Cabos		
	Ene-Ago-2019	Ene-Ago-2020	Δ 2020/2019	Ene-Ago-2019	Ene-Ago-2020	Δ 2020/2019
Estados Unidos	7,579,447	3,138,273	-58.6%	1,104,547	473,523	-57.1%
Canadá	1,603,564	878,670	-45.2%	106,939	55,930	-47.7%
Europa	1,334,305	428,970	-67.9%	7,439	3,363	-54.8%
Caribe, Centro y Sudamérica	1,780,905	564,504	-68.3%	1,752	536	-69.4%
Resto del mundo	485,870	170,942	-64.8%	7,334	1,961	-73.3%
<b>Gran Total</b>	<b>12,784,091</b>	<b>5,181,359</b>	<b>-59.5%</b>	<b>1,228,011</b>	<b>535,313</b>	<b>-56.4%</b>

Mercados Clave	Nacional			Los Cabos		
	Ene-Ago-2019	Ene-Ago-2020	Δ 2020/2019	Ene-Ago-2019	Ene-Ago-2020	Δ 2020/2019
Reino Unido	391,446	81,483	-79.2%	1,731	2,034	17.5%
Australia	42,603	13,668	-67.9%	2,624	747	-71.5%
Corea del Sur	56,880	22,054	-61.2%	835	220	-73.7%
<b>Total mercados clave</b>	<b>490,929</b>	<b>117,205</b>	<b>-76.1%</b>	<b>5,190</b>	<b>3,001</b>	<b>-42.2%</b>

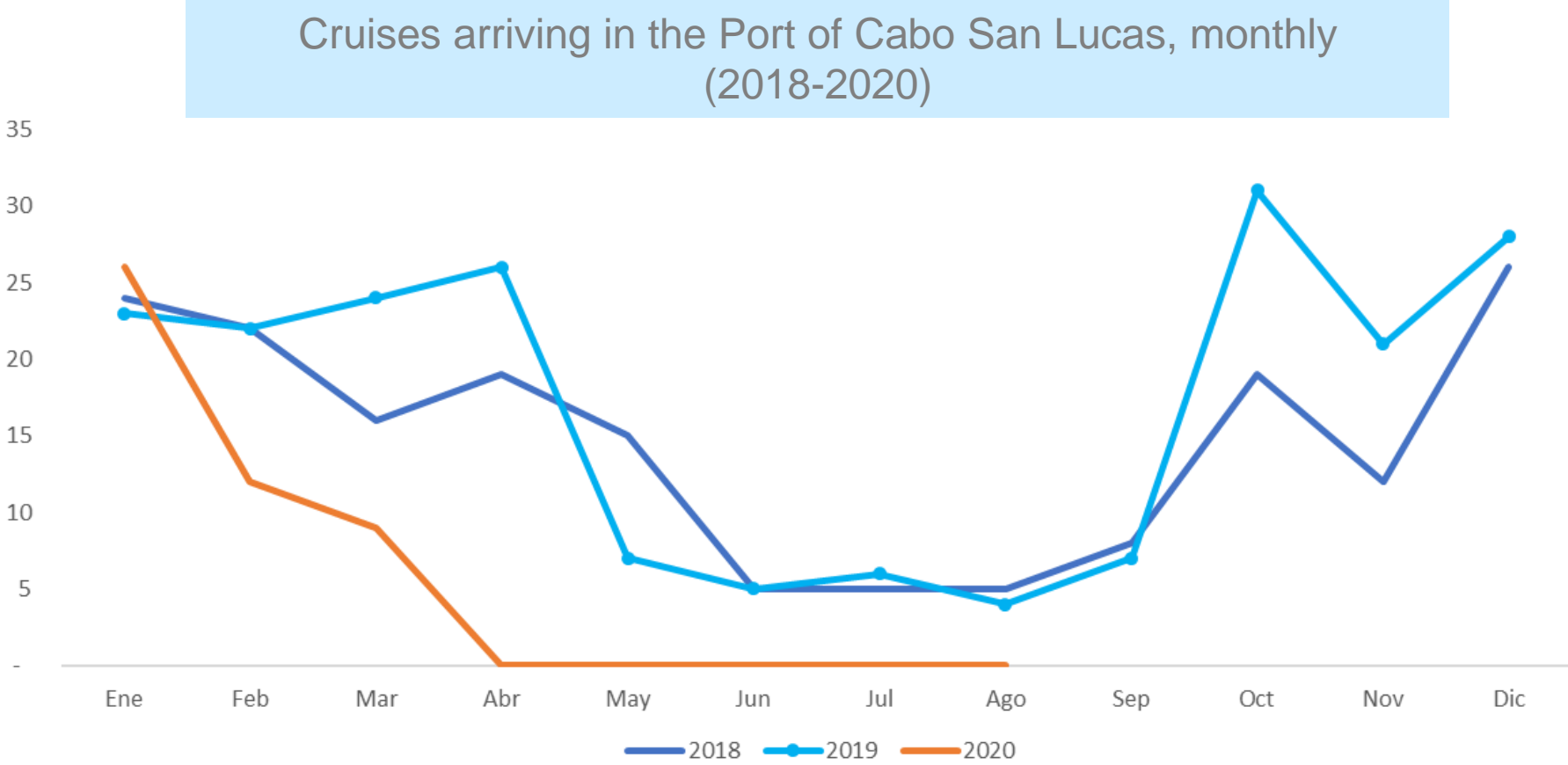
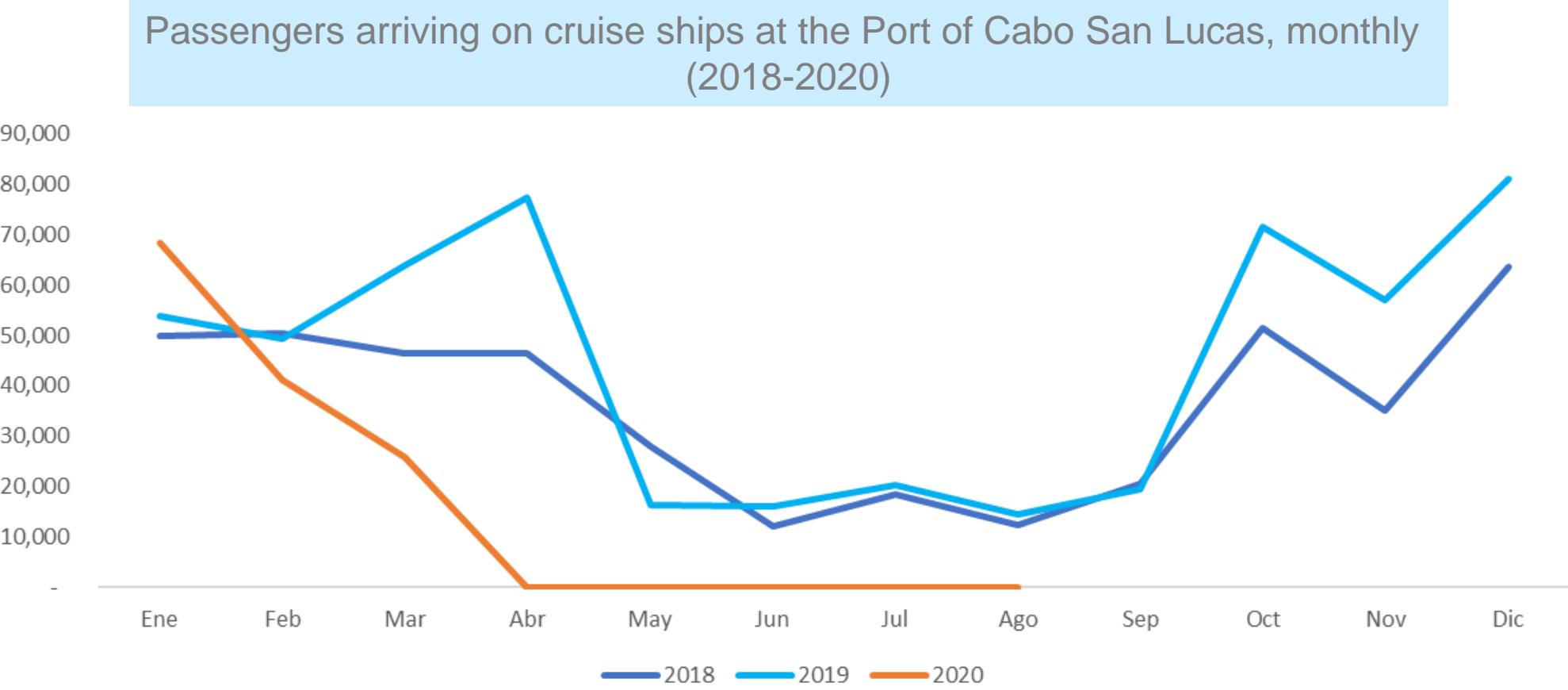


SOURCE: INM-SIOM



# Passenger arrivals on cruise ships and vessels (2019-2020)

- There were no registered vessel or cruise ship arrivals at the Port of Cabo San Lucas in Aug-2020.



