



LOS CABOS TOURISM OBSERVATORY

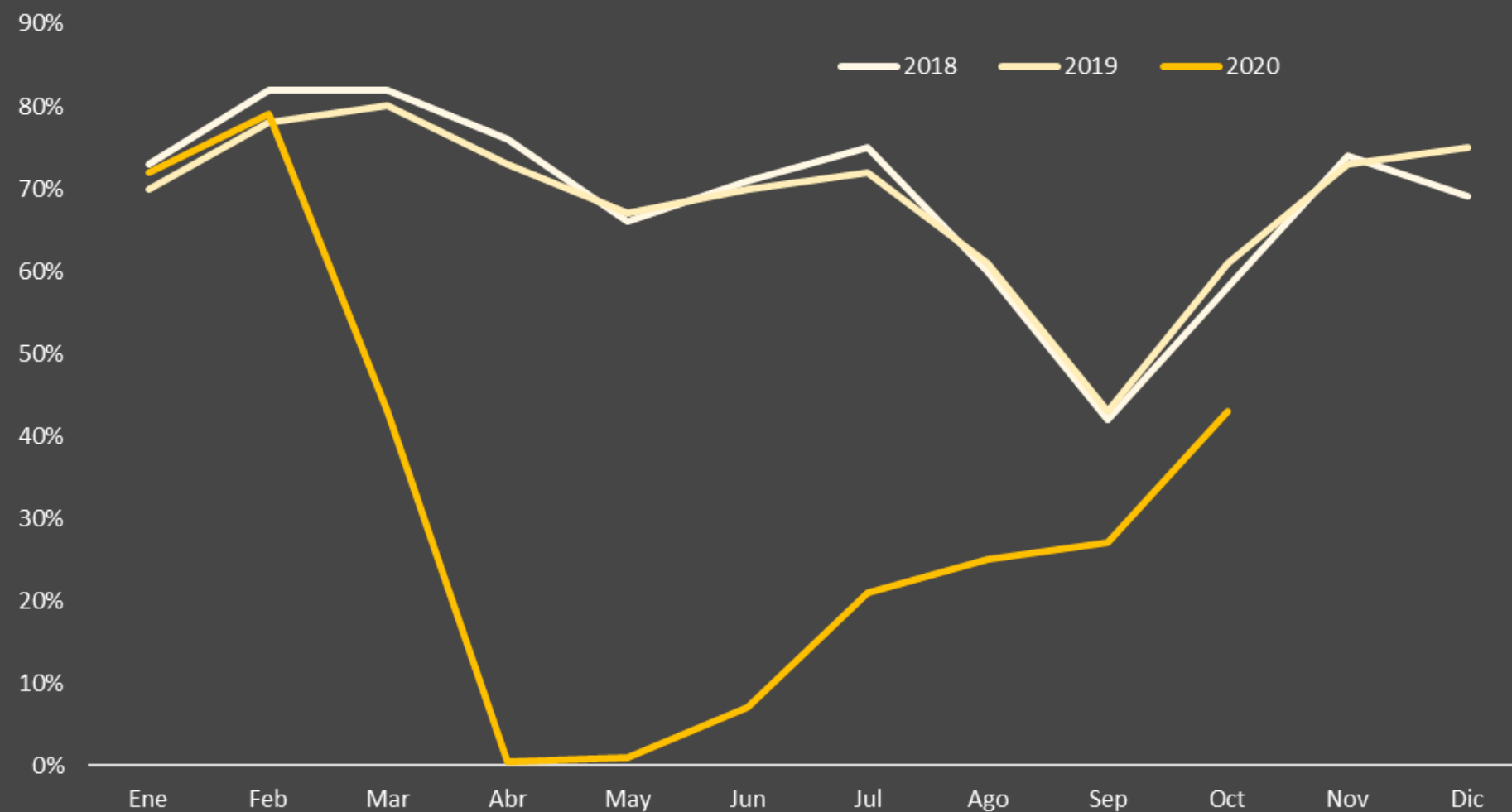
KEY PERFORMANCE INDICATORS

NOVEMBER 2020

Main indicators – Summary

Hotel Activity

Hotel Occupancy:



Hotel Occupancy
(Oct-2020):
43%
-18pp
(vs. Oct-2019)

SOURCE: AHLC

Rooms Available
(Sep-2020):
22,080
+0%
(vs. Sep-2019)

SOURCE: DATATUR

Room nights
(Sep-2020):
410,273
-38.5%
(vs. Sep-2019)

SOURCE: DATATUR

Air Passenger Arrivals

Total Passengers
(Oct-2020, expressed in thousands):
160.65
-19.8%
(vs. Oct-2019)

National Passengers
(Oct-2020, expressed in thousands):
68.4
-11.5%
(vs. Oct-2019)

International Passengers
(Oct-2020, expressed in thousands):
92.25
-24.9%
(vs. Oct-2019)

SOURCE: GAP

Other indicators

Cruise ships
(Sep-2020):
0
-7 vessels
(vs. Sep-2019)

SOURCE: DATATUR

Cruise passengers
(Sep-2020):
0
-100%
(vs. Sep-2019)

SOURCE: DATATUR

Group Business Total RFPs
(Oct-2020):
9
-31 RFPs
(vs. Oct-2019)

SOURCE: CVENT

Tourist Satisfaction:
more than expected
(Oct-2020):
36.5%
-1.4pp
(vs. Oct-2019)

SOURCE: TOURIST SURVEYS

Attendees to congresses and conventions
(Oct-2020):
ND
(vs. Oct-2019)

SOURCE: TOURIST SURVEYS

Tourists' Origin
(Oct-2020):
56.7% foreigners
-17.8pp
(vs. Oct-2019)

SOURCE: TOURIST SURVEYS

Main indicators – Summary

PASSENGERS ARRIVAL

- In Oct-2020, Los Cabos International Airport registered a 19.8% (-39.55 thousand) decrease in the total number of passengers arriving at the destination compared to Oct-2019, adding up to a total of 160.65 thousand (when considering arrivals only).
 - Passengers on domestic flights (68.4 thousand) represent 42.6% of total arrivals. These decreased by 11.5% (-8.9 thousand vs. Oct-2019).
 - Passengers on international flights (92.25 thousand) represent 57.4% of total arrivals. These decreased by 24.9% (-30.65 thousand vs. Oct-2019).

FLIGHT SCHEDULES

- Compared to the same period last year, the domestic market has 2.1% more available seats scheduled for the period from Nov-2020 to Apr-2021. 1.7% fewer seats are expected for Nov-2020.
- CDMX, BJX and CUL seats decreased by 6.8%, 14.4% and 16.4%, respectively. TIJ, GDL and MTY increased by 34%, 6.9% and 14%.
- The United States market expects 40.6% more seats scheduled for the next 6 months. In Nov-2020, there were 4.1% more.
- LAX (+93%), DFW (+41.7%) and PHX (+47.8%) had the most significant increase. However, SFO (-6.4%) and San Diego (-21.4%) still show decreases.

FLIGHT SCHEDULES (Cont'd)

- From Canada, 35.7% fewer seats are expected for the next 6 months. In Nov-2020, there were 90.7% less.
- Calgary and Toronto dropped 28.5% and 47.7%, respectively. Vancouver increased by 4.7%.

HOTEL ACTIVITY

- Occupancy in Oct-2020 was 43%, compared to 61% in Oct-2019 (-18pp).
 - Cabo San Lucas' occupancy drops 24pp when compared to Oct-2019 and now stands at 46% (it increased 17pp vs. Sep-2020).
 - San Jose del Cabo registers 38% (17pp less than in Oct-2019, but 14pp more than in Sep-2020).
 - Los Cabos Corridor registered 40% (9pp less than in Oct-2019, but 15pp more than in Sep-2020).
- The number of rooms available in Los Cabos remained virtually unchanged between Sep-2019 and Sep-2020 (22,003 and 22,080, respectively).
- Tourist arrivals to hotels in Los Cabos decreased by 36.4% (-57.2 thousand) between Sep-2019 and Sep-2020.
 - Domestic tourism fell 52.1% (-27.7 thousand), and international tourism dropped 28.4% (-29.5 thousand).
 - There were 410 thousand occupied room nights in Sep-2020, 38.5% less compared to Sep-2019 (-256.5 thousand nights).

TOURIST SURVEYS

- In Oct-2020, 36.5% of tourists rated their experience in Los Cabos as better than they expected (1.4pp less than in Oct-2019 and 5.2pp less than in Sep-2020).

CRUISE SHIP ARRIVALS

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

ADVANCE RESERVATIONS

- As of October 31st, the volume of flight bookings throughout Oct-2020 is expected to fall by 31%. Further decrease is expected for November and December (of 38% and 50%, respectively).
- During Oct-2020, the volume of domestic bookings registered an increase of 16%. This volume grew 28% in November and is expected to increase by 4% in December.
- By Oct-2020, bookings from the international market continue to drop (-36% vs. the previous year). This decrease will reach -42% during Nov-2020 and -53% in Dec-2020 (cut-off date as of October 31st).



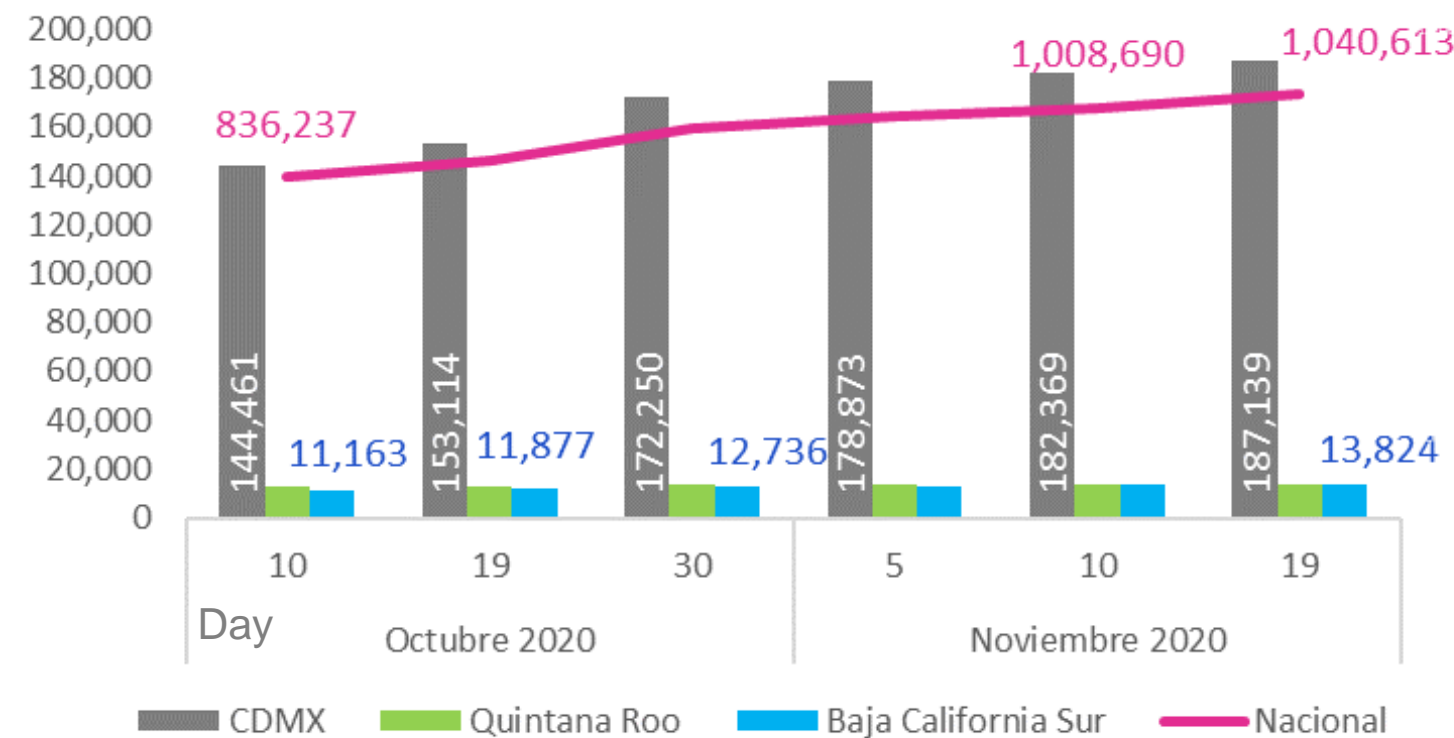
LOS CABOS TOURISM OBSERVATORY

THE IMPACTS OF COVID-19

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

Confirmed COVID-19 cases overview

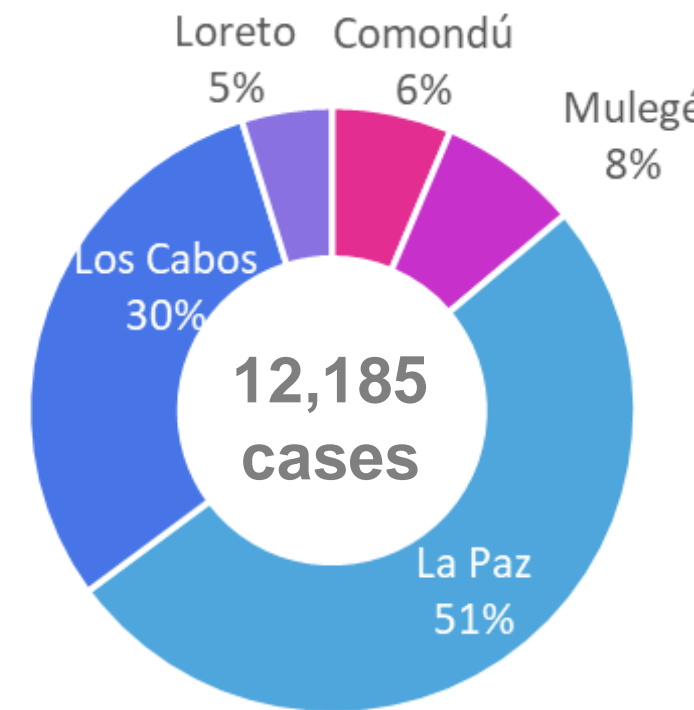
Confirmed cases (cumulative)



As of November 19th, 2020, there are **1,040,613 confirmed cases** in Mexico, 163 thousand more than those registered as of October 19th.

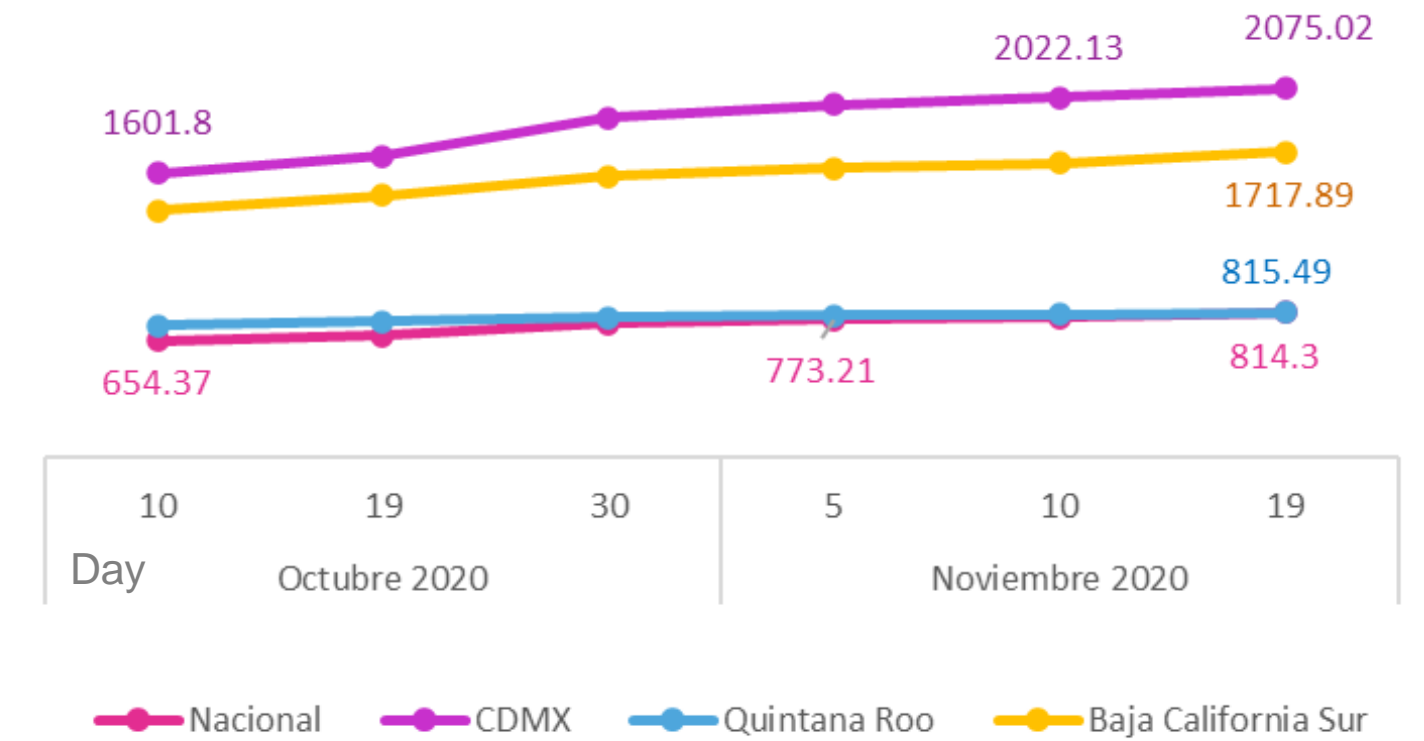
- Baja California Sur has 1,947 more cases than those registered as of October 19th, which results in a total cumulative of 13,824 confirmed cases in the state. Quintana Roo accumulates 14,053 cases.

