



LOS CABOS TOURISM OBSERVATORY

KEY PERFORMANCE INDICATORS

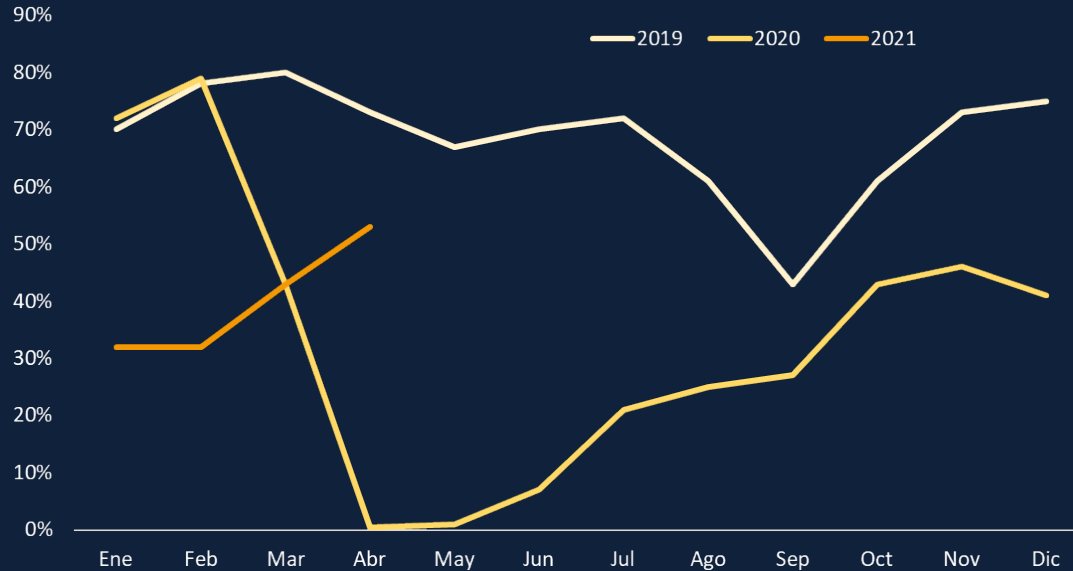
MAY 2021



Main indicators - Summary

Hotel Activity

Hotel Occupancy:



Hotel Occupancy (Apr-2021):
53%
-20pp
(vs. Apr-2019)
 SOURCE: AHLIC

Rooms Available (Mar-2021):
22,010
+5%
(vs. Mar-2020)
 SOURCE: DATATUR

Room nights (Mar-2021):
821,149
-34.7%
(vs. Mar-2019)
 SOURCE: DATATUR

Air Passenger Arrivals

Total Passengers (Apr-2021, expressed in thousands):
221.8
-12.6%
(vs. Apr-2019)

National Passengers (Apr-2021, expressed in thousands):
83.8
+3.4%
(vs. Apr-2019)

International Passengers (Apr-2021, expressed in thousands):
138
-20.2%
(vs. Apr-2019)

SOURCE: GAP

Other indicators

Cruise ships (Mar-2021):
0
-9 vessels
(vs. Mar-2020)
 SOURCE: DATATUR

Cruise passengers (Mar-2021):
0
-100%
(vs. Mar-2020)
 SOURCE: DATATUR

Group Business Total RFPs (Apr-2021):
37
+4 RFPs
(vs. Apr-2019)
 SOURCE: CVENT

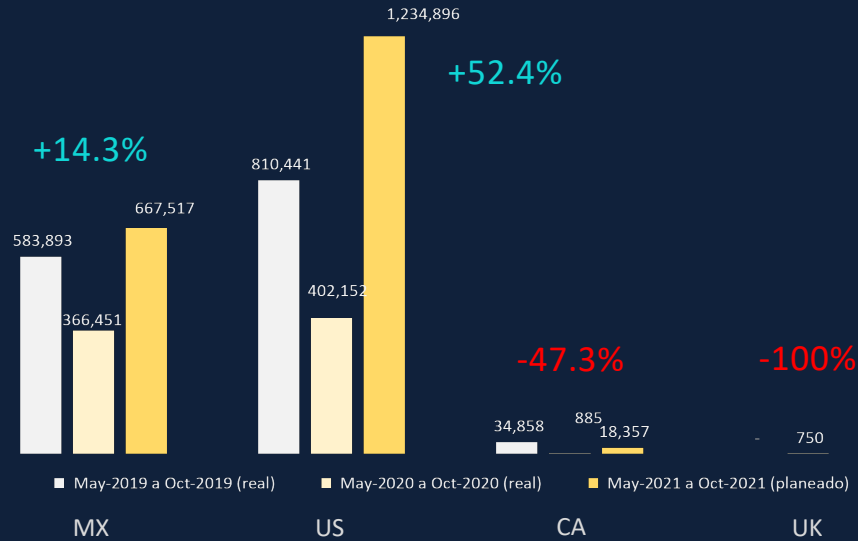
Tourist Satisfaction: more than expected (Apr-2021):
44.2%
+9.7pp
(vs. Apr-2019)
 SOURCE: TOURIST SURVEYS

Attendees to congresses and conventions (Apr-2021):
0.2%
-0.3pp
(vs. Apr-2019)
 SOURCE: TOURIST SURVEYS

Tourists' Origin (Apr-2021):
69.6%
foreigners
-4.4pp
(vs. Apr-2019)
 SOURCE: TOURIST SURVEYS

Main indicators - Summary

Seats scheduled for the next 6 months (2021 vs. 2019)



Arrival of international tourists by air (SJD Airport)



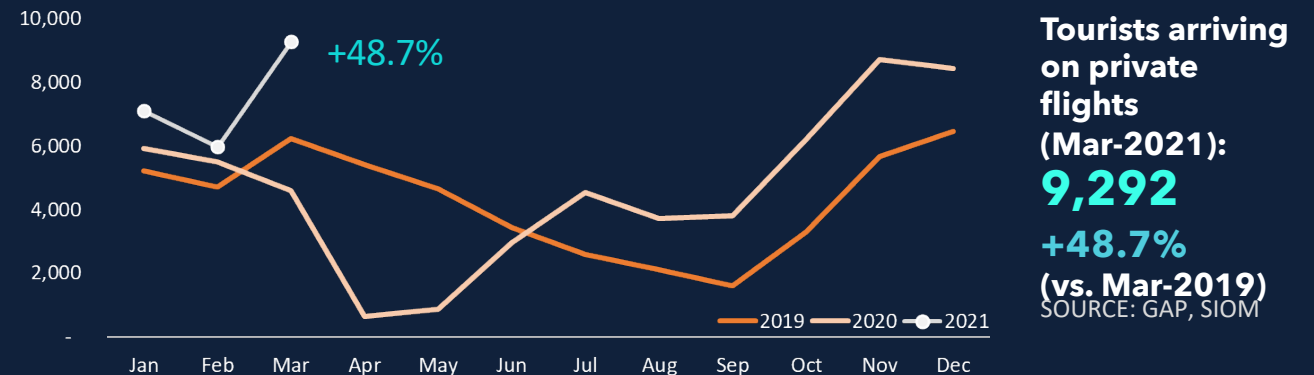
Number of seats scheduled, current month

Domestic
(May-2021):
105,995
17.7%
(vs. May-2019)
SOURCE: OAG

United States
(May-2021):
188,825
+22.4%
(vs. May-2019)
SOURCE: OAG

Canada
(May-2021):
0
-100%
(vs. May-2019)
SOURCE: OAG

Private aviation (SJD & CSL)



Main indicators - Summary

PASSENGERS ARRIVAL

- In Apr-2021, Los Cabos International Airport registered a 12.6% (-32.1 thousand) decrease in the total number of passengers arriving at the destination compared to Apr-2019, adding up to a total of 221.8 thousand (when considering arrivals only).
 - Passengers on domestic flights (83.8 thousand) represent 37.8% of total arrivals. These increased by 3.4% (2.75 thousand vs. Apr-2019).
 - Passengers on international flights (138 thousand) represent 62.2% of total arrivals. These decreased by 20.2% (-34.85 thousand vs. Apr-2019).

FLIGHT SCHEDULES

- The domestic market has 14.3% more available seats scheduled for the period from May-2021 to Oct-2021 (compared to the same period in 2019). 17.7% more seats are expected for May-2021.
- Flight seats departing from CDMX, MTY, and TIJ increased by 16.5%, 43.6%, and 92.2%, respectively (compared to 2019). However, GDL decreased by 10%.
- For the U.S., there are 1.23 million seats scheduled for the next 6 months, which is 52.4% more compared to the same period in 2019.
- CHI (+164%), LAX (+62%), PHX (+28%), HOU (+36%), DFW (+22%), DEN (+221%), and SEA (+1,530%) had the most significant increase vs. 2019. However, San Diego shows a decrease of 46%.

- For May-2021, the United States expects 22.4% more available seats than those scheduled for 2019.
- From Canada, 47.3% fewer seats are expected for the next 6 months. There was a 100% drop in May-2021.
- All Canadian airports have shown decreases: Calgary (-35.8%), Vancouver (-44.8%), Toronto (-78.4%), and Edmonton (-100%).

HOTEL ACTIVITY

- Occupancy in Apr-2021 was 53%, compared to 73% in Apr-2019 (-20pp).
 - Cabo San Lucas' occupancy dropped 23pp when compared to Apr-2019 and now stands at 56%.
 - San Jose del Cabo registered 50% (22pp less than in Apr-2019).
 - Los Cabos Corridor registered 47% (16pp less than in Apr-2019).
- The number of rooms available in Los Cabos increased 5% between Mar-2020 and Mar-2021, registering 22,010 this month.

- Hotels in Los Cabos registered 167.4 thousand tourist arrivals, which decreased by 33.2% (-83 thousand) between Mar-2019 and Mar-2021.
- Domestic tourism fell 47.2% (-28.7 thousand), and international tourism dropped 28.7% (-54.4 thousand).
- There were 821 thousand occupied room nights in Mar-2021, 34.7% fewer compared to Mar-2019 (-435.9 thousand nights).

TOURIST SURVEYS

- In Apr-2021, 44.2% of tourists rated their experience in Los Cabos as better than they expected (9.7pp more than in Apr-2019, but 2pp less than in Mar-2021).
- During Apr-2021, security was perceived as bad or regular by 11% of tourists, 1pp better than in Apr-2019.
- Satisfaction with the airport also improved 2pp compared to 2019 (10% of tourists perceived their experience as bad or regular).
- The number of repeat tourists increased by 7pp compared to 2019, registering 49.4% in Apr-2021.
- The number of tourists who traveled with a package tour kept decreasing and registered 20.5% in Apr-2021 (-20.9pp vs. 2019).



LOS CABOS TOURISM OBSERVATORY





THE IMPACTS OF COVID-19

Effects of COVID-19 on Mexico's
tourism sector.



Traffic light monitoring system for epidemiological risk of COVID-19

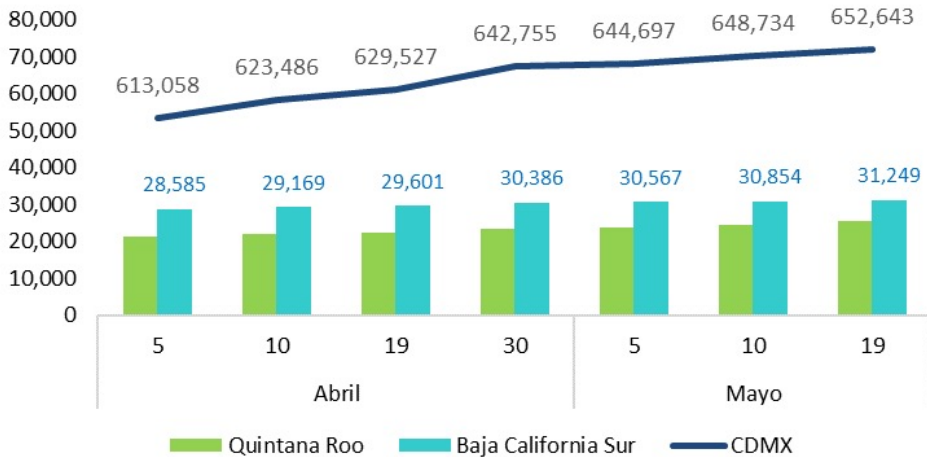


-  Only essential economic activities are allowed.
-  In addition to essential economic activities, companies with non-essential economic activities may conduct operations with 30% of their staff. Outdoor public spaces can open with reduced capacity.
-  All work activities are allowed. Outdoor public spaces can open on a regular basis, and indoor public spaces can open with reduced capacity.
-  All activities, including school activities, are allowed.

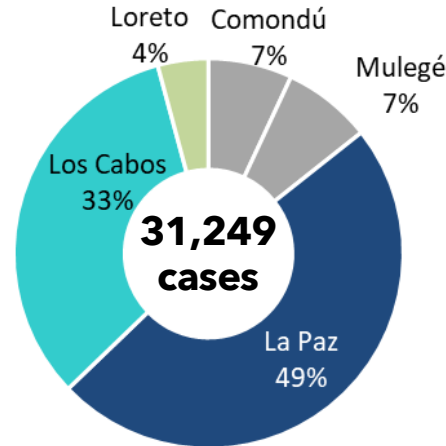
SOURCE: SECRETARIAT OF HEALTH, GENERAL DIRECTORATE OF EPIDEMIOLOGY (www.coronavirus.gob.mx). TRAFFIC LIGHT MONITORING SYSTEM UPDATED AS OF MAY 21st, 2021.

