LOS CABOS TOURISM OBSERVATORY

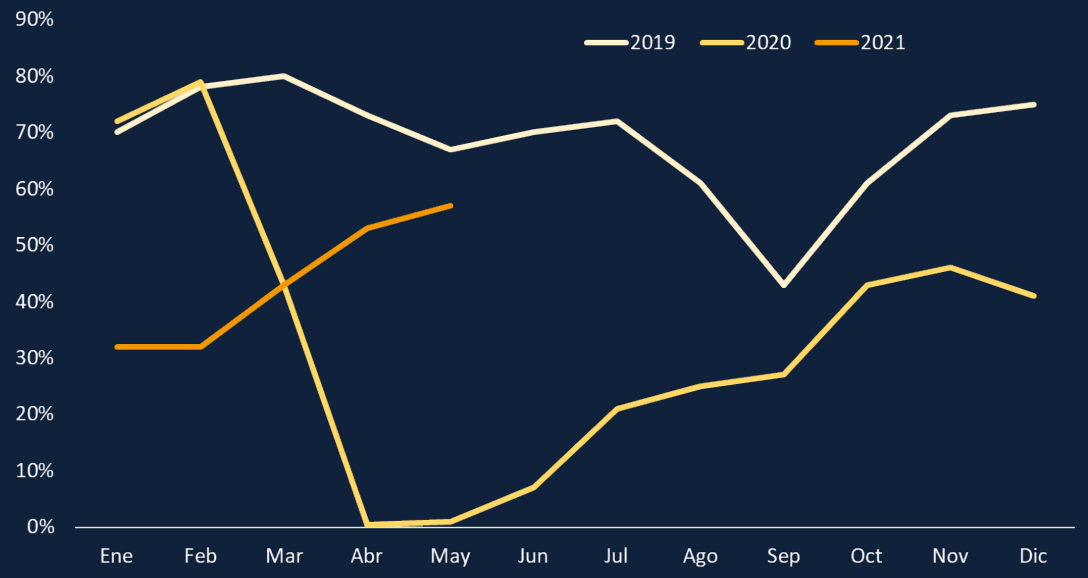
KEY PERFORMANCE INDICATORS

JUNE 2021

Leading indicators – Summary

Hotel Performance

Hotel Occupancy:



Hotel Occupancy (May-2021):
57%
-10pp
(vs. May-2019)

SOURCE: AHLC

Rooms Available (Apr-2021):
21,824
+6.5%
(vs. Apr-2019)

SOURCE: DATATUR

Room Nights (Apr-2021):
979,391
-14.7%
(vs. Apr-2019)

SOURCE: DATATUR

Air Passenger Arrivals

Total Passengers (May-2021, expressed in thousands):
251.4
+9.1%
(vs. May-2019)

National Passengers (May-2021, expressed in thousands):
89.15
+10.9%
(vs. May-2019)

International Passengers (May-2021, expressed in thousands):
162.25
+8.2%
(vs. May-2019)

SOURCE: GAP

Other indicators

Cruise ships (Apr-2021):
0
-26 vessels
(vs. Apr-2019)

SOURCE: DATATUR

Cruise passengers (Apr-2021):
0
-100%
(vs. Apr-2019)

SOURCE: DATATUR

Group Business Total RFPs (May-2021):
49
+17 RFPs
(vs. Apr-2019)

SOURCE: CVENT

Tourist Satisfaction: more than expected (May-2021):
62%
+23pp
(vs. May-2019)

SOURCE: TOURIST SURVEYS

Attendees to congresses and conventions (May-2021):
2%
+0pp
(vs. May-2019)

SOURCE: TOURIST SURVEYS

Tourists' Origin (May-2021):
64% foreigners
-9.5pp
(vs. May-2019)

SOURCE: TOURIST SURVEYS

LOS CABOS

Leading indicators – Summary

PASSENGER ARRIVALS

- In May-2021, Los Cabos International Airport recorded a 9.1% (+21 thousand) increase in the total number of passengers arriving at the destination compared to May-2019, adding up to a total of 251.4 thousand (when considering arrivals only).
  - Passengers on domestic flights (89.15 thousand) represent 35.5% of total arrivals. These increased by 10.9% (+8.75 thousand vs. May-2019).
  - Passengers on international flights (162.25 thousand) represent 64.5% of total arrivals. These increased by 8.2% (+12.3 thousand vs. May-2019).

FLIGHT SCHEDULES

- The domestic market has 14.3% more available seats scheduled for the period from Jun-2021 to Nov-2021 (compared to the same period in 2019). 19.8% more seats are expected in Jun-2021.
- Flight seats departing from CDMX, MTY, and TIJ increased by 10.9%, 31.7%, and 95.5%, respectively (compared to 2019). However, GDL decreased by 8.1%.
- For the U.S., there are 1.24 million seats scheduled for the next 6 months, which is 53.1% more compared to the same period in 2019.
- CHI (+110%), LAX (+64%), PHX (+29%), HOU (+40%), DFW (+31%), DEN (+180%), and SEA (+594%) had the most significant increase vs. 2019. However, San Diego shows a decrease of 51%.
- For Jun-2021, the United States expects 34.9% more available seats than those scheduled for 2019.
- From Canada, 32.8% fewer seats are expected in the next 6 months. There was a 95.7% drop in Jun-2021.
- Decreases are expected in all Canadian airports within the next 6 months: Calgary (-17.4%), Vancouver (-34.5%), Toronto (-68.7%), and Edmonton (-49.9%).

HOTEL PERFORMANCE

- Occupancy in May-2021 was 57%, down 10pp from 67% in May-2019.
  - Occupancy in Cabo San Lucas dropped 18pp compared with May-2019 and is now at 59%.
  - San Jose del Cabo recorded an occupancy rate of 55% (8pp lower than in May-2019).
  - Los Cabos Corridor recorded an occupancy rate of 51% (2pp lower than in May-2019).
- The number of rooms available in Los Cabos increased 6.5% between Apr-2021 and Apr-2019, reaching 21,824 this month.
- Hotels in Los Cabos recorded 183.9 thousand tourist arrivals, which decreased by 21% (-49.8 thousand) between Apr-2021 and Apr-2019.
- Domestic and international tourism dropped 24% (-14.7 thousand) and 20% (-35 thousand), respectively.
- There were 979.4 thousand occupied room nights in Apr-2021, 14.7% fewer compared to Apr-2019 (-169.4 thousand nights).

TOURIST SURVEYS

- In May-2021, 62% of tourists rated their experience in Los Cabos as better than they expected (23pp more than in May-2019 and 17.8pp more than in Apr-2021).
- During May-2021, security was perceived as bad or regular by 3% of tourists, 9pp better than in May-2019.
- Satisfaction with the airport also improved 8.7pp compared to 2019 (2.7% of tourists perceived their experience as bad or regular).
- The number of repeat tourists decreased by 9pp compared to 2019, registering 33% in May-2021.
- The number of tourists who traveled with a package tour remained low and registered 40% in May-2021 (-8.9pp vs. 2019).

LOS CABOS

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.

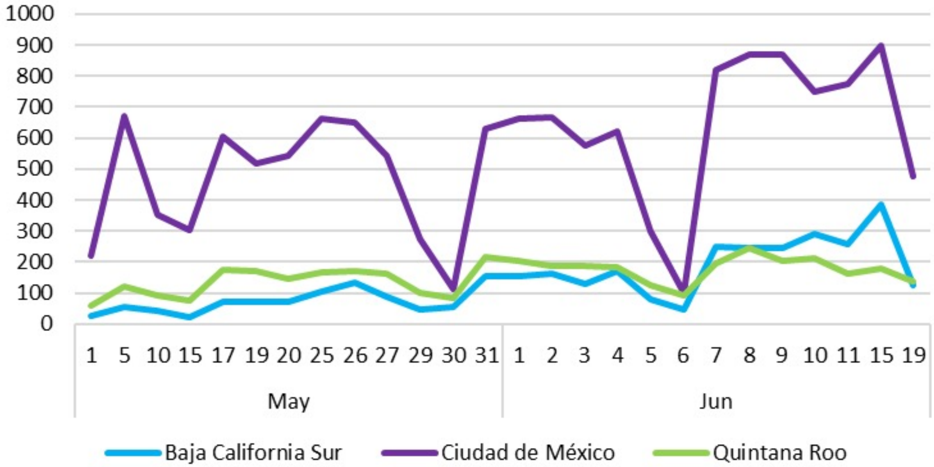
All work activities are allowed. Outdoor public spaces can open on a regular basis, and indoor public spaces can open with reduced capacity.

All activities, including school activities, are allowed.

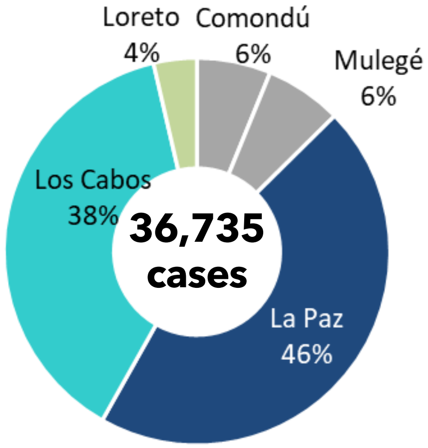
SOURCE: SECRETARIAT OF HEALTH, GENERAL DIRECTORATE OF EPIDEMIOLOGY (www.coronavirus.gob.mx). TRAFFIC LIGHT MONITORING SYSTEM UPDATED AS OF JUNE 24th, 2021.

Confirmed COVID-19 cases overview

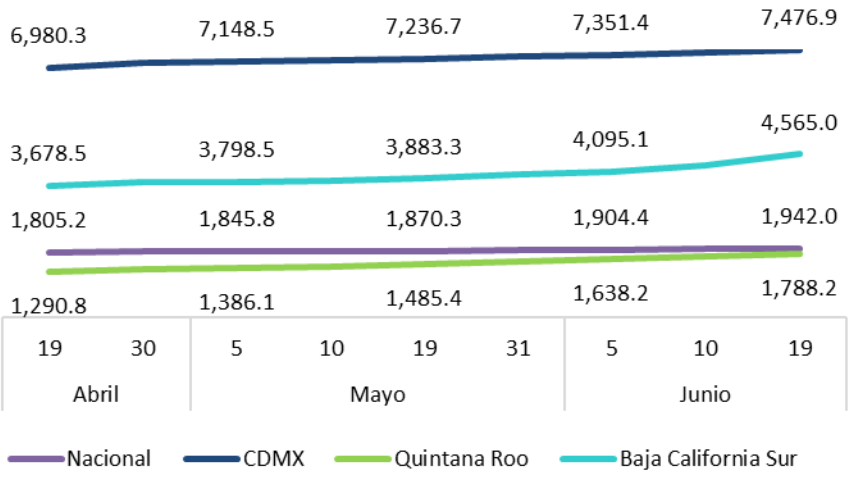
Number of daily new cases



Confirmed cases by municipalities in B.C.S.



Incidence of infection



Total confirmed cases as of June 19th, 2021

National

2.48 million

- 91 more cases since May 19th.

Baja California Sur

36,735

- 5,486 more cases than those recorded by May 19th.

Quintana Roo

30,815

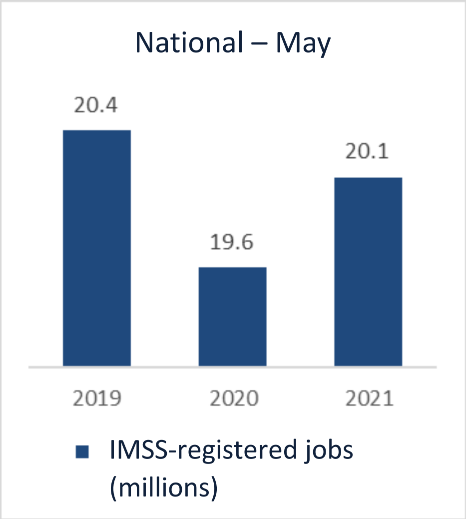
- 5,217 more cases in the same period.