SOURCE: DATATUR - SCT





# LOS CABOS TOURISM OBSERVATORY

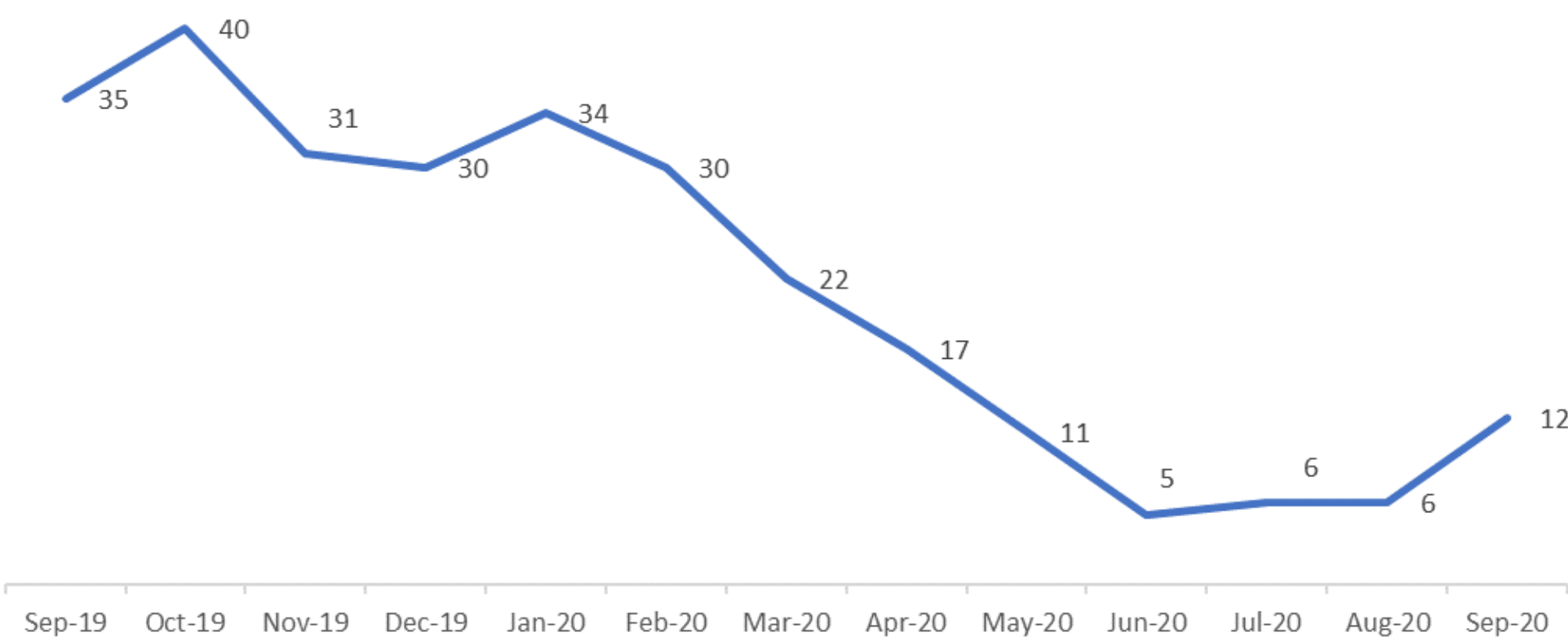
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**DEMAND INDICATORS**  
TOURIST SURVEYS & GROUP BUSINESS



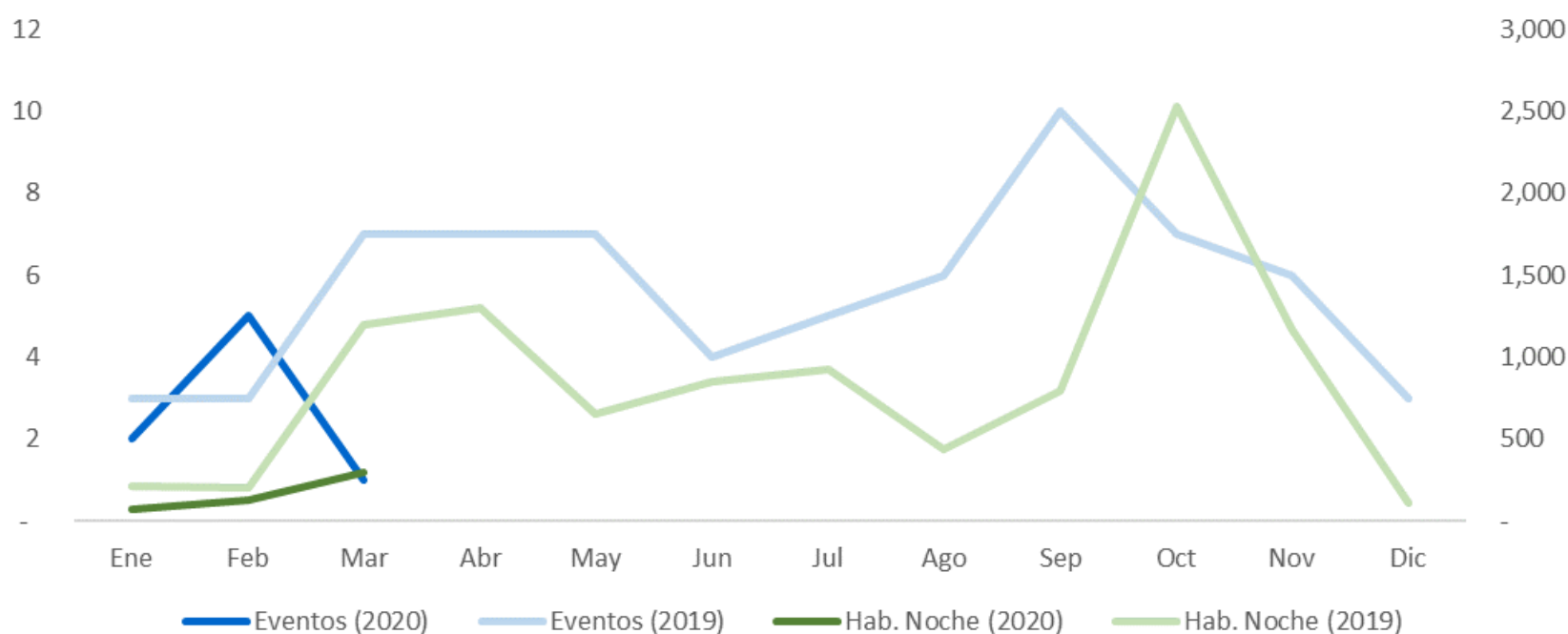
# Demand indicators: Group Business

RFPs received from meeting and group events, last 12 months (CVENT)