Confirmed COVID-19 cases overview

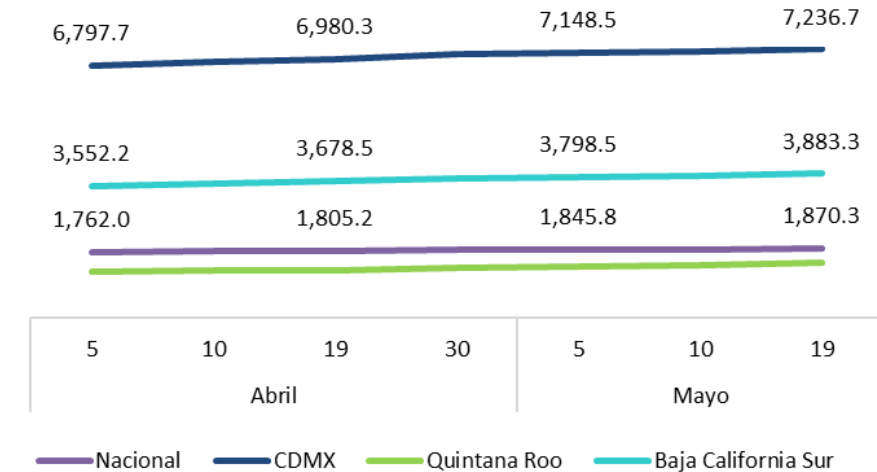
Confirmed cases (cumulative)



Confirmed cases by municipalities in B.C.S.



Incidence of infection



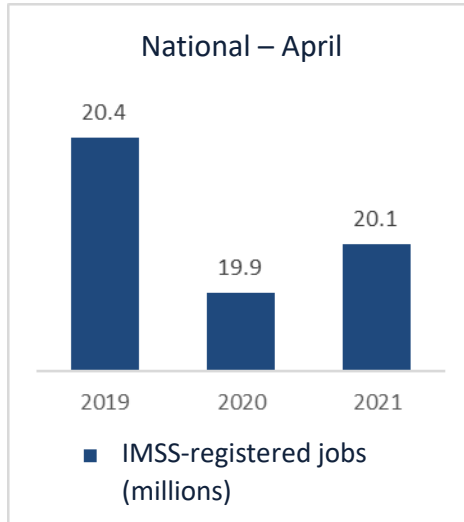
- As of May 19th, 2021, there are 2.39 million confirmed cases in Mexico, 83 thousand more than those recorded by April 19th.
- Baja California Sur has 1,648 more cases than those recorded as of April 19th, which results in a total cumulative of 31,249 confirmed cases in the state. Quintana Roo accumulates 25,598 cases, 3,354 more than those recorded in the same period.

- La Paz accounts for 49% of the total confirmed cases in the state. Los Cabos accounts for 33%.
- La Paz has 591 more cases than those recorded as of April 19th, accumulating a total of 15,147 confirmed cases.
- Los Cabos has 732 more cases, adding up to a total of 10,305.
- Loreto accumulates 1,314 cases (30 more).

- The national average rate of infection is 1,870.3 cases per 100 thousand inhabitants.
- Mexico City still has the highest rate of new COVID-19 cases, which is above the national average: 7,236.7
- Quintana Roo: 1,485.4
- Baja California Sur is the second state with the highest rate: 3,883.3
 - Los Cabos has 3,119.8 cases per 100 thousand inhabitants.

SOURCE: SECRETARIAT OF HEALTH, GENERAL DIRECTORATE OF EPIDEMIOLOGY (www.coronavirus.gob.mx). FIGURES UPDATED AS OF MAY 20th, 2021.

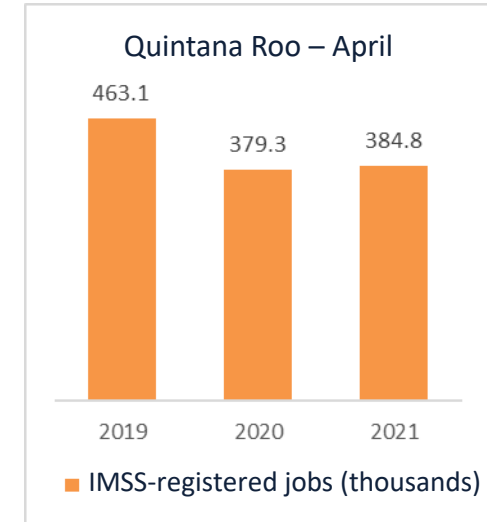
Effects on employment in Mexico



- As of April 30th, 2021, IMSS had registered 20,070,483 jobs in the country, 1.5% fewer than those reported in Mar-2019.
- 296,751 more jobs were registered compared to the end of Dec-2020.



- Baja California Sur closes Apr-2021 with 172,044 jobs, 7.7% fewer than in Apr-2019.
- 2,673 more jobs were registered compared to the end of Dec-2020.

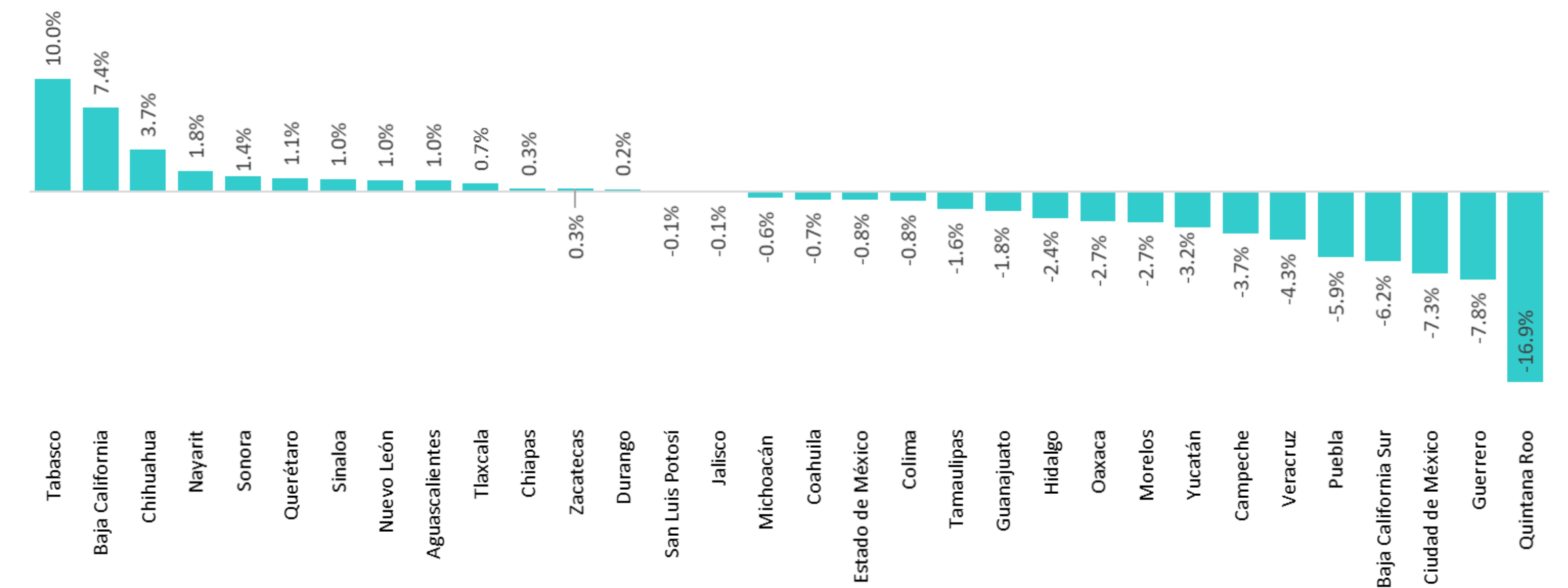


- Quintana Roo closes Apr-2021 with 384,821 jobs, 16.9% fewer than in Apr-2019.
- 19 thousand more jobs were registered from Dec-2020 to Apr-2021.

SOURCE: IMSS

Effects on employment in Mexico

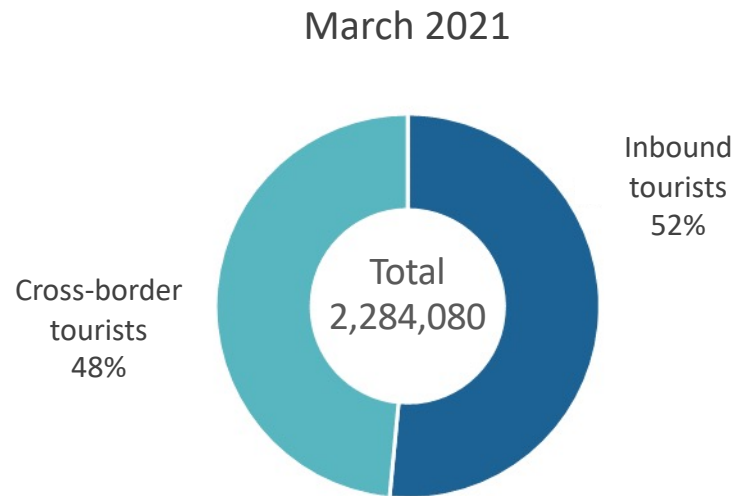
% Employment variation by state (April 2021 vs. December 2019)



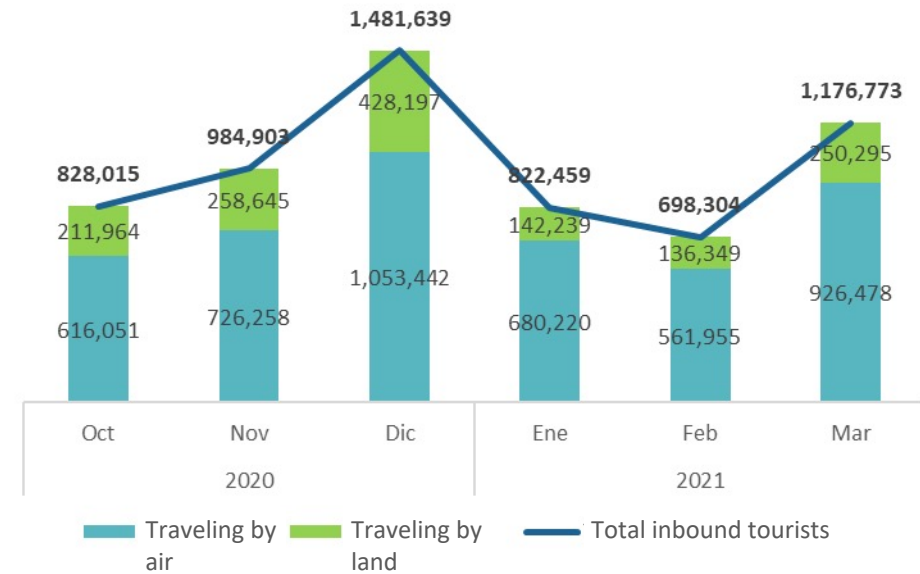
- Baja California Sur is the fourth worst-affected state in terms of job losses, compared to the 2019 year-end (it ranked third in Mar-2021). Quintana Roo is still the most affected state.

SOURCE: IMSS

International tourist arrivals in Mexico



- In Mar-2021, 2.28 million international tourists arrived in the country (46% fewer than in Mar-2019). 52% were inbound tourists.
- The average spending of inbound tourists arriving by air was \$1,042.61 USD (\$17.68 more compared to the average spending in Mar-2019).