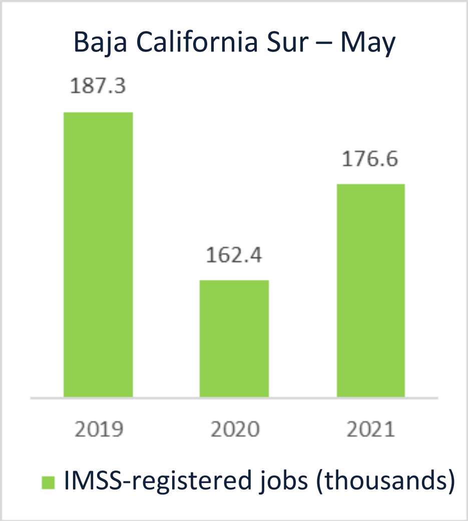
- La Paz and Los Cabos account for 46% and 38% of the total confirmed cases in the state.
- La Paz has 1,573 more cases than those recorded as of May 19th, accumulating a total of 16,730 confirmed cases.
- Los Cabos has 3,608 more cases, adding up to a total of 14,032.
- Loreto accumulates 1,333 cases (19 more).

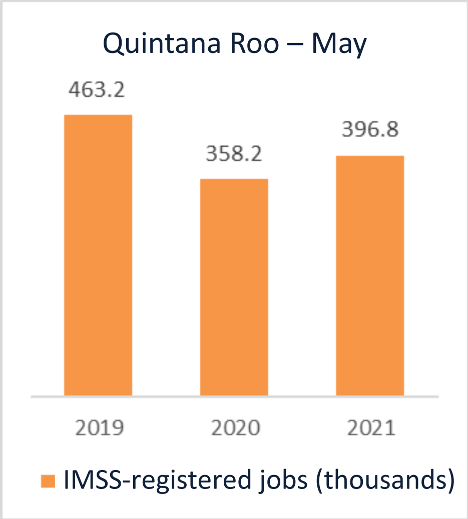
- The national average rate of infection is 1,942 cases per 100 thousand inhabitants.
- Mexico City still has the highest rate of new COVID-19 cases, which is above the national average: 7,476.9
- Quintana Roo: 1,788.2
- Baja California Sur is the second state with the highest rate: 4,565

SOURCE: SECRETARIAT OF HEALTH, GENERAL DIRECTORATE OF EPIDEMIOLOGY (www.coronavirus.gob.mx). FIGURES UPDATED AS OF JUNE 21st, 2021.

Effects on employment in Mexico







- As of May 31st, 2021, IMSS had registered 20,109,444 jobs in the country, 1.3% fewer than those reported in May-2019.
- 335,712 more jobs were registered compared to the end of Dec-2020.

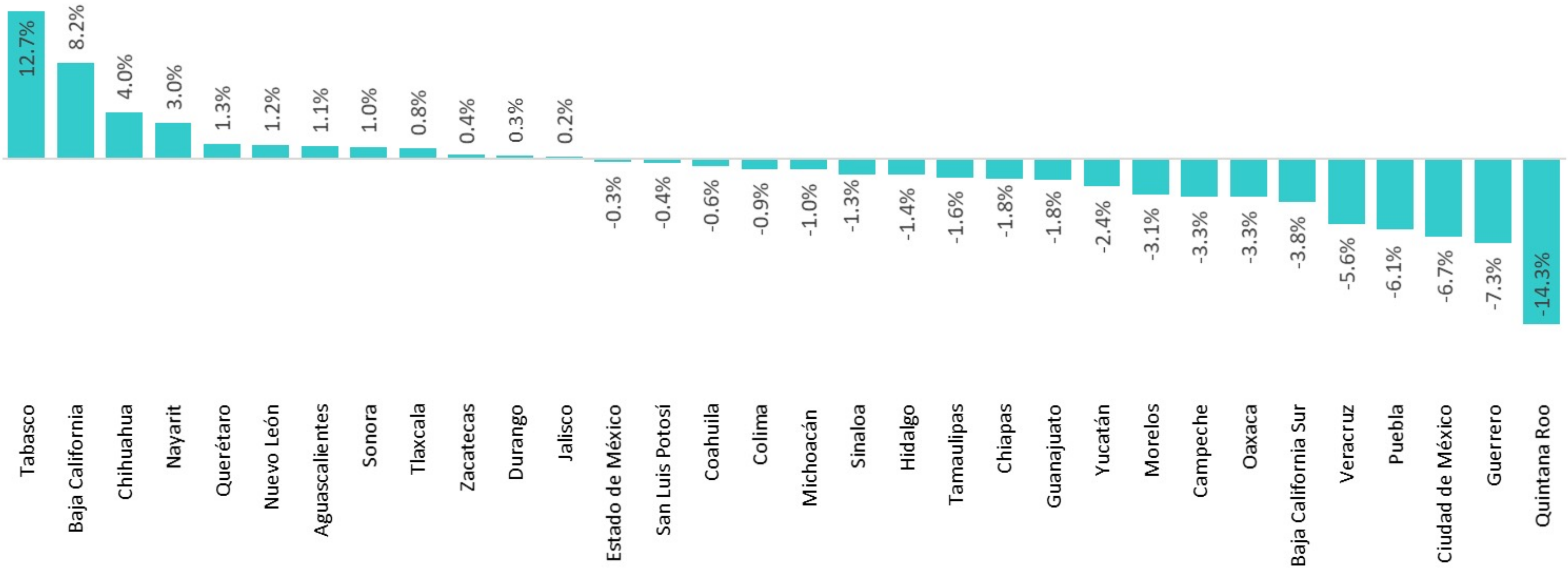
- Baja California Sur closes May-2021 with 176,593 jobs, 5.7% fewer than in May-2019.
- 7,222 more jobs were registered compared to the end of Dec-2020.

- Quintana Roo closes May-2021 with 396,775 jobs, 14.3% fewer than in May-2019.
- 30,992 more jobs were registered from Dec-2020 to May-2021.

SOURCE: IMSS

Effects on employment in Mexico

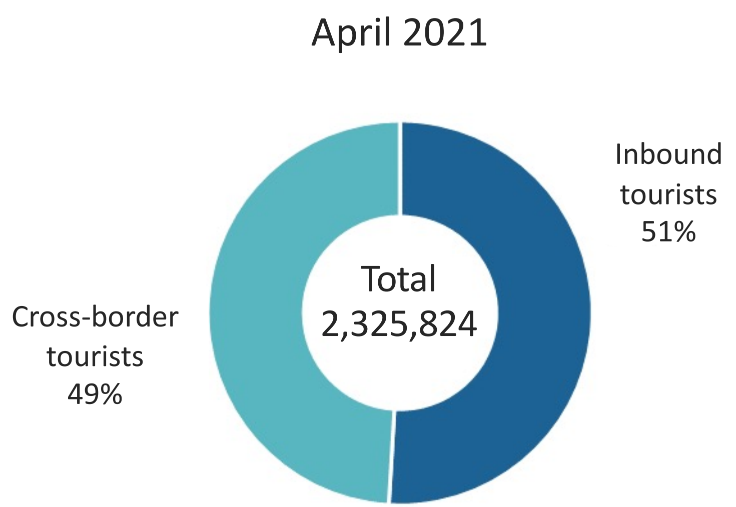
Employment variation by state (May 2021 vs. December 2019)

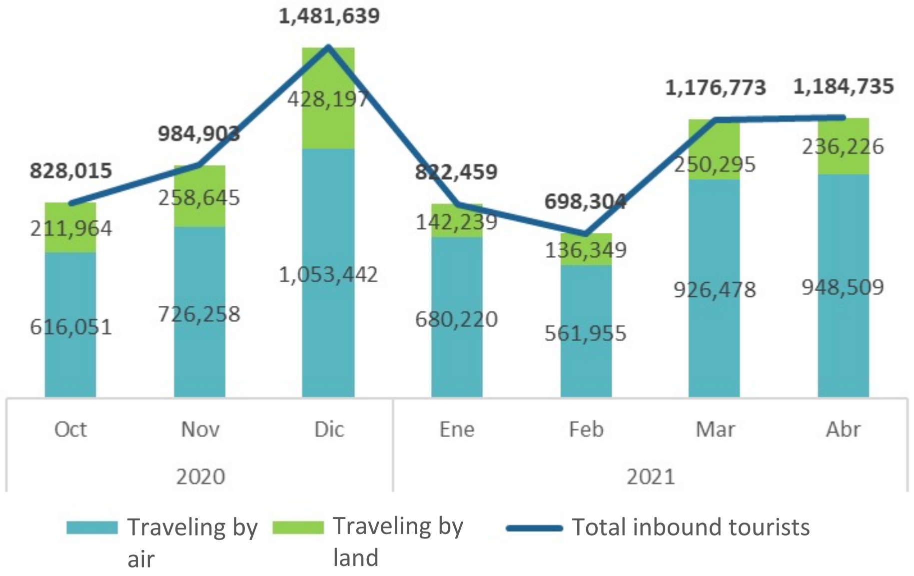


- Baja California Sur is now the sixth worst-affected state in terms of job losses, compared to the 2019 year-end (it ranked third in Mar-2021 and fourth in Apr-2021). Quintana Roo is still the most affected state.

SOURCE: IMSS

International tourist arrivals in Mexico



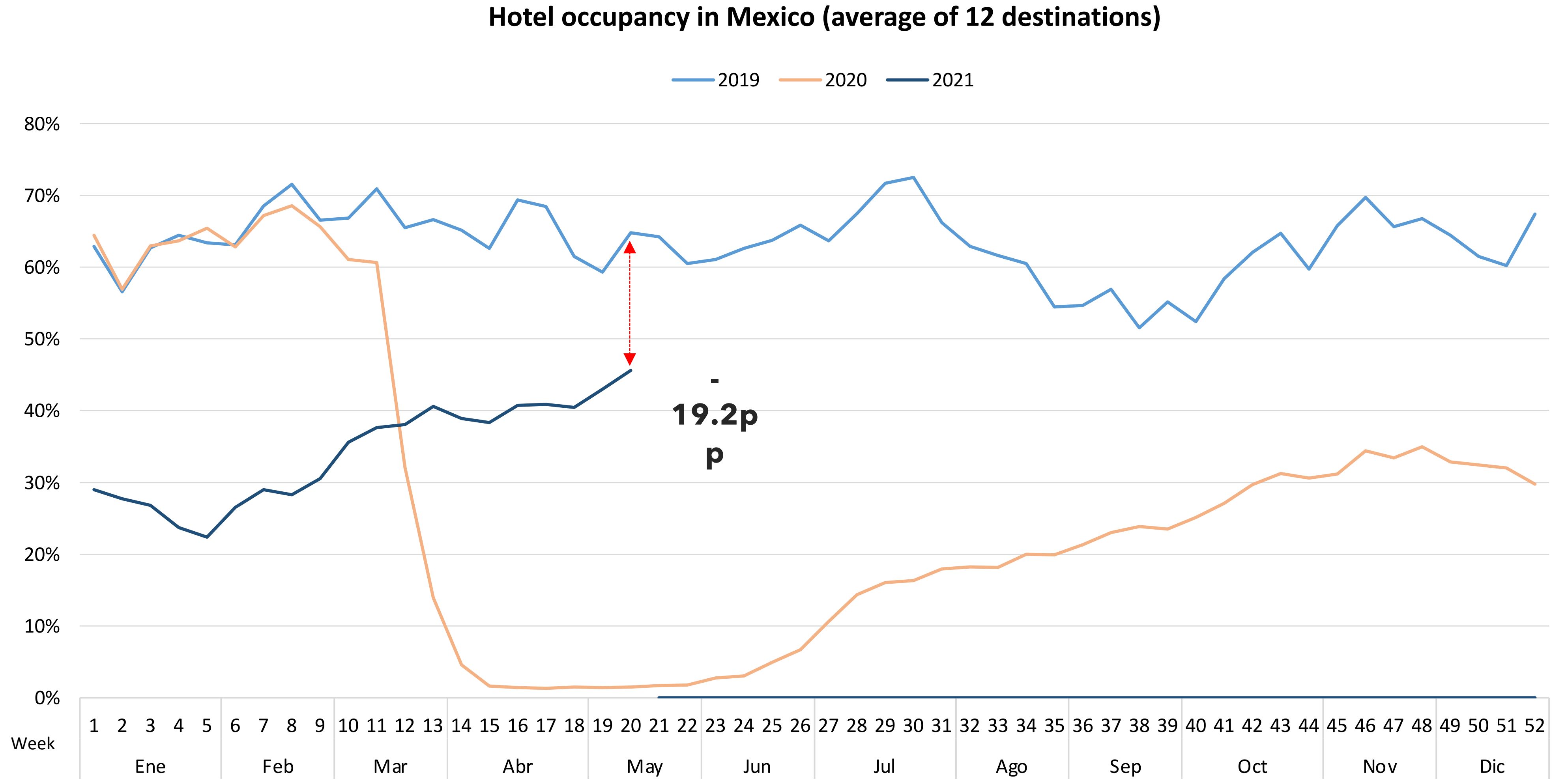


- In Apr-2021, 2.32 million international tourists arrived in the country (36% fewer than in Apr-2019). 51% were inbound tourists.
- The average spending of inbound tourists arriving by air was USD 1,073.79 ($44.22 more compared to the average spending in Apr-2019).