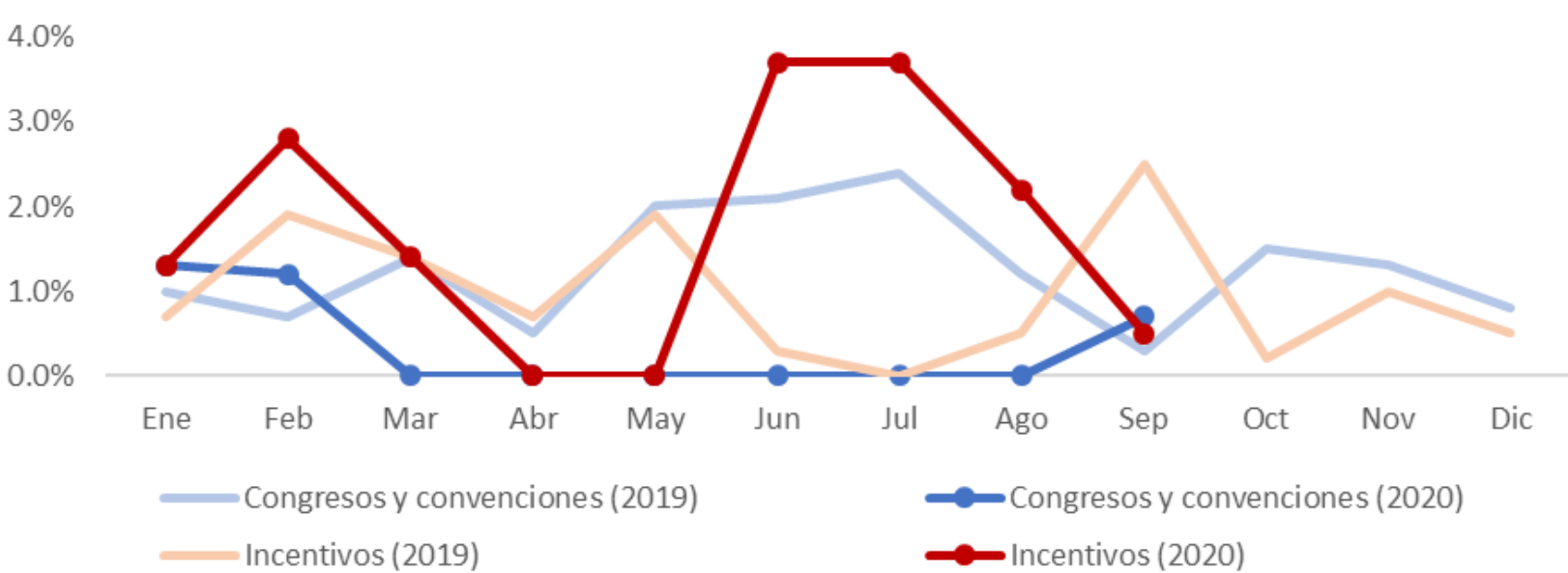
SOURCE: CVENT

Confirmed room nights and events, for meetings and groups (Helms Briscoe)




SOURCE: HELMS BRISCOE

Attendees to congresses, conventions and incentive trips (% of total tourists)



SOURCE: TOURIST SURVEYS

An aerial photograph of a coastal area with clear, turquoise water. In the lower-left quadrant, two small kayakers are visible on the water. A large, light-colored rock formation is situated in the center of the frame. The background shows a dense field of smaller rocks and coral reefs. The image is partially obscured by a large, white, curved shape on the right side, which serves as a background for the text.

# LOS CABOS TOURISM OBSERVATORY

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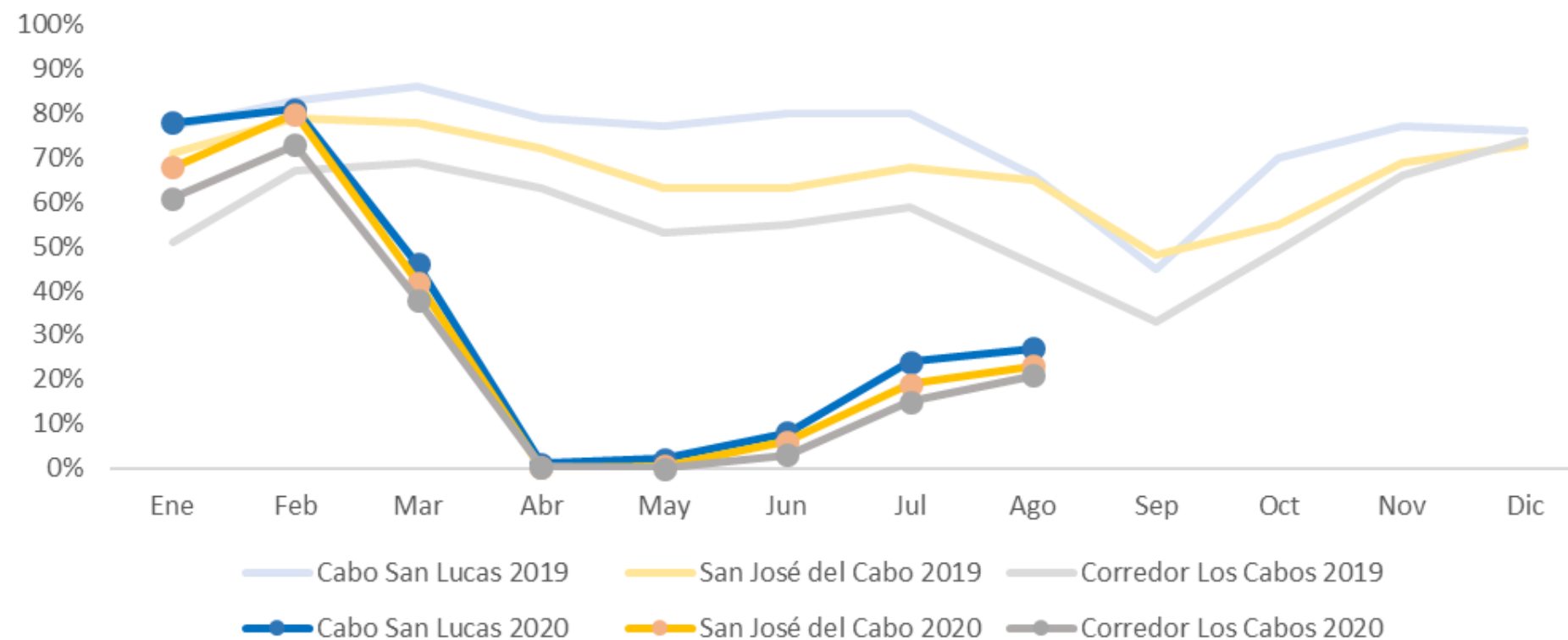
## SUPPLY INDICATORS