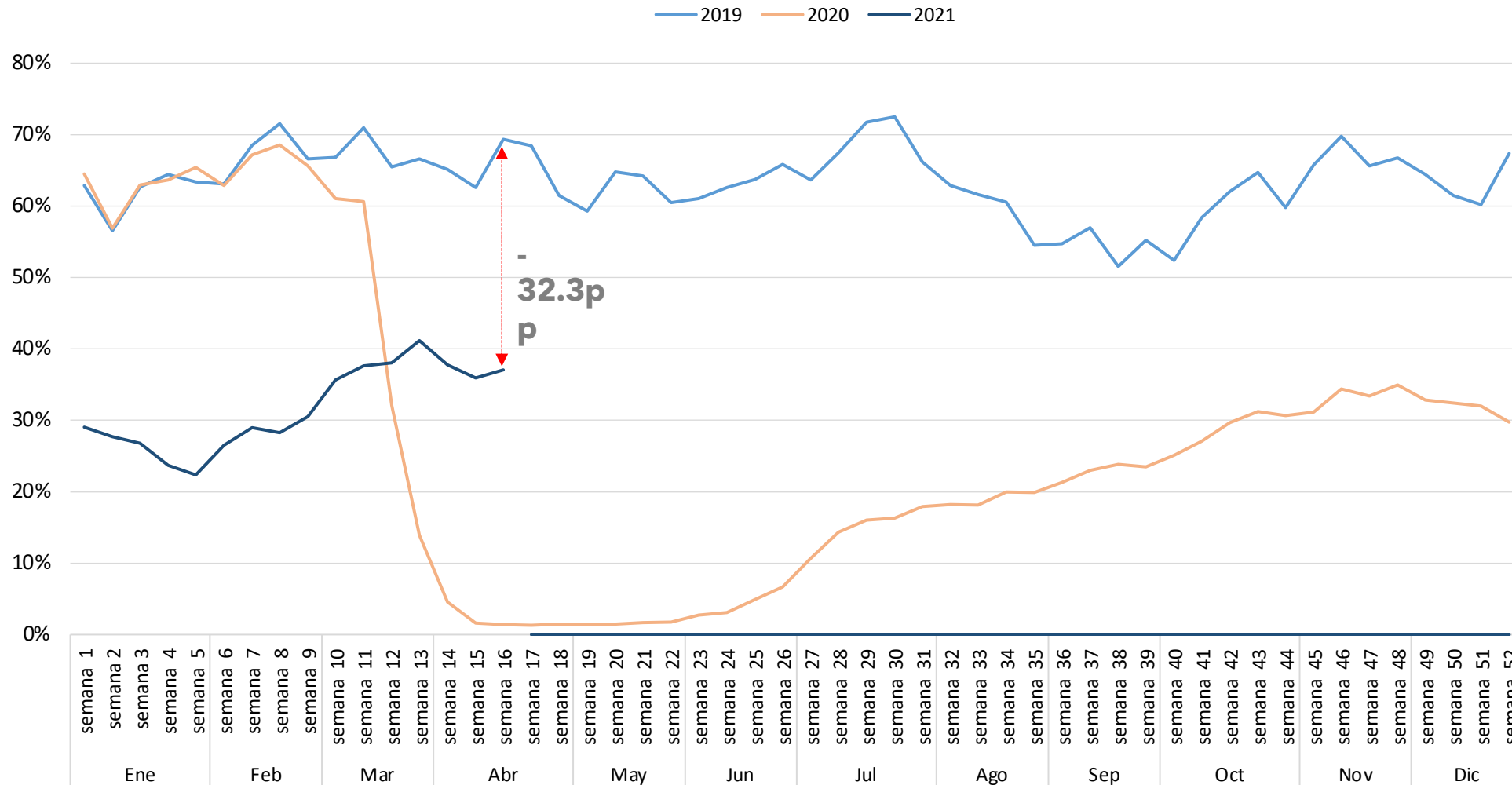


- There is an increase of 478 thousand inbound tourists compared to Feb-2021.
- There is a 50.1% decrease in the total number of inbound tourists compared to Mar-2019.
- 79% arrived by air, and 21% did so by land.

SOURCE: INTERNATIONAL TOURIST SURVEYS, INEGI

Hotel indicators in Mexico

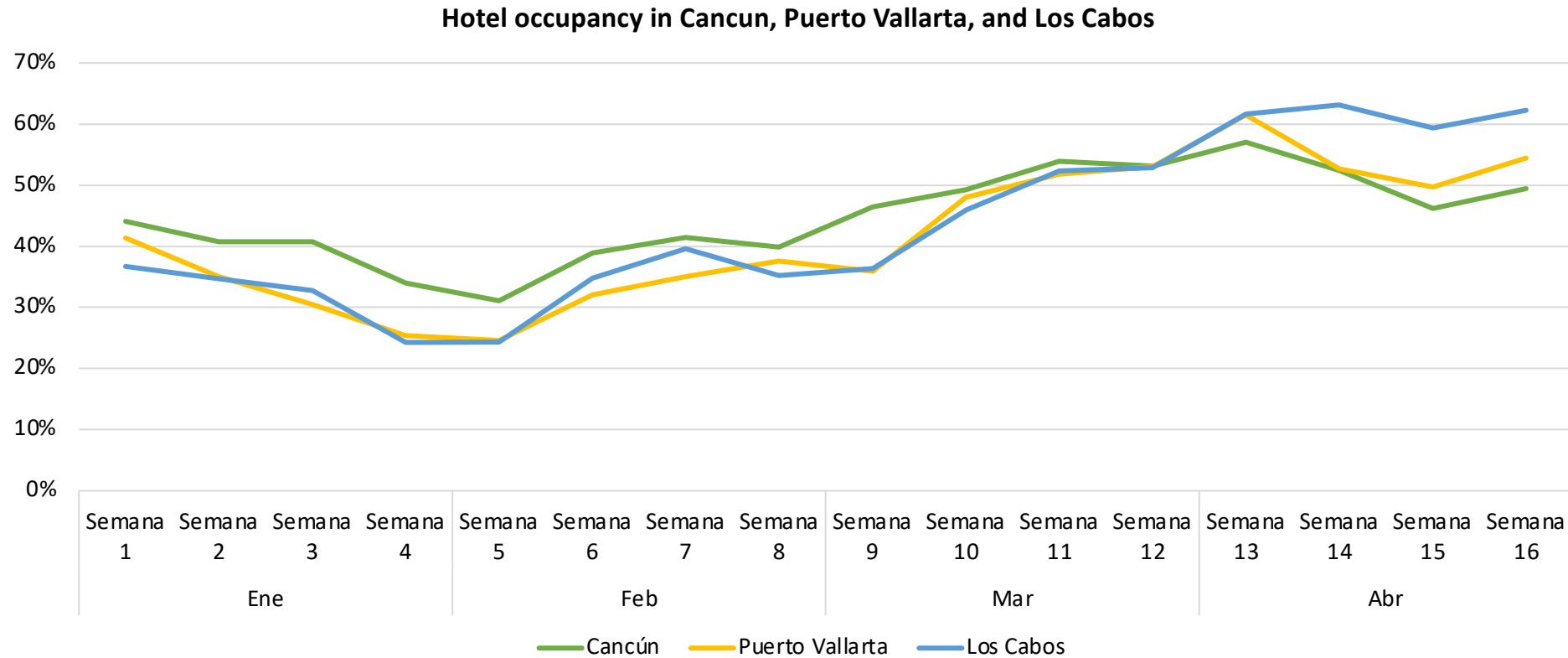
Hotel occupancy in Mexico (average of 12 destinations)



- By week 13, the hotel occupancy reached 41.2%, the highest so far this year (Easter holidays).
- Week 16 closed with an occupancy rate of 37%.

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.

Hotel indicators in Mexico



- Hotel occupancy in Los Cabos has shown continuous growth. By the end of week 16, occupancy was at 62.3%, surpassing Puerto Vallarta and Cancun by 7.8pp and 12.9pp, respectively.
- Puerto Vallarta (54.5%)
- Cancun (49.4%)

SOURCE: DATATUR



LOS CABOS TOURISM OBSERVATORY

DEMAND INDICATORS AND TOURIST
PASSENGERS

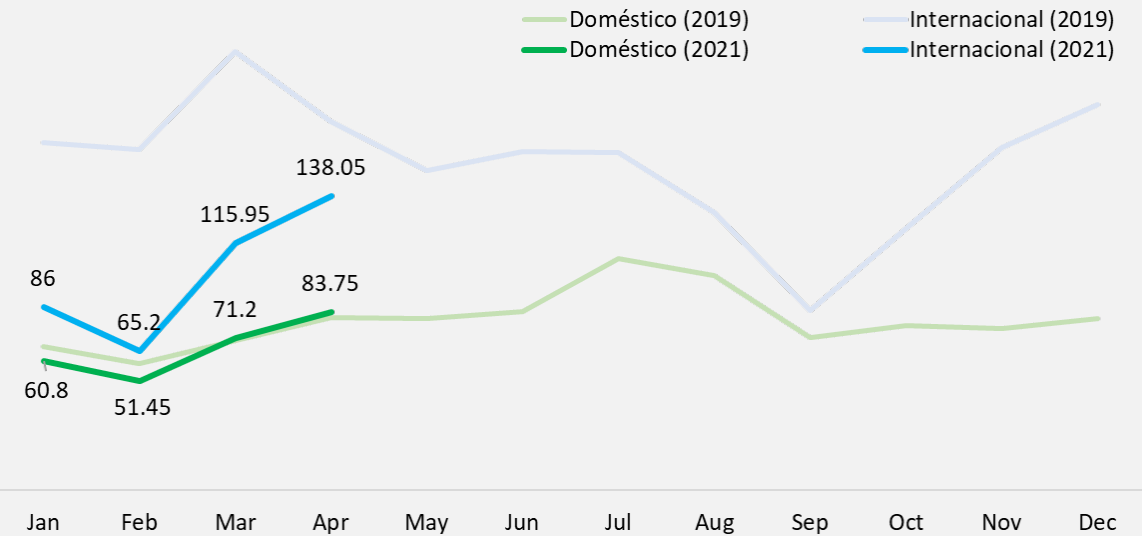


Passenger arrivals at Los Cabos International Airport, 2019-2020

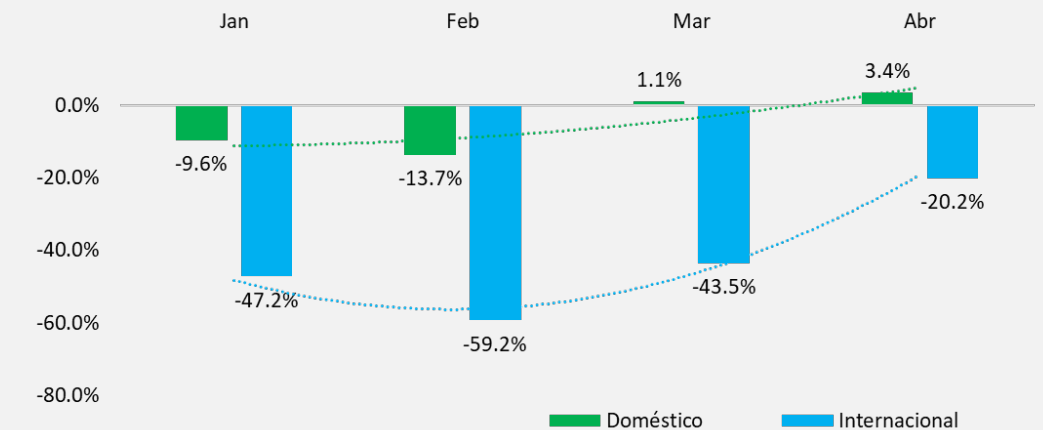
- In Apr-2021, 221.8 thousand passengers arrived at Los Cabos International Airport, which is a 12.6% decrease compared to the same period in 2019.
- It is, however, an 18.5% increase with respect to Mar-2021 and an average growth rate of 27.3% from Apr-2020 to Apr-2021.
- Passengers on domestic flights (**83.8 thousand**) represented 37.8% of total arrivals and increased 3.4% compared to Apr-2019.
 - TMAC: 18.4% (from early in the pandemic, between Apr-2020 and Apr-2021).
- Passengers on international flights (**138 thousand**) represented 62.2% of total arrivals and decreased by 20.2%.
 - TMAC: 48.5% (from Apr-2020 to Apr-2021).

SOURCE: GAP

Monthly arrivals (expressed in thousands)

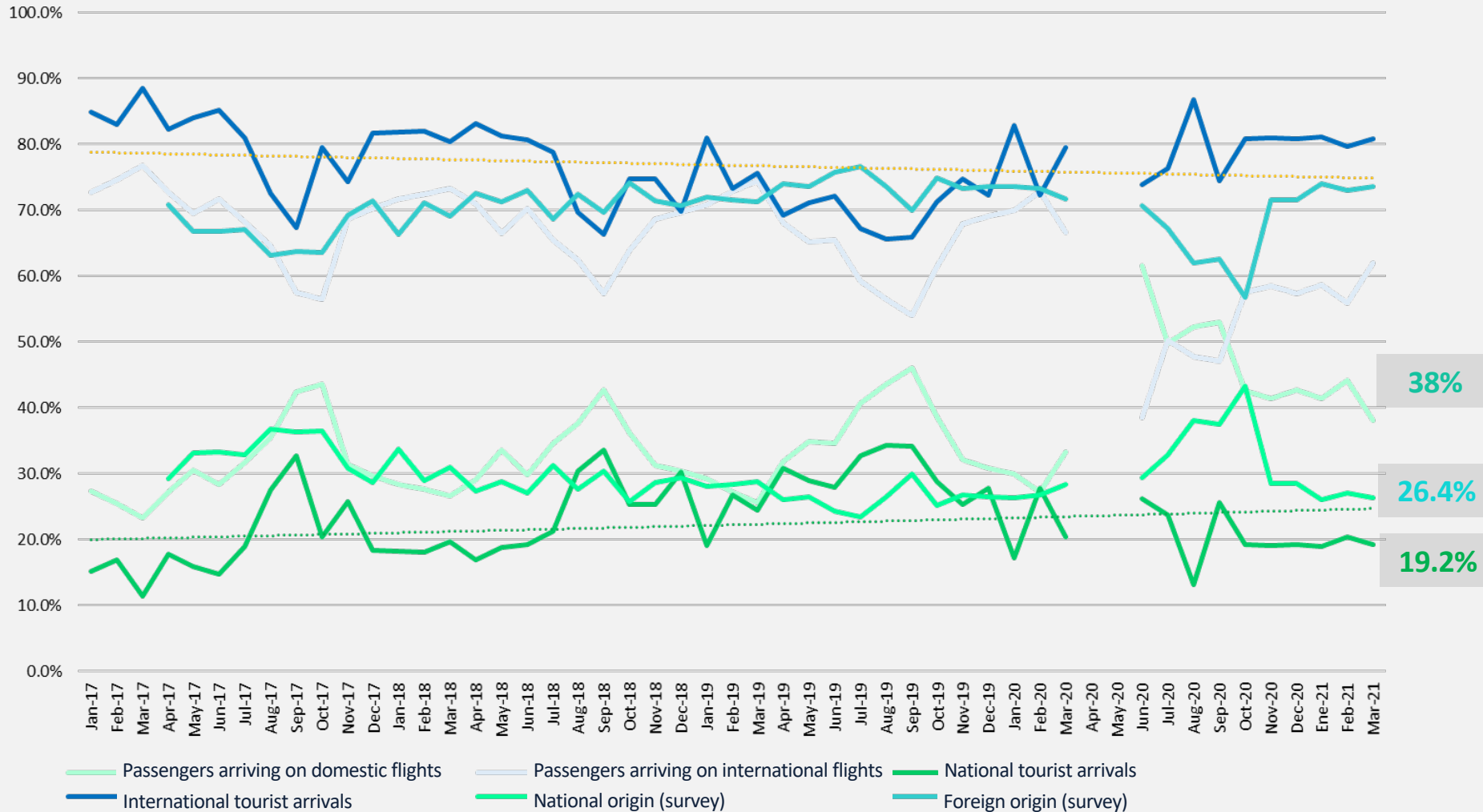


Percentage decrease vs. 2019



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 (2017-2020)