Confirmed cases by municipalities in B.C.S.



- 81% of the state's cumulative confirmed cases are concentrated between La Paz and Los Cabos.
- La Paz has 832 more cases than those registered as of October 19th, accumulating a total of 7,046 confirmed cases.
- Los Cabos has 693 more cases than those registered as of October 19th, accumulating a total of 4,194 confirmed cases.

Incidence of infection



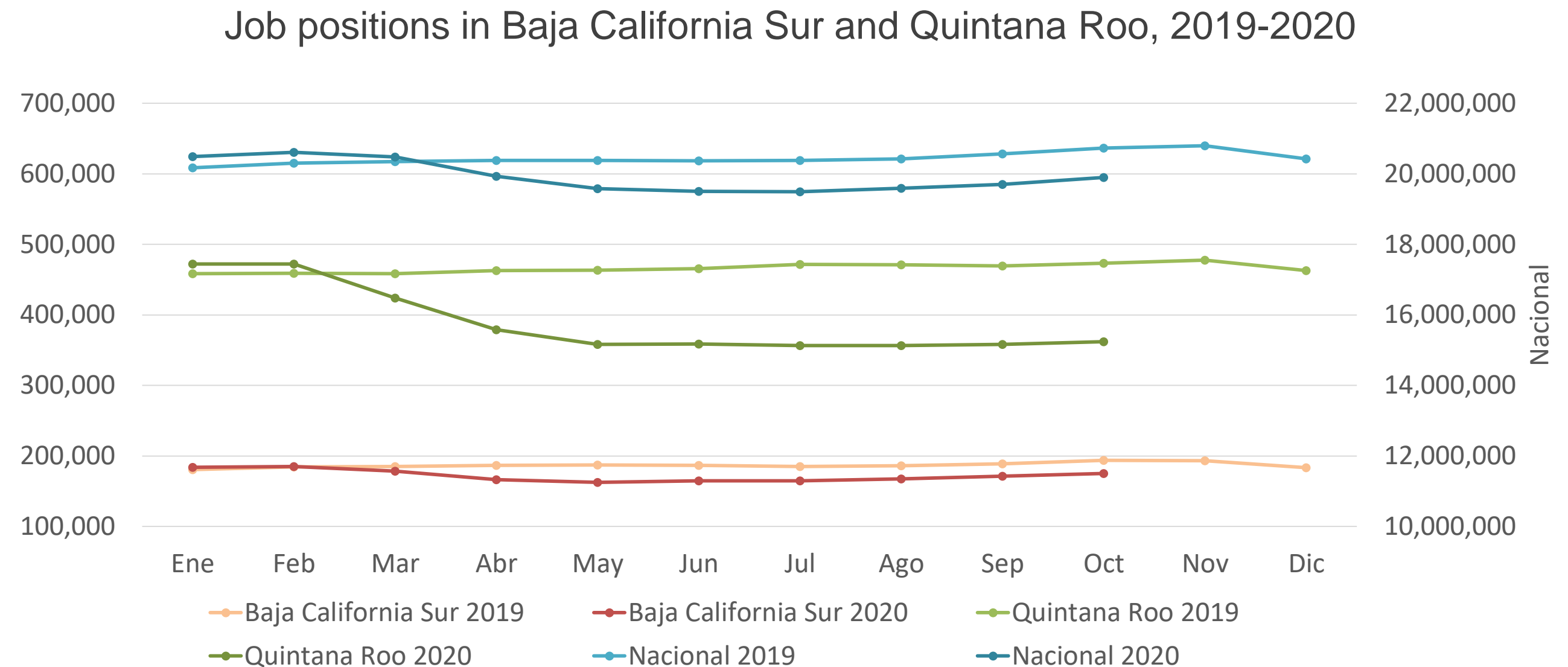
- The national average rate of infection is **814.3 cases** per 100 thousand inhabitants.
- Mexico City still has the highest rate of new COVID-19 cases, which is above the national average of 2,075.02.
- Quintana Roo: 815.49.
- Baja California Sur is the second state with the highest rate: 1,717.89.
 - Los Cabos has **1,269.71** cases per 100 thousand inhabitants.

SOURCE: SECRETARIAT OF HEALTH, GENERAL DIRECTORATE OF EPIDEMIOLOGY (www.coronavirus.gob.mx). FIGURES UPDATED AS OF NOVEMBER 20th, 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%
Oct	200,641	-2.5%
Cumulative: -518,609		

- As of October 30th, 2020, the country had **19,902,833 jobs** registered in IMSS, 200,641 more than those registered the previous month.
- When comparing the closing of Oct-2020 with that of December 31st, 2019, 518,609 job positions have been lost (-2.5%).

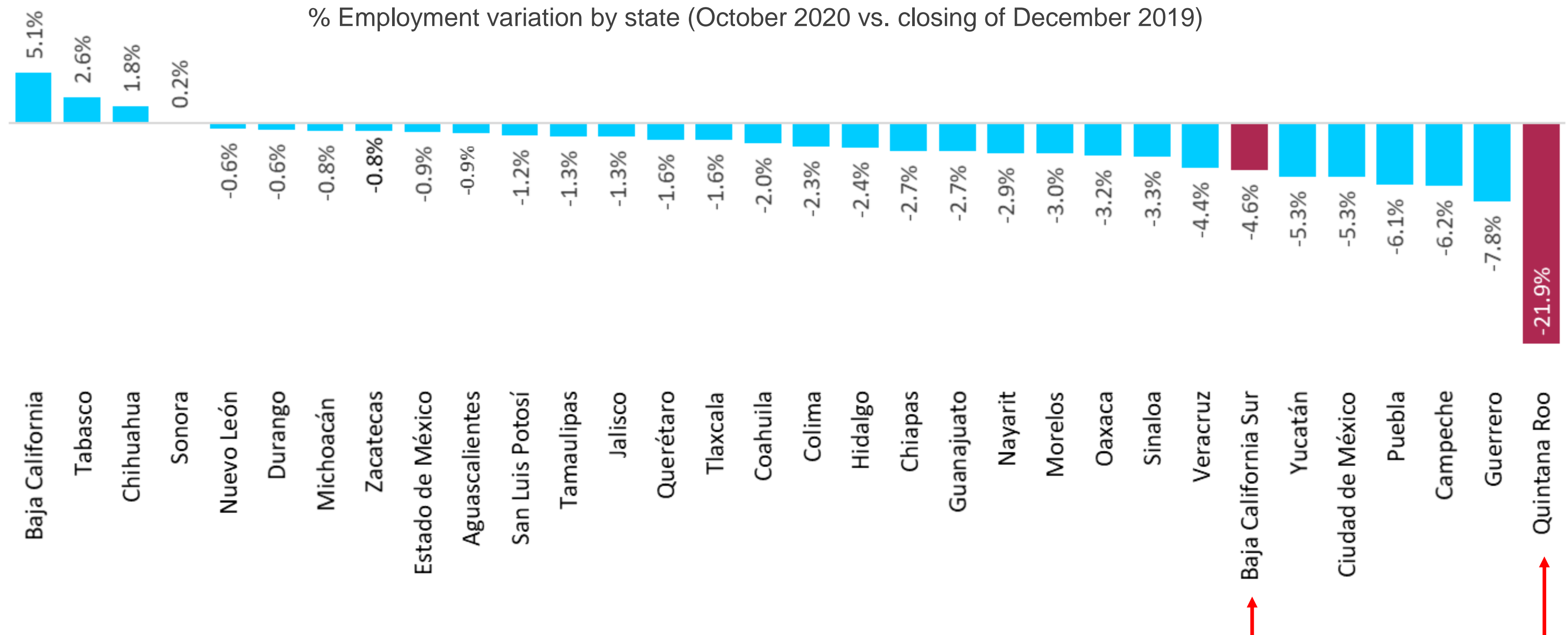


- In Baja California Sur, 175,025 jobs were registered in Oct-2020, which is -9.7% compared to Oct-2019. However, there are 3,714 more vs. Sep-2020.
- Compared to Dec-2019, the cumulative number of jobs lost in Jan-Oct is 8,462.

- In Quintana Roo's case, as for Oct-2020, there are 361,787 jobs; this is -23.6% vs. Oct-2019, 3,610 jobs more vs. Sep-2020.
- Compared to Dec-2019, the cumulative number of jobs lost in Jan-Oct is 101,377.

SOURCE: IMSS

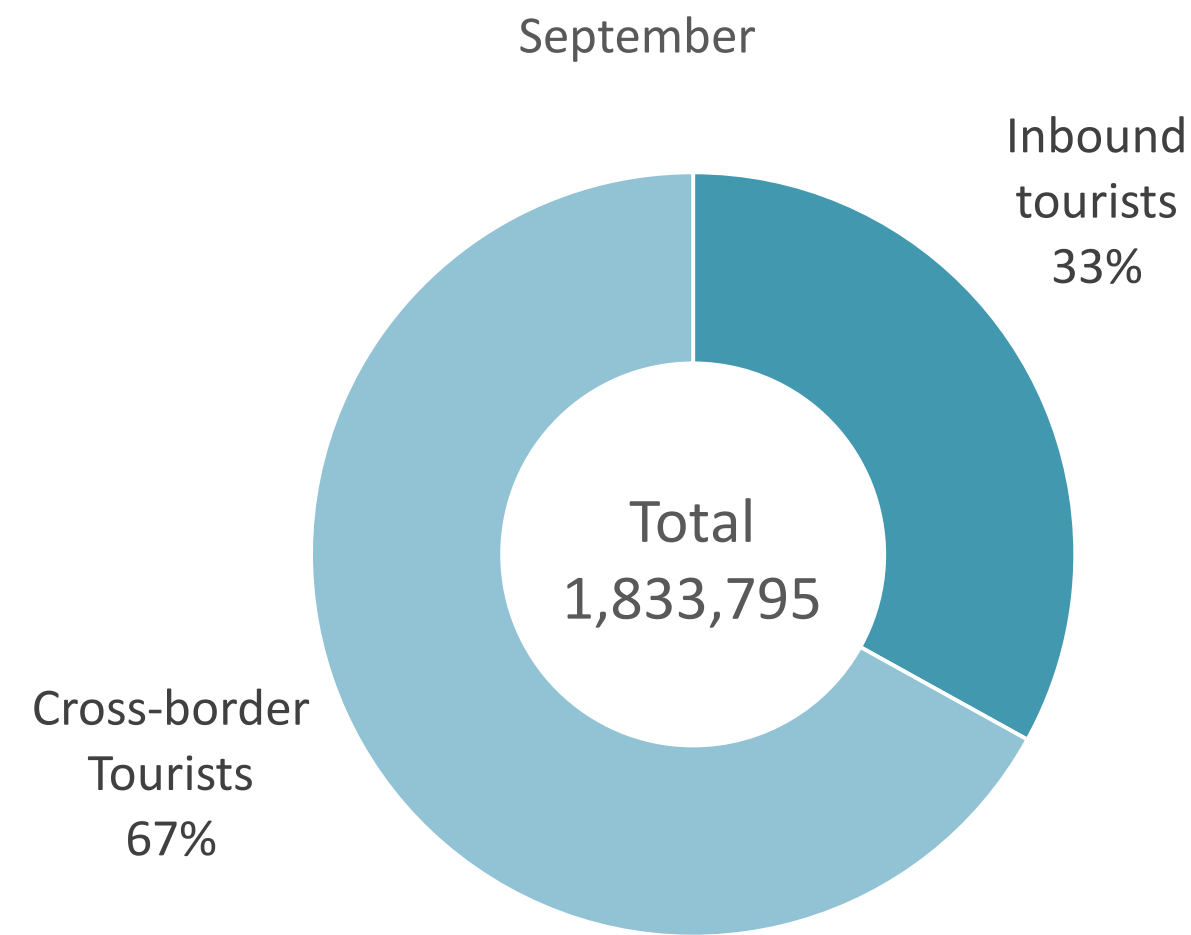
Effects on employment in Mexico



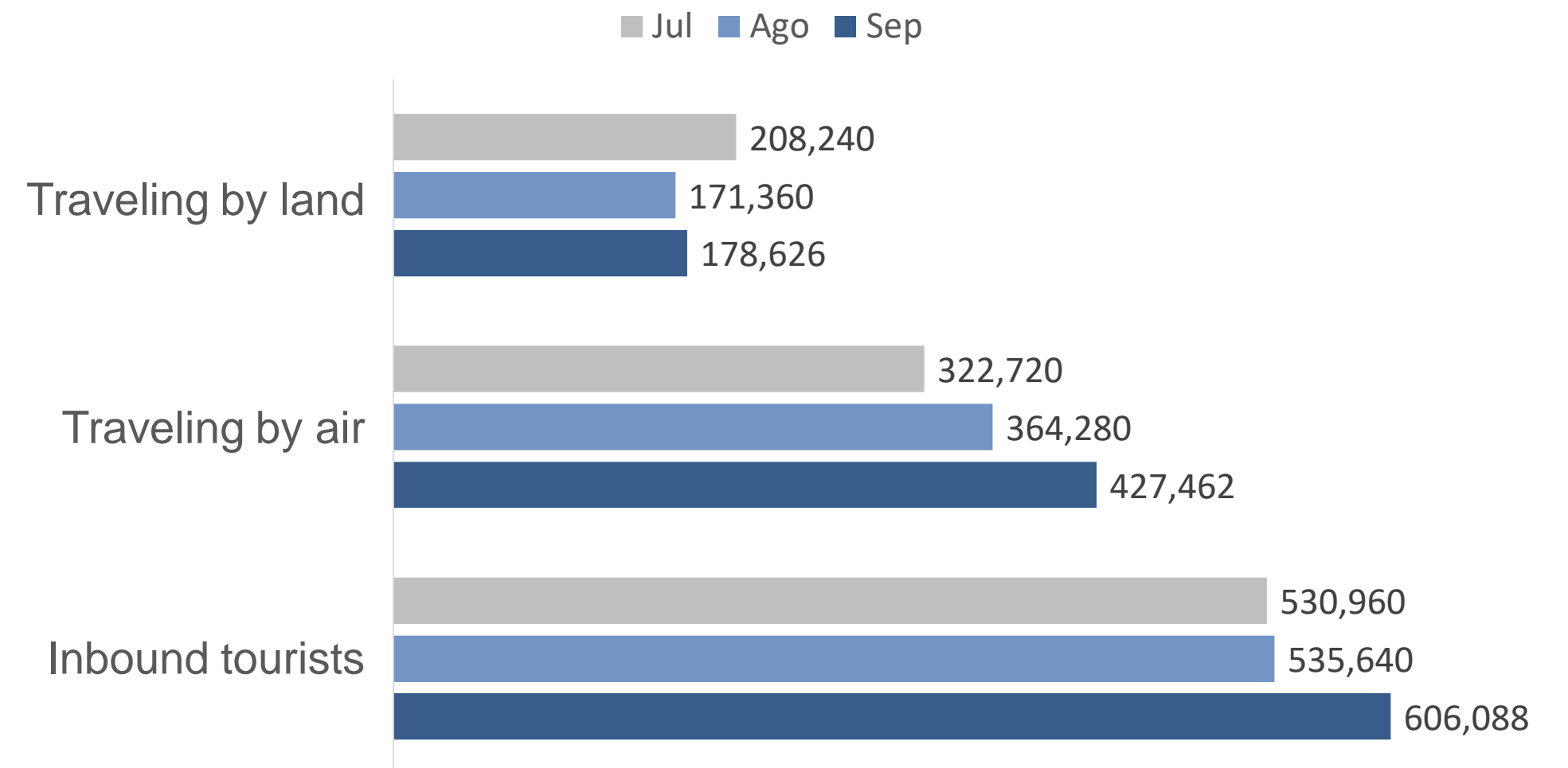
- Due to the 2.2% increase in the number of jobs during Oct-2020 vs. Sep-2020, Baja California Sur became the seventh worst-affected state in terms of job losses (it used to be fifth place in September). Quintana Roo remains the most affected, showing a **21.9%** decrease compared to the jobs registered at the end of December 2019.

SOURCE: IMSS

International tourist arrivals to Mexico



- For the month of September, 1,833,795 international tourist arrivals were registered in the country (-40% vs. the same month of the previous year).
- The average spending of international tourists traveling by air was \$957.36 USD (\$27.6 USD less vs. August 2020).