# HOTEL OFFER

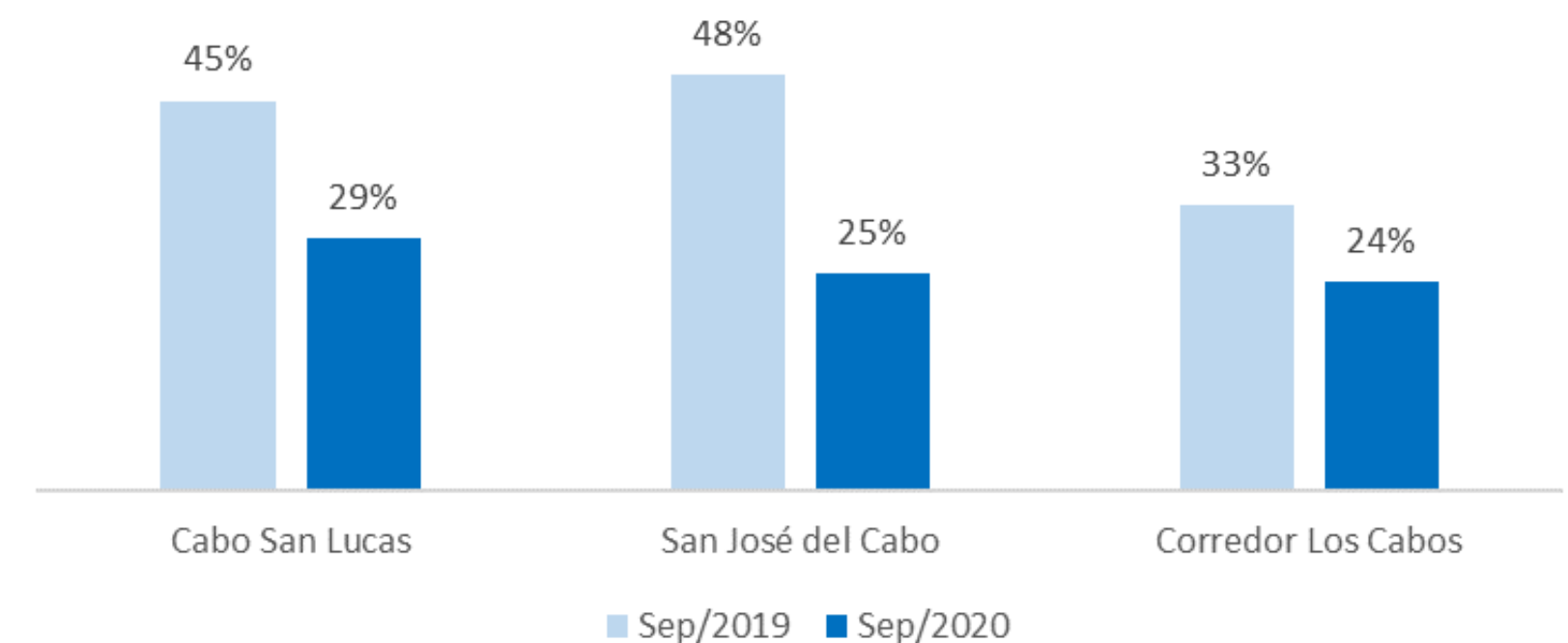
## Evolution of the hotel offer in Los Cabos and sub-destinations

Monthly hotel occupancy (2019-2020)



SOURCE: AHLC

Hotel occupancy (Sep 2019-2020)



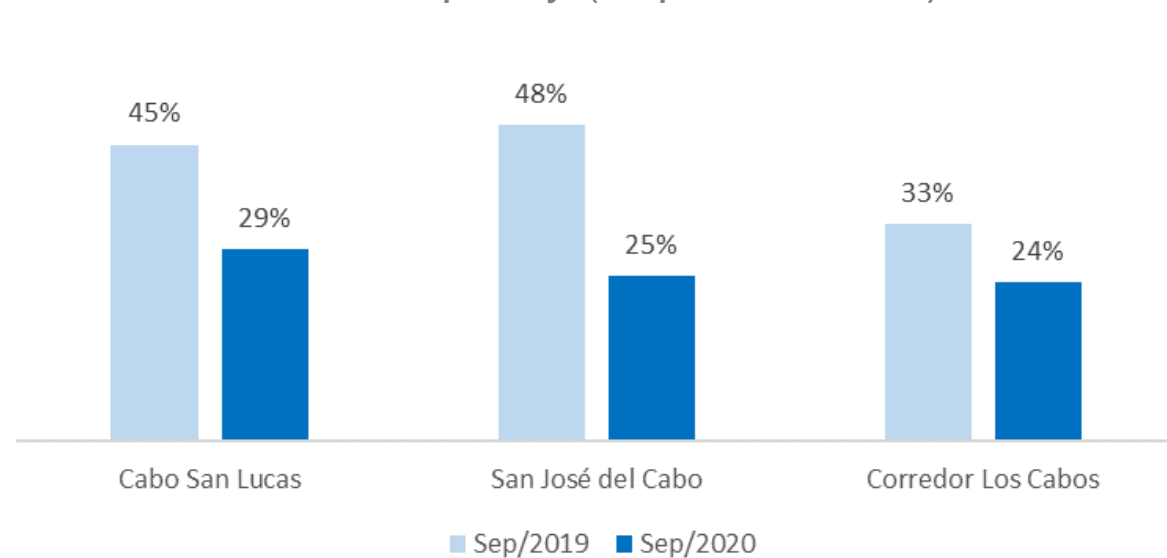
SOURCE: AHLC

- According to the Los Cabos Hotel Association, hotel occupancy in Los Cabos reached 27%, decreasing 16pp compared to last year; however, occupancy gained 2pp compared to Aug-2020. On a sub-destination level, Cabo San Lucas had an occupancy of 29%, decreasing 16pp compared to the previous year. Meanwhile, San Jose del Cabo dropped 23pp, reaching 25%, and Los Cabos Corridor decreased 9pp, registering 24%.
- Los Cabos registered 87,531 tourists arriving at hotels in Aug-2020, 58% less compared with Aug-2019. The average stay decreased by 0.6 nights (from 5 in Aug-2019 to 4.4 in Aug-2020, according to DataTur).
  - International tourist arrivals at hotels fell 53.4% in this period, while national tourism did so by 67.7%.
  - In Aug-2020, national tourism represented 13.2% of the total. The previous year, a participation of 26.5% was registered.

# HOTEL OFFER

## Evolution of the hotel offer in Los Cabos and sub-destinations

Hotel occupancy (Sep 2019-2020)

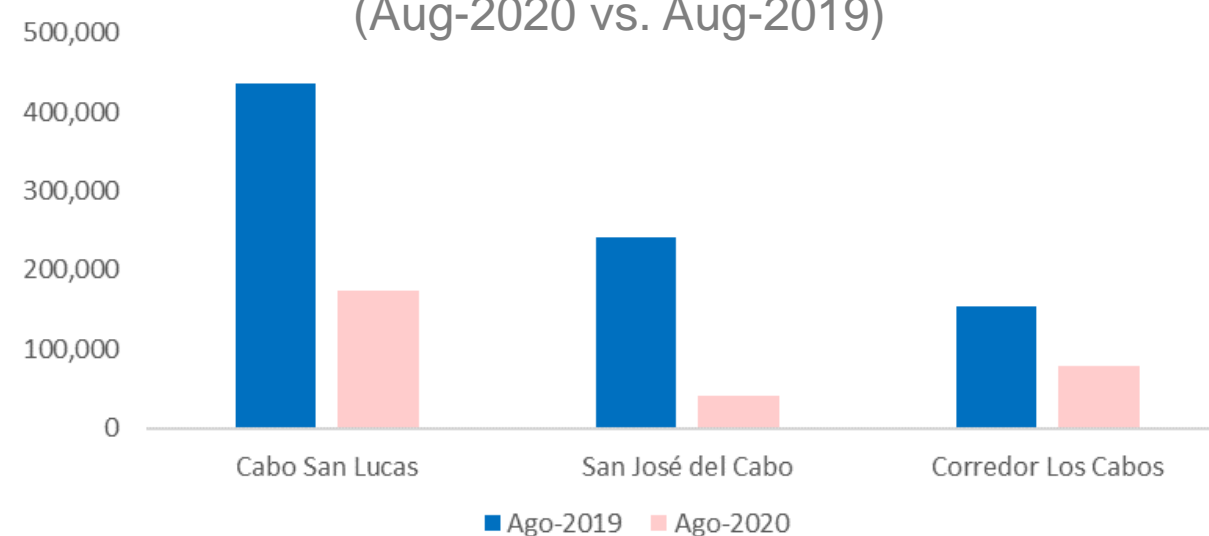


SOURCE: AHLC

### CABO SAN LUCAS

- The hotel occupancy registers 29%, which implies a decrease of 16pp (Sep-2019 vs. Sep-2020, AHLC).
- It's hotel offer decreased by 0.8% from Aug-2019 to Aug-2020, registering 8.89 thousand (DataTur).
- Occupied room nights dropped 60.1% between Aug-2019 and Aug-2020 (DataTur).