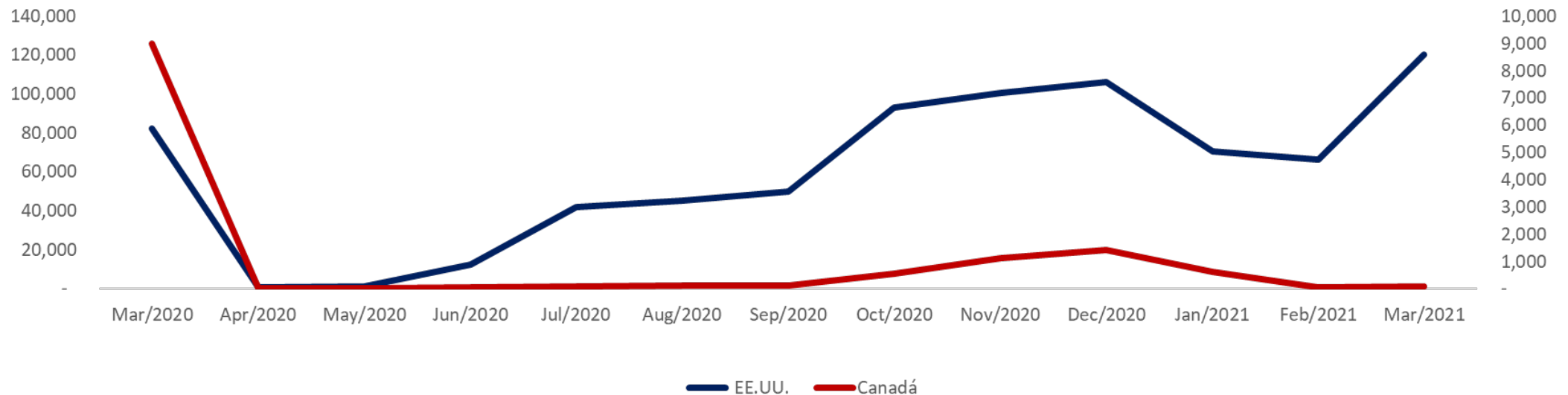
- According to DataTur, the number of national residents arriving at hotels in Los Cabos reached **19.2%** in Mar-2021 (1.2pp fewer than the previous year).
- Moreover, the participation of national passengers in the total recorded by Los Cabos International Airport was **38%** in Mar-2021. This represents an increase of 5pp vs. 2020.
- In Mar-2020, Tourist Surveys indicated a **26.4%** participation of domestic tourism in the total received by Los Cabos (1.9pp fewer than the previous year).

SOURCE: DATATUR, GAP, TOURIST SURVEYS

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

Regiones	Mar/2020	Apr/2020	May/2020	Jun/2020	Jul/2020	Aug/2020	Sep/2020	Oct/2020	Nov/2020	Dec/2020	Jan/2021	Feb/2021	Mar/2021	Δ Mar 21 / Mar 19	Δ Ene-Mar 21 / Ene-Mar 19
EE.UU.	82,042	508	1,084	12,433	41,696	45,112	50,077	93,069	100,320	105,991	70,454	66,275	120,361	-30.7%	-40.1%
Canadá	9,003	13	15	52	74	106	128	563	1,126	1,429	628	44	75	-99.7%	-98.9%
Europa	557	10	12	20	43	52	40	48	70	64	32	32	39	-95.8%	-96.4%
Caribe, Centro y Sudamérica	83	3	-	12	34	19	33	37	48	43	19	18	31	-83.2%	-89.5%
Resto del Mundo	242	-	7	34	52	64	71	106	127	67	12	11	38	-96.7%	-97.9%
Gran total	91,927	534	1,118	12,551	41,899	45,353	50,349	93,823	101,691	107,594	71,145	66,380	120,544	-39.8%	-49.0%

Mercados clave	Mar/2020	Apr/2020	May/2020	Jun/2020	Jul/2020	Aug/2020	Sep/2020	Oct/2020	Nov/2020	Dec/2020	Jan/2021	Feb/2021	Mar/2021	Δ Mar 21 / Mar 19	Δ Ene-Mar 21 / Ene-Mar 19
Reino Unido	357	2	5	9	8	19	10	9	21	18	5	16	16	-94.1%	-95.2%
Australia	114	-	5	10	13	9	18	18	42	19	3	1	4	-98.5%	-99.1%
Corea del Sur	23	-	-	1	2	3	6	5	8	3	-	-	10	-92.9%	-97.3%
Total mercados clave	494	2	10	20	23	31	34	32	71	40	8	17	30	-95.6%	-97.4%



SOURCE: INM-SIOM

International tourist arrivals by air, by origin (residence)

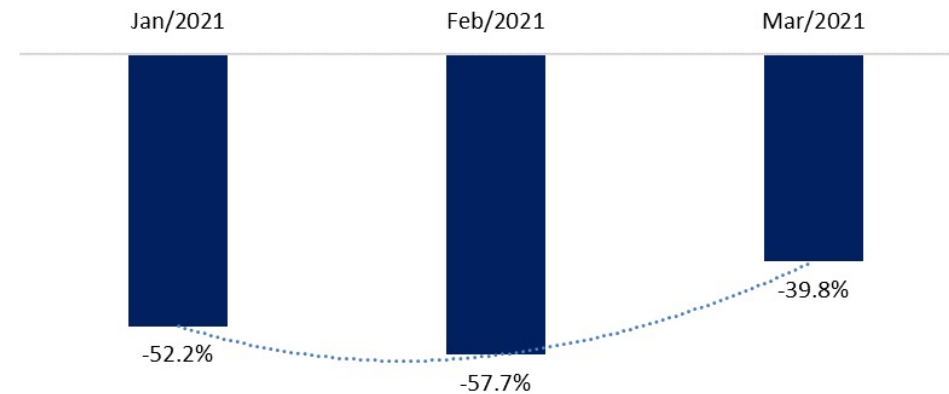
-39.8%

Mar-2021 vs. Mar-2019

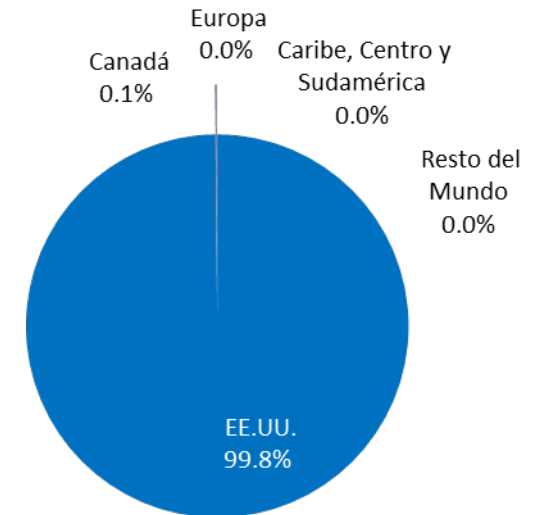
In Mar-2021, Los Cabos International Airport recorded the arrival of 120,544 international tourists, which implies a decrease of 39.8% compared to Mar-2019.

American tourists represent 99.8% of the total.

Annual variation of international tourist arrivals by air to Los Cabos International Airport (Jan-Mar-2021 vs. 2019)



Participation of international tourist arrivals by air to Los Cabos International Airport (Mar-2021)



SOURCE: INM-SIOM

International tourist arrivals by air, by origin (residence), accumulated Jan-Mar

Regiones	Nacional			Los Cabos		
	Ene-Mar 2019	Ene-Mar 2021	Δ 2021/2020	Ene-Mar 2019	Ene-Mar 2021	Δ 2021/2020
Estados Unidos	2,860,717	1,620,433	-43.4%	429,057	257,090	-40.1%
Canadá	1,053,684	26,603	-97.5%	70,565	747	-98.9%
Europa	483,223	107,447	-77.8%	2,789	103	-96.4%
Caribe, Centro y Sudamérica	651,462	247,876	-62.0%	657	68	-89.5%
Resto del mundo	199,511	36,582	-81.7%	2,967	61	-97.9%
Gran Total	5,248,597	2,038,941	-61.2%	506,035	258,069	-49.0%

Mercados Clave	Nacional			Los Cabos		
	Ene-Mar 2019	Ene-Mar 2021	Δ 2021/2020	Ene-Mar 2019	Ene-Mar 2021	Δ 2021/2020
Reino Unido	101,398	9,851	-90.3%	767	37	-94.1%
Australia	16,749	681	-95.9%	943	8	-98.5%
Corea del Sur	24,812	2,035	-91.8%	375	10	-92.9%
Total mercados clave	142,959	12,567	-91.2%	2,085	55	-95.6%



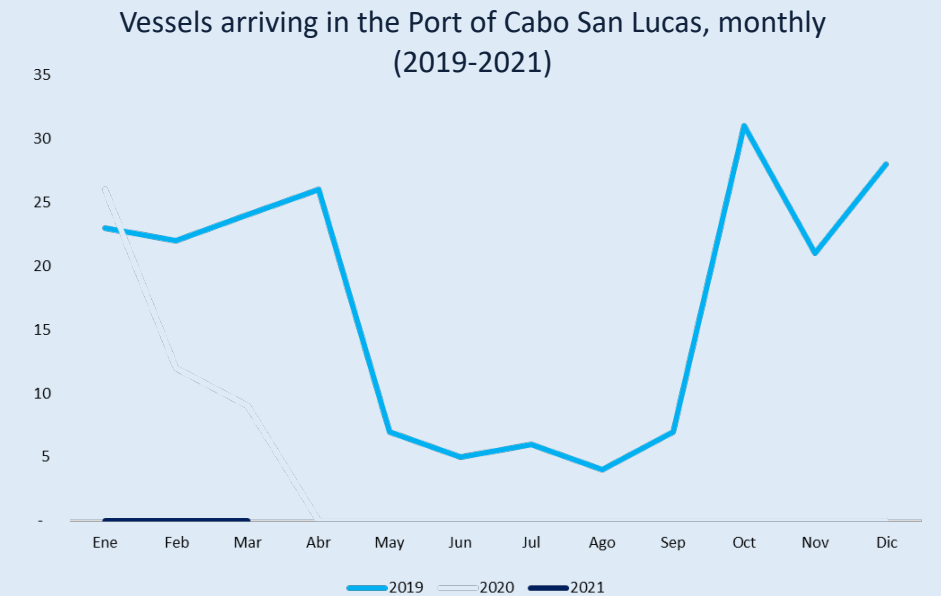
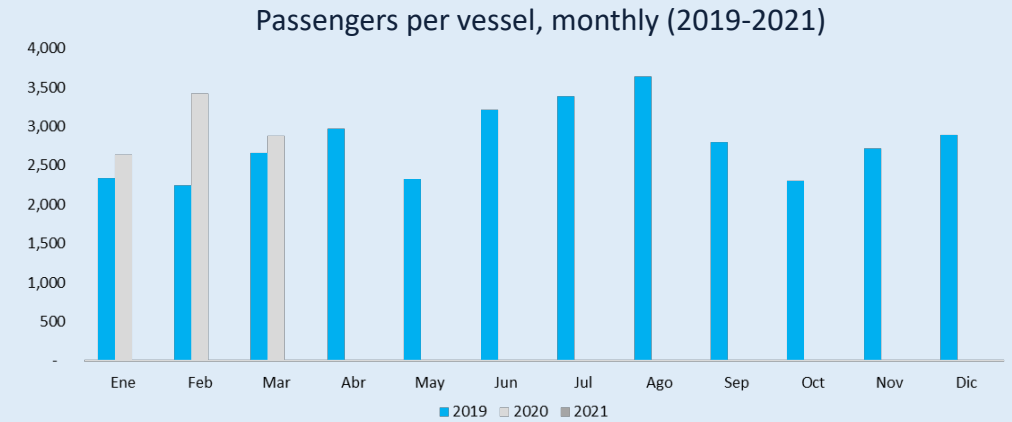
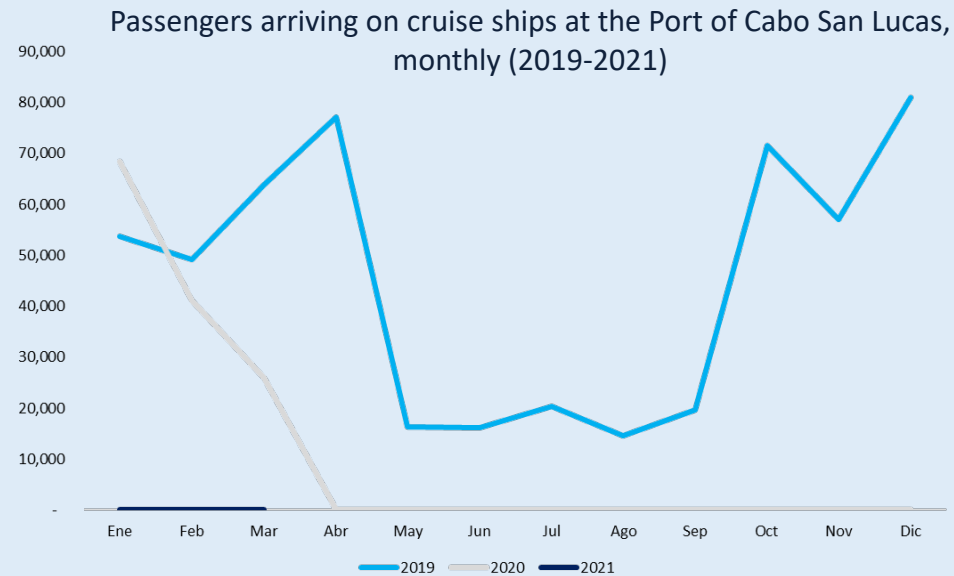
When comparing Jan-Mar-2021 vs. Jan-Mar-2019, tourist arrivals decreased by 61.2% nationwide and dropped 49% in Los Cabos. On a national level, the U.S. market decreased by 43.4%, whereas the Canadian market did so by 97.5%. At the Los Cabos International Airport, the U.S. market decreased by 40.1%, and the Canadian market did so by 98.9% when comparing both periods.