- The total number of inbound tourists increased 0.7% compared to Mar-2021.
- There is a 37.7% decrease in the total number of inbound tourists compared to Apr-2019.
- 80% arrived by air, and 20% did so by land.

SOURCE: INTERNATIONAL TOURIST SURVEYS, INEGI

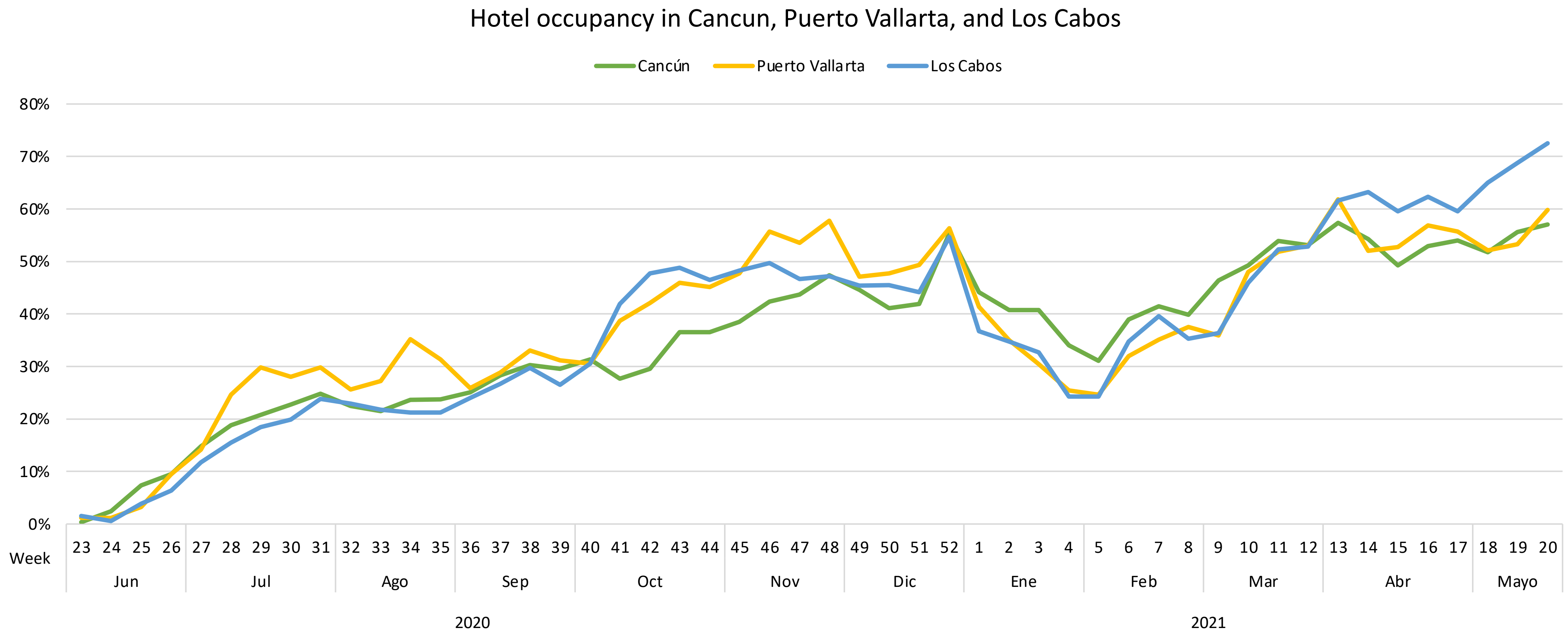
Hotel indicators in Mexico



- Hotel occupancy in Mexico continues to show moderate growth. Week 20 closed with an occupancy rate of 45.6%, 19.2pp less than in the same week of 2019.

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



- From week 14 onwards, hotel occupancy in Los Cabos skyrocketed compared with Cancun and Puerto Vallarta. By the end of week 20, occupancy was at 72.5%, surpassing Puerto Vallarta and Cancun by 12.7pp and 15.4pp, respectively.
- Puerto Vallarta (58.8%)
- Cancun (57.1%)

SOURCE: DATATUR

LOS CABOS

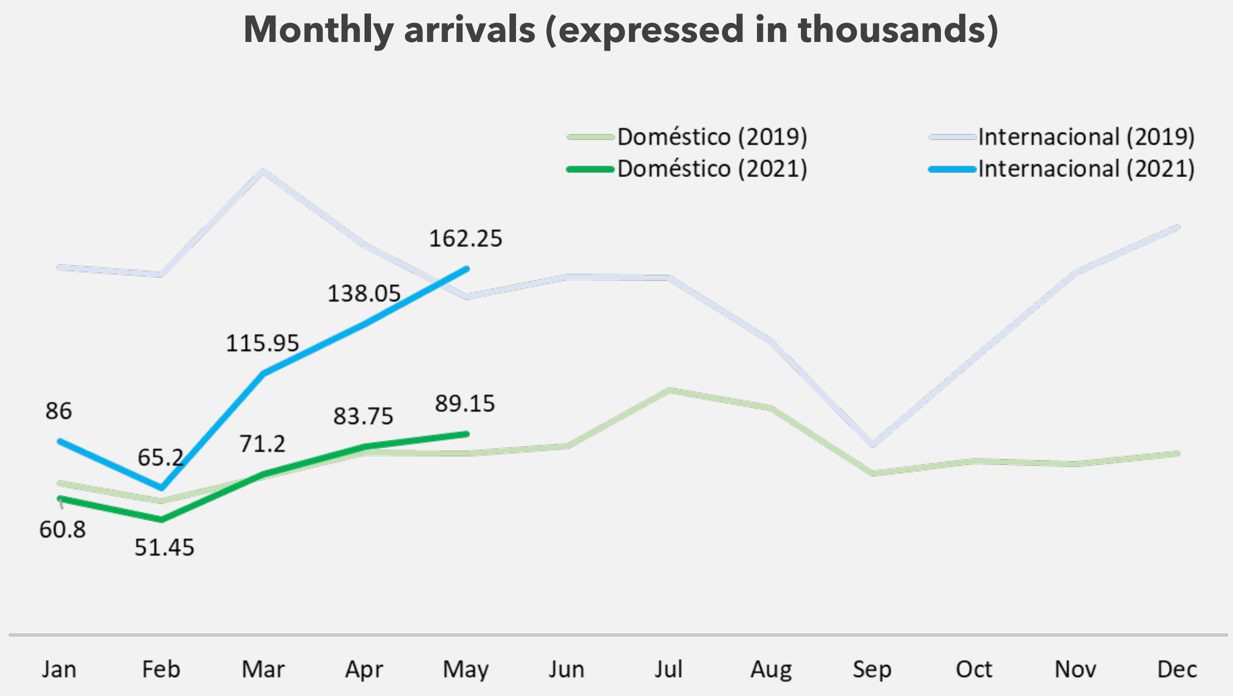
LOS CABOS TOURISM OBSERVATORY

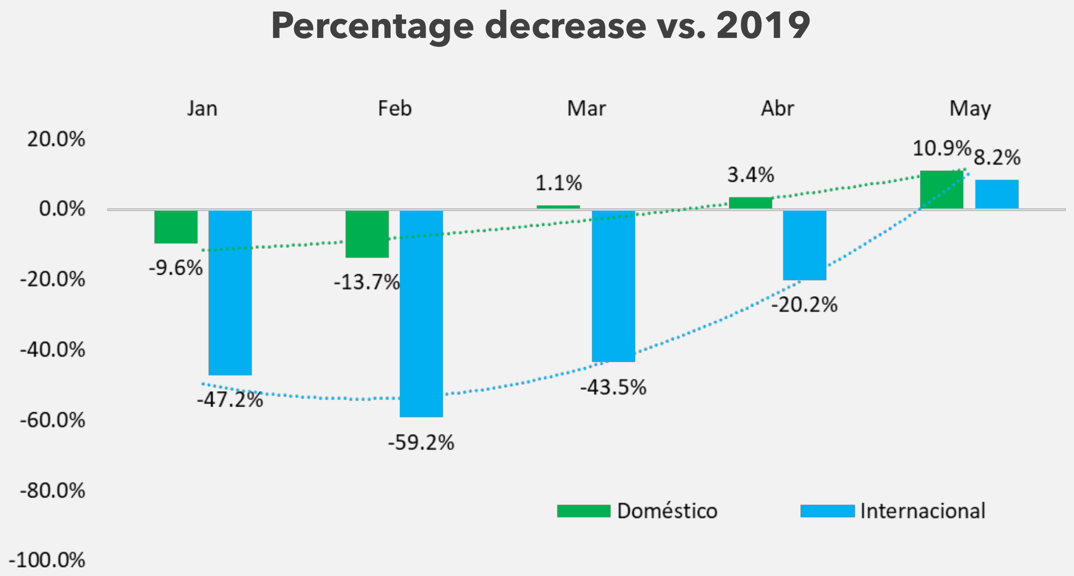
DEMAND INDICATORS AND TOURIST PASSENGERS