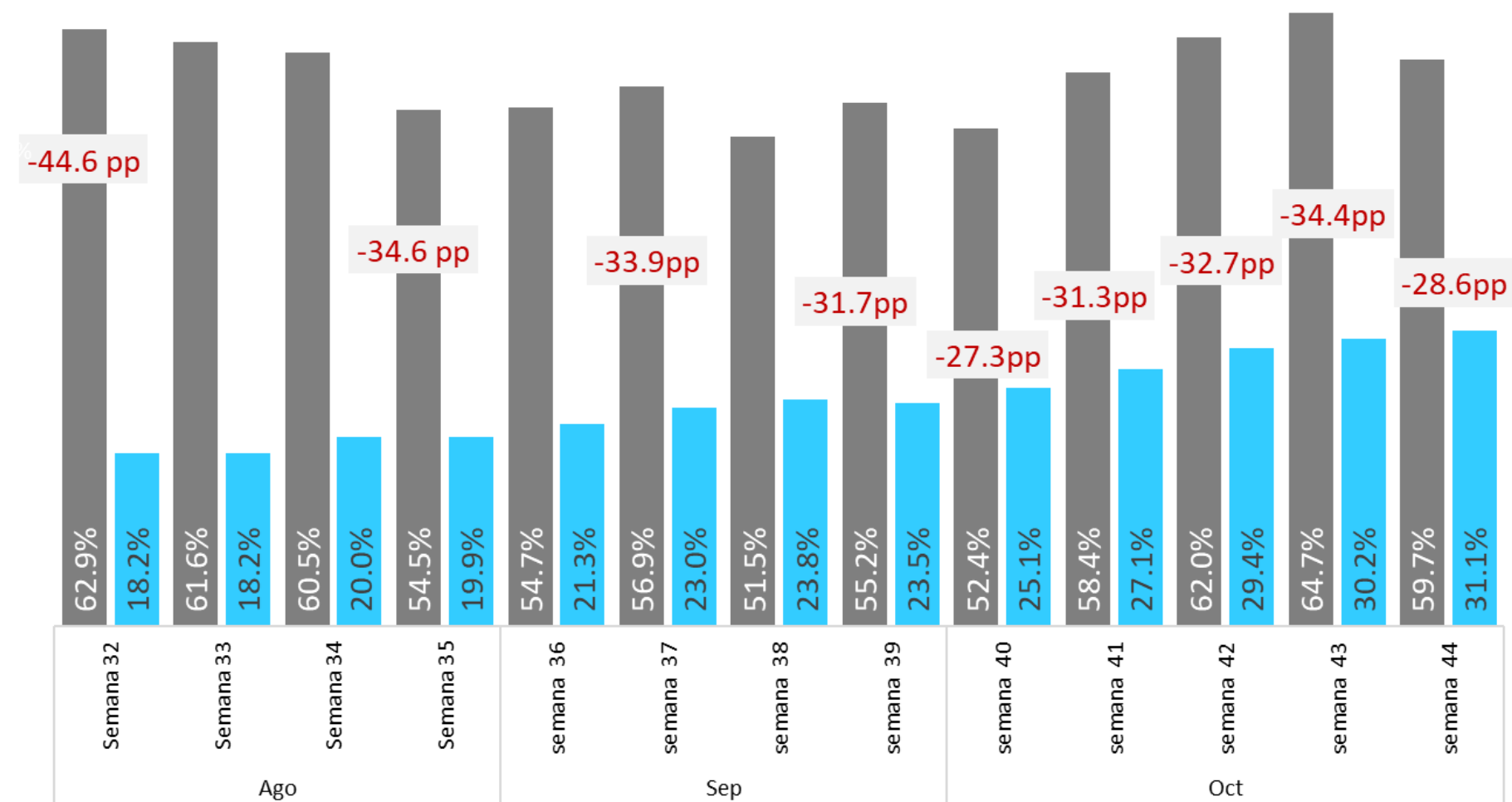


- There is a 13% increase in the total number of inbound tourists, compared to those registered in August, of which 71% traveled by air, and 29% did so by land.
- Compared to August, there is a 17% increase in those who arrived by air and a 4% increase in those who did so by land.

SOURCE: INEGI

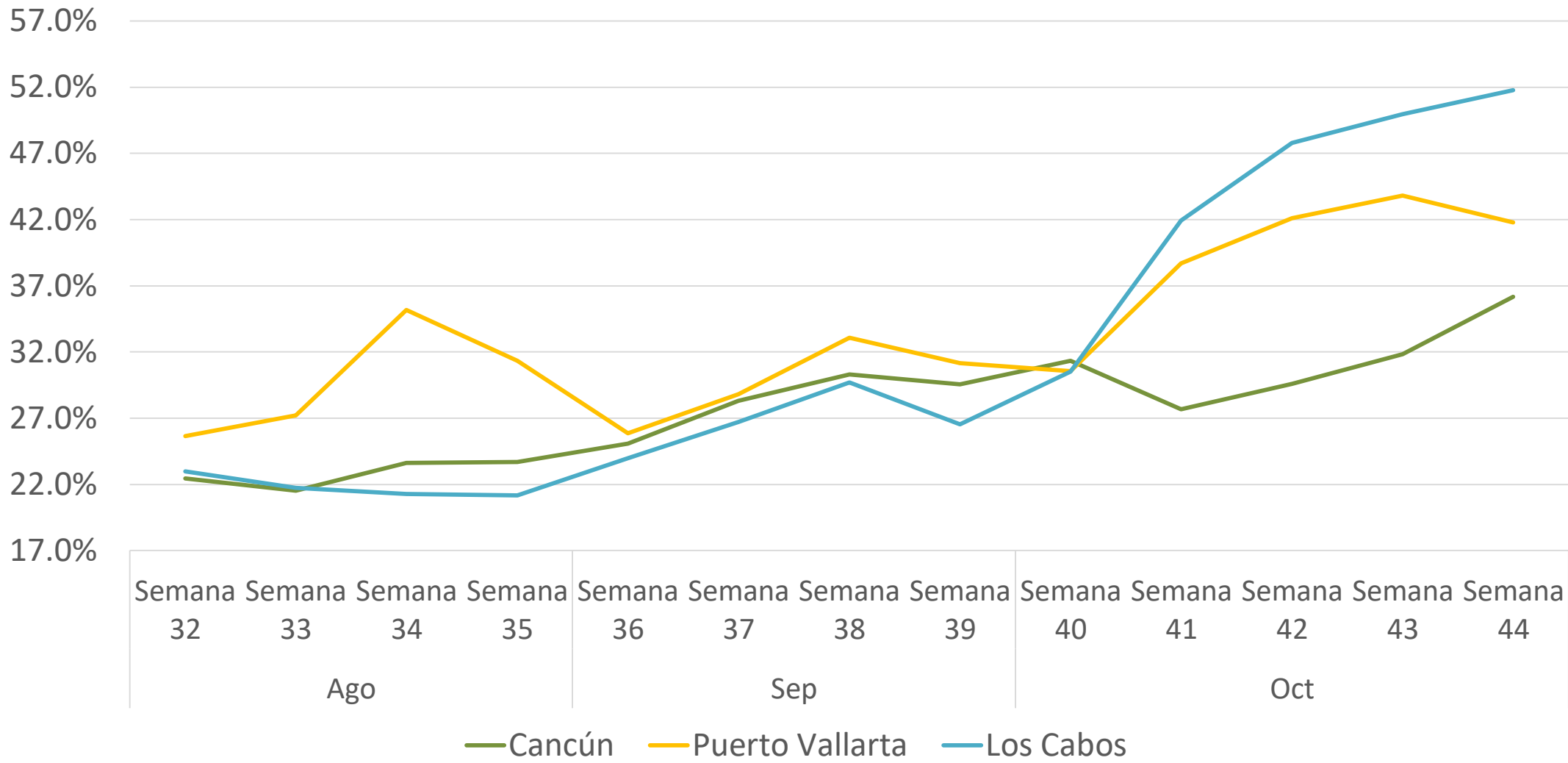
Hotel indicators in Mexico

Hotel occupancy percentage (average of 12 destinations in Mexico)



- Hotel occupancy in Mexico continues to improve at a discrete rate.
- A 31.1% occupancy rate was reported by the end of week 44 (November 1st), 28.6pp less than that observed in the same week of 2019.

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

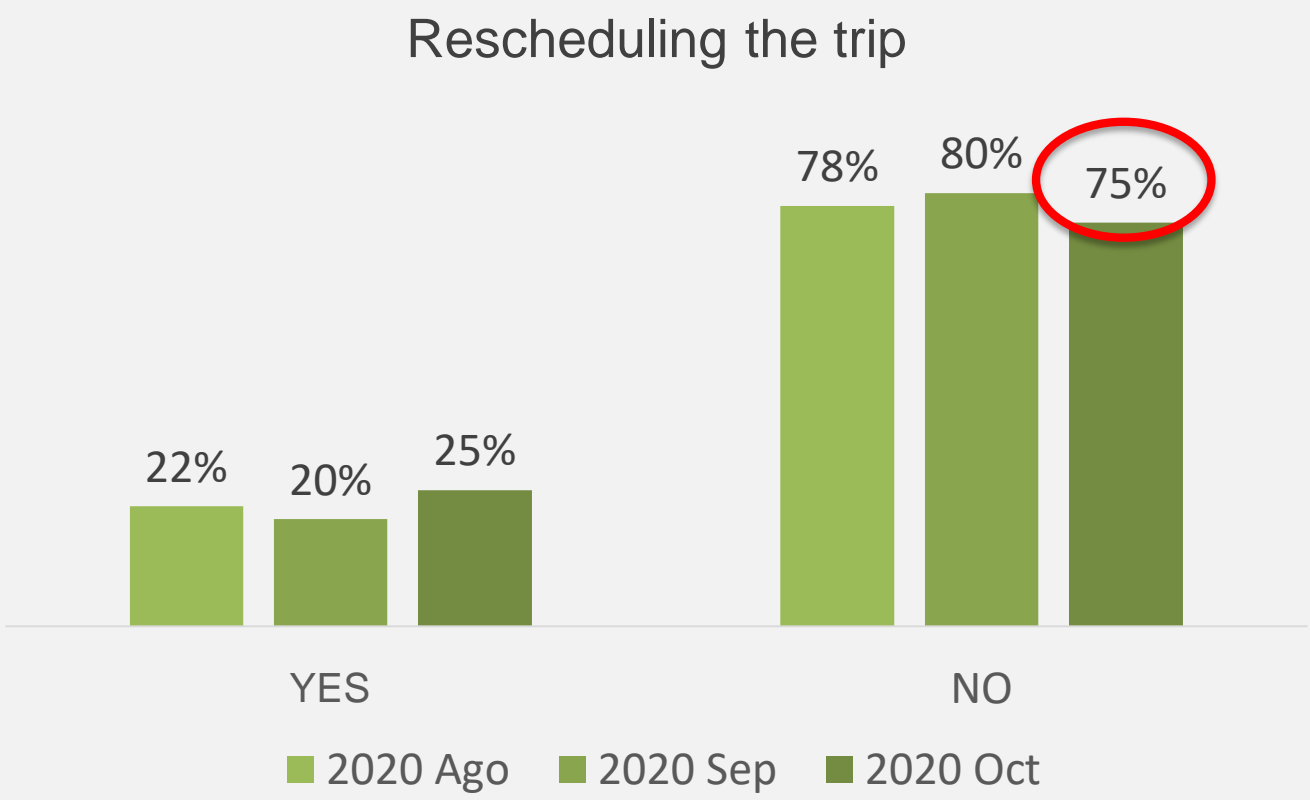
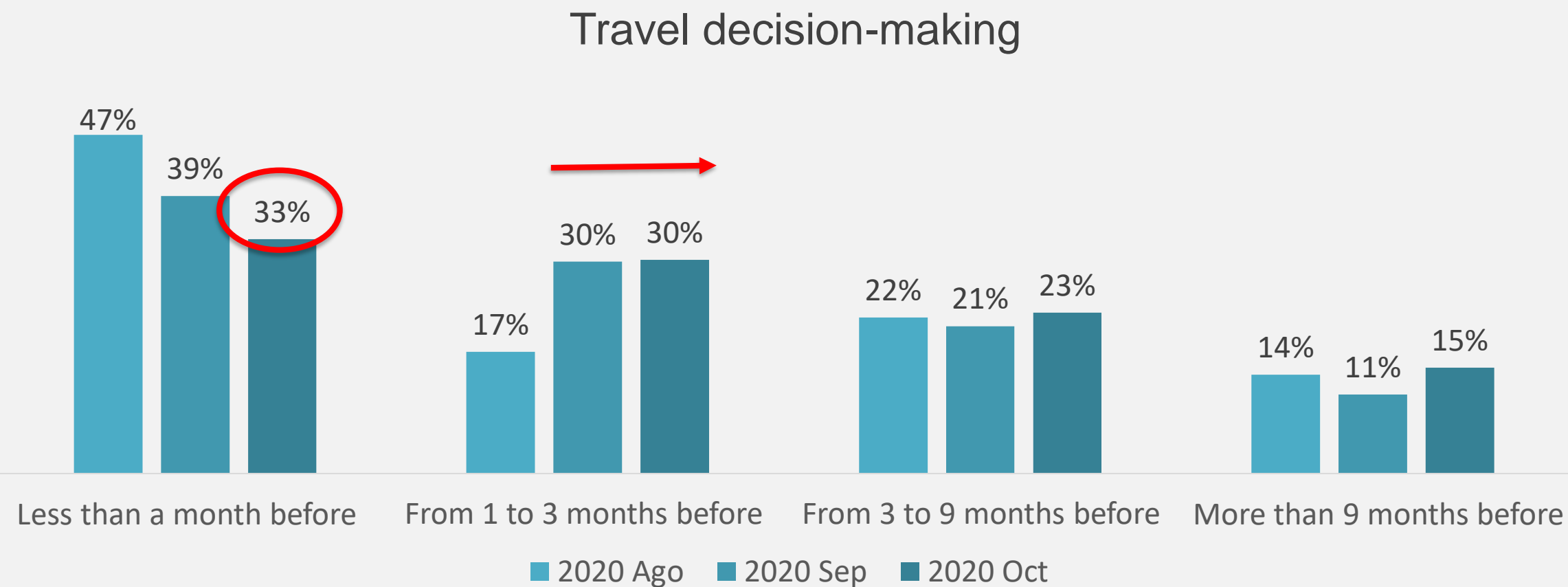


- The three selected destinations report a higher occupancy rate than the national average.
- From weeks 40 to 41, occupancy in Los Cabos increased by 11.4pp. It reached 50% by week 43 and 51.8% by the end of week 44.
- By the end of week 44, Puerto Vallarta and Cancun reported 41.8% and 36.2%, respectively.

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.

Tourists who are traveling to Los Cabos under current conditions

- There is a decrease in the percentage of tourists who decided to travel to Los Cabos less than a month before their departure. However, it is still the majority (33%).
- The percentage of those who decided to travel 1 to 3 months before the trip remains the same (30%).
- 35.4% of tourists already had their vacation planned, and prices have become the second most important factor when making the decision to travel.