SOURCE: INM-SIOM

Cruise activity (Mar-2021)

There were no vessel or cruise ship arrivals at the Port of Cabo San Lucas in Mar-2021.

SOURCE: DATATUR - SCT





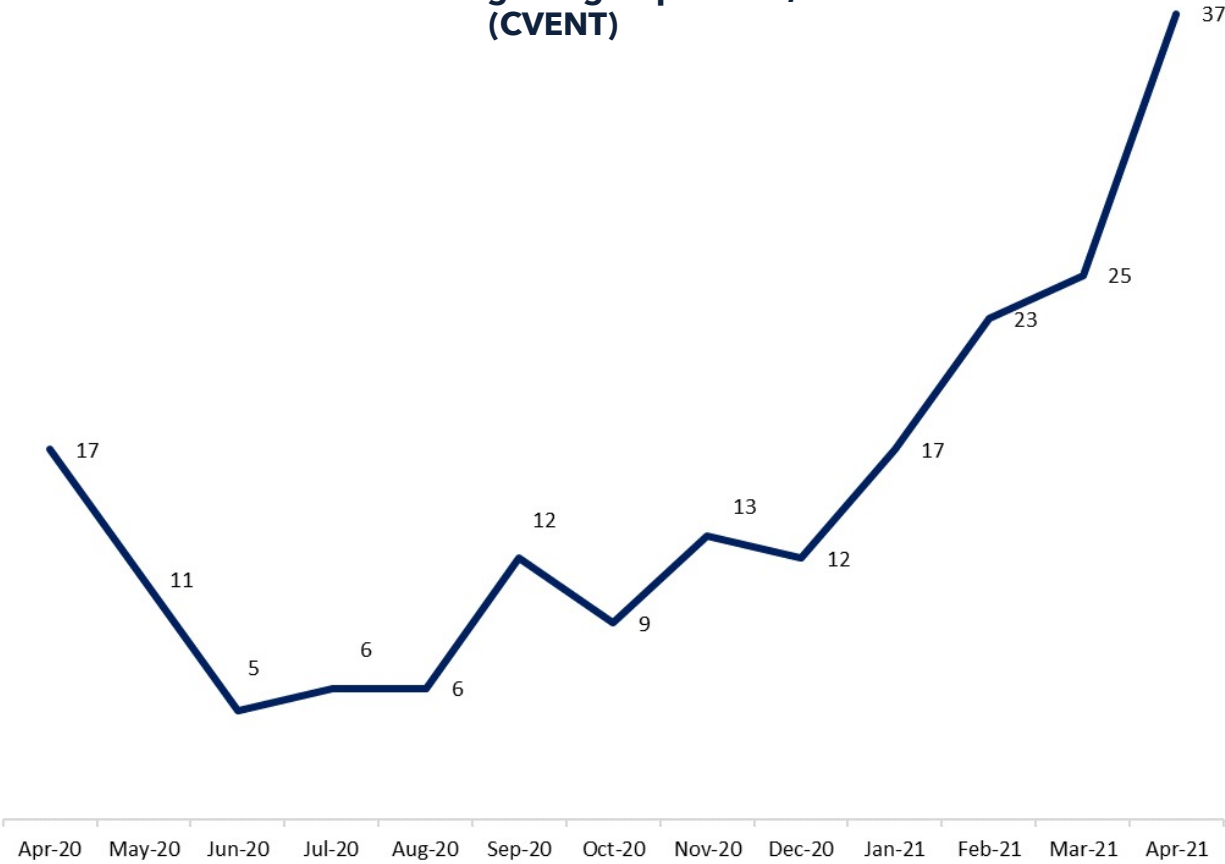
LOS CABOS TOURISM OBSERVATORY

TOURIST SURVEYS & GROUP BUSINESS

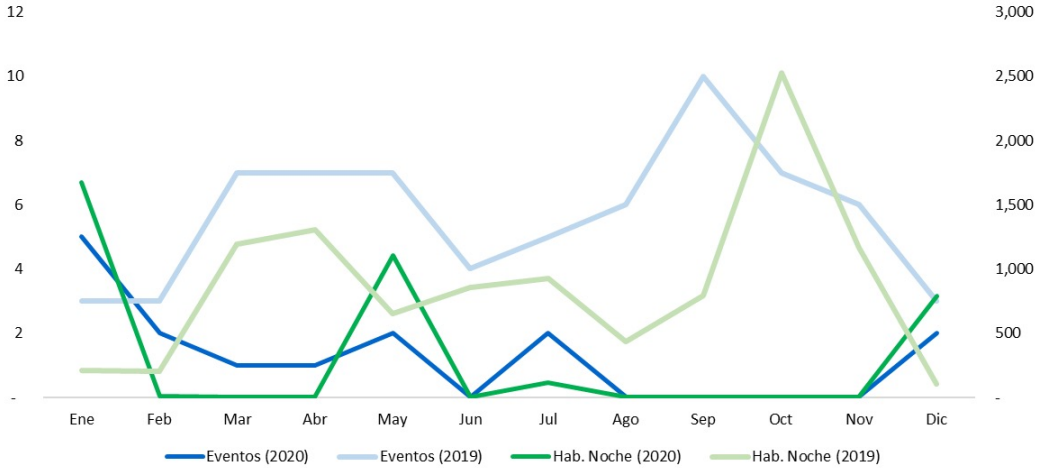


Group Business

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

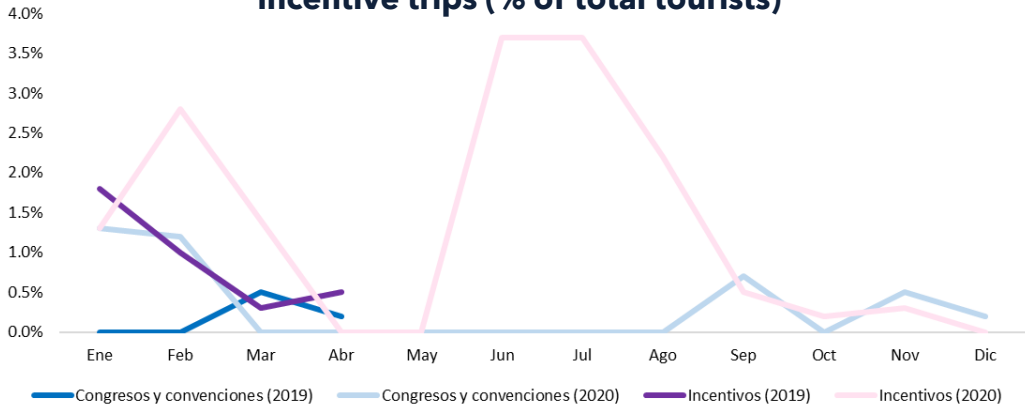


Confirmed room nights and events, for meetings and groups



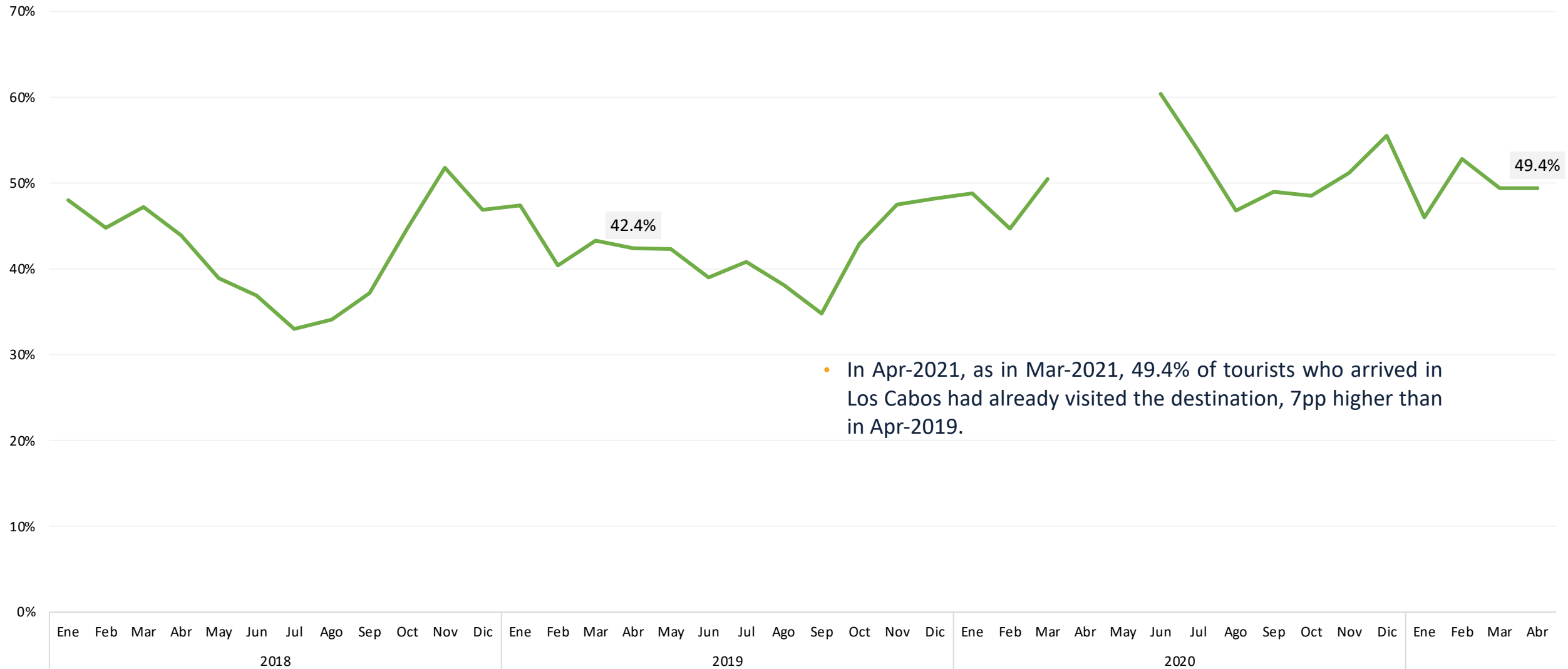
SOURCE: HELMS BRISCOE

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



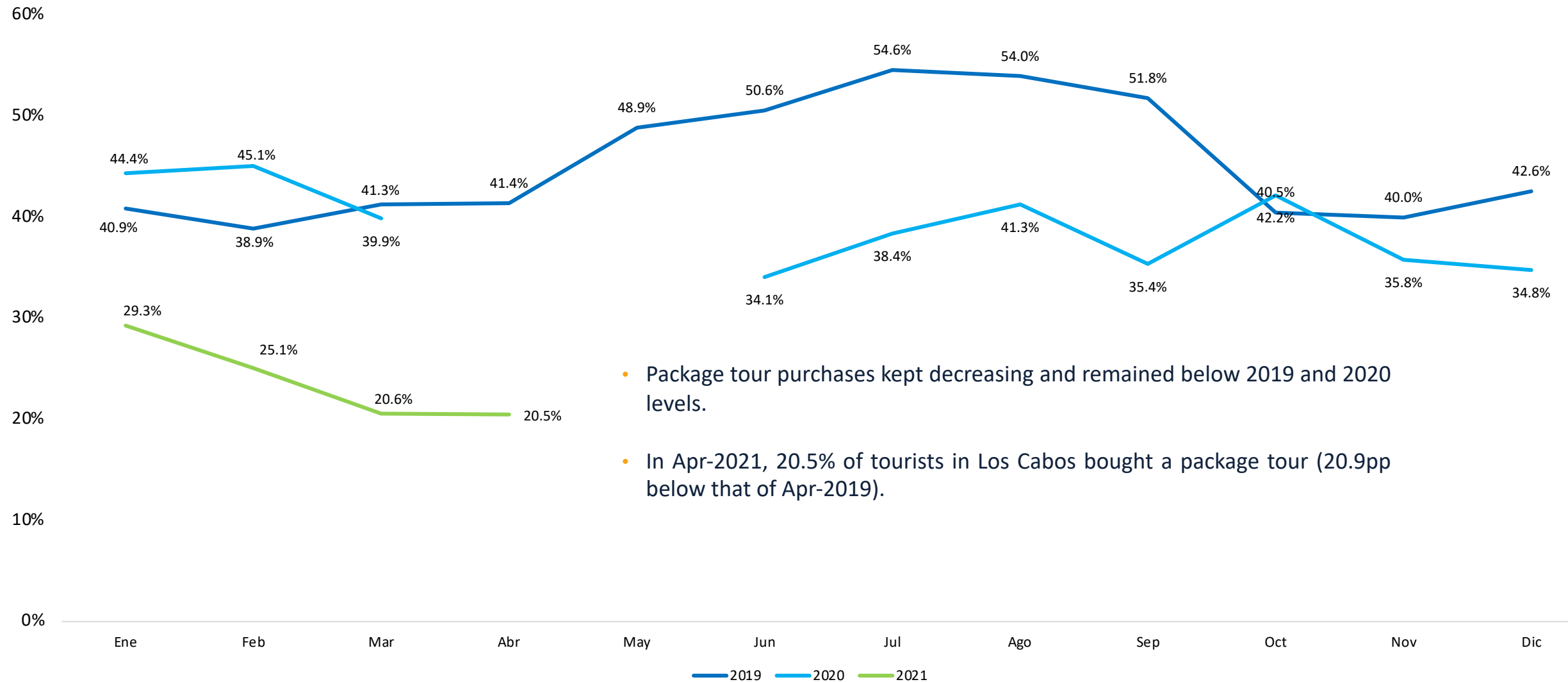
SOURCE: TOURIST SURVEYS

Return rate to the destination



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

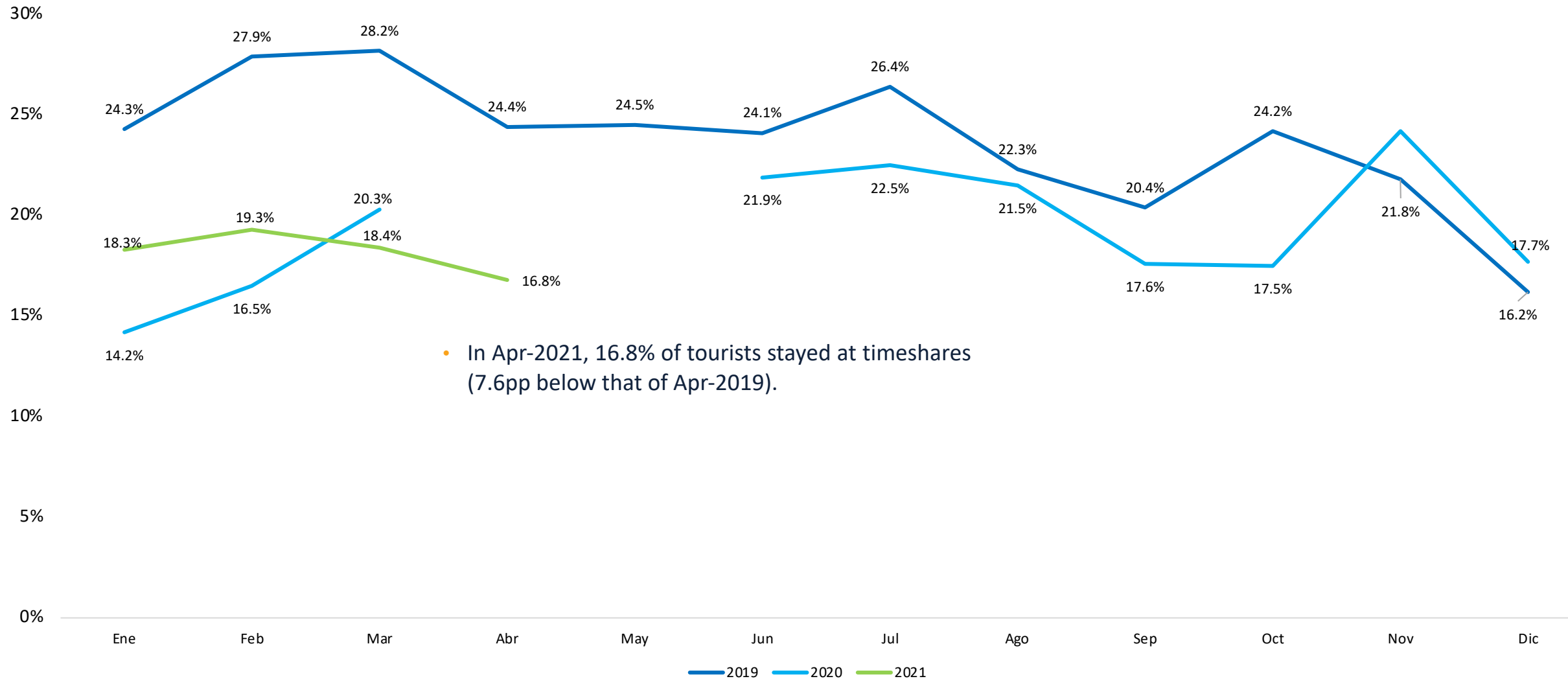
Package tour purchases



- Package tour purchases kept decreasing and remained below 2019 and 2020 levels.
- In Apr-2021, 20.5% of tourists in Los Cabos bought a package tour (20.9pp below that of Apr-2019).