Passenger arrivals at Los Cabos International Airport, 2019-2020

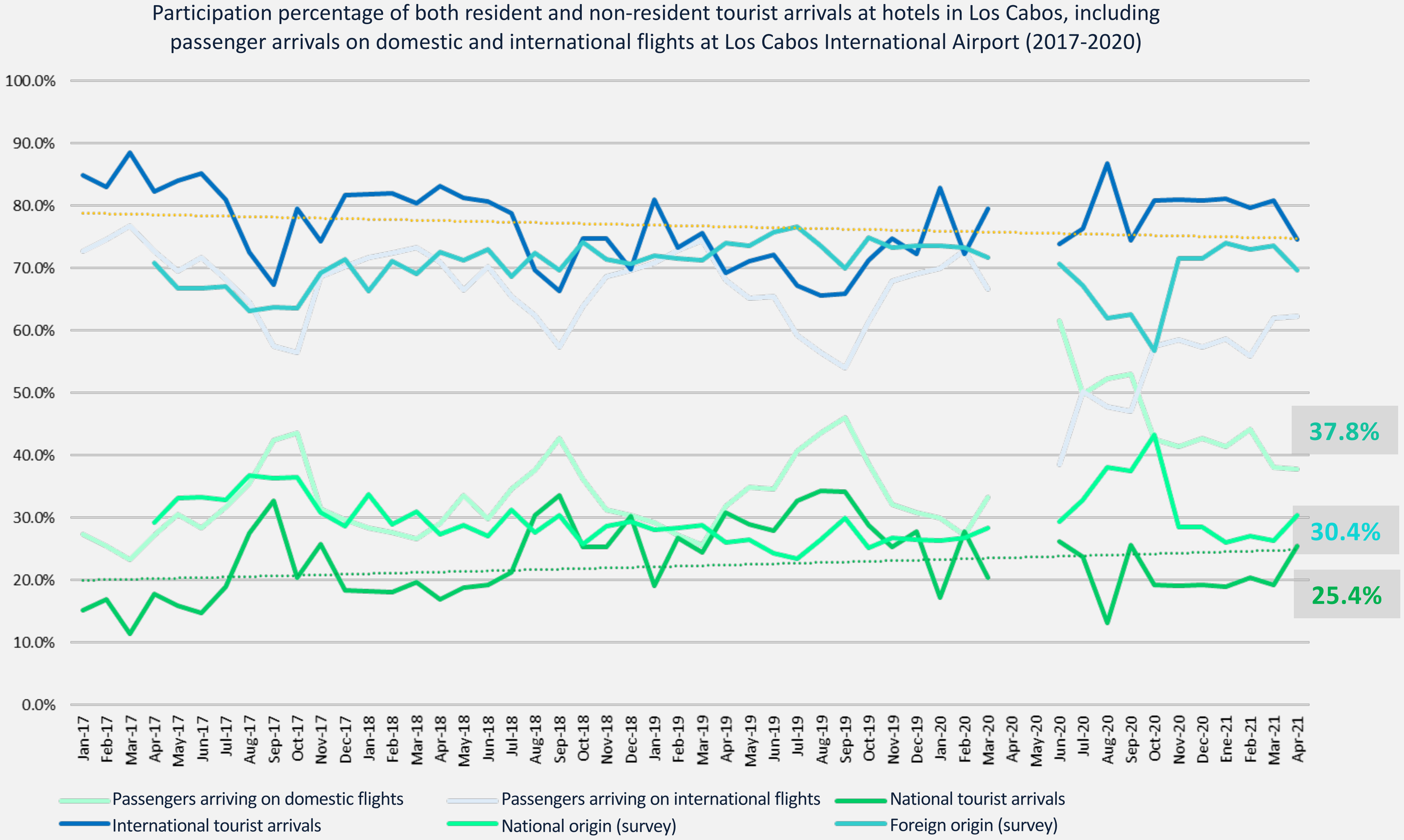
- **In May-2021, 251.4 thousand passengers arrived at Los Cabos International Airport, which represents a 9.1% increase compared to the same period in 2019.**
  - **It also represents a 13.3% increase with respect to Apr-2021 and an average growth rate of 30.4% between May-2020 and May-2021.**
  - **Passengers on domestic flights (89.15 thousand) represent 35.5% of total arrivals and increased 10.9% compared to May-2019.**
    - **TMAC: 21.2% (between May-2020 and May-2021).**
  - **Passengers on international flights (162.25 thousand) represent 64.5% of total arrivals and increased by 8.2%.**
    - **TMAC: 47.3% (between May-2020 and May-2021).**

SOURCE: GAP





Evolution of national and international tourism share



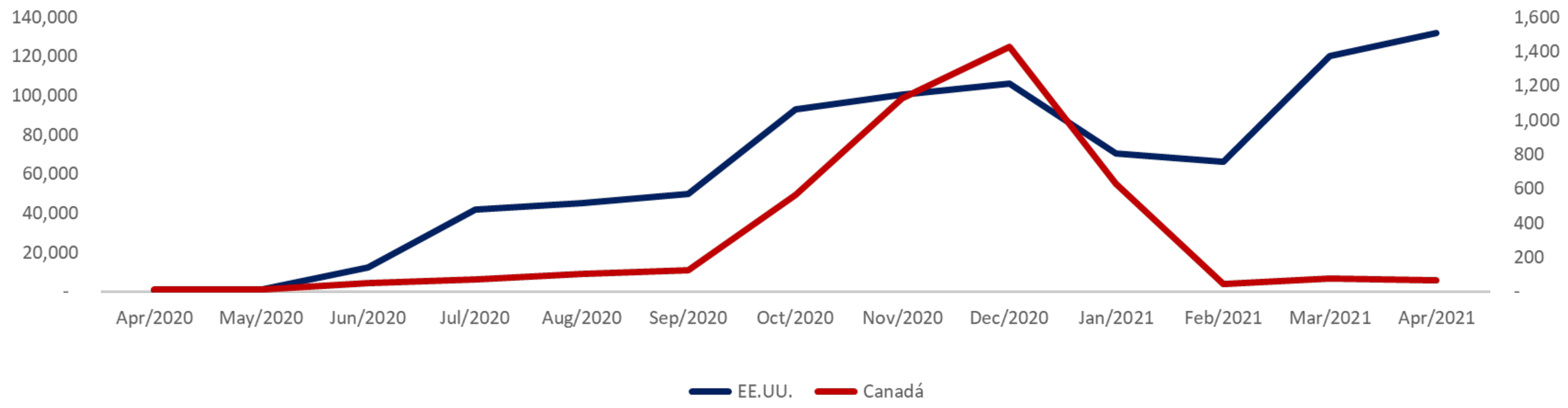
- **According to DataTur, the number of national residents arriving at hotels in Los Cabos reached 25.4% in Apr-2021 (5.4pp fewer than in 2019).**
- **Moreover, the share of domestic passengers in the total recorded by Los Cabos International Airport summed up to 37.8% in Apr-2021. This represents an increase of 5.9pp vs. 2019.**
- **In Apr-2021, Tourist Surveys indicated that the share of domestic tourism in the total received by Los Cabos reached 30.4% (4.4pp more than in 2019).**

SOURCE: DATATUR, GAP, TOURIST SURVEYS

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

Regiones	Apr/2020	May/2020	Jun/2020	Jul/2020	Aug/2020	Sep/2020	Oct/2020	Nov/2020	Dec/2020	Jan/2021	Feb/2021	Mar/2021	Apr/2021	Δ Abr 21 / Abr 19	Δ Ene-Abr 21 / Ene-Abr 19
EE.UU.	508	1,084	12,433	41,696	45,112	50,077	93,069	100,320	105,991	70,454	66,275	120,361	131,784	-6.0%	-31.7%
Canadá	13	15	52	74	106	128	563	1,126	1,429	628	44	75	66	-99.6%	-99.1%
Europa	10	12	20	43	52	40	48	70	64	32	32	39	37	-96.9%	-96.5%
Caribe, Centro y Sudamérica	3	-	12	34	19	33	37	48	43	19	18	31	24	-91.6%	-90.1%
Resto del Mundo	-	7	34	52	64	71	106	127	67	12	11	38	24	-97.7%	-97.8%
Gran total	534	1,118	12,551	41,899	45,353	50,349	93,823	101,691	107,594	71,145	66,380	120,544	131,935	-17.1%	-41.4%

Mercados clave	Apr/2020	May/2020	Jun/2020	Jul/2020	Aug/2020	Sep/2020	Oct/2020	Nov/2020	Dec/2020	Jan/2021	Feb/2021	Mar/2021	Apr/2021	Δ Abr 21 / Abr 19	Δ Ene-Abr 21 / Ene-Abr 19
Reino Unido	2	5	9	8	19	10	9	21	18	5	16	16	8	-97.6%	-95.9%
Australia	-	5	10	13	9	18	18	42	19	3	1	4	4	-99.0%	-99.1%
Corea del Sur	-	-	1	2	3	6	5	8	3	-	-	10	1	-99.2%	-97.8%
Total mercados clave	2	10	20	23	31	34	32	71	40	8	17	30	13	-98.5%	-97.7%



SOURCE: INM-SIOM

International tourist arrivals by air, by origin (residence)

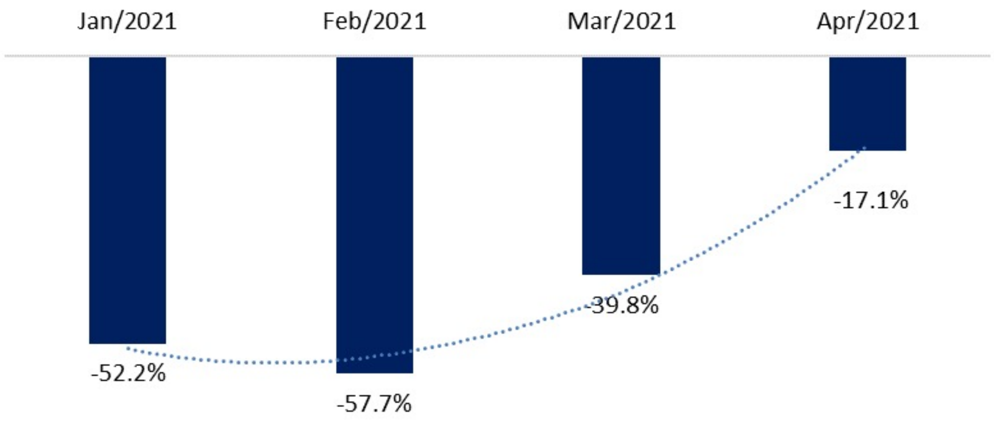
-17.1%

Apr-2021 vs. Apr-2019

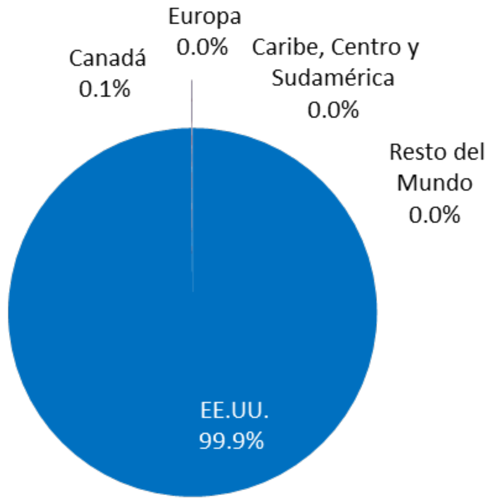
In Apr-2021, Los Cabos International Airport recorded the arrival of 131,935 international tourists, which implies a decrease of 17.1% compared to Apr-2019.

American tourists represent 99.9% of the total.