Reasons to make the decision to travel	Aug	Sep	Oct
Already had their vacation planned	37.2%	30.7%	35.4%
Flight and hotel prices	31.1%	64.1%	27.4%
Vacation offers	11.0	7.8%	15.0%
Cancellation/rescheduling flexibility	9.5	6.2%	12.4%
They are timeshare owners	10.3	5.3%	8.3%

SOURCE: TOURIST SURVEYS

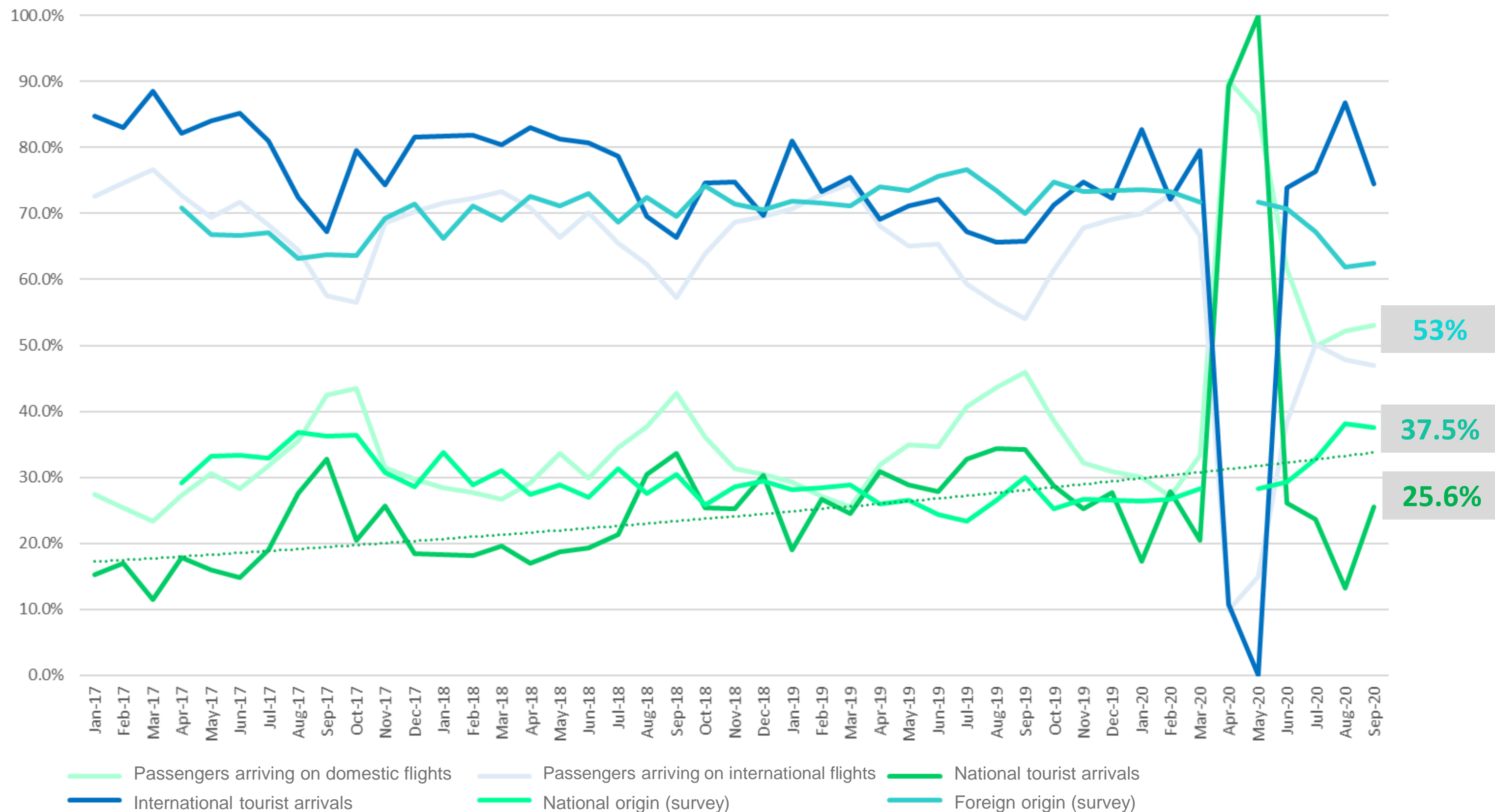


LOS CABOS TOURISM OBSERVATORY

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 **25.6%** in Sep-2020 (8.6pp less than the previous year).
- Moreover, the participation of national passengers in the total registered by Los Cabos International Airport was **53%** in Sep-2020. This represents an increase of 7pp vs. Sep-2019.
- In Sep-2020, Tourist Surveys indicated a **37.5%** tourist participation in the total received by Los Cabos (7.5pp more than the previous year).

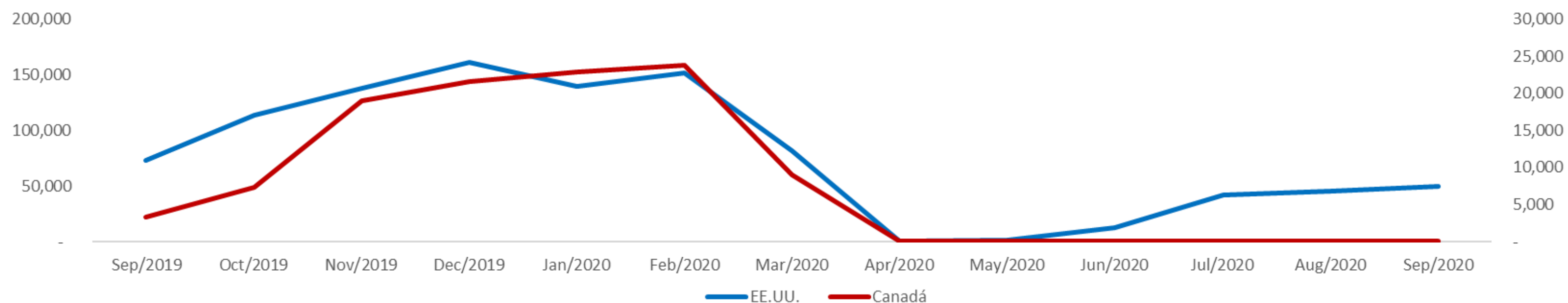
SOURCE: DATATUR, GAP, TOURIST SURVEYS

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

SOURCE: INM-SIOM

Regiones	Sep/2019	Oct/2019	Nov/2019	Dec/2019	Jan/2020	Feb/2020	Mar/2020	Apr/2020	May/2020	Jun/2020	Jul/2020	Aug/2020	Sep/2020	Δ Sep-20 / Sep-19	Δ Ene-Sep-20 / Ene-Sep-19
EE.UU.	73,431	113,947	137,433	161,174	139,238	151,410	82,042	508	1,084	12,433	41,696	45,112	50,077	-31.8%	-55.6%
Canadá	3,261	7,350	19,046	21,542	22,830	23,837	9,003	13	15	52	74	106	128	-96.1%	-49.1%
Europa	303	447	1,230	1,210	1,434	1,235	557	10	12	20	43	52	40	-86.8%	-56.4%
Caribe, Centro y Sudamérica	124	102	152	148	210	175	83	3	-	12	34	19	33	-73.4%	-69.5%
Resto del Mundo	604	784	796	898	940	622	242	-	7	34	52	64	71	-88.2%	-74.2%
Gran total	77,723	122,630	158,657	184,972	164,652	177,279	91,927	534	1,118	12,551	41,899	45,353	50,349	-35.2%	-55.1%

Mercados clave	Sep/2019	Oct/2019	Nov/2019	Dec/2019	Jan/2020	Feb/2020	Mar/2020	Apr/2020	May/2020	Jun/2020	Jul/2020	Aug/2020	Sep/2020	Δ Sep-20 / Sep-19	Δ Ene-Sep-20 / Ene-Sep-19
Reino Unido	73	155	827	773	942	692	357	2	5	9	8	19	10	-86.3%	13.3%
Australia	201	346	268	305	415	181	114	-	5	10	13	9	18	-91.0%	-72.9%
Corea del Sur	111	179	134	126	98	93	23	-	-	1	2	3	6	-94.6%	-76.1%
Total mercados clave	385	680	1,229	1,204	1,455	966	494	2	10	20	23	31	34	-91.2%	-45.5%



International tourist arrivals by air, by origin (residence)

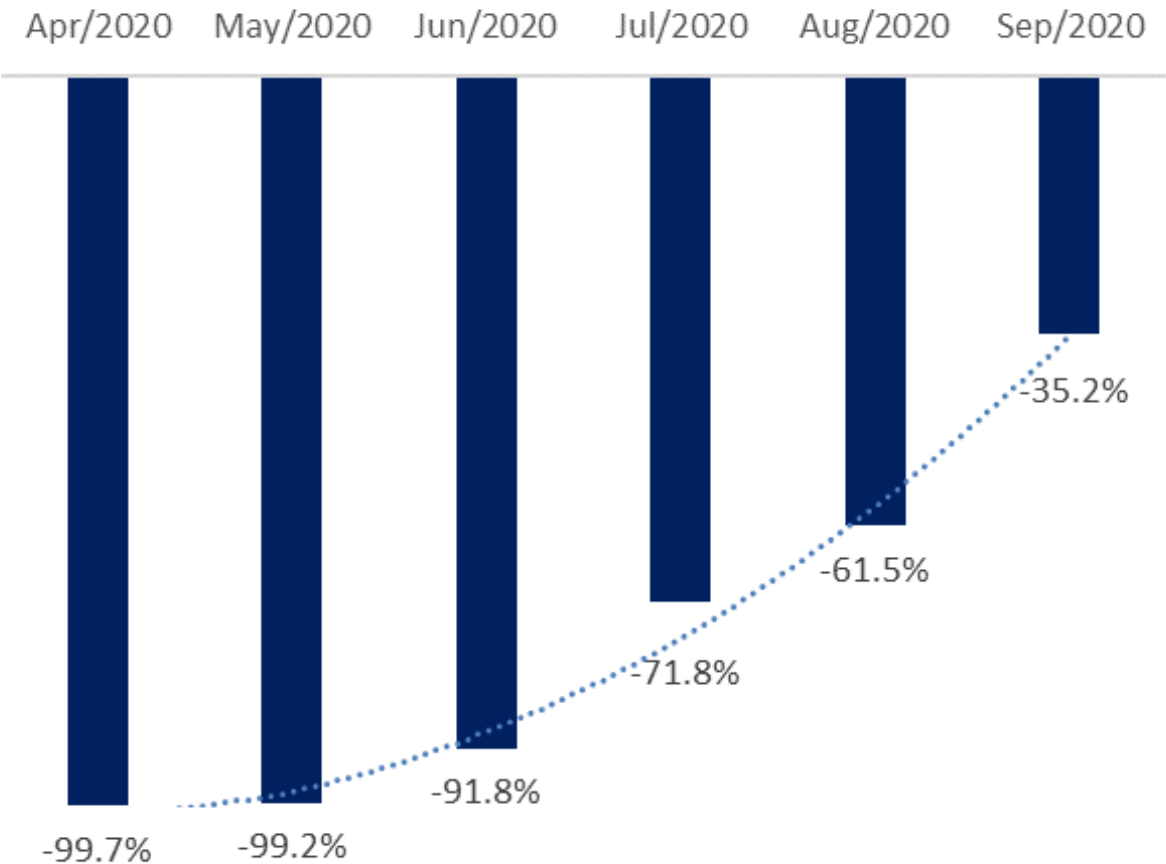
-35.2%

Sep-2020 vs. Sep-2019

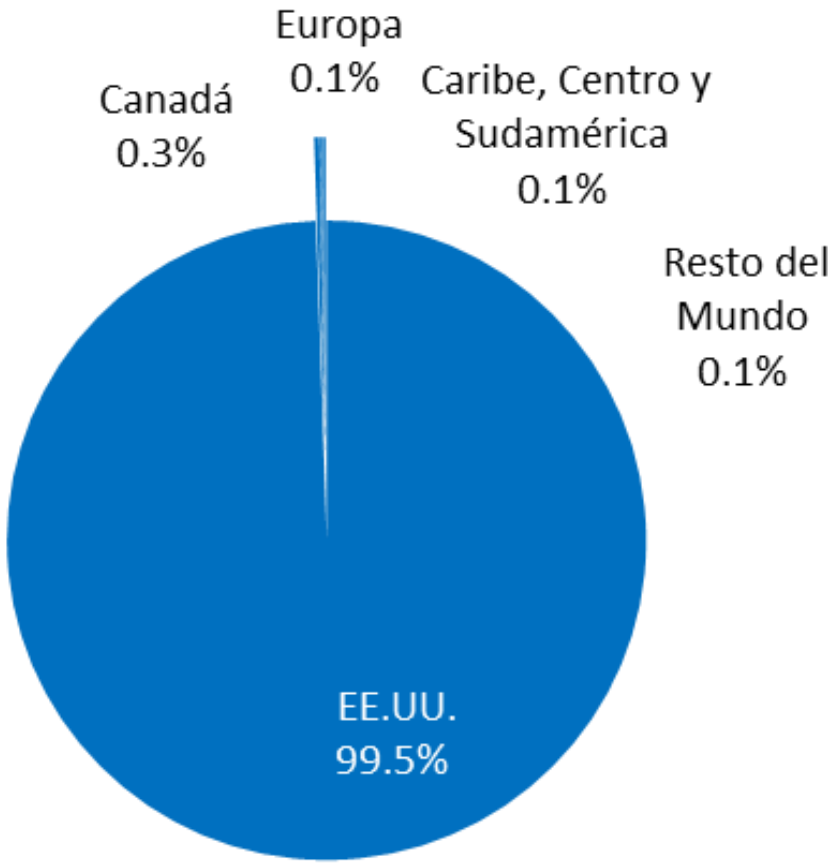
The entry of 50,349 international tourists that arrived by air to the Los Cabos International Airport was registered in Sep-2020. This signified a decrease of 35.2% compared to Sep-2019.

Americans represent 99.5% of the total.

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



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



SOURCE: INM-SIOM

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

Regiones	Nacional			Los Cabos		
	Ene-Sep-2019	Ene-Sep-2020	Δ 2020/2019	Ene-Sep-2019	Ene-Sep-2020	Δ 2020/2019
Estados Unidos	8,103,311	3,468,151	-57.2%	1,177,978	523,600	-55.6%
Canadá	1,660,199	883,209	-46.8%	110,200	56,058	-49.1%
Europa	1,470,919	440,444	-70.1%	7,739	3,403	-56.0%
Caribe, Centro y Sudamérica	1,987,792	576,057	-71.0%	1,876	569	-69.7%
Resto del mundo	538,098	176,207	-67.3%	7,941	2,032	-74.4%
Gran Total	13,760,319	5,544,068	-59.7%	1,305,734	585,662	-55.1%

Mercados Clave	Nacional			Los Cabos		
	Ene-Sep-2019	Ene-Sep-2020	Δ 2020/2019	Ene-Sep-2019	Ene-Sep-2020	Δ 2020/2019
Reino Unido	441,019	82,566	-81.3%	1,803	2,044	13.4%
Australia	46,936	13,828	-70.5%	2,827	765	-72.9%
Corea del Sur	62,495	22,524	-64.0%	946	226	-76.1%
Total mercados clave	550,450	118,918	-78.4%	5,576	3,035	-45.6%

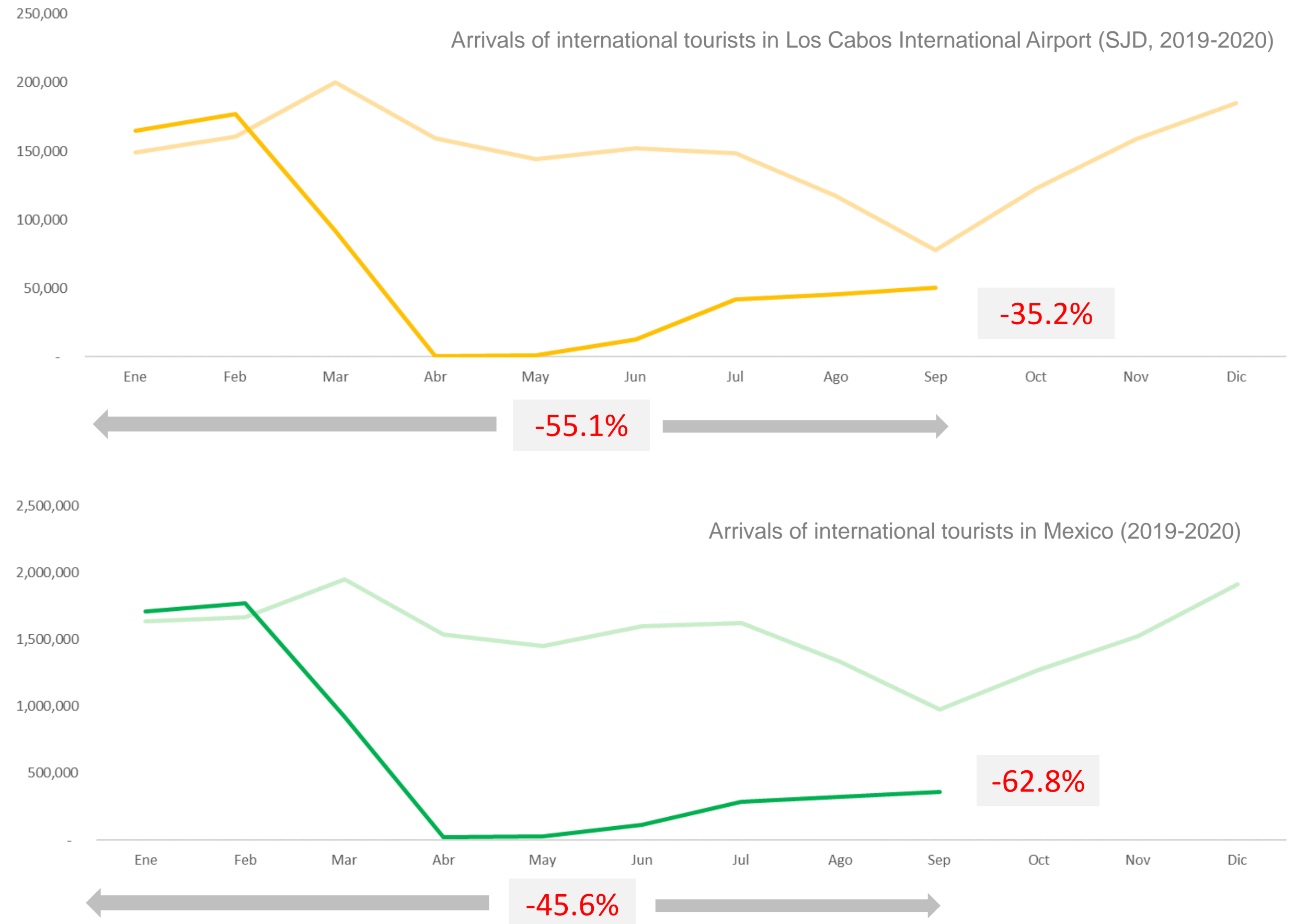


SOURCE: INM-SIOM

Monthly evolution of the international tourist arrivals by air at the Los Cabos International Airport (SJD) and on a national level, 2012-2019

- When comparing Sep-2020 vs. Sep-2019, tourist arrivals decreased by 62.8% nationwide, and by 35.2% in Los Cabos.
 - The American market decreased by 36.9% on a national level, whereas the Canadian market did so by 92%.
 - At the Los Cabos International Airport, the U.S. market decreased by 31.8%, and the Canadian market did so by 96.1% when comparing Sep-2020 to the previous year.
- The Jan-Sep cumulative registers a decrease of 45.6% nationwide, and of 55.1% in Los Cabos.
 - So far in 2020, the U.S. market's cumulative registered a decline of 57.2% nationwide, and of 55.6% in Los Cabos.
 - In the year's cumulative, the Canadian market declines 46.8% nationwide and 49.1% in Los Cabos.