Room nights  
(Aug-2020 vs. Aug-2019)

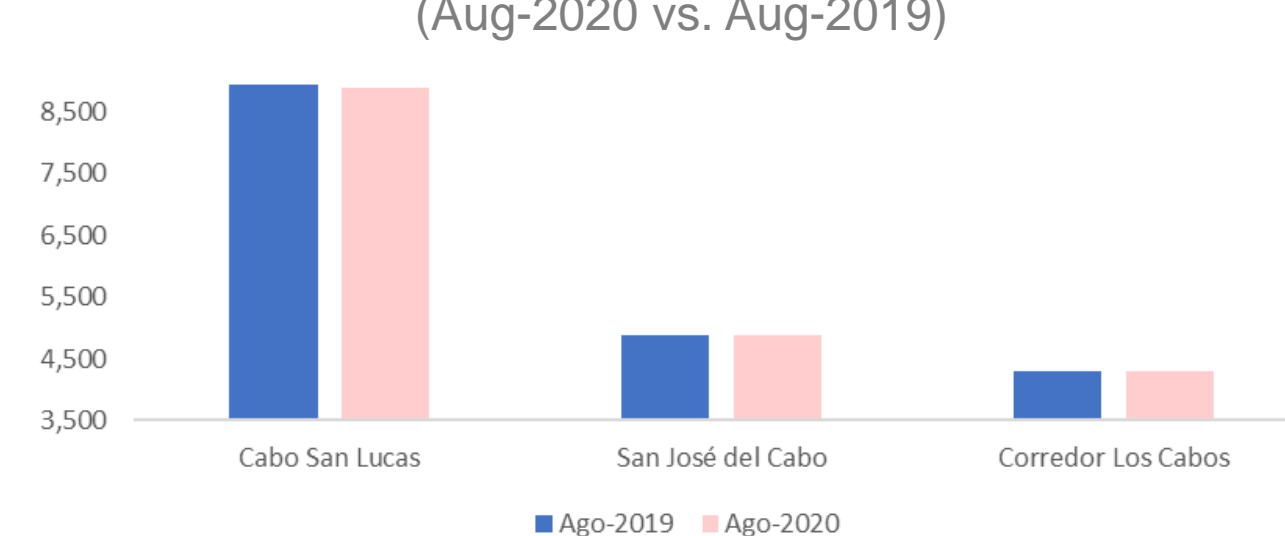


SOURCE: DATATUR

### SAN JOSE DEL CABO

- Occupancy dropped 23pp when comparing Sep-2019 to Sep-2020 (AHLC): 25%.
- Its hotel offer increased 0.1% between Aug-2019 and Aug-2020, registering 4.78 thousand rooms (DataTur).
- Occupied room nights dropped 82.9% between Aug-2019 and Aug-2020 (DataTur).

Rooms available  
(Aug-2020 vs. Aug-2019)



SOURCE: DATATUR

### LOS CABOS CORRIDOR

- Occupancy registers 24% in Sep-2020, which implies a decrease of 9pp (AHLC).
- Its hotel offer remained the same between Aug-2019 and Aug-2020: 4.3 thousand rooms (DataTur).
- Occupied room nights decreased 48.6% between Aug-2019 and Aug-2020 (DataTur).



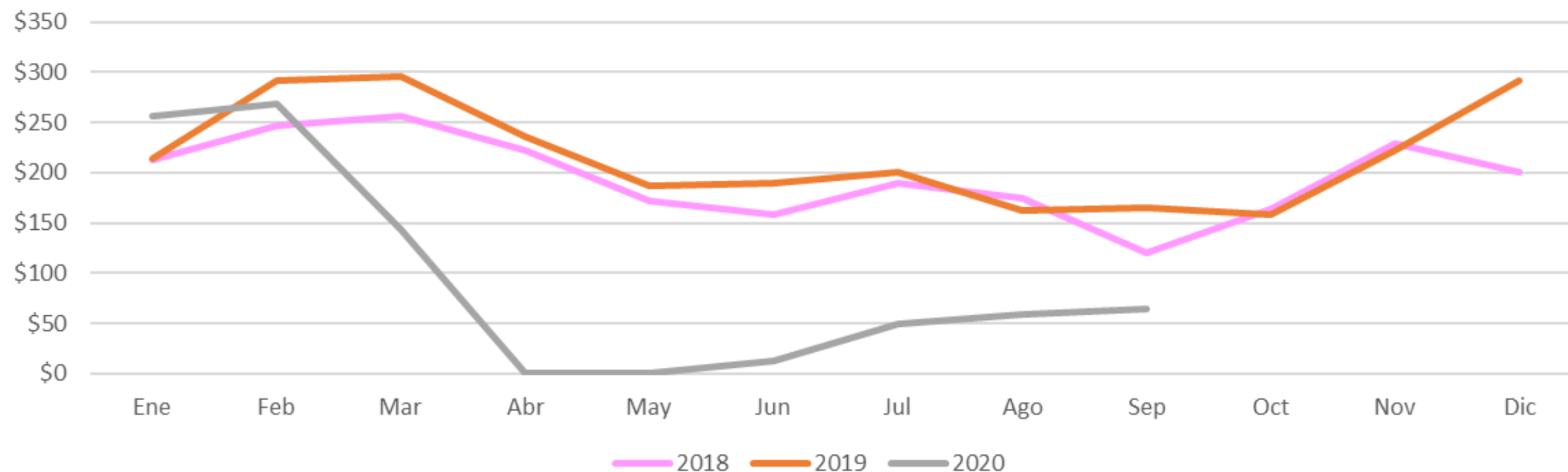
## HOTEL OFFER

# Evolution of the RevPAR and the average hotel rate in Los Cabos & sub-destinations

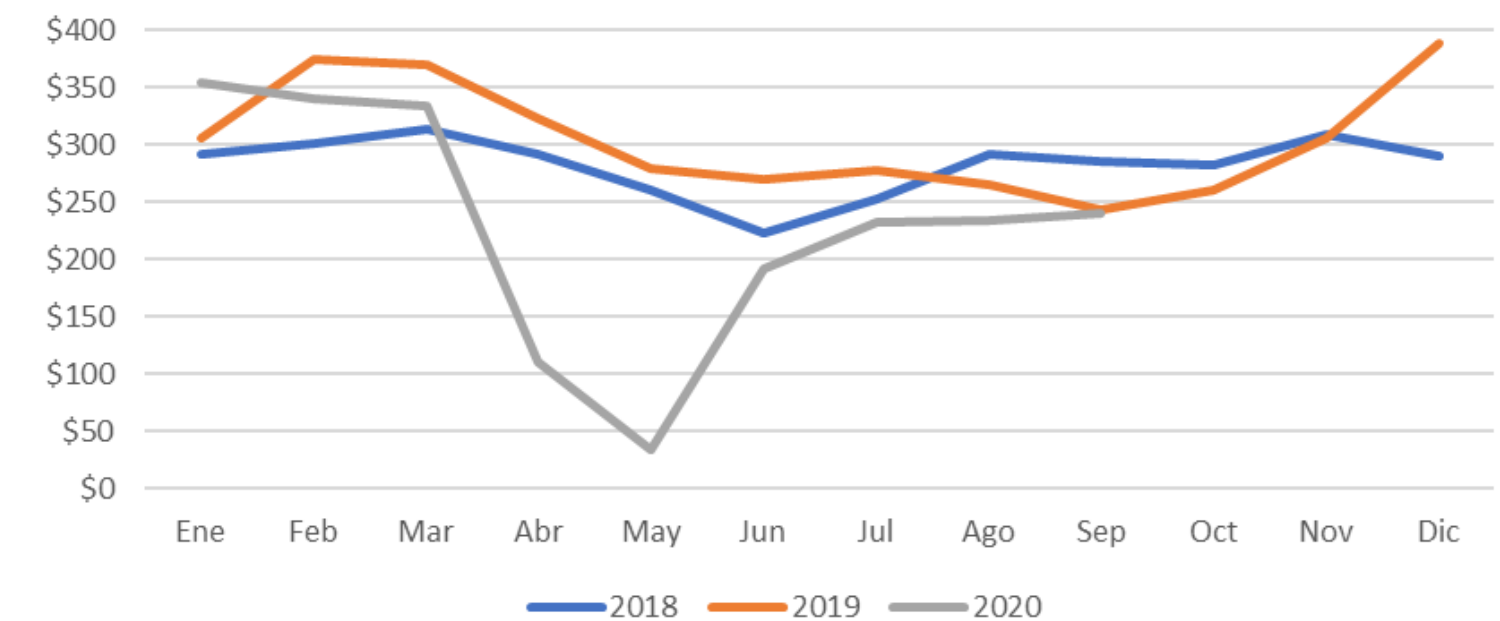
- The average hotel rate in Los Cabos for Sep-2019 was \$240 USD; \$12 below the average of the past 12 months, and \$4 less than that in Sep-2019. The RevPAR for Sep-2020 was \$65 USD.
  - Los Cabos Corridor was the only destination that increased its average rate compared to the previous year: +\$50 USD (+16.3%), registering \$357.
  - San Jose del Cabo recorded a rate of \$204 dollars (-\$4 USD, -2%).
  - Cabo San Lucas recorded a rate of \$158 dollars (-\$60 USD, -27.5%).