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



Share of international tourist arrivals by air to Los Cabos International Airport (Apr-2021)

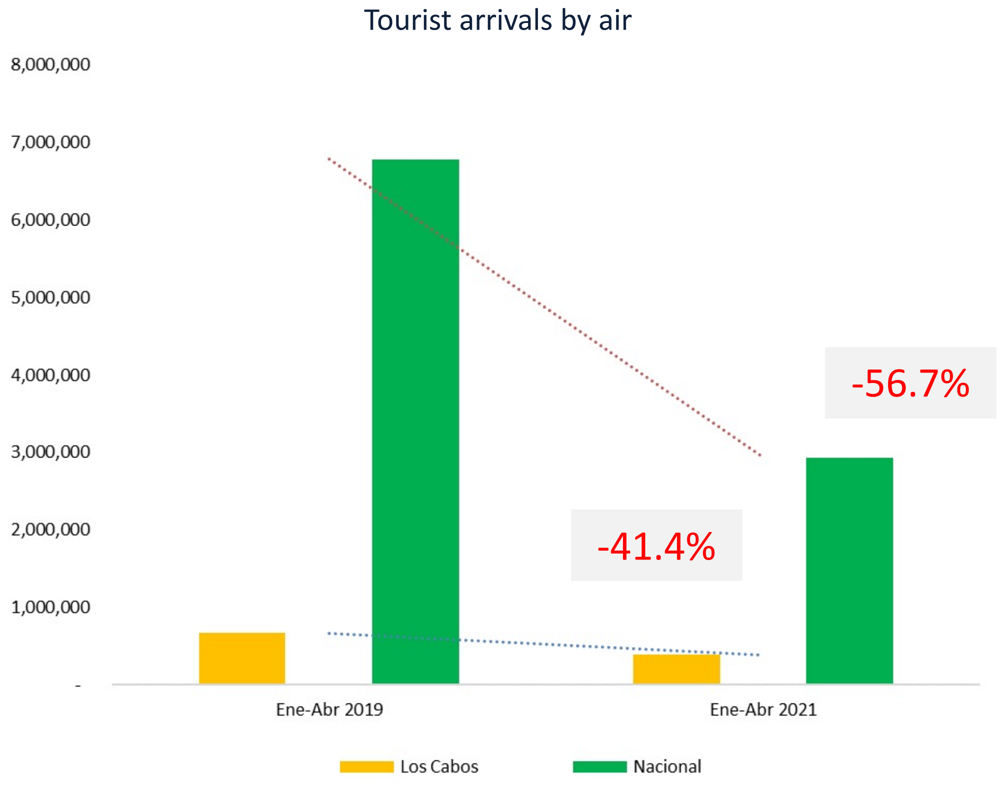


SOURCE: INM-SIOM

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

Regiones	Nacional			Los Cabos		
	Ene-Abr 2019	Ene-Abr 2021	Δ 2021/2020	Ene-Abr 2019	Ene-Abr 2021	Δ 2021/2020
Estados Unidos	3,738,431	2,365,762	-36.7%	569,214	388,874	-31.7%
Canadá	1,262,711	29,542	-97.7%	87,064	813	-99.1%
Europa	660,412	153,587	-76.7%	4,054	140	-96.5%
Caribe, Centro y Sudamérica	860,701	333,326	-61.3%	934	92	-90.1%
Resto del mundo	261,892	52,497	-80.0%	3,941	85	-97.8%
Gran Total	**6,784,147**	**2,934,714**	**-56.7%**	**665,207**	**390,004**	**-41.4%**

Mercados Clave	Nacional			Los Cabos		
	Ene-Abr 2019	Ene-Abr 2021	Δ 2021/2020	Ene-Abr 2019	Ene-Abr 2021	Δ 2021/2020
Reino Unido	154,244	13,116	-91.5%	1,103	45	-97.6%
Australia	23,143	958	-95.9%	1,327	12	-99.0%
Corea del Sur	32,007	2,638	-91.8%	498	11	-99.2%
Total mercados clave	**209,394**	**16,712**	**-92.0%**	**728**	**68**	**-98.5%**



When comparing Jan-Apr-2021 vs. Jan-Apr-2019, tourist arrivals have decreased by 56.7% nationwide and by 41.4% in Los Cabos.

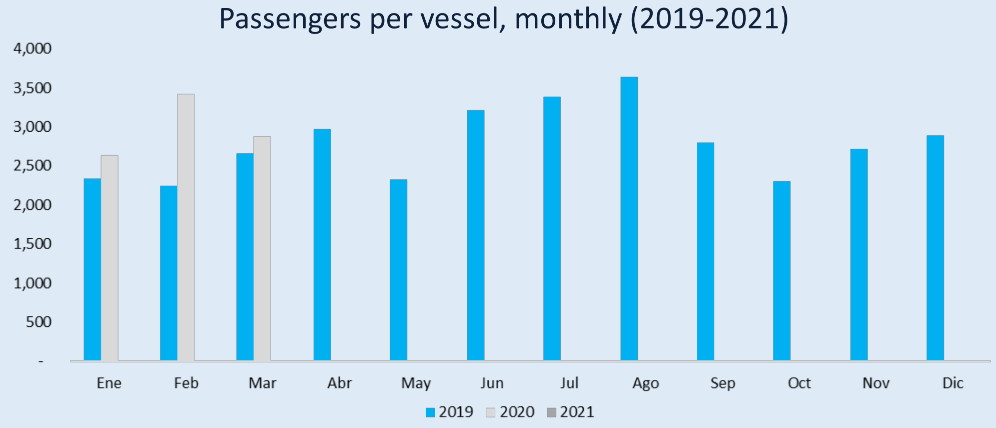
- On a national level, the U.S. market decreased by 36.7%, whereas the Canadian market did so by 97.7%.
- At the Los Cabos International Airport, the U.S. market decreased by 31.7%, and the Canadian market did so by 99.1% when comparing both periods.

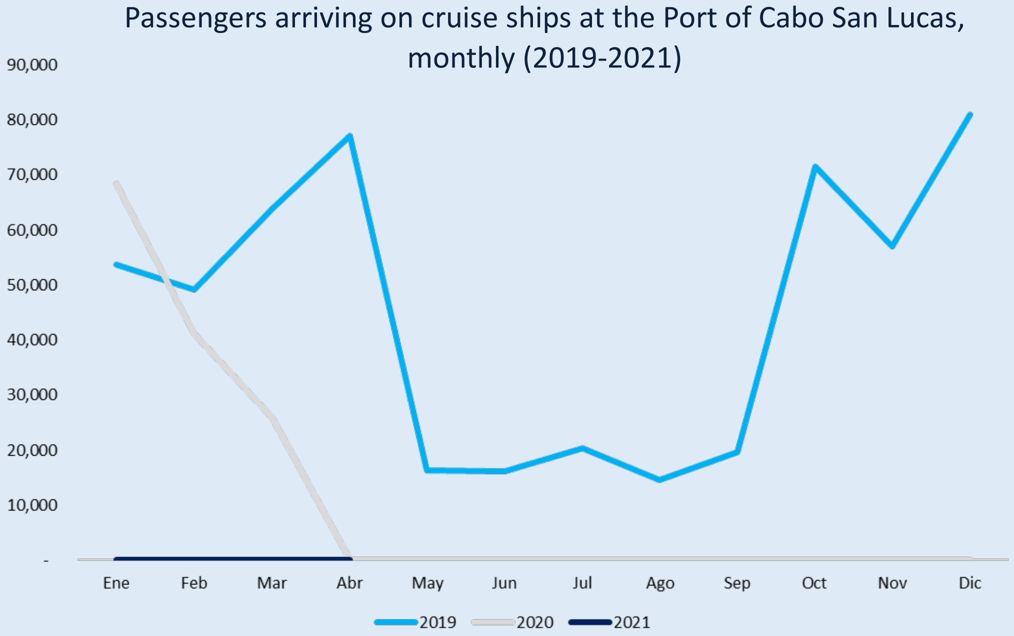
SOURCE: INM-SIOM

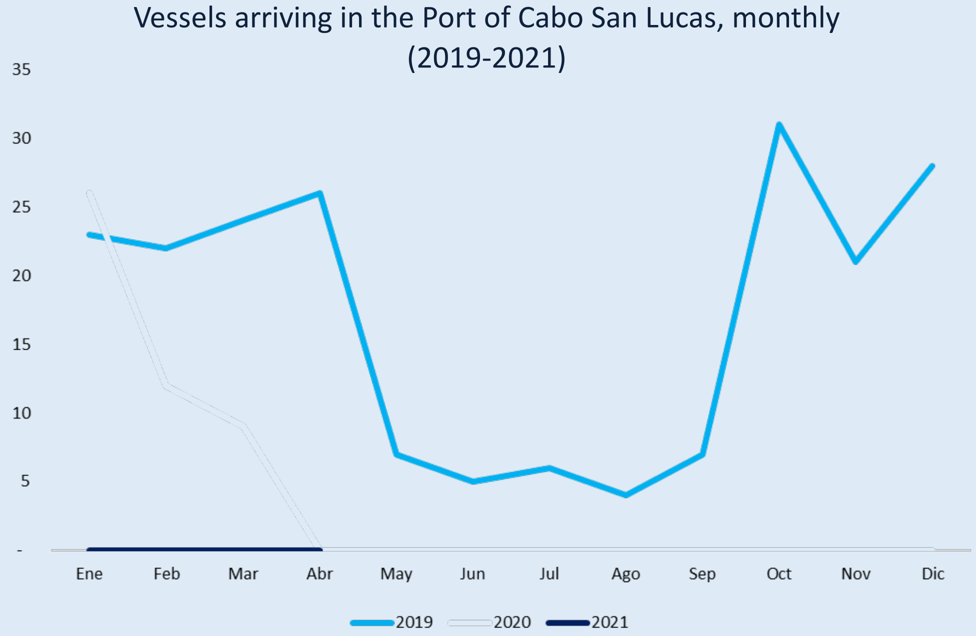
Cruise activity (Apr-2021)