SOURCE: INM-SIOM

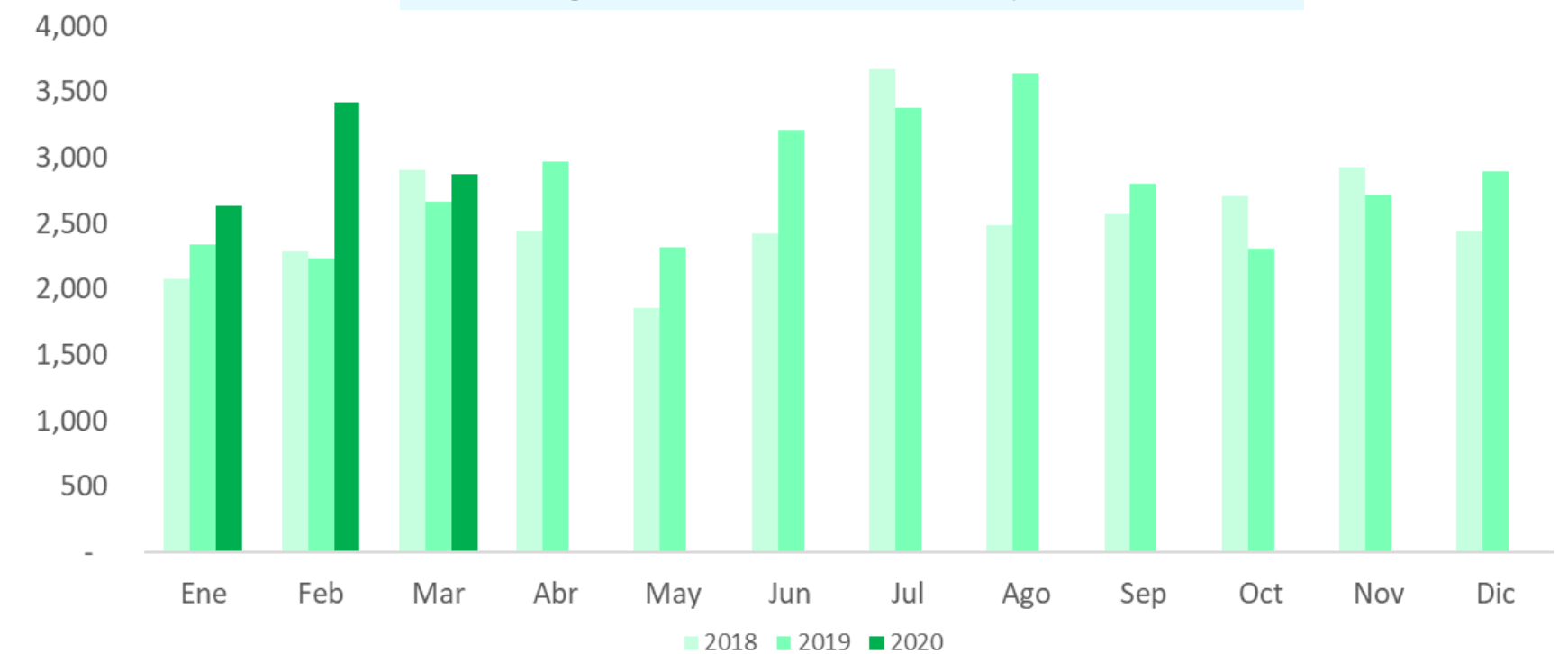


Cruise activity

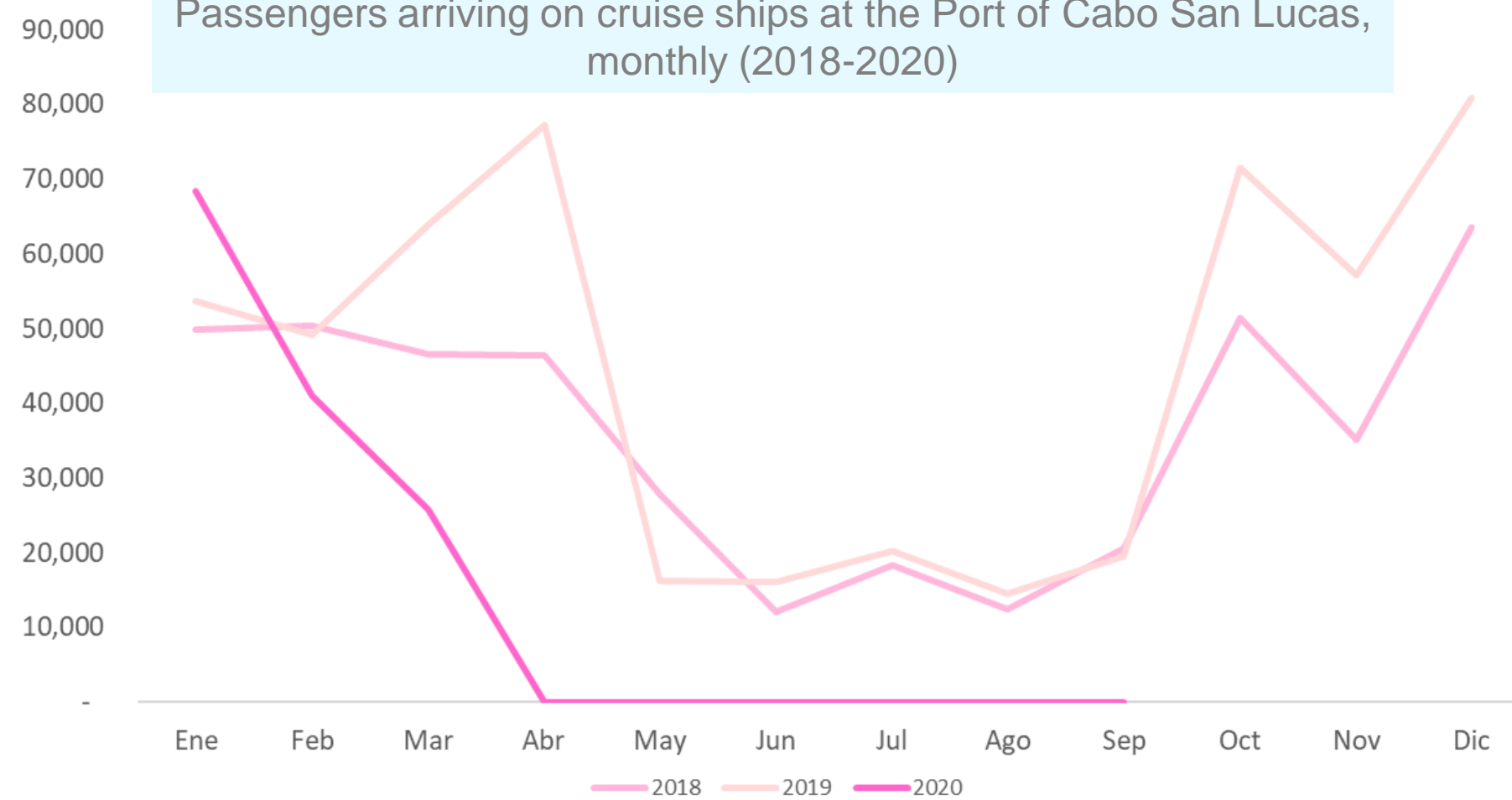
There were no registered vessel or cruise ship arrivals at the Port of Cabo San Lucas in Sep-2020.

SOURCE: DATATUR - SCT

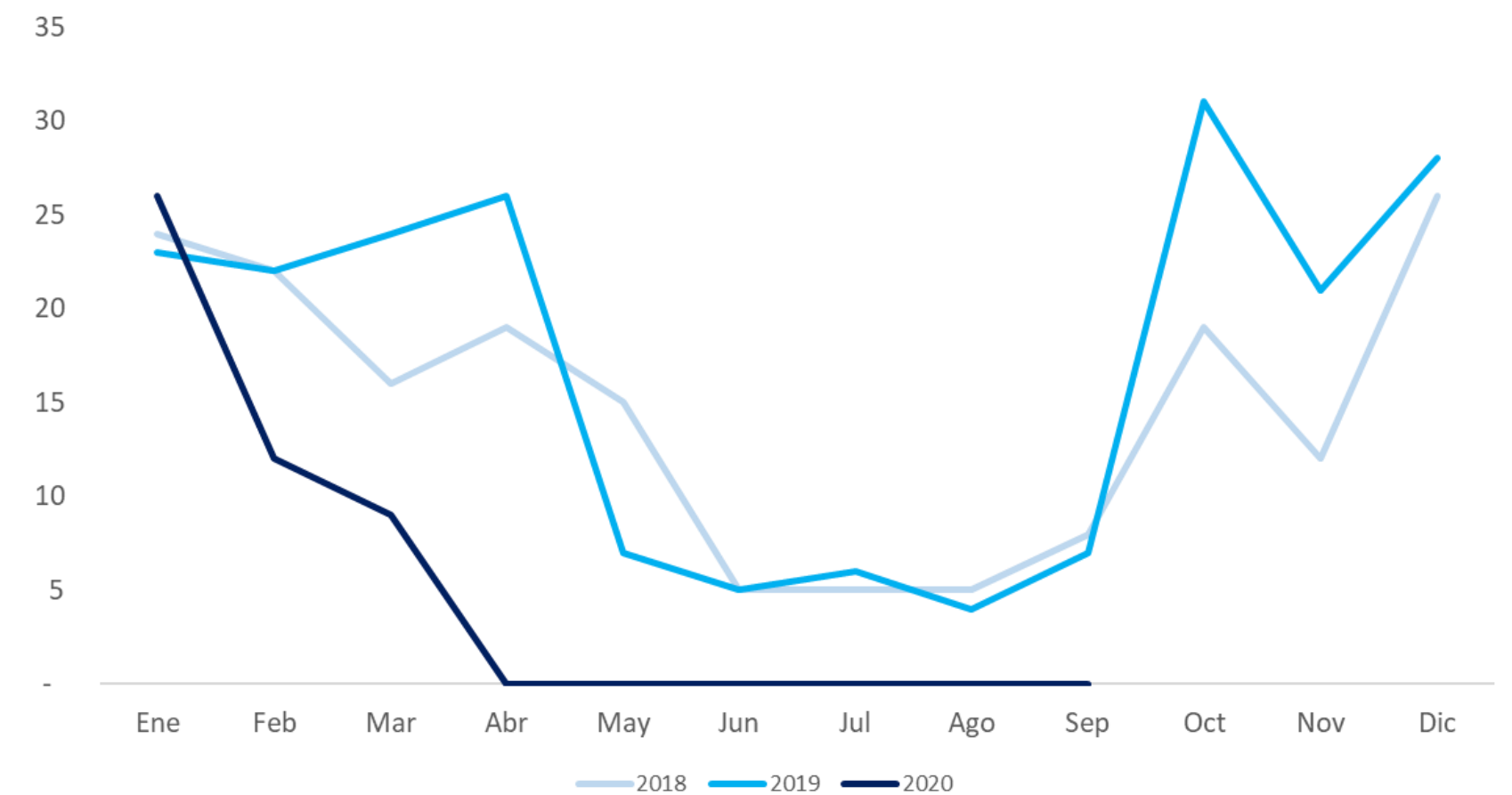
Passengers per vessel, monthly (2018-2020)



Passengers arriving on cruise ships at the Port of Cabo San Lucas, monthly (2018-2020)



Vessels arriving in the Port of Cabo San Lucas, monthly (2018-2020)



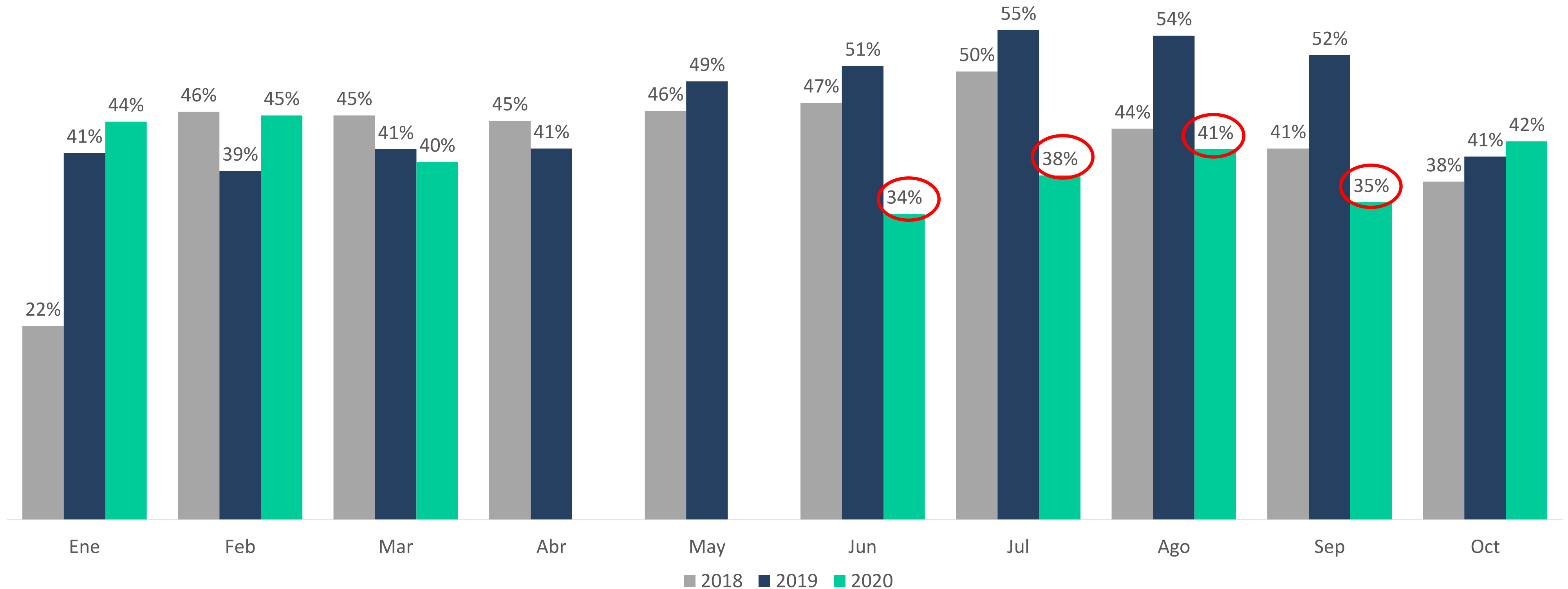


LOS CABOS TOURISM OBSERVATORY

DEMAND INDICATORS
TOURIST SURVEYS & GROUP BUSINESS

Package tour purchases

From June to September, the number of tourists who bought a package tour decreased compared to previous years. This number increased in October.

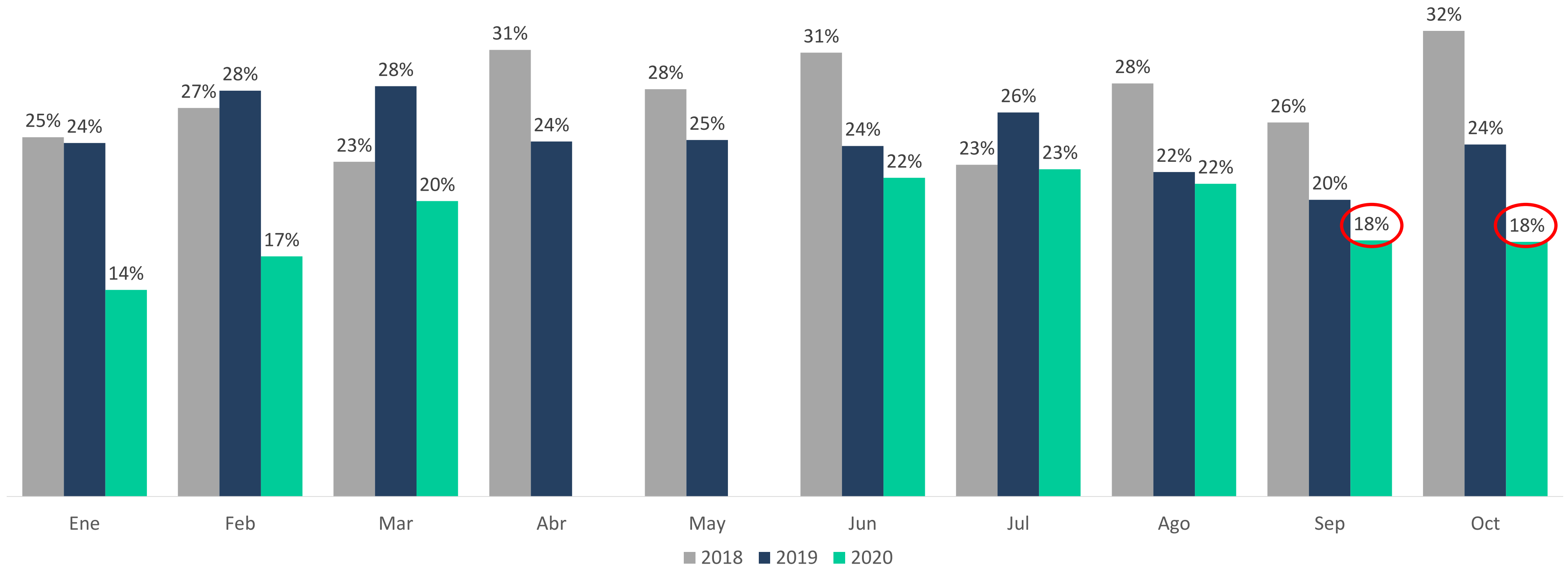


SOURCE: TOURIST SURVEYS

NO INFORMATION WAS COLLECTED DURING APR-MAY-2020 DUE TO THE CONTINGENCY GENERATED BY COVID-19.