RevPAR Los Cabos (USD, 2018-2020)

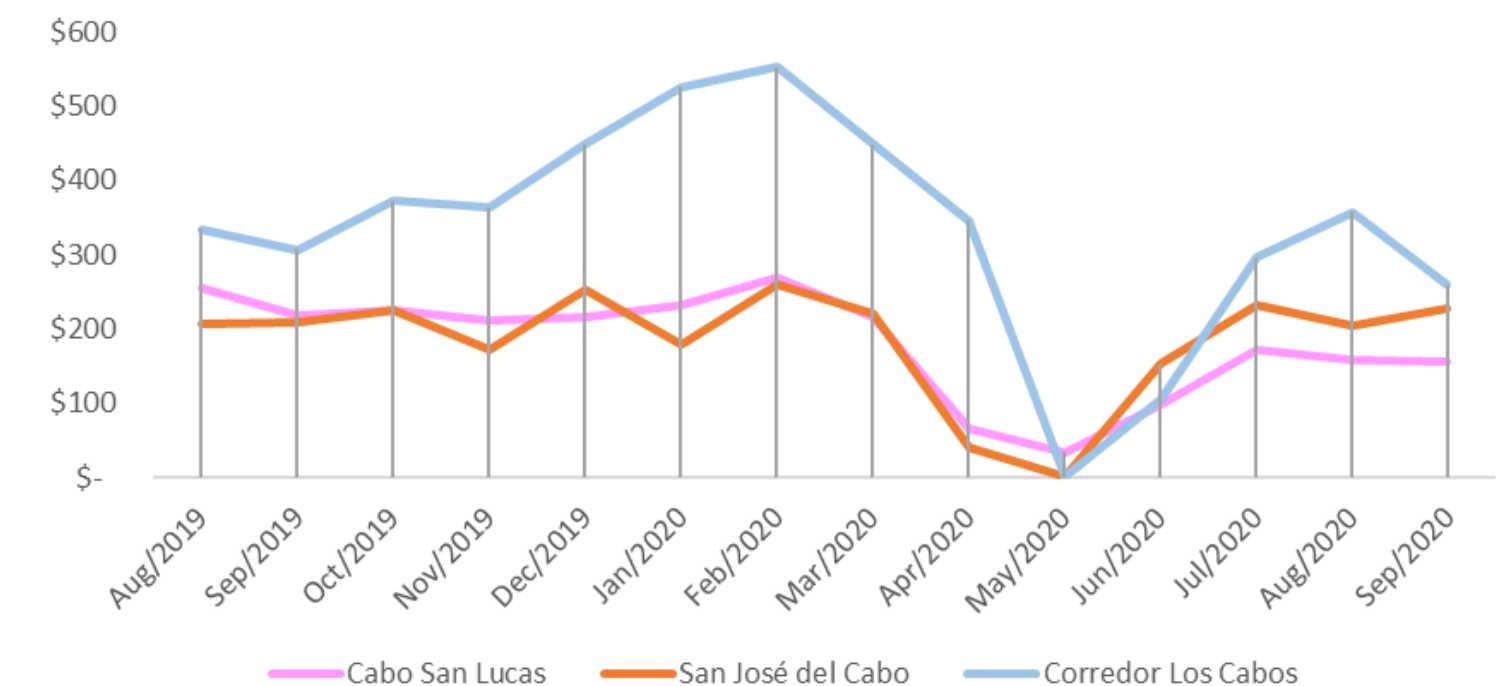
SOURCE: AHLIC



Average Hotel Rate, Los Cabos (USD, 2018-2020)



Average Hotel Rate, Sub-destinations (USD, monthly, last 12 months)