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

SOURCE: DATATUR - SCT





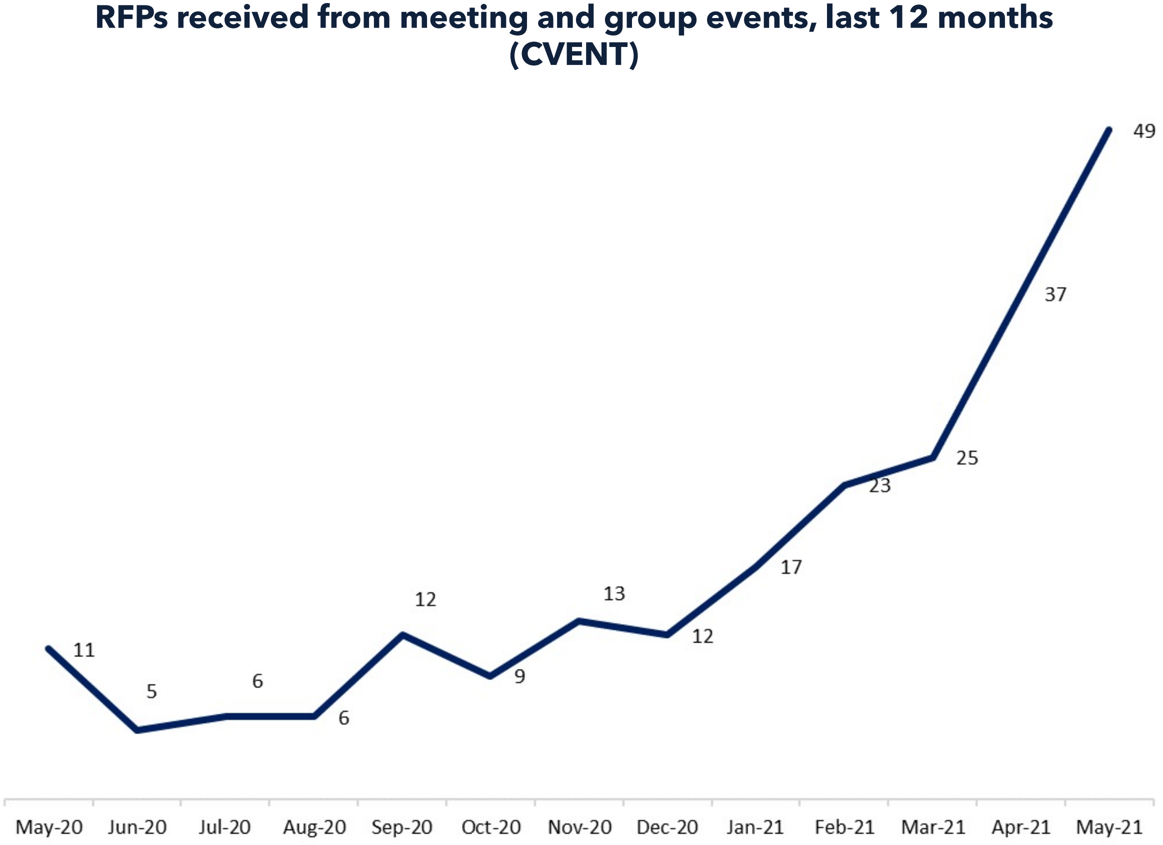


LOS CABOS

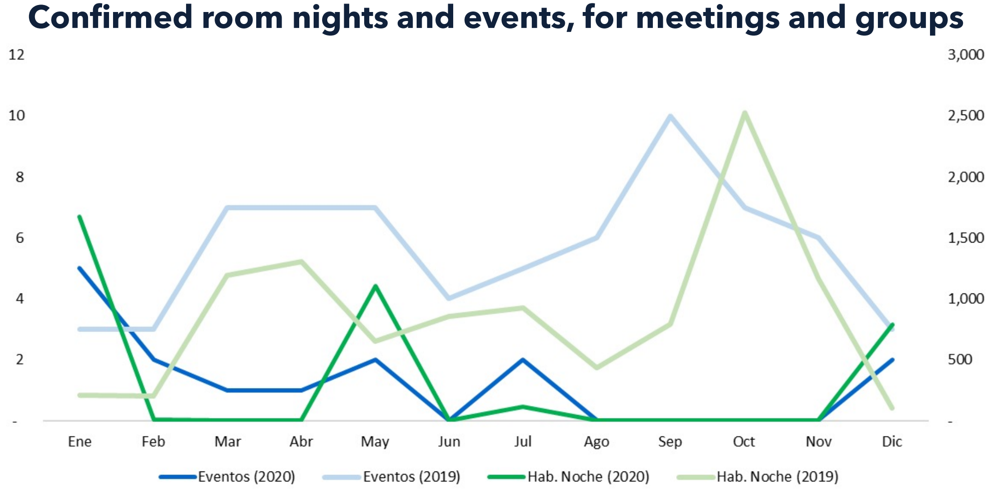
LOS CABOS TOURISM OBSERVATORY

TOURIST SURVEYS & GROUP BUSINESS

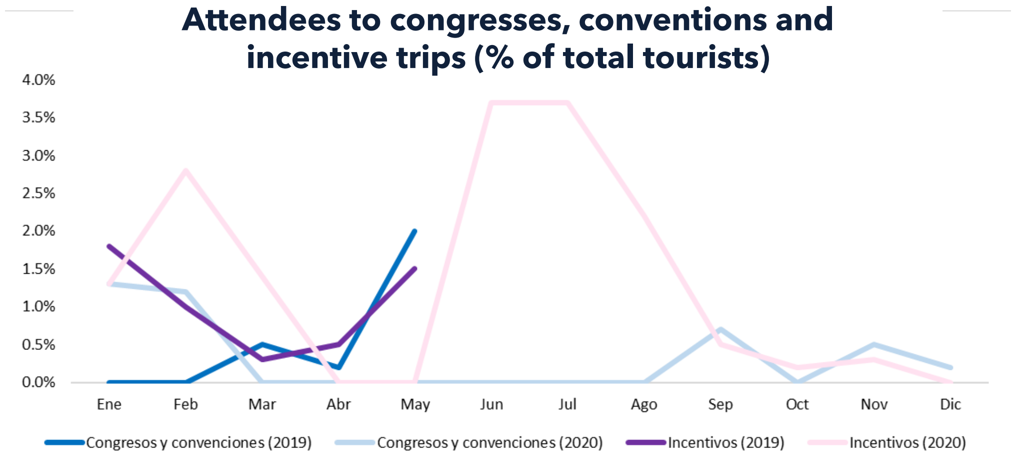
Group Business



SOURCE: CVENT



SOURCE: HELMS BRISCOE



SOURCE: TOURIST SURVEYS

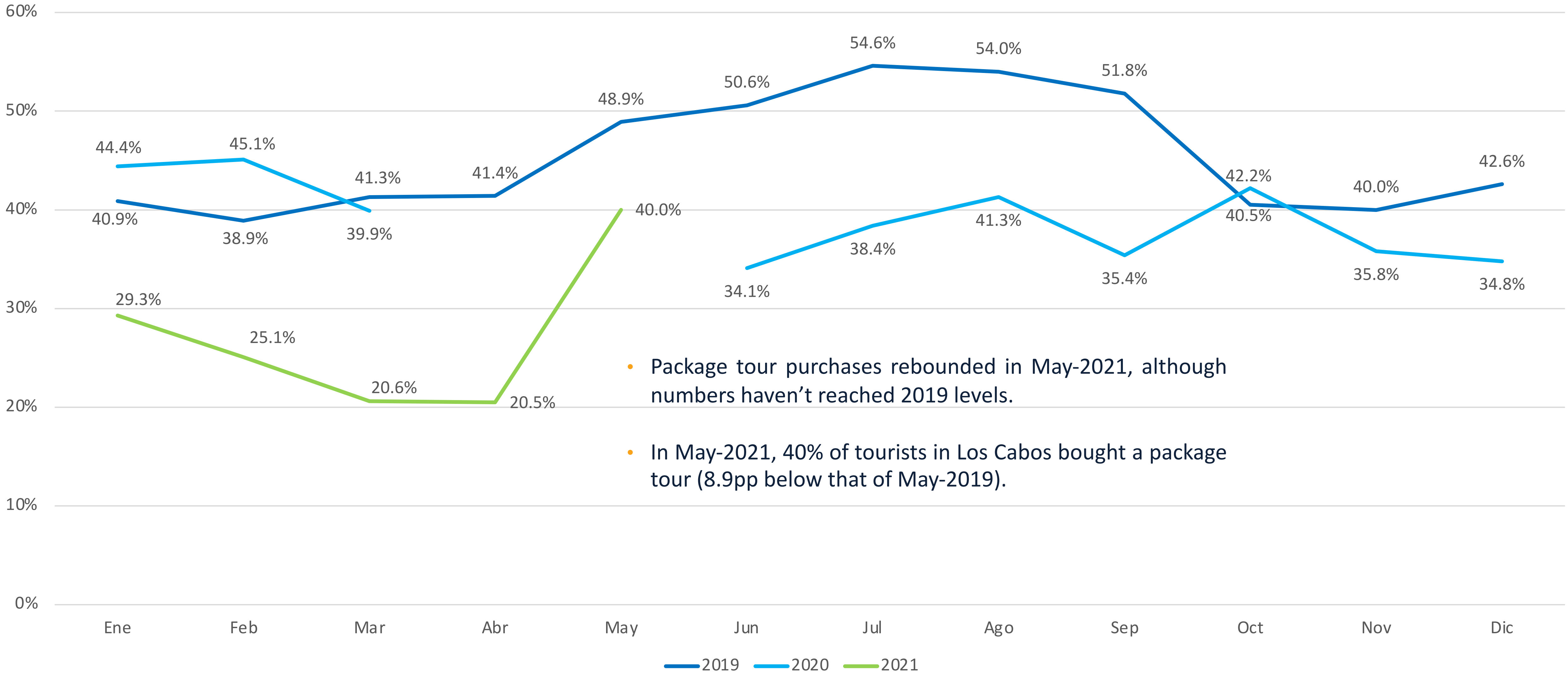
Return rate to the destination

- 33% of tourists who arrived in Los Cabos in May-2021 had already visited the destination, 9.3pp lower than in May-2019.

SOURCE: TOURIST SURVEYS

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

Package tour purchases

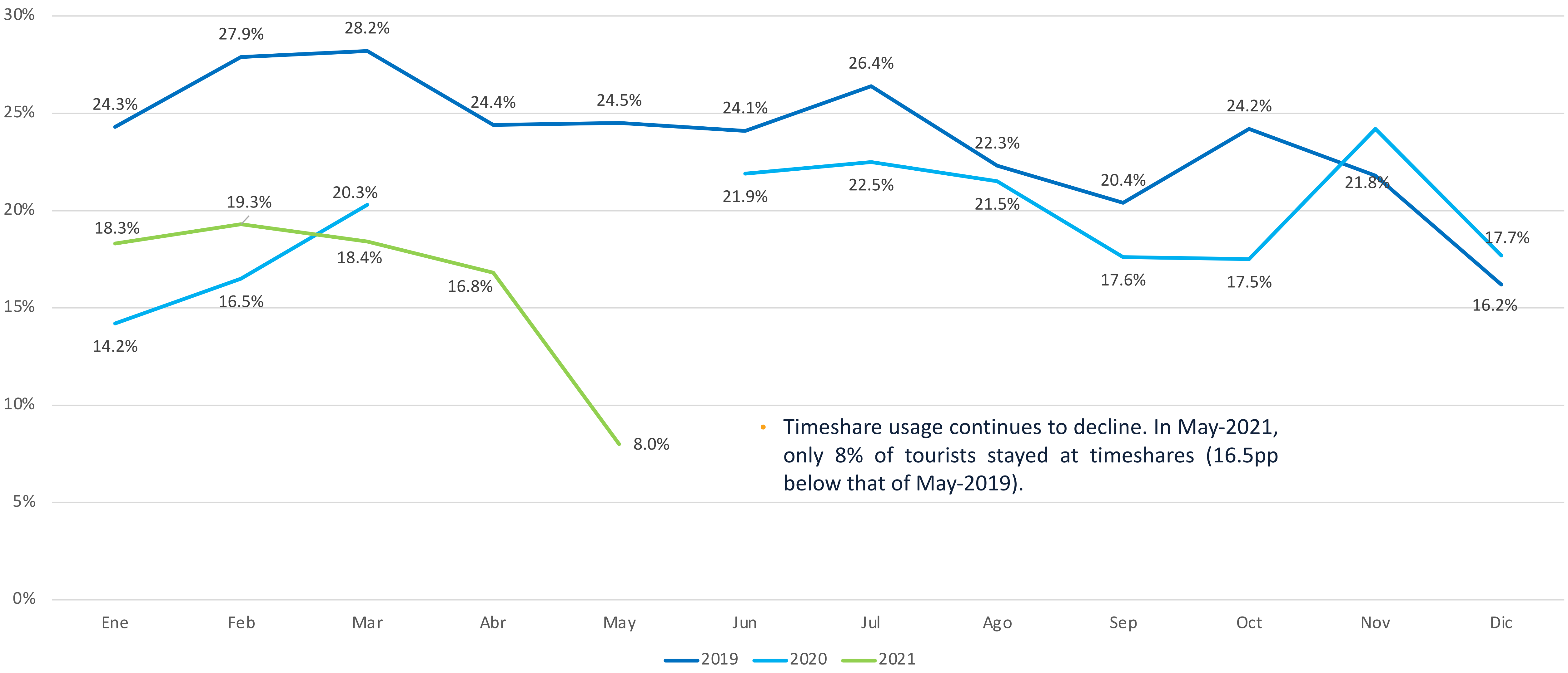


- Package tour purchases rebounded in May-2021, although numbers haven't reached 2019 levels.
- In May-2021, 40% of tourists in Los Cabos bought a package tour (8.9pp below that of May-2019).

SOURCE: TOURIST SURVEYS

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

Timeshares



- Timeshare usage continues to decline. In May-2021, only 8% of tourists stayed at timeshares (16.5pp below that of May-2019).