Timeshares

As in the previous month, 18% of tourists who arrived at the destination stayed at timeshares (6pp less than the same month last year).

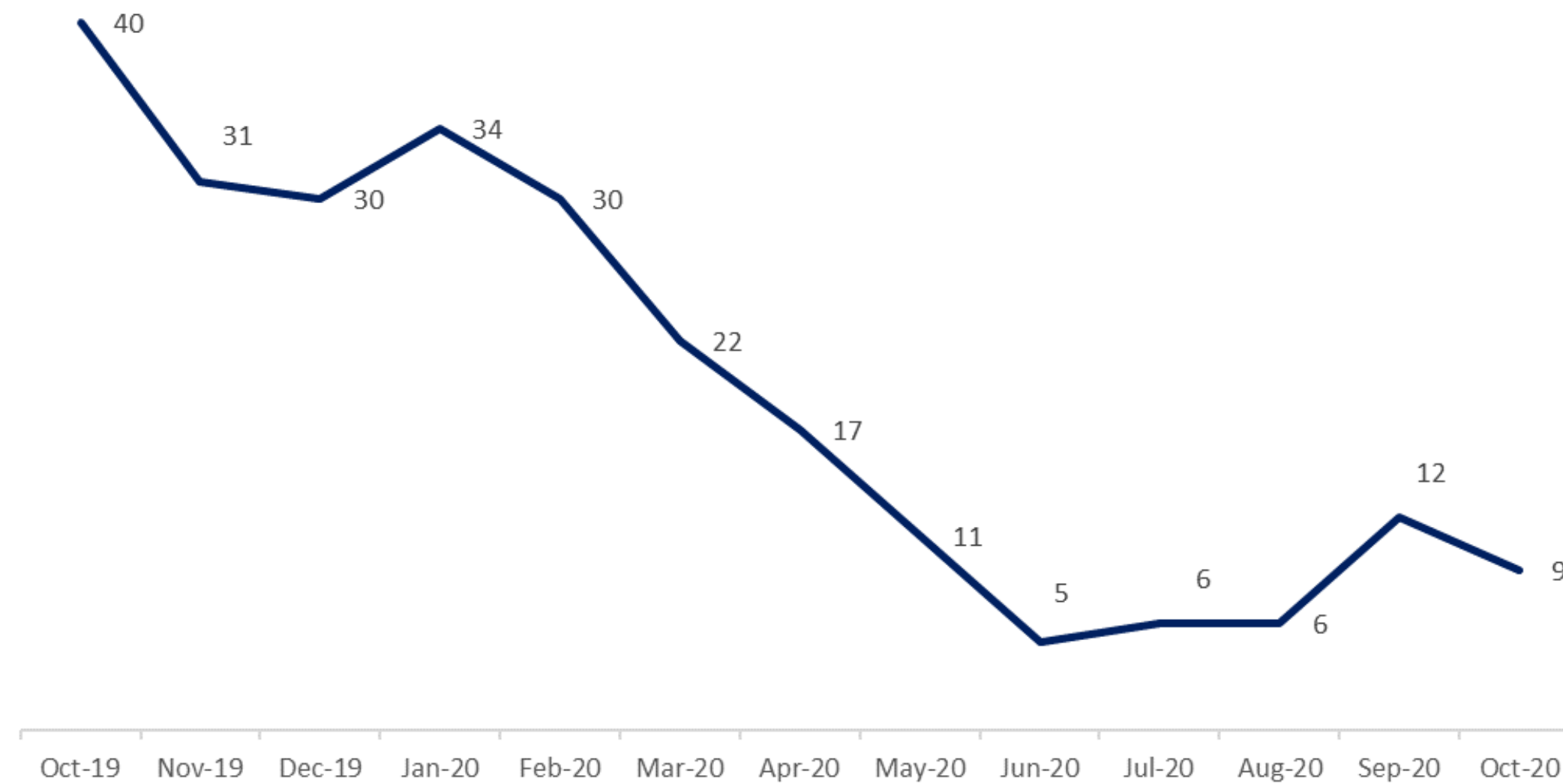


SOURCE: TOURIST SURVEYS

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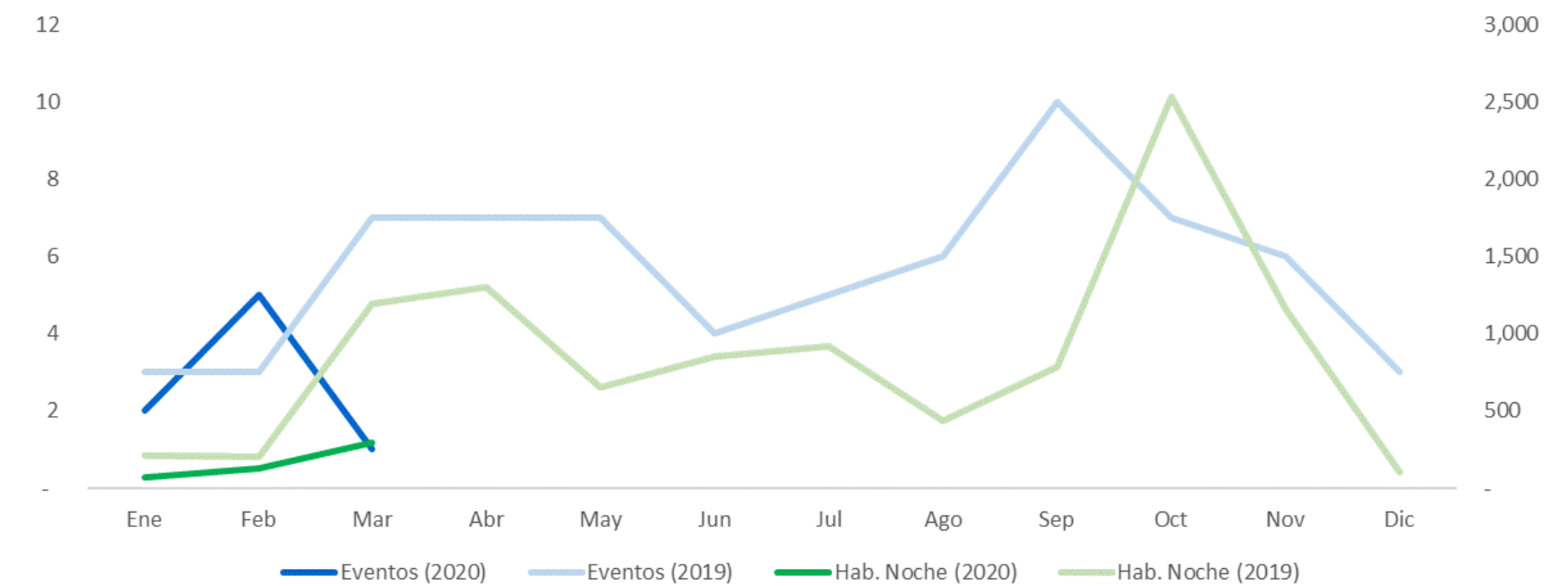
Demand indicators: Group Business

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



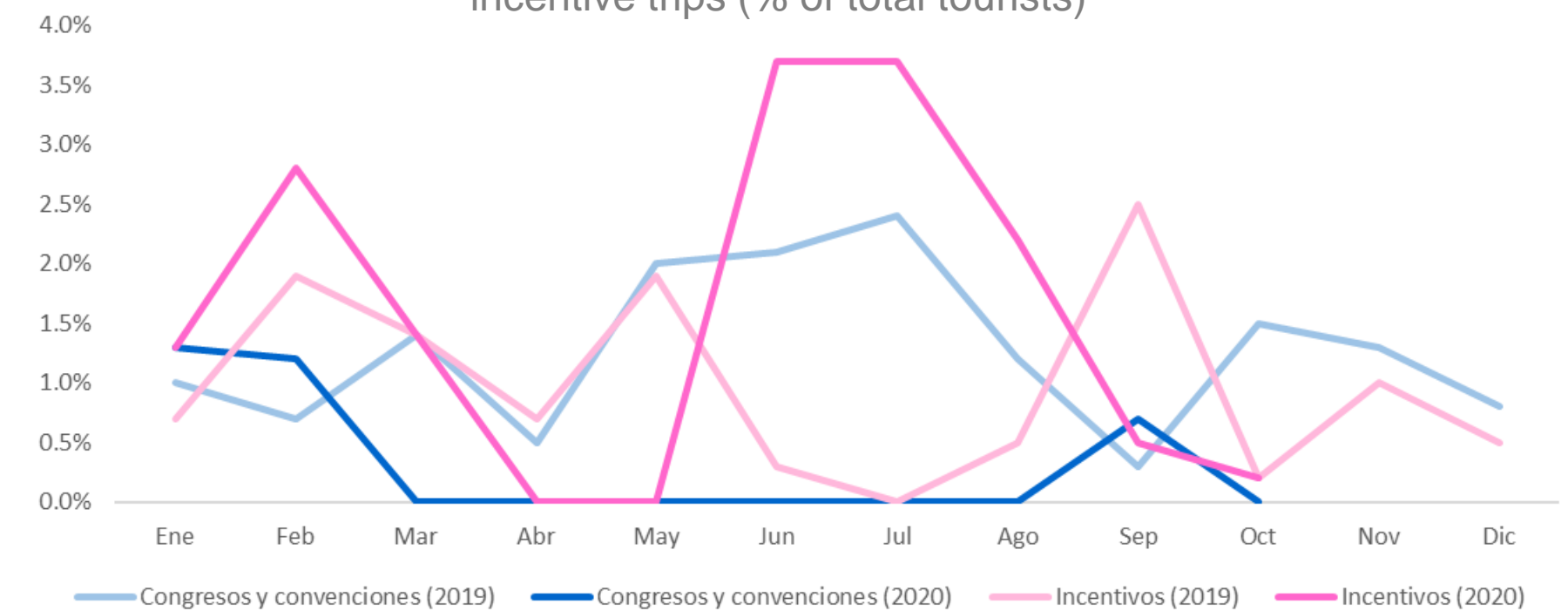
SOURCE: CVENT

Confirmed room nights and events, for meetings and groups




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.

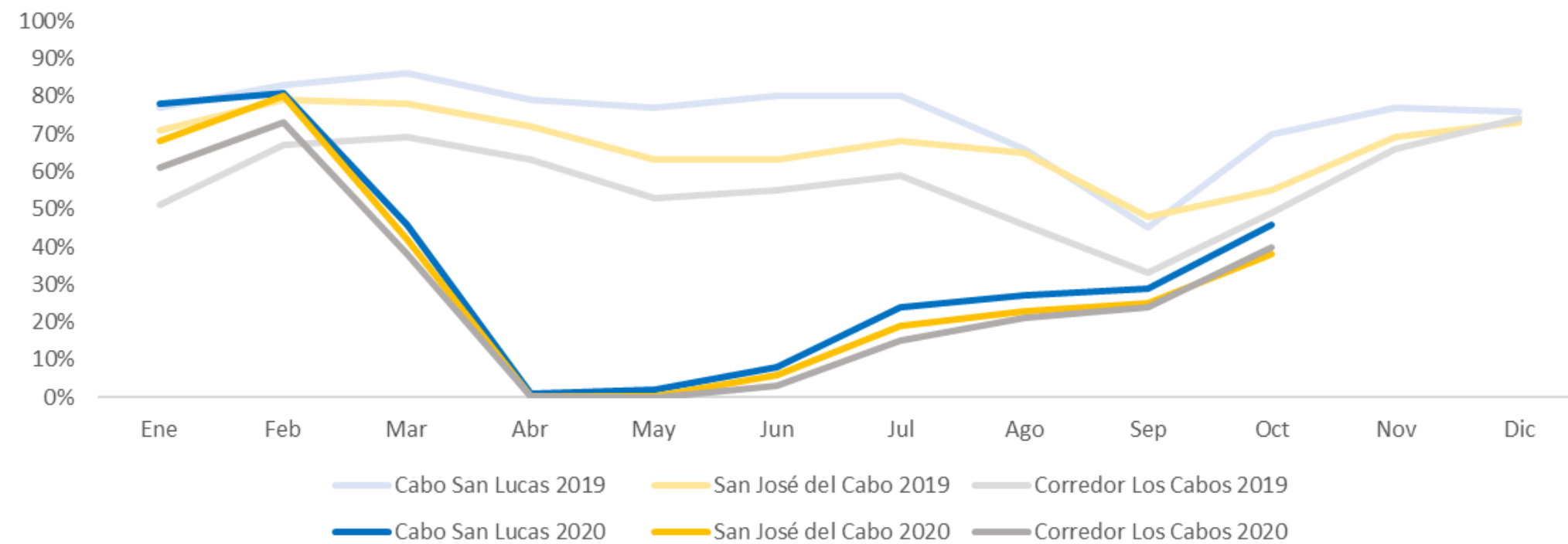
LOS CABOS TOURISM OBSERVATORY

SUPPLY INDICATORS

HOTEL OFFER

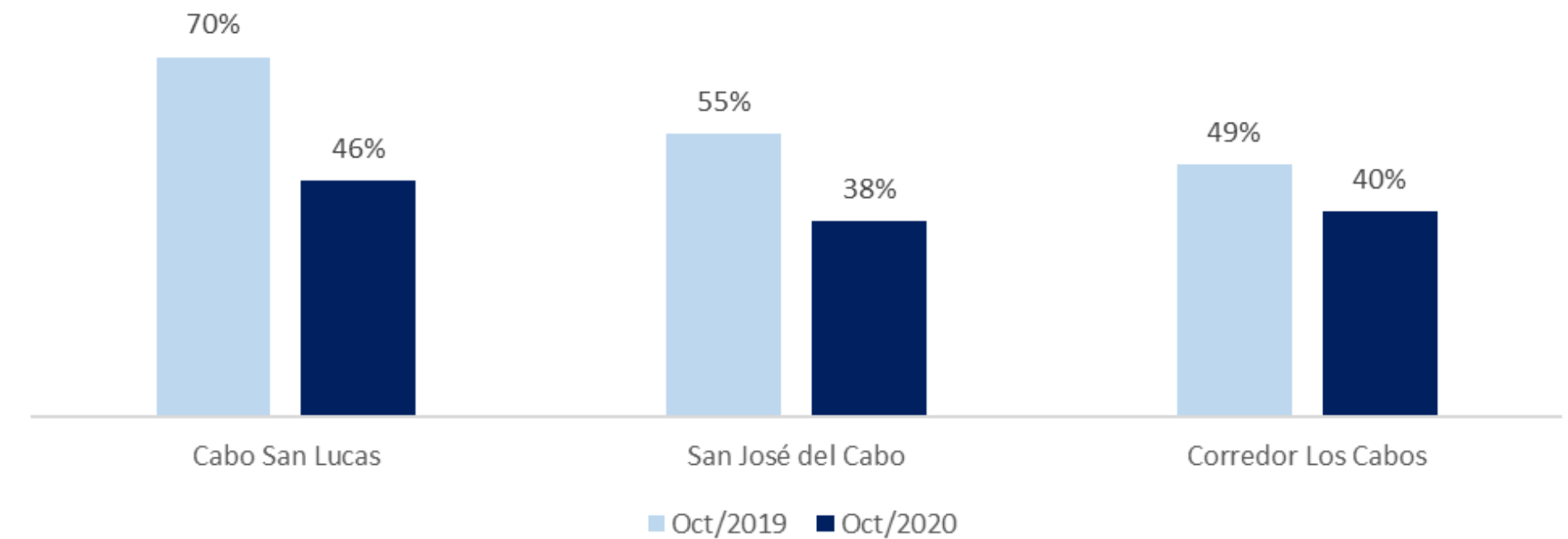
Evolution of the hotel offer in Los Cabos and sub-destinations

Monthly hotel occupancy (2019-2020)



SOURCE: AHLC

Hotel occupancy (Oct 2019-2020)