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

Timeshares



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



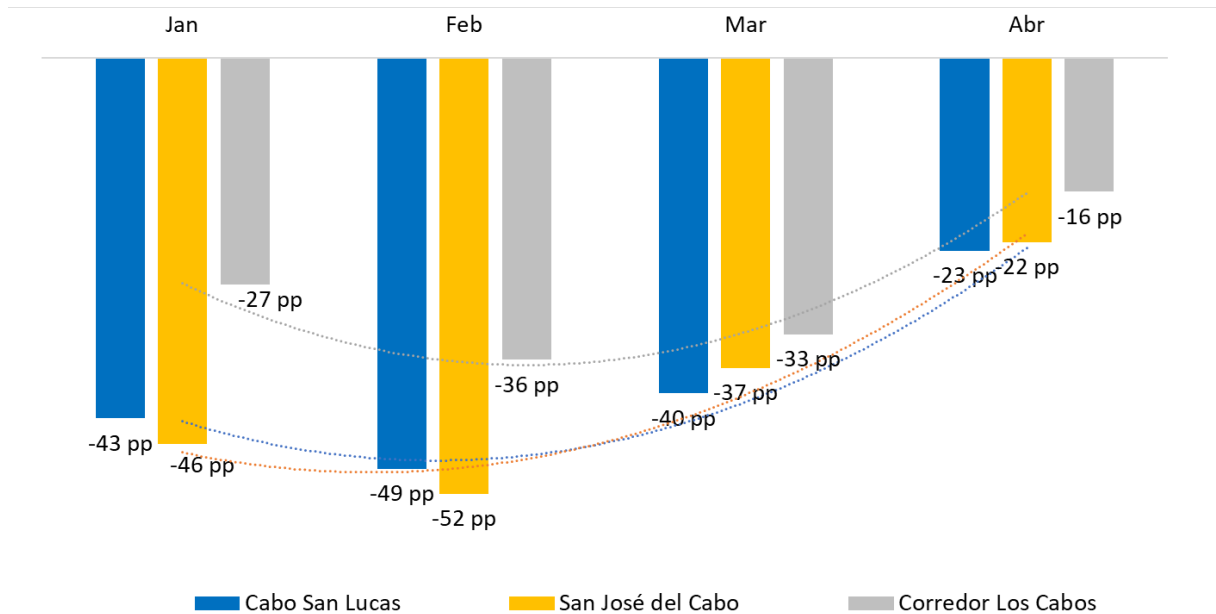
LOS CABOS TOURISM OBSERVATORY

SUPPLY INDICATORS



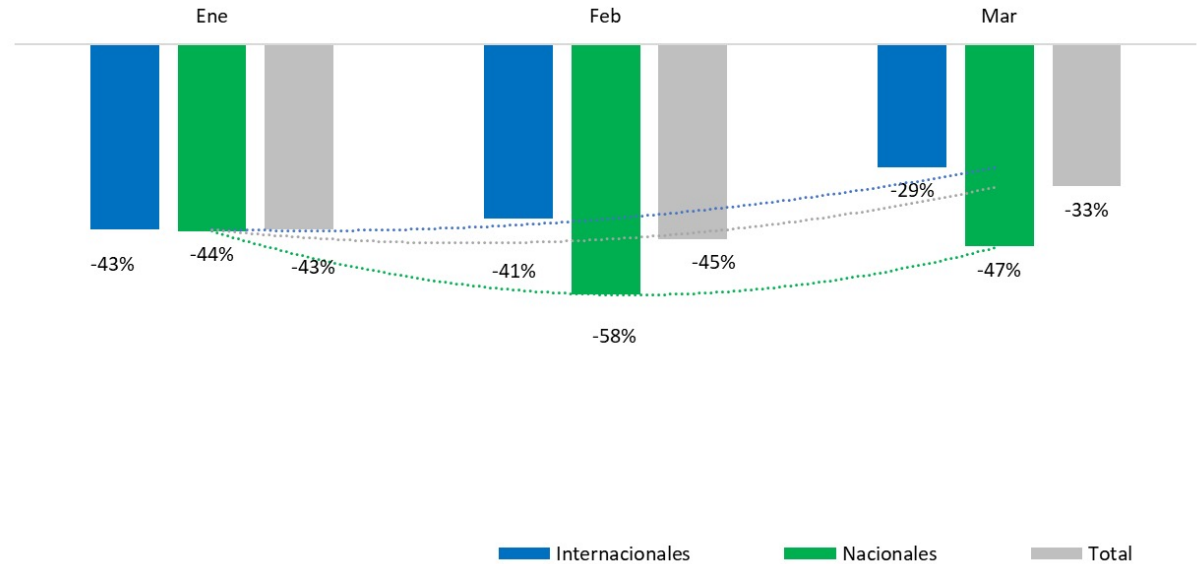
Evolution of the hotel offer in Los Cabos and sub-destinations

Annual variation in hotel occupancy, by destination
(Jan-Apr-2021 vs. 2019)



SOURCE: AHLIC

Annual variation of tourist arrivals to hotels, by origin
(Jan-Mar-2021, vs. 2019)

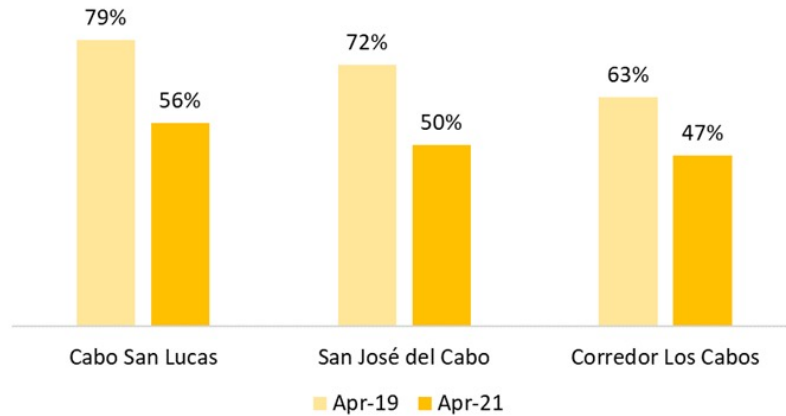


SOURCE: DATATUR

- The drop in hotel occupancy keeps decreasing as the recovery of the destination strengthens.
 - In Cabo San Lucas, the drop went from 49pp in Feb-2021 (compared to Feb-2019) to 23pp in Apr-2021.
 - The recovery in San Jose del Cabo has been greater this month: the drop went from 52pp in Feb-2021 to 22pp in Apr-2021.
 - Los Cabos Corridor improved by 20pp when comparing the differences from Feb-2021 to 2019 and Apr-2021.