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

LOS CABOS

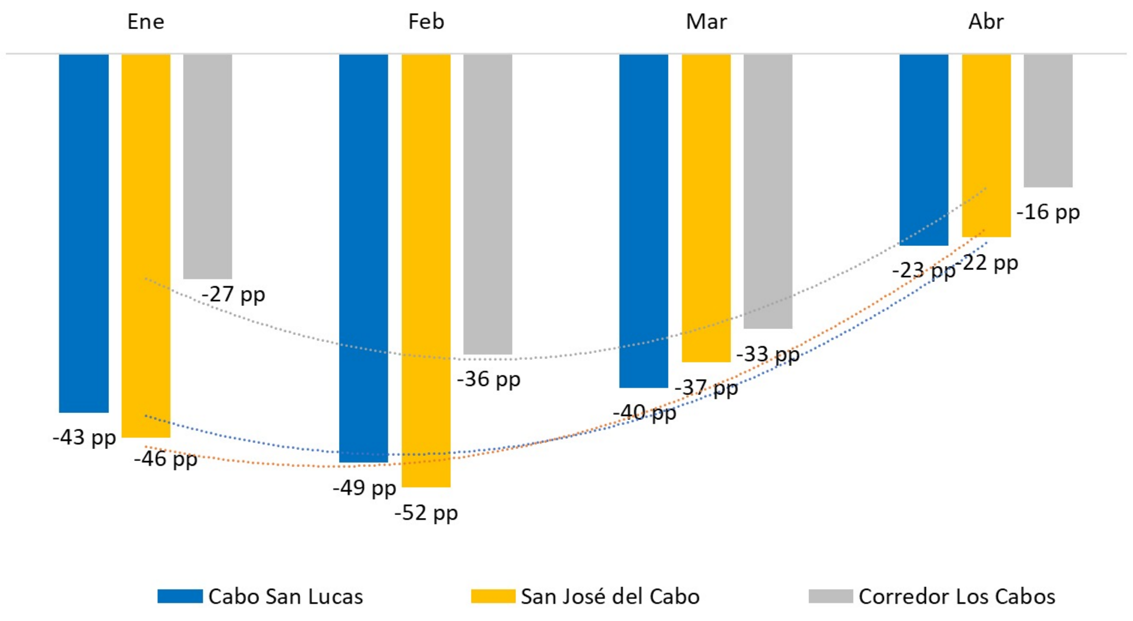
LOS CABOS TOURISM OBSERVATORY

SUPPLY INDICATORS

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

Annual variation in hotel occupancy, by destination

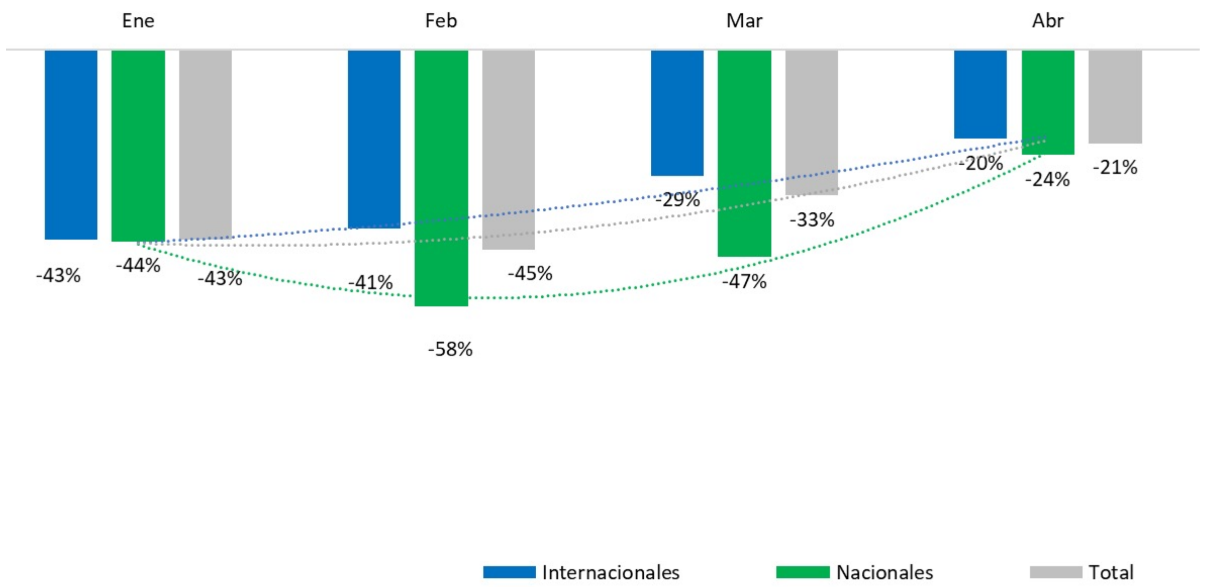
(Jan-Apr-2021 vs. 2019)



SOURCE: AHLC

Annual variation of tourist arrivals to hotels, by origin

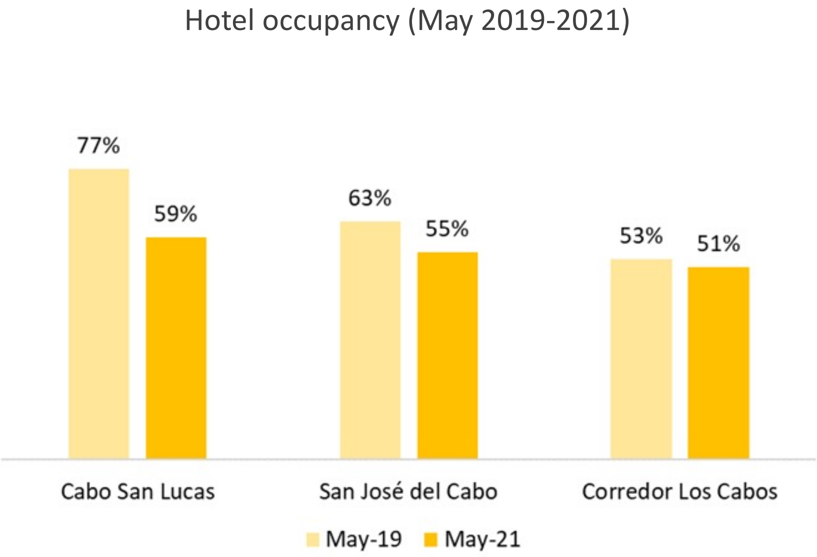
(Jan-Apr-2021, vs. 2019)



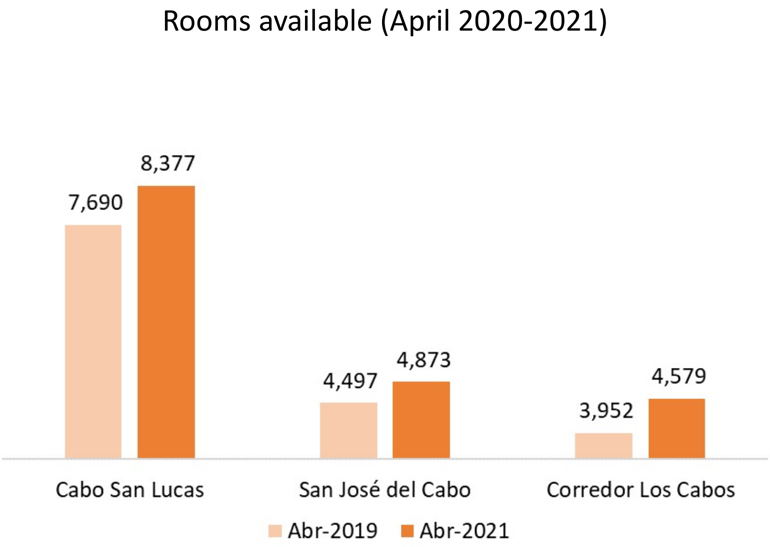
SOURCE: DATATUR

- **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 between Feb-2021, 2019, and Apr-2021.**

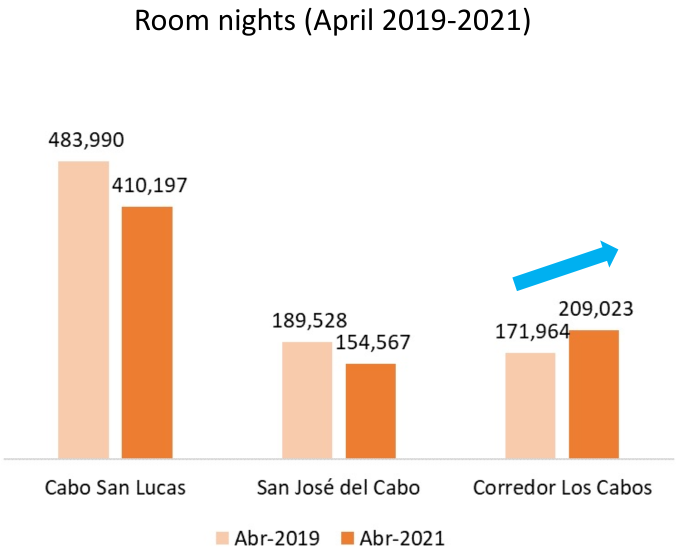
Evolution of the hotel offer in Los Cabos and sub-destinations



SOURCE: AHLC



SOURCE: DATATUR



SOURCE: DATATUR

CABO SAN LUCAS

- **Hotel occupancy was at 59%, which implies a decrease of 18pp (May-2021 vs. May-2019, AHLC).**
- **Its hotel offer increased 8.9% between Apr-2019 and Apr-2021, registering 8,377 (DataTur).**
- **Occupied room nights dropped 15.2% between Apr-2019 and Apr-2021 (DataTur).**

SAN JOSE DEL CABO

- **Occupancy dropped 8pp (55%) when comparing May-2021 to May-2019 (AHLC).**
- **Its hotel offer increased 8.4% between Apr-2019 and Apr-2021, registering 4.87 thousand rooms (DataTur).**
- **Occupied room nights dropped 18.4% between Apr-2019 and Apr-2021 (DataTur).**

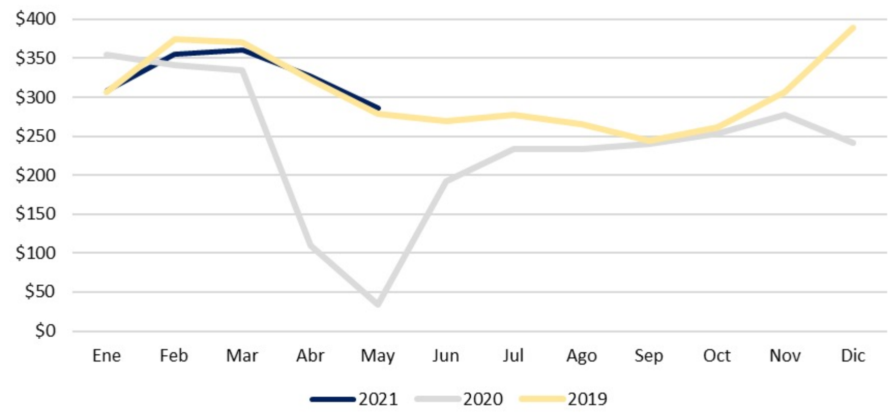
LOS CABOS CORRIDOR

- **Occupancy was at 51% in May-2021, which implies a decrease of 2pp (AHLC).**
- **Its hotel offer increased 15.9% between Apr-2019 and Apr-2021, registering 4.6 thousand rooms (DataTur).**
- **Occupied room nights increased 21.5% between Apr-2019 and Apr-2021 (DataTur).**

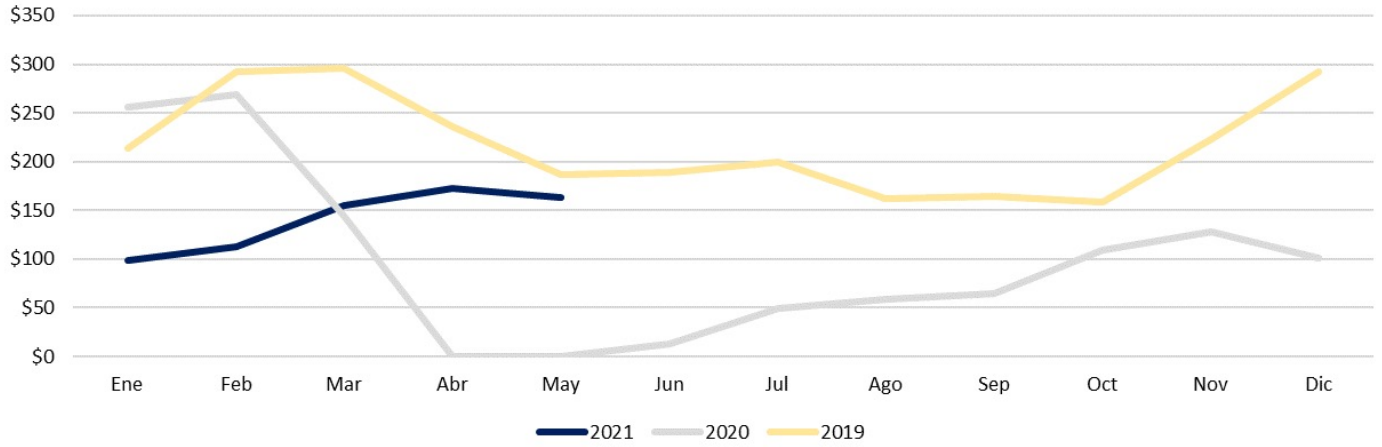
Evolution of the RevPAR and the average hotel rate in Los Cabos & sub-destinations