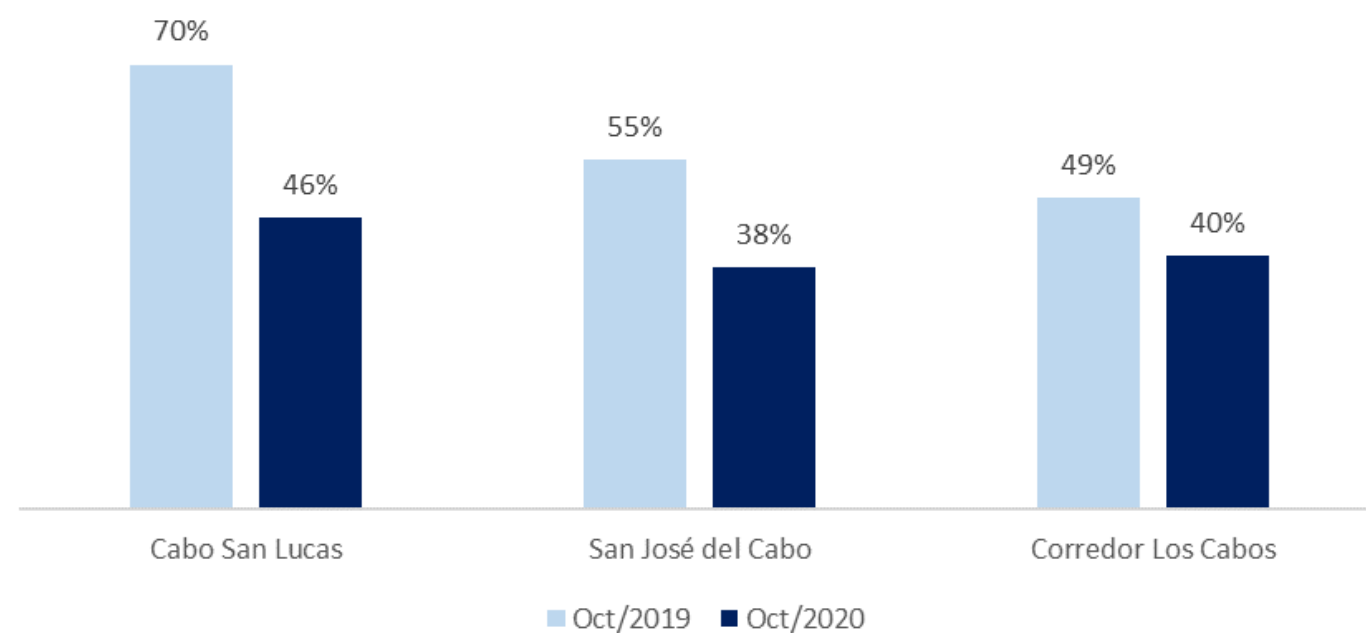
SOURCE: AHLC

- According to the Los Cabos Hotel Association, hotel occupancy in Los Cabos reached 43%, decreasing 18pp compared to last year; however, occupancy gained 16pp compared to Sep-2020. On a sub-destination level, Cabo San Lucas had an occupancy of 46%, decreasing 24pp compared to the previous year. Meanwhile, San Jose del Cabo dropped 17pp, reaching 38%, and Los Cabos Corridor decreased 9pp, registering 40%.
- Los Cabos registered 99.9 thousand tourists arriving at hotels in Sep-2020, 36.4% less compared with Sep-2019. The average stay decreased by 0.13 nights (from 4.24 in Sep-2019 to 4.11 in Sep-2020, according to DataTur).
 - International tourist arrivals at hotels fell 28.4% in this period, while national tourism did so by 52.1%.
 - In Sep-2020, national tourism represented 25.6% of the total. The previous year, a participation of 33.9% was registered.

HOTEL OFFER

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

Hotel occupancy (Oct 2019-2020)

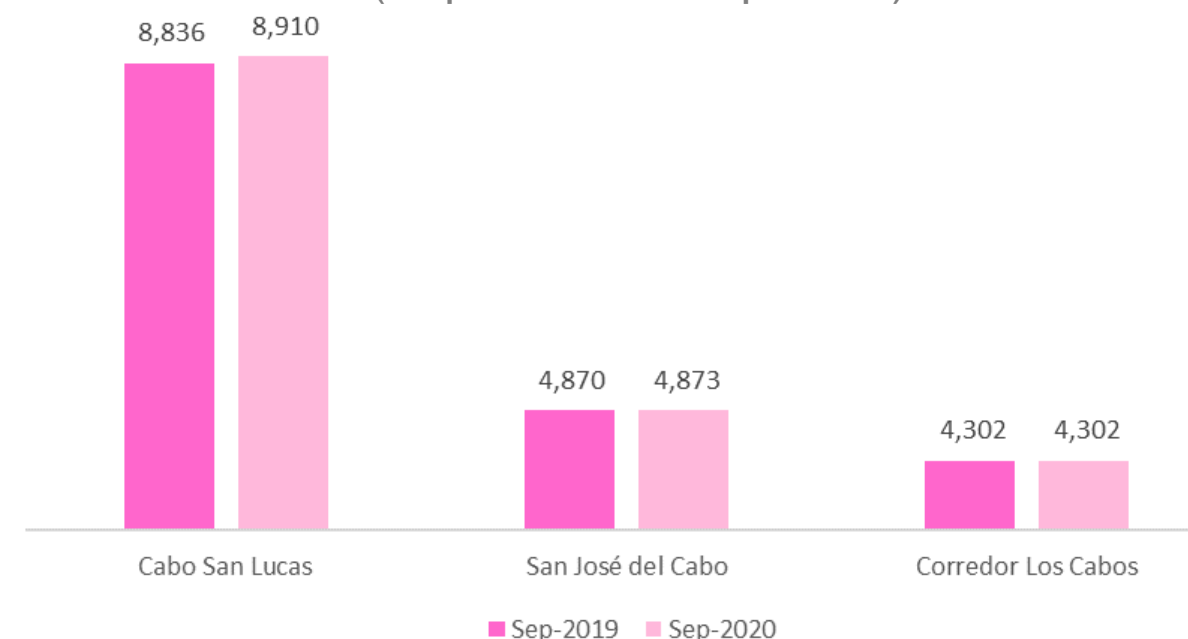


SOURCE: AHLC

CABO SAN LUCAS

- The hotel occupancy registers 46%, which implies a decrease of 24pp (Oct-2019 vs. Oct-2020, AHLC).
- It's hotel offer increased by 0.8% from Sep-2019 to Sep-2020, registering 8.9 thousand (DataTur).
- Occupied room nights dropped 33.8% between Sep-2019 and Sep-2020 (DataTur).

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

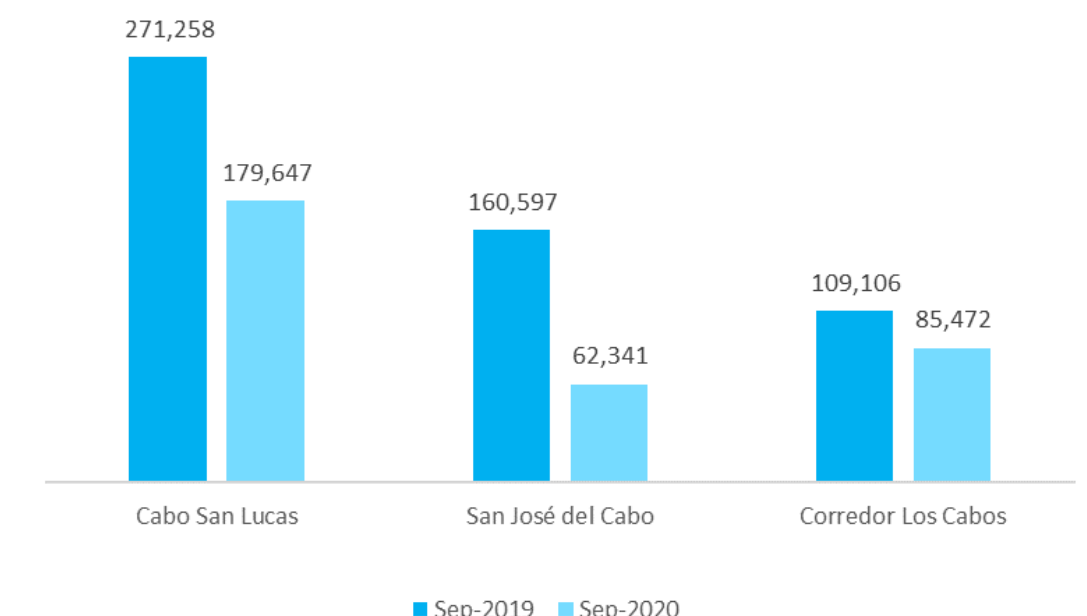


SOURCE: DATATUR

SAN JOSE DEL CABO

- Occupancy dropped 17pp when comparing Oct-2019 to Oct-2020 (AHLC): 38%.
- Its hotel offer increased 0.1% between Sep-2019 and Sep-2020, registering 4.9 thousand rooms (DataTur).
- Occupied room nights dropped 61.2% between Sep-2019 and Sep-2020 (DataTur).

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



SOURCE: DATATUR

LOS CABOS CORRIDOR

- Occupancy registers 40% in Oct-2020, which implies a decrease of 9pp (AHLC).
- Its hotel offer remained the same between Sep-2019 and Sep-2020: 4.3 thousand rooms (DataTur).
- Occupied room nights decreased 21.7% between Sep-2019 and Sep-2020 (DataTur).

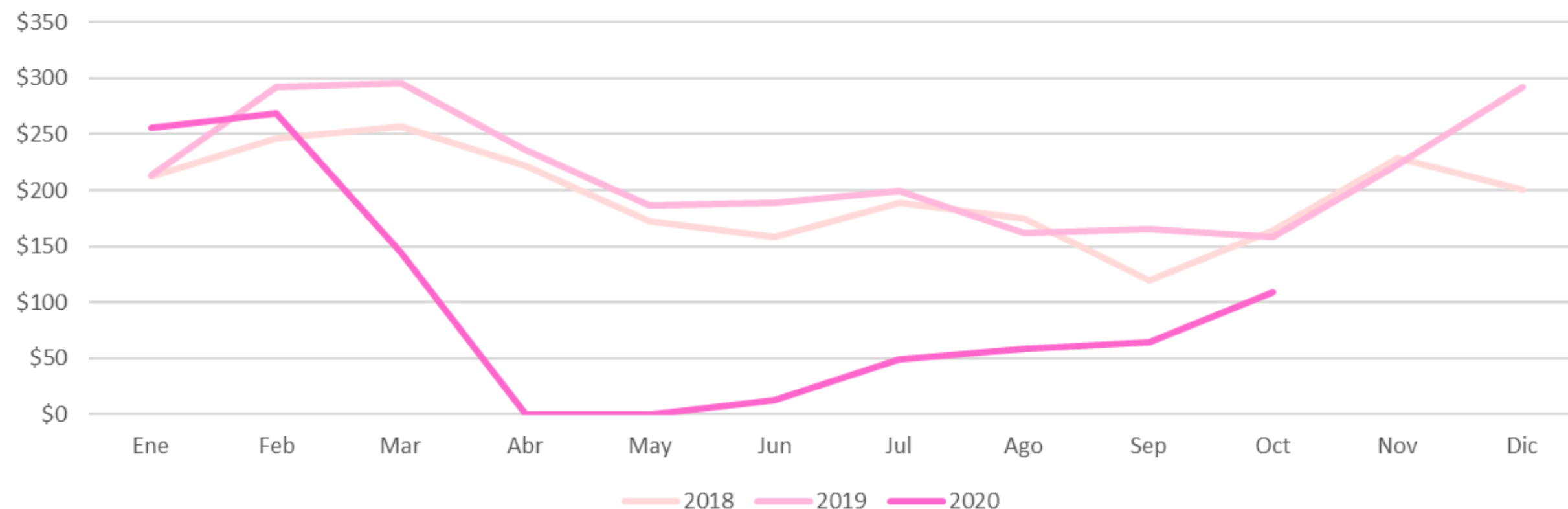
HOTEL OFFER

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

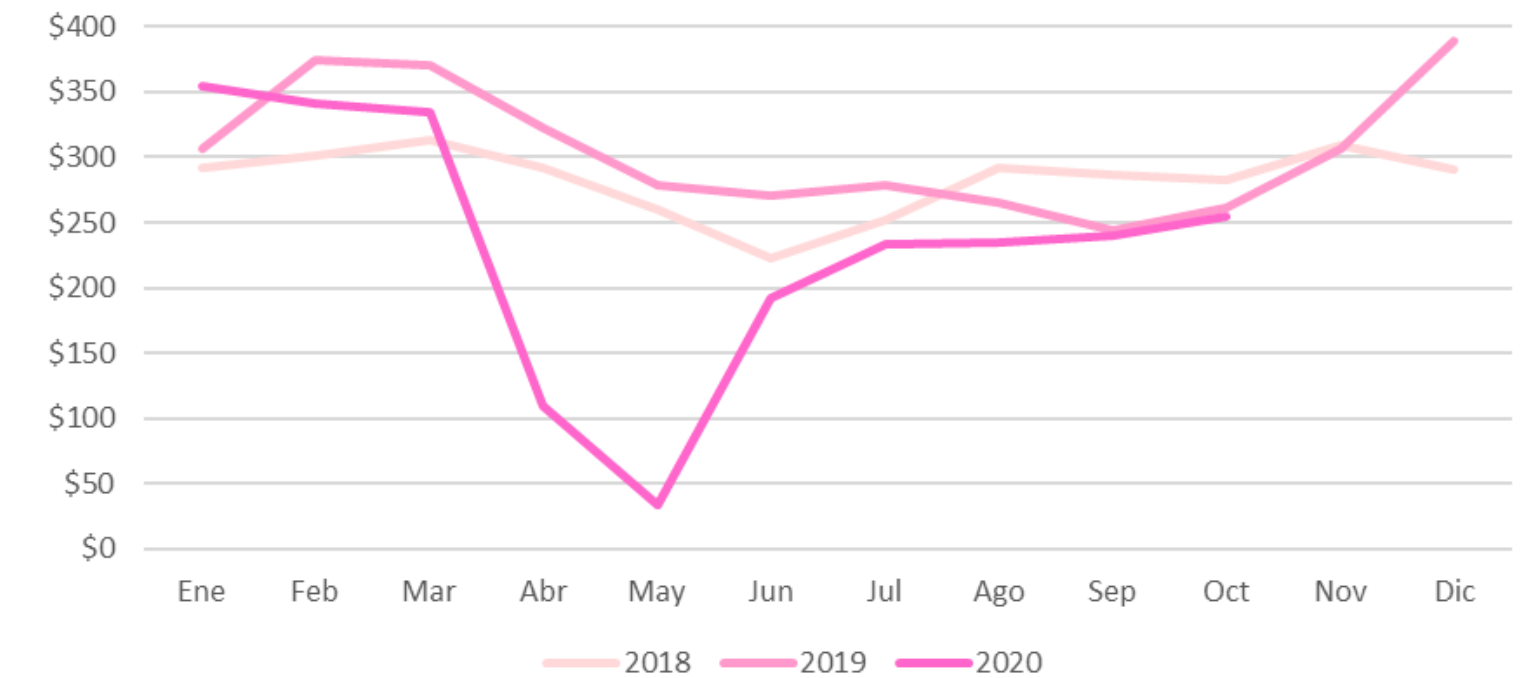
- The average hotel rate in Los Cabos for Oct-2020 was \$254 USD; \$2 above the average of the past 12 months, and \$7 less than that in Oct-2019.
 - Los Cabos Corridor was the destination that increased its average rate the most compared to the previous year: +\$34 USD (+9.1%), registering \$406.
 - San Jose del Cabo has increased its rate by 9 USD (+6.2%) to be situated at 239 USD.
 - While Cabo San Lucas has reduced its rate by 107 USD (-47.6%) and recorded 118 USD.
- The RevPAR for Oct-2020 was \$109 USD.
 - \$50 USD below the one registered in Oct-2019.