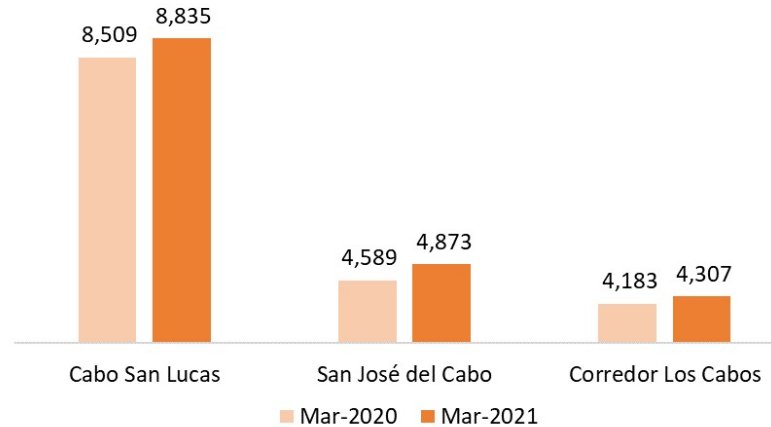
Evolution of the hotel offer in Los Cabos and sub-destinations

Hotel occupancy (April 2019-2021)



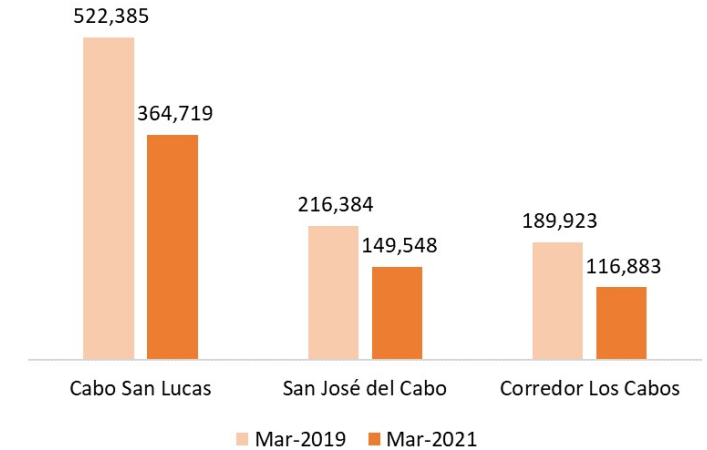
SOURCE: AHLC

Rooms available (March 2020-2021)



SOURCE: DATATUR

Room nights (March 2019-2021)



SOURCE: DATATUR

CABO SAN LUCAS

- Hotel occupancy was at 56%, which implies a decrease of 23pp (Apr-2021 vs. Apr-2019, AHLC).
- Its hotel offer increased 3.8% between Mar-2020 and Mar-2021, registering 8,835 (DataTur).
- Occupied room nights dropped 30.2% between Mar-2019 and Mar-2021 (DataTur).

SAN JOSE DEL CABO

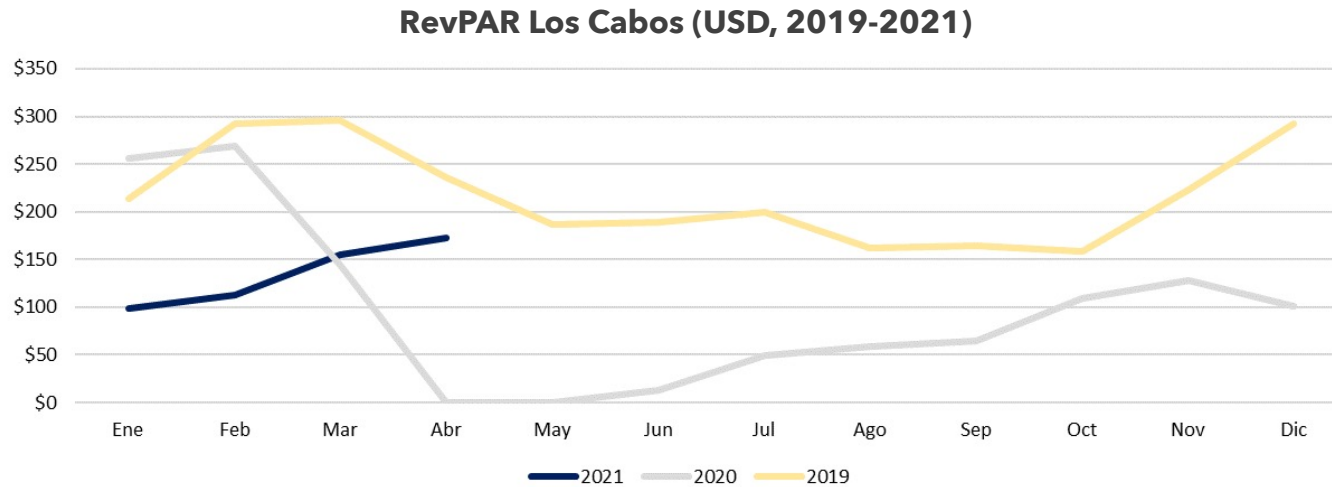
- Occupancy dropped 22pp (50%) when comparing Apr-2021 to Apr-2019 (AHLC).
- Its hotel offer increased 6.2% between Mar-2020 and Mar-2021, registering 4.87 thousand rooms (DataTur).
- Occupied room nights dropped 30.9% between Mar-2019 and Mar-2021 (DataTur).

LOS CABOS CORRIDOR

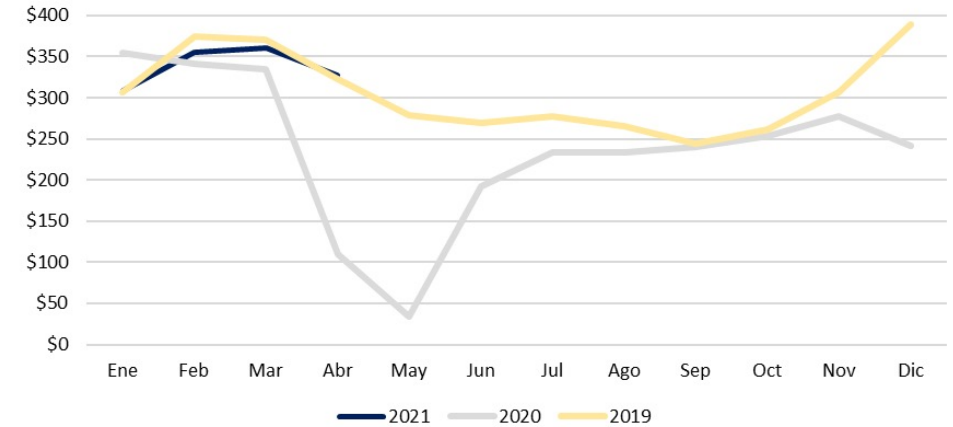
- Occupancy was at 47% in Apr-2021, which implies a decrease of 16pp (AHLC).
- Its hotel offer increased 3% between Mar-2020 and Mar-2021, registering 4.3 thousand rooms (DataTur).
- Occupied room nights decreased 38.5% between Mar-2019 and Mar-2021 (DataTur).

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

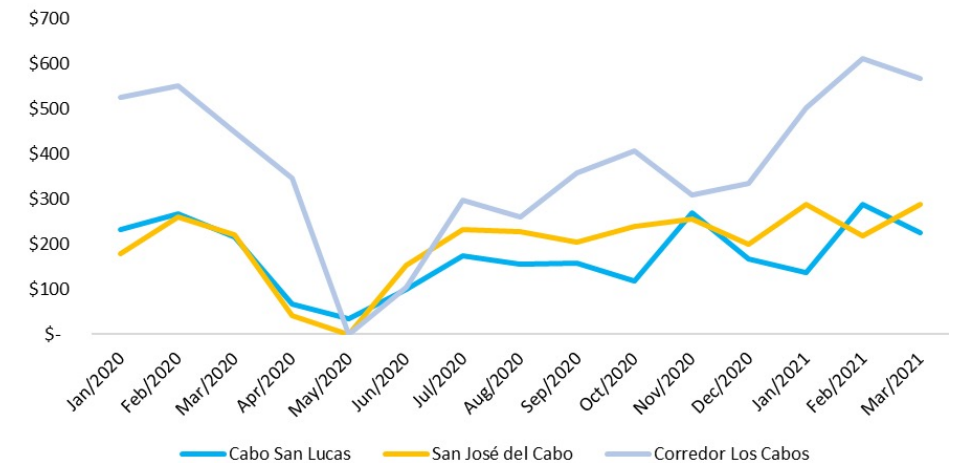
- The average hotel rate in Los Cabos for Apr-2021 was \$327 USD, 72 dollars above the last 12-month average and 4 dollars above that of Apr-2019.
 - Los Cabos Corridor decreased its average rate compared to 2019 (\$97 USD, 19.6%), registering \$397 USD.
 - San Jose del Cabo decreased its rate by \$10 USD (4%) and reached \$239 USD.
 - In contrast, Cabo San Lucas showed an increase of \$48 USD (21.2%), registering \$275 USD.
- The RevPAR in Apr-2021 was \$173 USD, 63 dollars (-26.7%) below the one recorded in Apr-2019, but 18 dollars higher than that of Mar-2021.



Average Hotel Rate, Los Cabos (USD, 2019-2021)



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



SOURCE: AHLIC

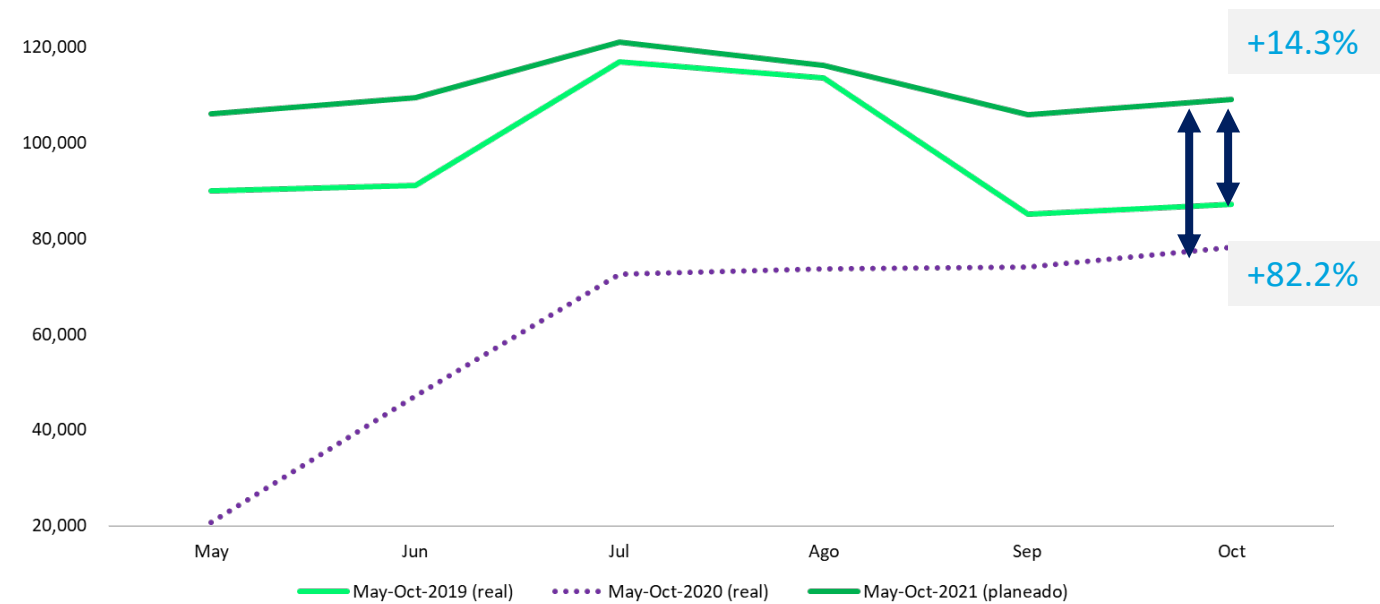
Domestic air connectivity

SEATS SCHEDULED FROM MAY-2021 TO OCT-2021

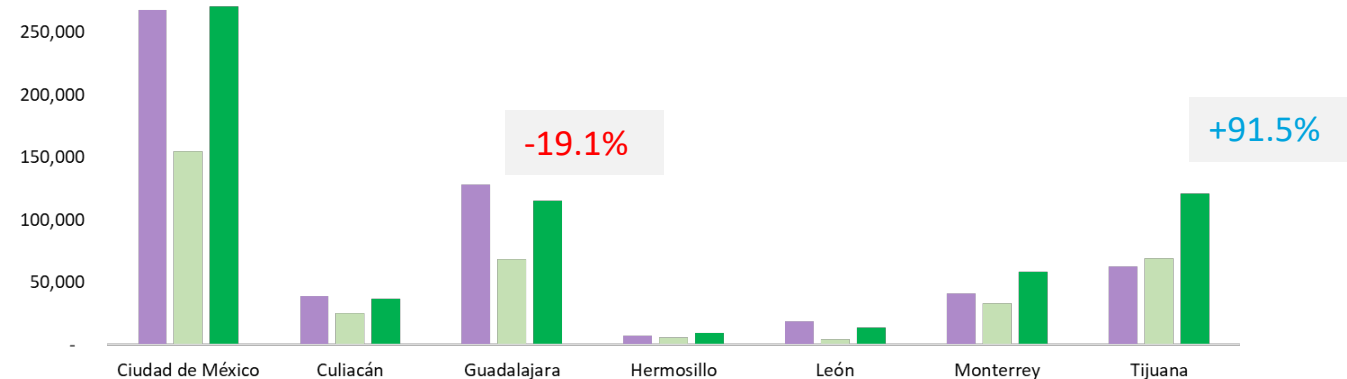
Seat offer report for the month in question and the 6 following months, as the case may be

- For the next 6 months (from May-2021 to Oct-2021), there are 667.5 thousand seats scheduled, 14.3% more compared to the same period in 2019.
 - However, when comparing the seats scheduled for the next 6 months against the 2020 schedule (pandemic), the volume of programmed seats is 82.2% higher.
 - There are 17.7% more available seats expected for May-2021 than those scheduled for May-2019.
- Mexico City, GDL, and Tijuana are the most relevant issuing markets, having 46%, 22%, and 11% of total available seats (for the next 6 months), followed by Monterrey (7%), Culiacan (7%), Leon (3%), and Hermosillo (1%).
 - Seats from CDMX, MTY, and TIJ increased 16.5%, 43.6%, and 92.2%, respectively (when compared against 2019). However, GDL decreased by 10%. Consequently, TIJ's market participation grew 7pp during these 6 months, and GDL decreased 4pp.
- Between May-2021 and Oct-2021, 51% of the available seats will be provided by Volaris, followed by Viva Aerobus with 32% and Aeromexico with 18%. Interjet has dropped to 0%.
- It's worth noting that this corresponds to the information provided on the OAG portal, and, given the flight suspensions announced by the airline and the sales restrictions implemented by IATA, this number would likely change.
- The national airlines' occupancy factors for Feb-2021 were: Aeromexico (75%), Viva Aerobus (63%), and Volaris (51%).