# DOMESTIC AIR CONNECTIVITY

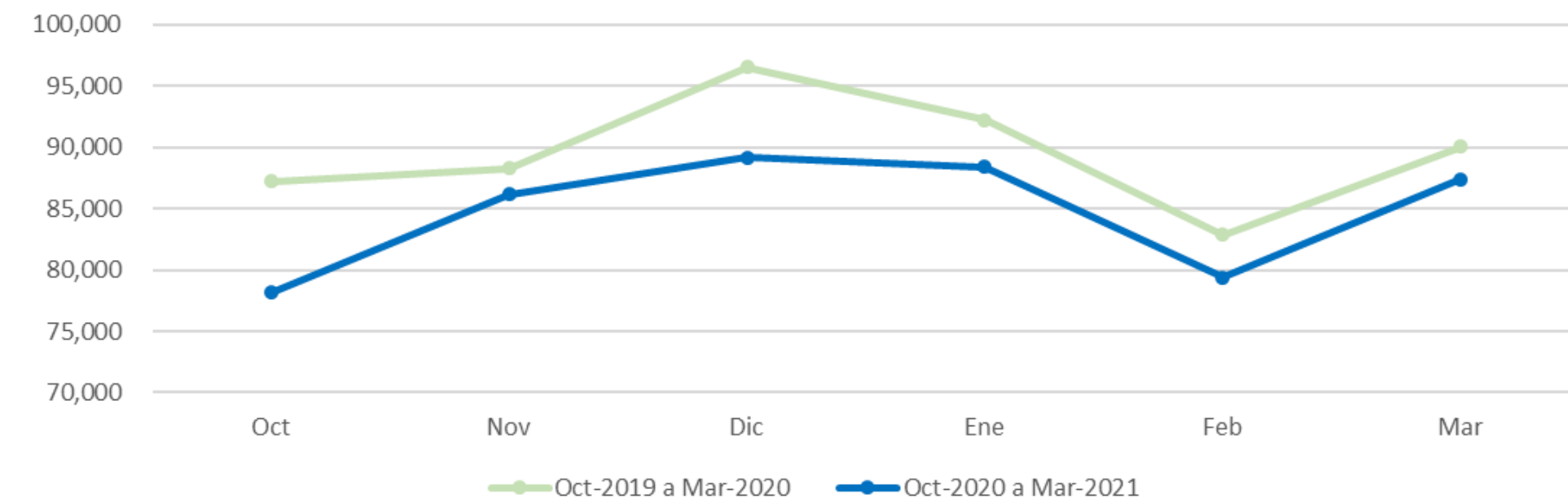
SOURCE: OAG

## SEATS SCHEDULED FROM OCT-2020 TO MAR-2021

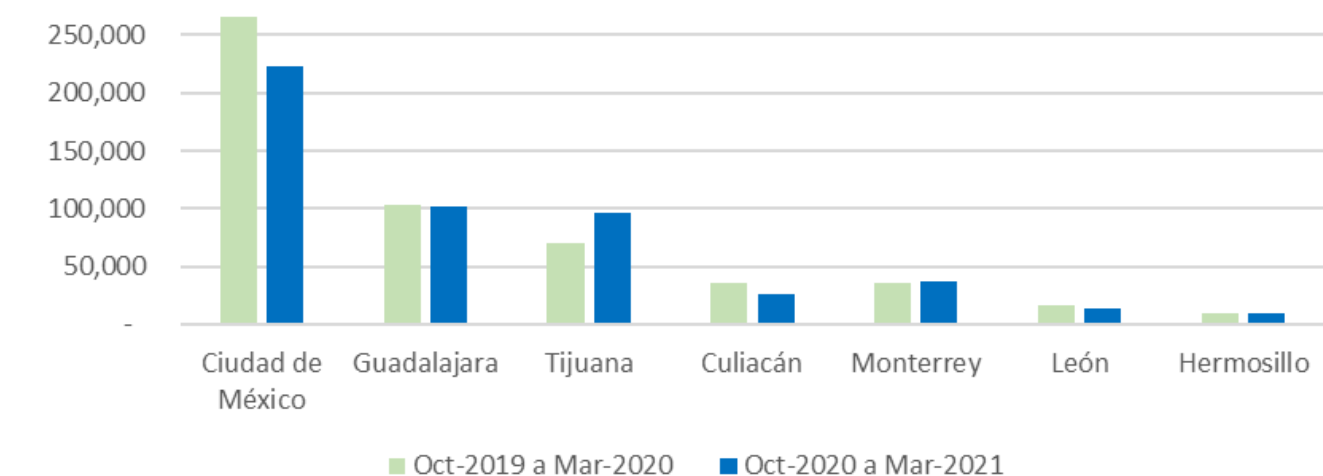
Seat offer report for the month in question and the 6 following months, as the case may be

- 10.4% fewer available seats are expected in Oct-2020 compared to those scheduled for Oct-2019.
- For the next 6 months (from Oct-2020 to Mar-2021), 5.3% fewer available seats are scheduled compared to the same period last year.
- Aeromexico, Viva Aerobus, and Volaris show an increase of 33%, 13.4%, and 13.6%, respectively. However, Interjet experienced a decrease of 92.7%.
  - Aeromexico will increase its frequency of flights partly due to the introduction of 5 weekly flights departing from GDL as of September 10th.
  - Mexico City and Guadalajara are the most relevant issuing markets, having 44% and 20% of the total available seats (from Oct-2020 to Mar-2021), both followed by Tijuana (19%), Monterrey (7%), Culiacan (5%), Leon (3%), and Hermosillo (2%).
  - TIJ's market participation increases 6pp during these 6 months; however, CDMX decreases an equal amount.
- Between Oct-2020 and Mar-2021, 48% of the available seats will be provided by Volaris, followed by Viva Aerobus with 32%. Interjet and Aeromexico account for 1% and 18%, respectively.
- Seats from CDMX, GDL, and CUL decreased by 16%, 1.6%, and 24.5%, respectively. TIJ and MTY increased by 38% and 4.4%.
- The national airlines' occupancy factors for Jul-2020 were: Aeromexico (59%), Interjet (60%), and Volaris (43%).

Seat scheduling for flying to San Jose del Cabo (Oct-2020 to Mar-2021)



Seats scheduled by origin (Oct-2020 to Mar-2021)







# LOS CABOS TOURISM OBSERVATORY

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## PUBLIC RELATIONS



# Public relations: notes and scope (last 12 months)

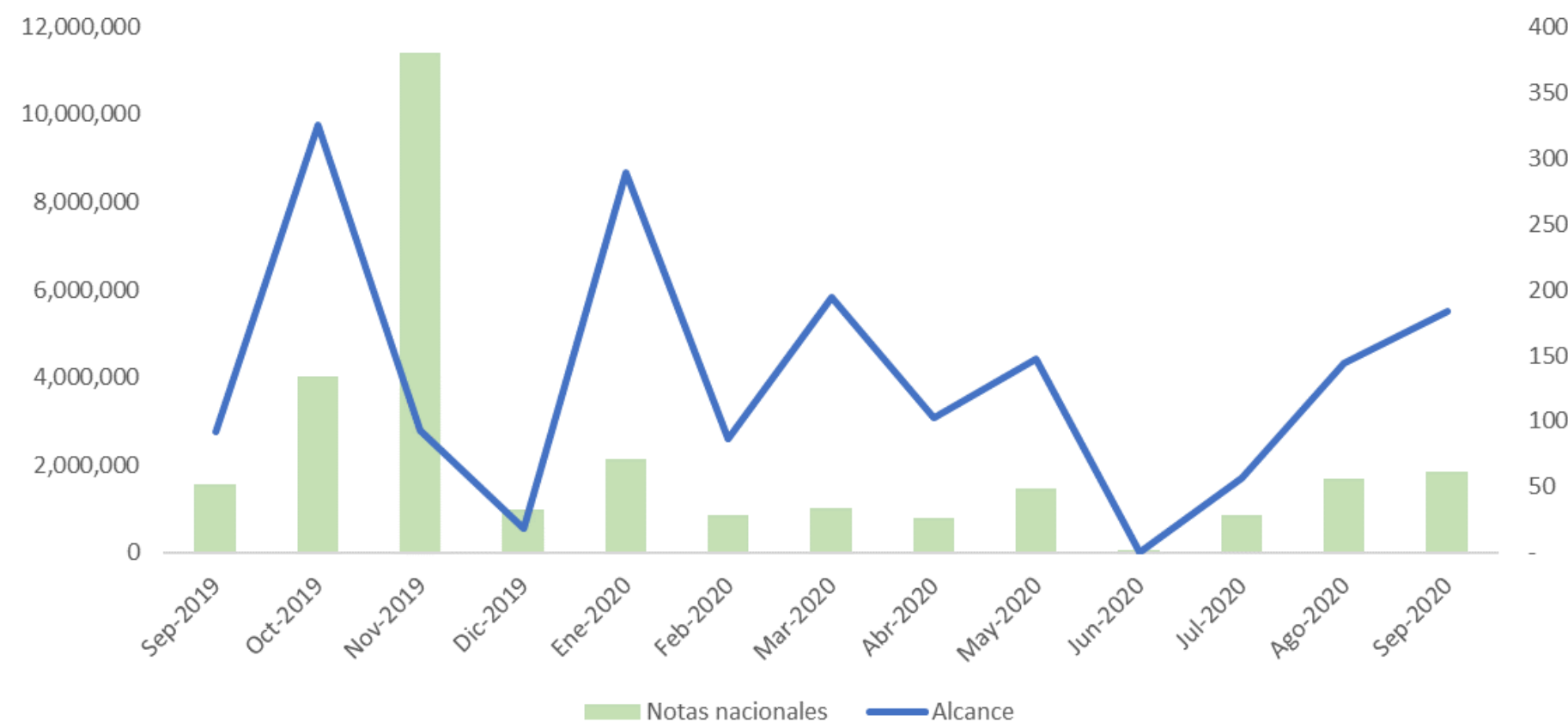
- **In the domestic market:**

- In the period from Oct-2019 to Sep-2020 (last 12 months), there were 904 national press insertions (75 monthly on average), creating a scope of 49.3 million impacts (4.1 million monthly on average). 62 inserts were published throughout Sep-2020, achieving 5.5 million impacts.