RevPAR Los Cabos (USD, 2018-2020)

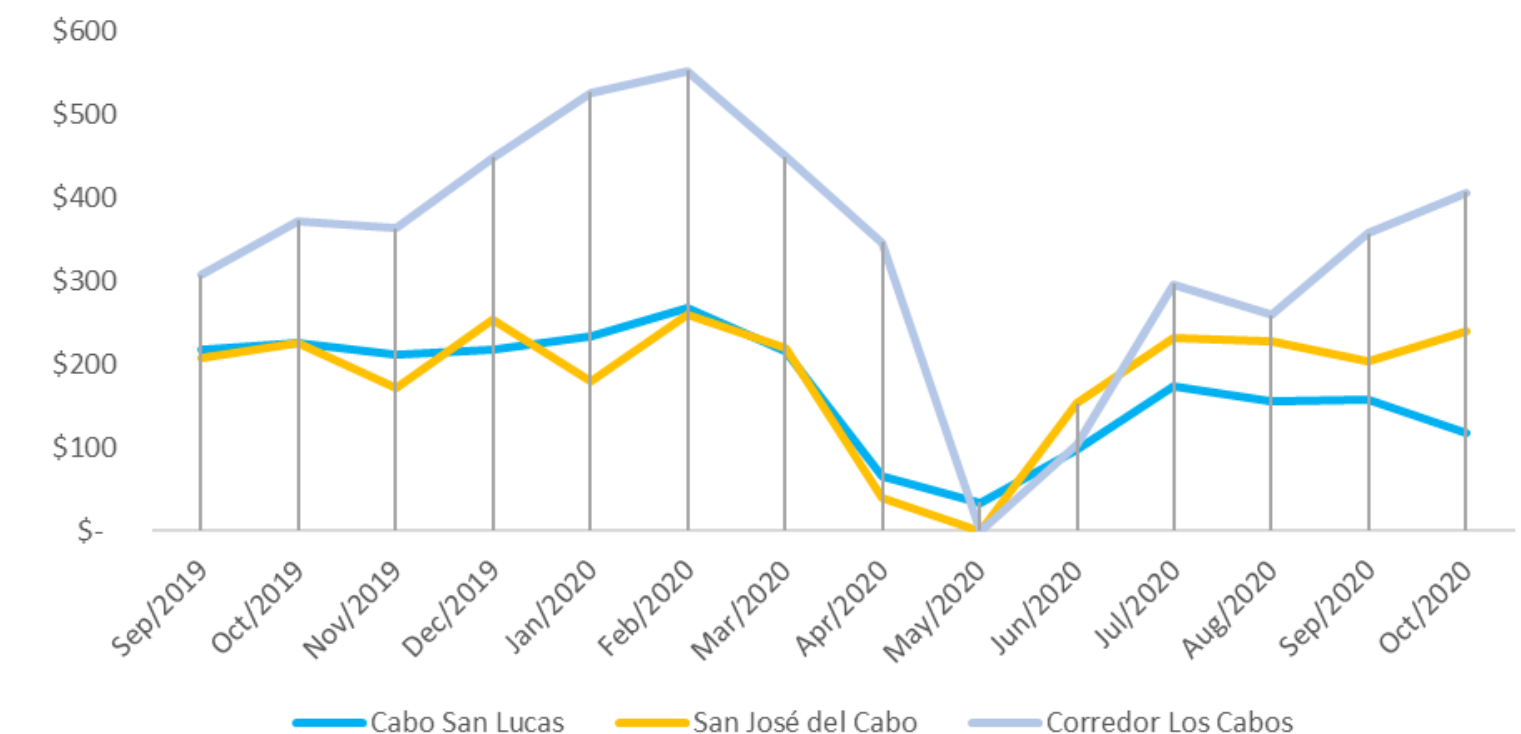
SOURCE: AHLC



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



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

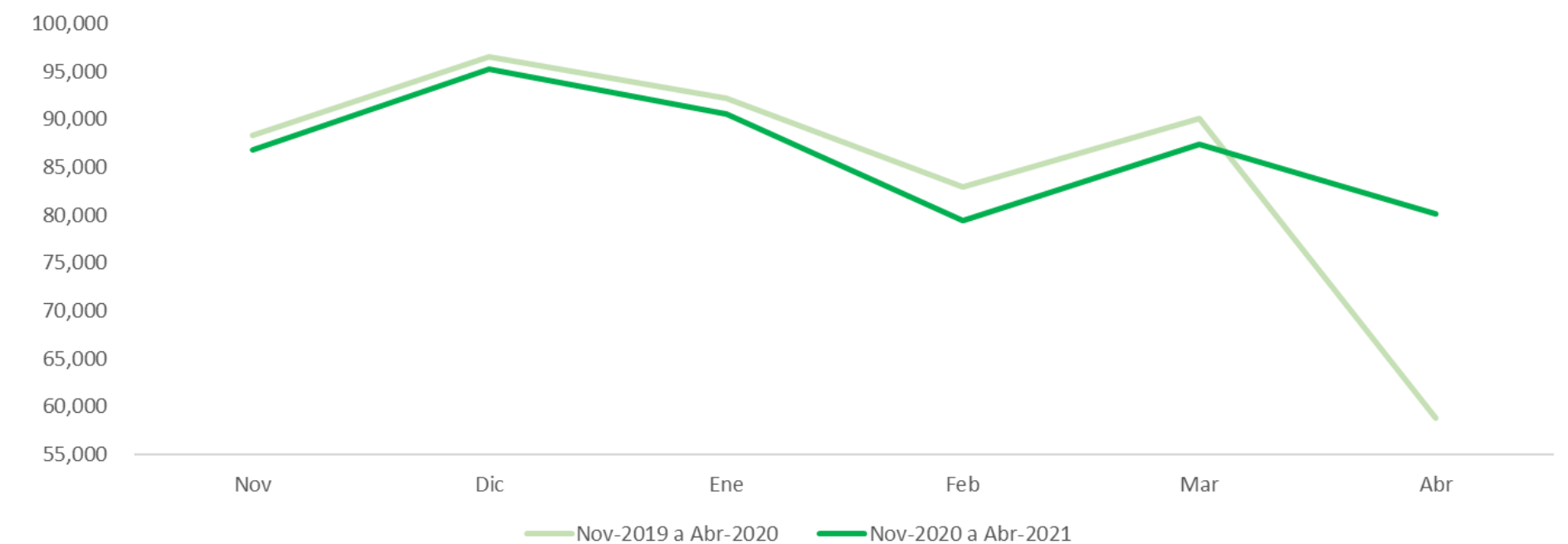


SEATS SCHEDULED FROM NOV-2020 TO APR-2021

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

- 1.7% fewer available seats are expected in Nov-2020 compared to those scheduled for Nov-2019.
- For the next 6 months (from Nov-2020 to Apr-2021), 2.1% more available seats are scheduled compared to the same period last year.
- Aeromexico, Viva Aerobus, and Volaris show an increase of 56.9%, 22.5%, and 13.8%, respectively. However, Interjet experienced a decrease of 93%.
 - 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 Nov-2020 to Apr-2021), both followed by Tijuana (18%), Monterrey (8%), Culiacan (6%), Leon (3%), and Hermosillo (2%).
 - TIJ's market participation increases 4pp during these 6 months; however, CDMX decreases an equal amount.
- Between Nov-2020 and Apr-2021, 48% of the available seats will be provided by Volaris, followed by Viva Aerobus with 33%. Interjet and Aeromexico account for 1% and 18%, respectively.
- Seats from CDMX, BJX, and CUL decreased by 6.8%, 14.4%, and 16.4%, respectively. TIJ, GDL, and MTY increased by 34%, 6.9%, and 14%.
- The national airlines' occupancy factors for Aug-2020 were: Aeromexico (57%), Interjet (75%), and Volaris (64%).

Seat scheduling for flying to San Jose del Cabo (Nov-2020 to Apr-2021)



Seats scheduled by origin (Nov-2020 to Apr-2021)





LOS CABOS TOURISM OBSERVATORY

PUBLIC RELATIONS

Public relations: notes and scope

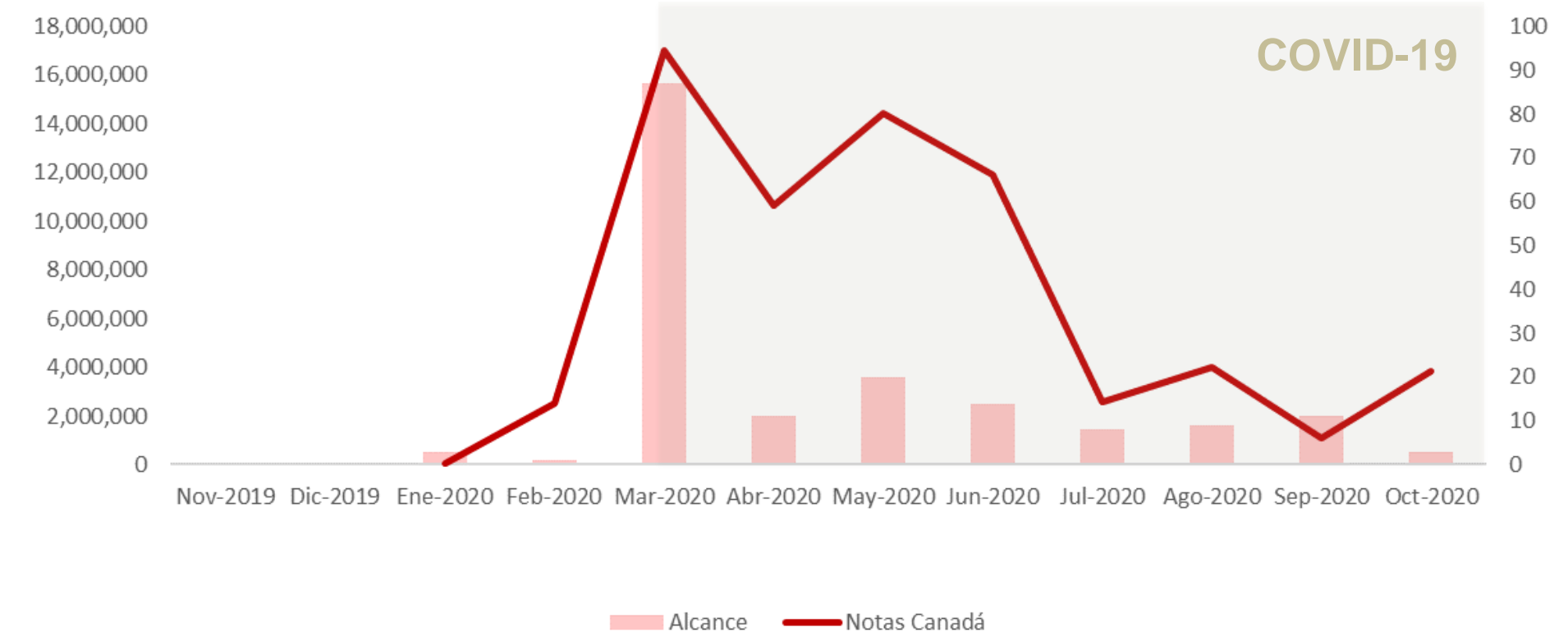
• In the domestic market:

- During Oct-2020, 51 press insertions were introduced, thus achieving 6.1 million impacts. An average of 39 inserts has been published monthly since the pandemic started in April 2020, with **a reach of 3.6 million**.

• In the international market:

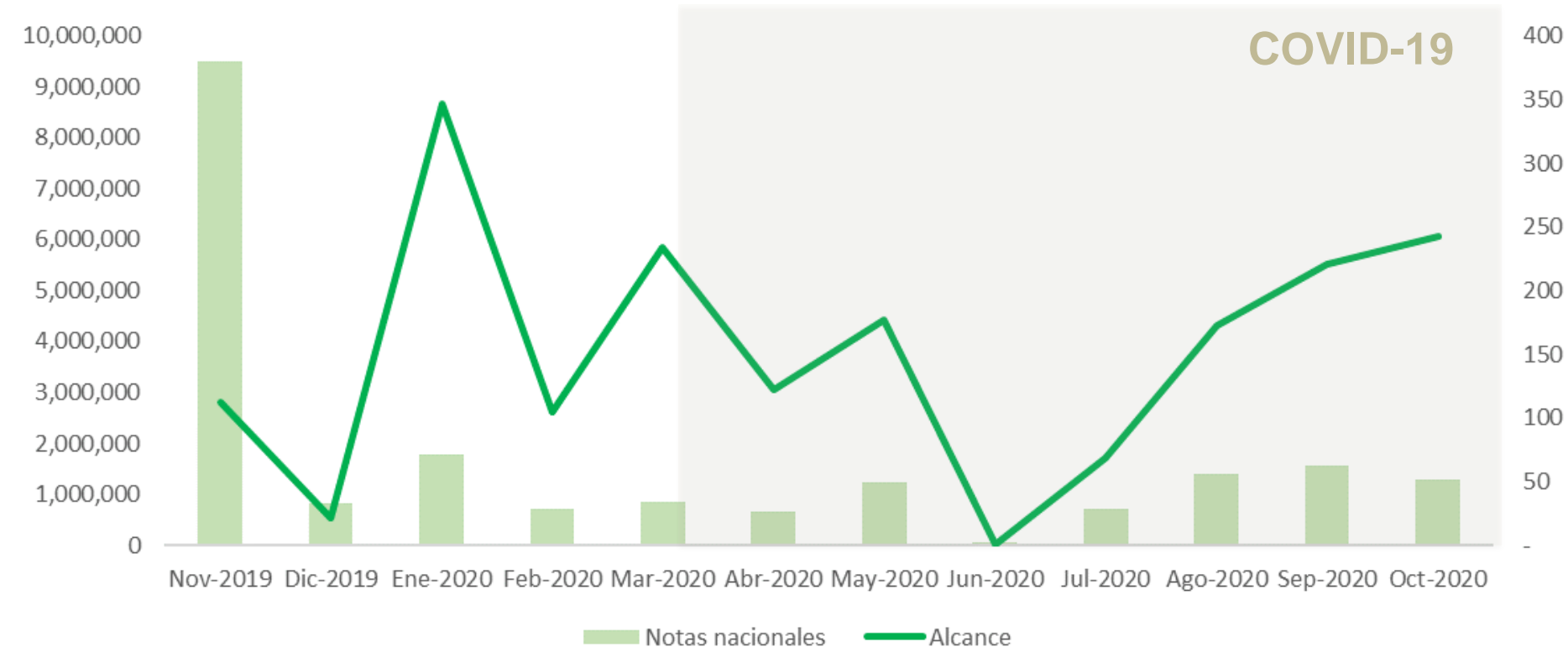
- In Oct-2020, 15 placements and 106 million impacts were achieved in the United States. An average of 34 inserts has been published monthly since the pandemic started, with **a reach of 369 million**.
- For Canada, 3 press insertions were delivered throughout Oct-2020, representing a reach of 3.8 million. An average of 11 inserts has been published monthly between Apr-2020 and Oct-2020, with **a reach of 6.9 million**.

CANADIAN MARKET NOTES: TOTAL & SCOPE



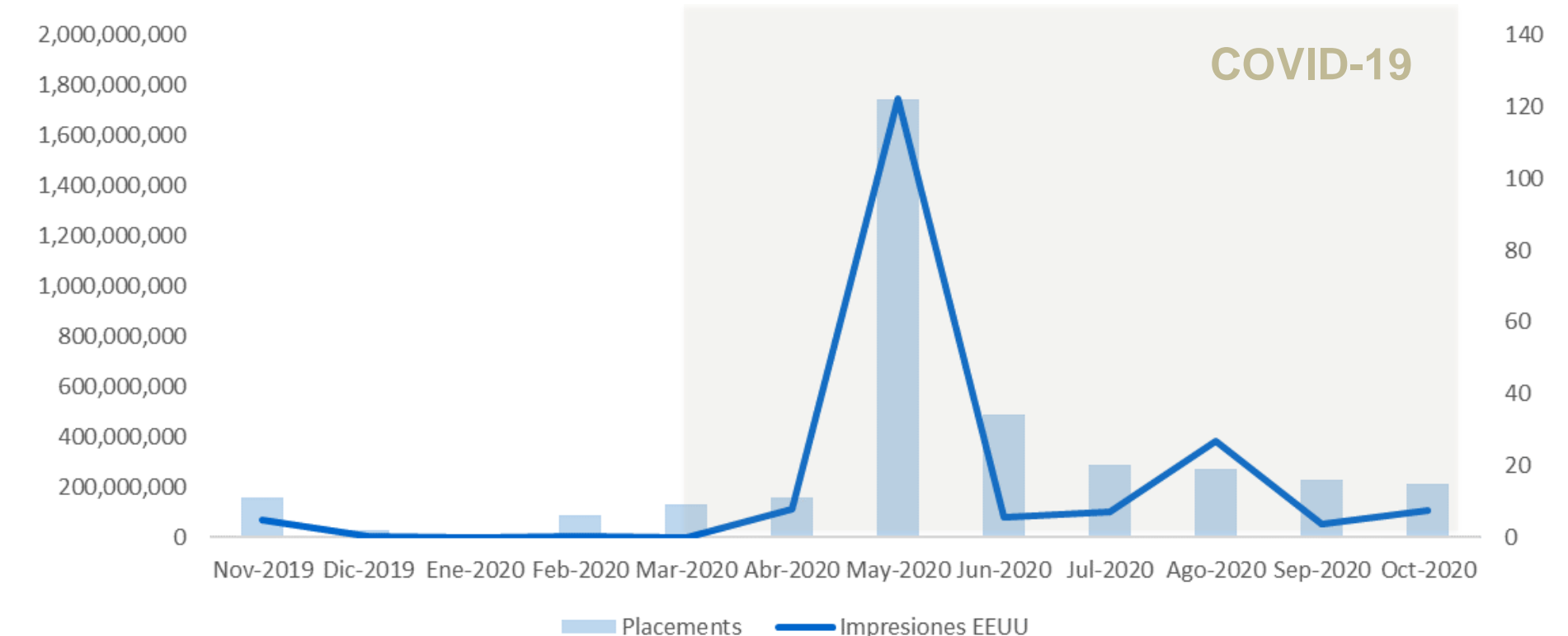
SOURCE: JESSON+CO

NATIONAL NOTES: TOTAL & SCOPE



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

U.S. MARKET NOTES: TOTAL & SCOPE



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

DEFINITIONS

- **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

- **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 ΣHt 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

LOS CABOS TOURISM OBSERVATORY

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