Seat scheduling for flying to San Jose del Cabo (from May-2021 to Oct-2021)



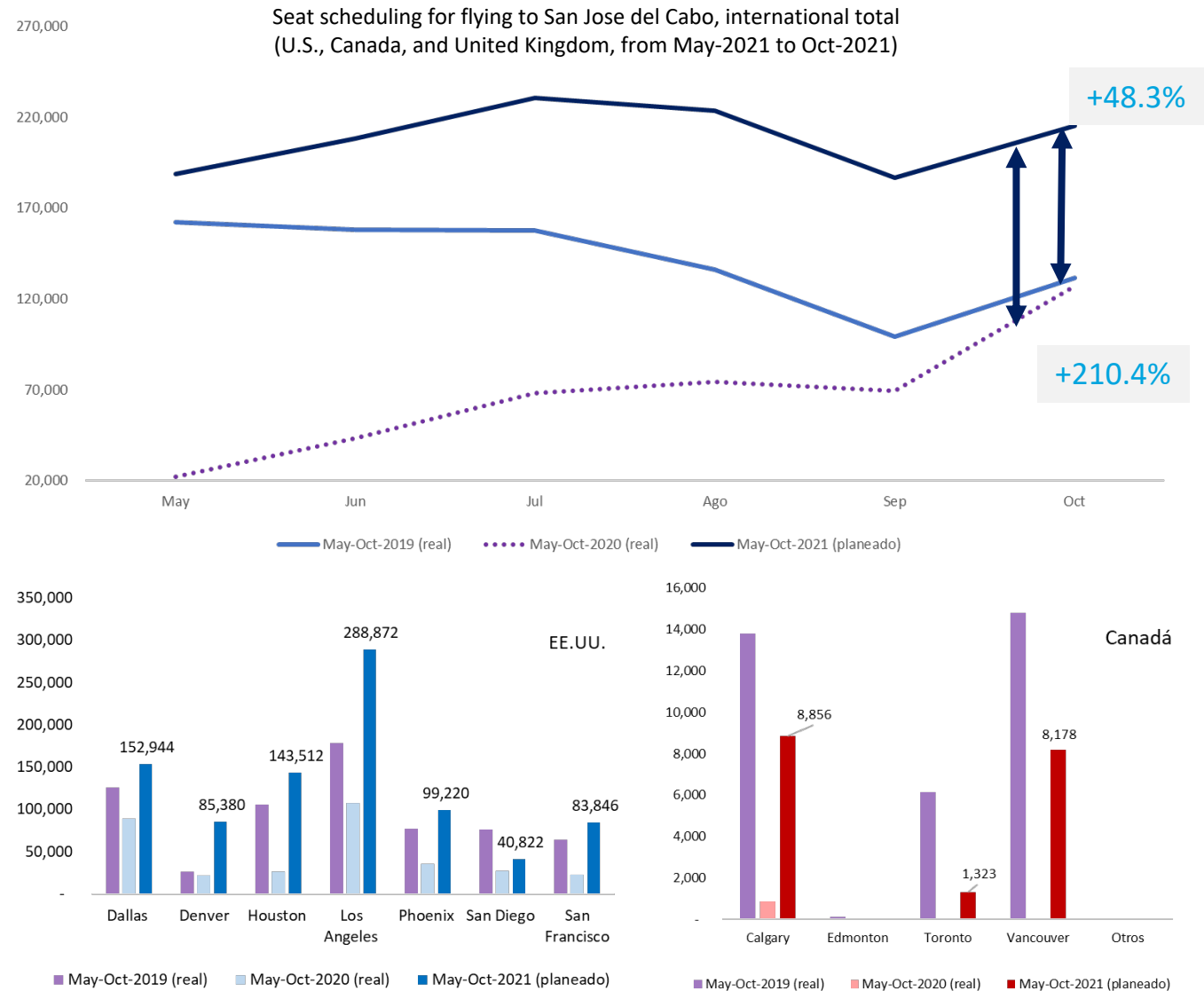
Seats scheduled by origin (from May-2021 to Oct-2021)



International air connectivity

SEATS SCHEDULED FROM MAY-2021 TO OCT-2021 Seat offer report for the month in question and the 6 following months, as the case may be

- For the U.S., there are 1.23 million seats scheduled for the next 6 months, which is **52.4% more** seats compared to the same period in 2019.
 - However, when comparing the seats scheduled for the next 6 months against the 2020 schedule (pandemic), the volume of programmed seats is **207.1% higher**.
 - CHI (+164%), LAX (+62%), PHX (+28%), HOU (+36%), DFW (+22%), DEN (+221%), and SEA (+1,530%)** have the most significant increase in service vs. 2019. However, a decrease of 46% is observed in San Diego.
 - Los Angeles is the main issuing market in the U.S. (23% of the market), followed by DFW (12%), Houston (12%), and Phoenix (8%).
 - American, Alaska, Southwest, and United Airlines are the most relevant (79% as a whole).
 - For May-2021, the United States expects 22.4% more available seats than those scheduled for 2019.
- For Canada, there are 18.4 thousand seats scheduled for the next 6 months, which is **47.3% fewer** seats compared to the same period in 2019.
 - When comparing the seats scheduled for the next 6 months against the 2020 schedule (pandemic), the volume of programmed seats is 1,974% higher.
 - There are 100% fewer available seats expected for May-2021 than those scheduled for May-2019.
 - All airports show a decrease in service within the next 6 months: Calgary (-35.8%), Vancouver (-44.8%), Toronto (-78.4%), and Edmonton (-100%).
 - During this period, Swoop and Air Canada will reduce the number of seats by 100%. Sunwing and WestJet will do so by 90.5% and 16.1%, respectively (compared to those scheduled for 2019).
- The international airlines' occupancy factors for Feb-2020 were: American (46%), Alaska (49%), Delta (45%), United (48%), and Southwest (51%). In Canada: WestJet (28%).





LOS CABOS TOURISM OBSERVATORY

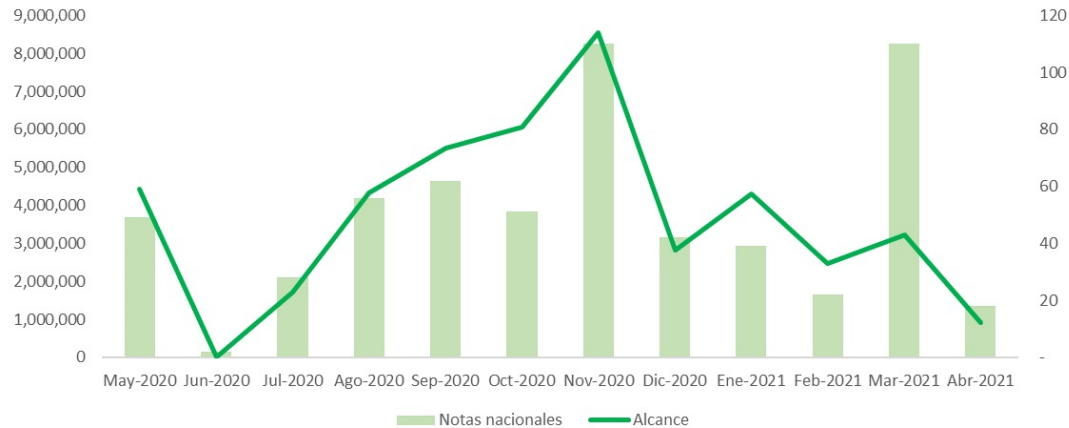
PUBLIC RELATIONS



Public relations: notes and scope

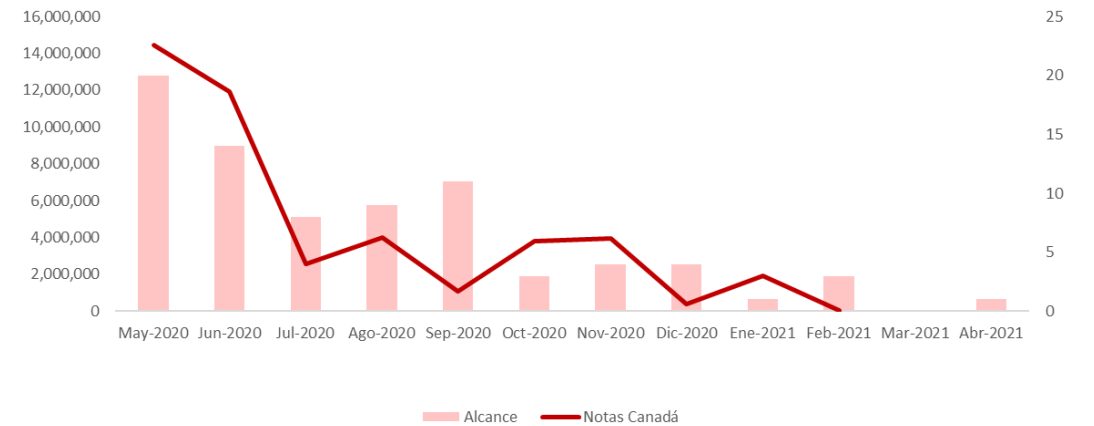
- In the domestic market:
 - During Apr-2021, 18 press insertions were introduced, thus achieving 907 thousand impressions. An average of 54 inserts has been published monthly since the pandemic started in April 2020, reaching 4 million.
- In the international market:
 - In Apr-2021, 10 placements and 29 million impressions were achieved in the United States. An average of 18 inserts has been published monthly since the pandemic started, reaching 981 million.
 - For Canada, one press insertion was delivered throughout Apr-2021, representing a reach of 4.6 million. An average of 5 inserts has been published monthly since April, reaching 2.5 million.

NATIONAL NOTES: TOTAL & SCOPE



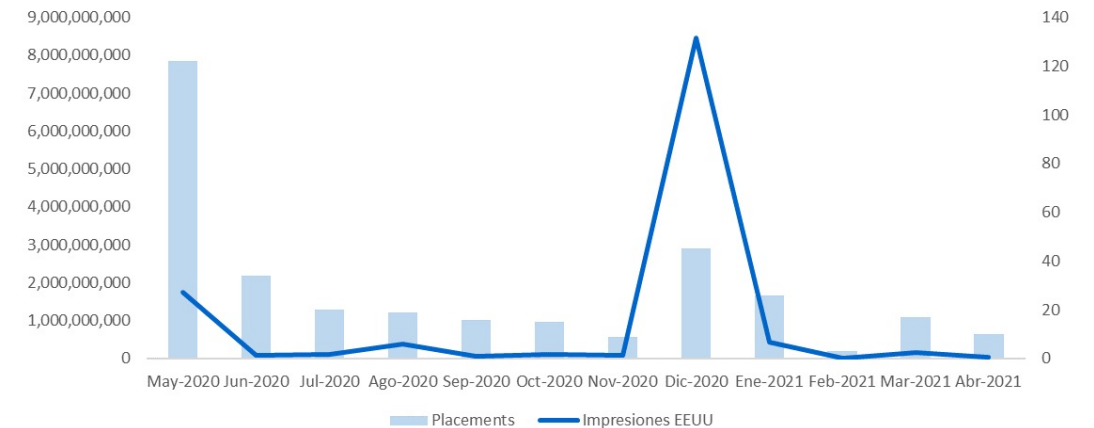
SOURCE: GAUDELLI (Feb-2018 to Jan-2019), LLORENTE & CUENCA (Feb-2019 to Apr-2021)

CANADIAN MARKET NOTES: TOTAL & SCOPE



SOURCE: JESSON+CO

U.S. MARKET NOTES: TOTAL & SCOPE



SOURCE: NJF (Feb-2018 to Jan-2019), OGILVY (Feb-2019 to Apr-2021)



LOS CABOS TOURISM OBSERVATORY

DEFINITIONS



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 TOURISM OBSERVATORY

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www.staconsultores.com | info@staconsultores.com