- **In the international market:**

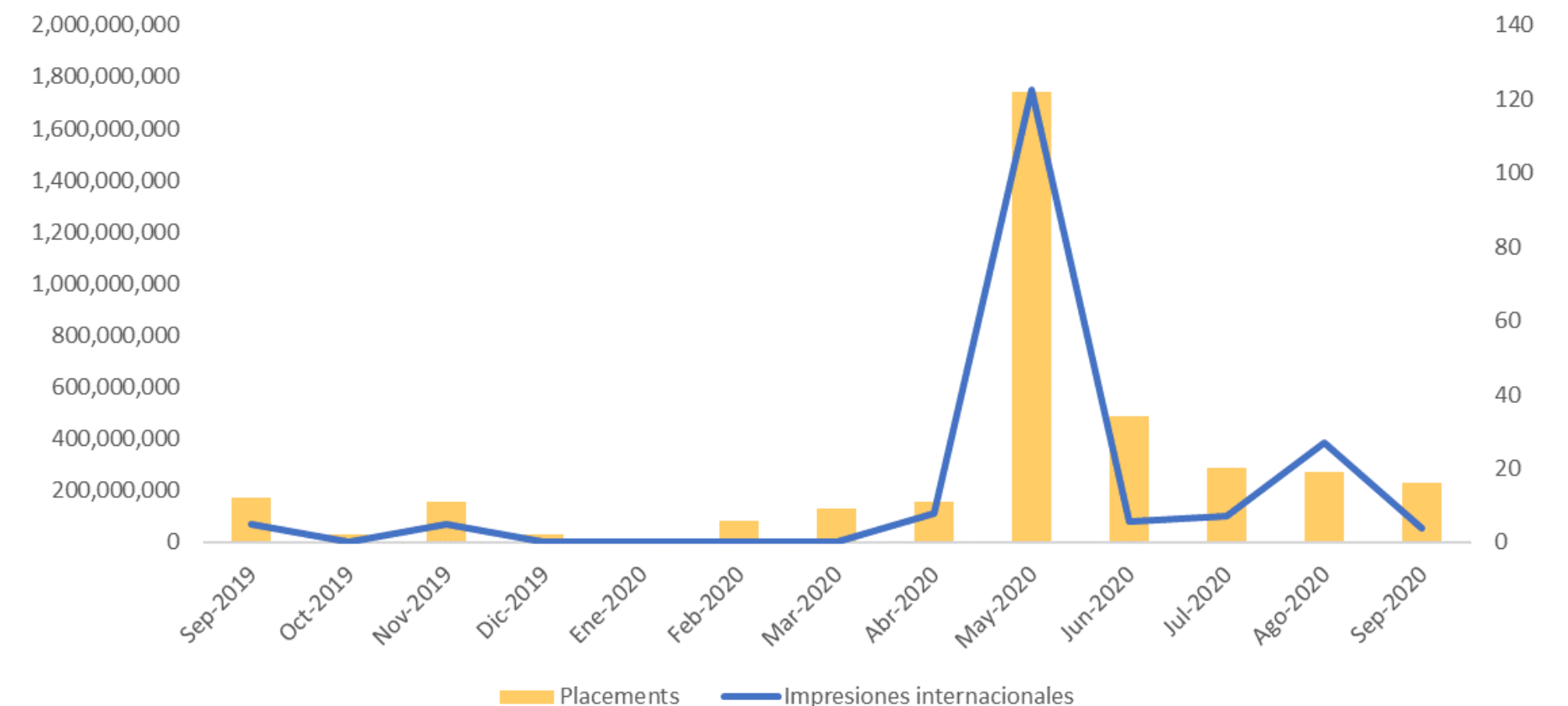
- In the period from Oct-2019 to Sep-2020, there were 253 international press insertions (21 monthly on average), creating a scope of 2,559 million impacts (213 million monthly on average). 16 inserts were published throughout Sep-2020, achieving 53.5 million impacts.

NATIONAL NOTES' TOTAL & SCOPE (SEP-2020)



SOURCE: GAUDELLI (Feb-2018 to Jan-2019), LLORENTE & CUENCA (Feb-2019 to Sep-2020)

INTERNATIONAL NOTES' TOTAL & SCOPE (SEP-2020)



SOURCE: NJF (Feb-2018 to Jan-2019), OGILVY (Feb-2019 to Sep-2020)



# DEFINITIONS

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- **Congress.** Non-business-oriented meetings in which people gather in large groups, generally to discuss and exchange points of view on a topic of interest (including professional, cultural, sports, theological, social, governmental, academic, and more). These meetings often last several days and have simultaneous sessions, as well as a predefined multiannual or annual periodicity.
- **Convention.** Trade or business meetings usually sponsored by a corporation, where participants represent the company, corporate group, or customer-supplier relationships. Their participation could be mandatory, so travel expenses are borne by the corporation. This category includes general and formal legislative, social or economic meetings, to provide information, deliberate, establish consensus or deal with participants' policies, as well as address a market's, product's or brand's commercial issues. It may include a secondary presentation element.
- **Available rooms.** The number of rooms in service. It doesn't account for out of service rooms due to repair or some other cause.
- **Tourist destination.** The main target of a tourist's trip. The visiting place is fundamental for the decision-making process to plan a trip. The main reason for the trip.
- **Seasonality.** It means that tourist flows tend to be distinct across different seasons (around certain times of the year), repeating this process annually.
- **Length of stay.** It results from dividing the total number of room nights by the number of bookings per month. The obtained result expresses the number of days a tourist stays.
- **Events or incentive trips.** Incentive travel is a new strategy that recognizes people who have reached or exceeded goals generally related to sales or productivity. It is addressed to participants who have better job performance, gifting them with a remarkable travel experience.
- **Room nights.** Obtained from the daily number of rooms occupied by tourists, times their length of stay (number of nights that they spend in the establishment). Classified according to the place of origin, and residency or non-residency status.
- **Inflation.** General and continuous rise in the prices of goods and services marketed in an economy. It is the average growth rate of the goods and services' prices between one period and the next.
- **Underlying inflation.** The prices' increase in a subset of the INPC (National Consumer Price Index), which includes generics with less volatile prices. It measures the inflation trend in the medium term. The 283 generic concepts that make up the goods and services basket of the INPC are classified into subsets that respond to particular needs of analysis. Among the most well-known classification, there is the object of expenditure, which refers to the origin of goods and services' sector; and the durability of goods and the underlying inflation.
- **Passenger arrivals.** Passengers carried on scheduled services by airlines.
- **Tourist arrivals.** Corresponds to the number of tourists that visited the establishment throughout the month.

# DEFINITIONS

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- **Visitor's nationality.** Granted by the country that issues the passport or other identity documents, even when residing in another country.
- **Non-resident.** The person whose habitual environment is outside the Mexican territory and visits the latter for less than 12 months for any reason (including business, vacation, and more), excluding those who get paid for working in activities at the visiting place.
- **Hotel occupancy.** The accommodation occupancy rate is a supply-based concept. It is an important indicator that provides information on the use of different accommodation types and, if the data is obtained monthly, it also indicates the seasonal pattern use of tourist accommodations.
- **RevPAR.** RevPAR is the most important metric used in the hotel industry to assess the financial performance of an establishment or a chain (it assesses a property's ability to fill its available rooms at an average rate). RevPAR is short for Revenue Per Available Room (income per available room). It refers to a specific period (weekly, monthly, annual, etc.). One way to calculate RevPAR is through the formula:  $\text{RevPAR} = \text{It} / \Sigma \text{Ht}$ , where It equals the total room revenue and  $\Sigma \text{Ht}$  equals the number of rooms available during a period (the multiplication of total establishment's rooms by the room nights in that period, minus the number of rooms that are not available).
- **Resident.** Individual who lives permanently or on a long-term basis in the territory of the United Mexican States.
- **Residence.** The place/country where the traveler has stayed most of the past year (12 months), or has stayed for a shorter period and plans to return within 12 months to live in that country.
- **Average daily rate.** Commonly known as ADR. It is a statistical unit that represents the average rental income per paid occupied room in a given period. Along with the occupation of the property, both are the basis of the property's financial performance. ADR is calculated dividing room revenue by the number of rooms sold. Houseguest rooms (also known as "house use") and free rooms (known as "complementary rooms") should be excluded from the denominator.
- **Tourist.** Any individual who travels outside their usual environment for less than 12 months for any reason, except those who engage in activities that will generate income at the travel destination: refugees or migrant workers, diplomats, seasonal workers, or travel employees.
- **Visitor.** Any individual who travels outside their usual environment for less than 12 months for leisure, business, religious, medical, or other reasons. Exceptions include people who engage in activities that will generate income at the travel destination: refugees or migrant workers, diplomats, seasonal workers, tourism employees, or people looking for a new residence or job.



## LOS CABOS TOURISM OBSERVATORY

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