- **The average hotel rate in Los Cabos for May-2021 was USD 286, 10 dollars above the last 12-month average and 26 dollars above that of May-2019.**
  - **Cabo San Lucas showed an increase of USD 15 (+7.1%), registering USD 225.**
  - **San Jose del Cabo increased its rate by USD 8 (+3.2%) and reached USD 257.**
  - **In contrast, the average rate of Los Cabos Corridor decreased by USD 1 compared to 2019 (-0.3%), registering USD 377.**
- **The RevPAR in May-2021 was USD 163, 24 dollars (-12.8%) below the one recorded in May-2019.**

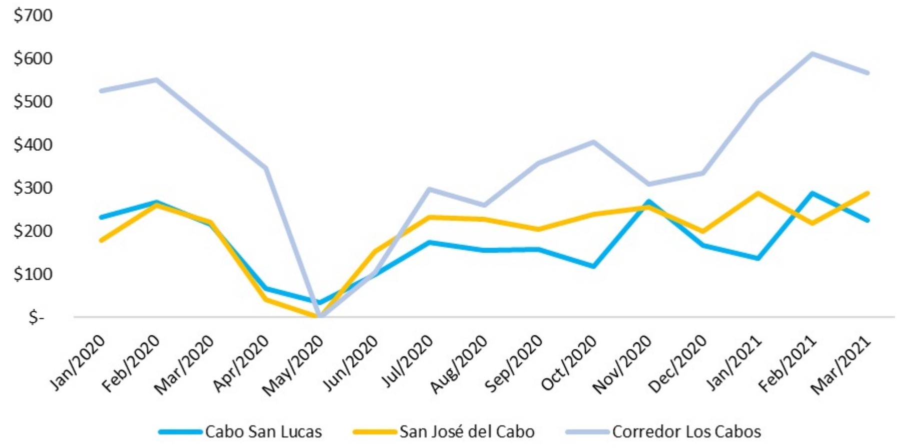
Average Hotel Rate, Los Cabos (USD, 2019-2021)



RevPAR Los Cabos (USD, 2019-2021)



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



SOURCE: AHLC

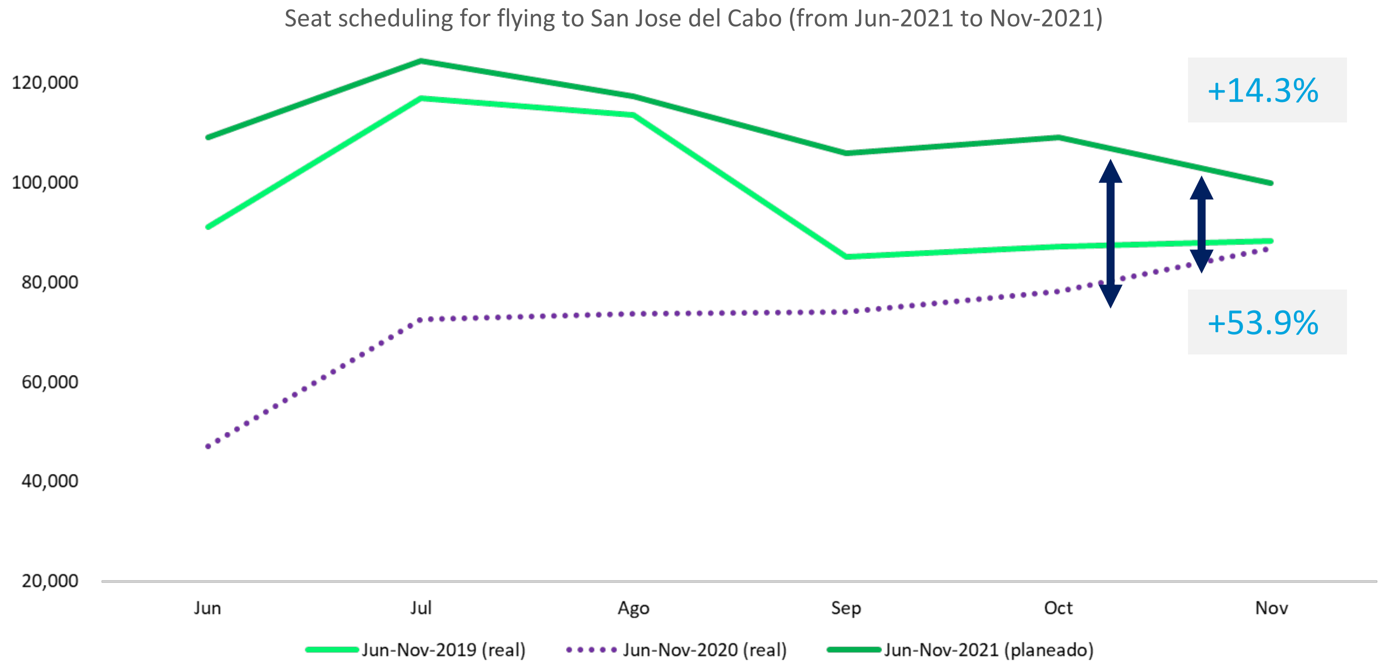
Domestic air connectivity

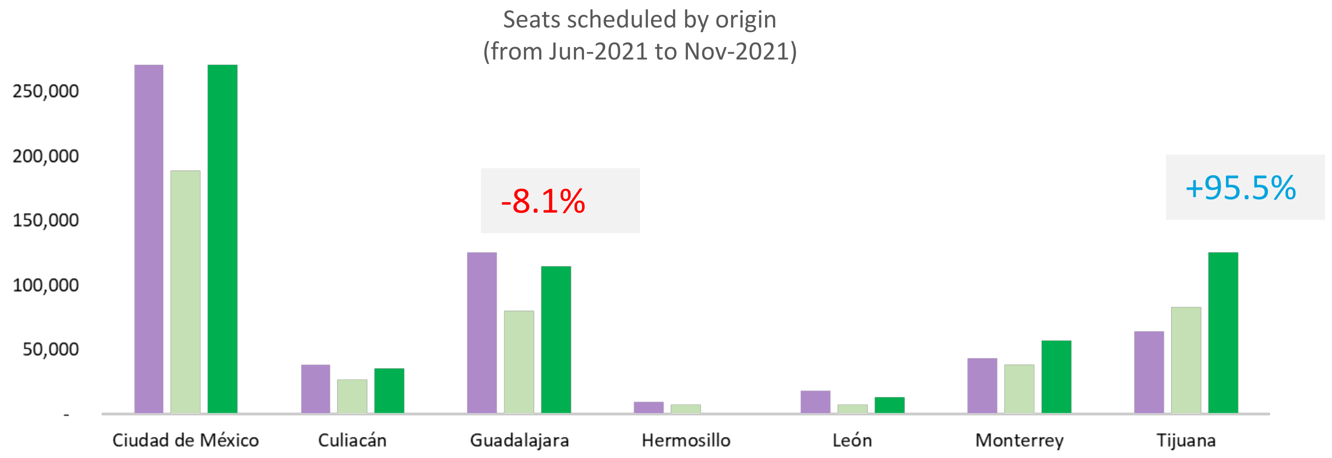
SOURCE: OAG

SEATS SCHEDULED FROM JUN-2021 TO NOV-2021

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

- **There are 665.6 thousand seats scheduled for the next 6 months (from May-2021 to Oct-2021), 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 53.9% higher.**
  - **There are 19.8% more available seats expected for Jun-2021 than those scheduled for Jun-2019.**
- **Mexico City, GDL, and Tijuana are the most relevant issuing markets, having 46%, 17%, and 19% of total available seats (for the next 6 months), followed by Monterrey (9%), Culiacan (5%), Leon (2%), and Hermosillo (<1%).**
  - **Seats from CDMX, MTY, and TIJ increased 10.9%, 31.7%, and 95.5%, respectively (when compared against 2019). However, GDL decreased by 8.1%. Consequently, TIJ's market participation grew 5pp during these 6 months, and GDL decreased 5pp.**
- **Between Jun-2021 and Nov-2021, 51% of the available seats will be provided by Volaris, followed by Viva Aerobus with 32% and Aeromexico with 17%. 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.**
- **Load factors of domestic airlines for Mar-2021 were: Aeromexico (79%), Viva Aerobus (79%), and Volaris (74%).**





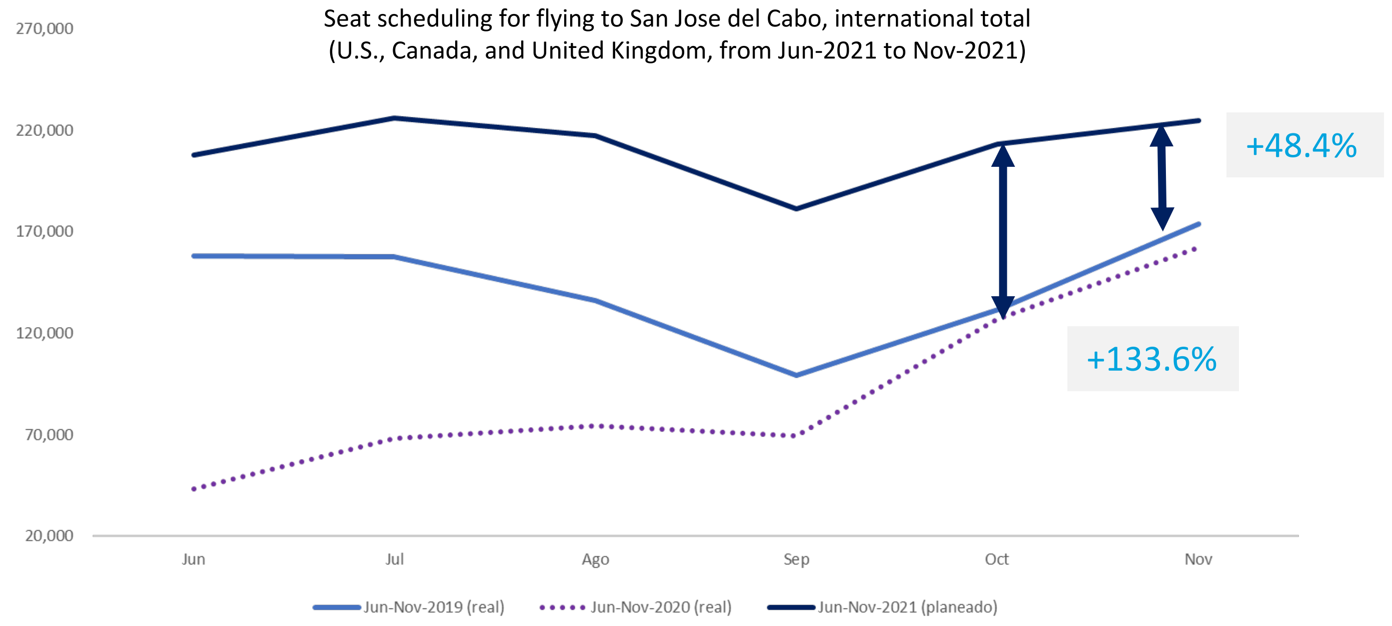
SOURCE: OAG

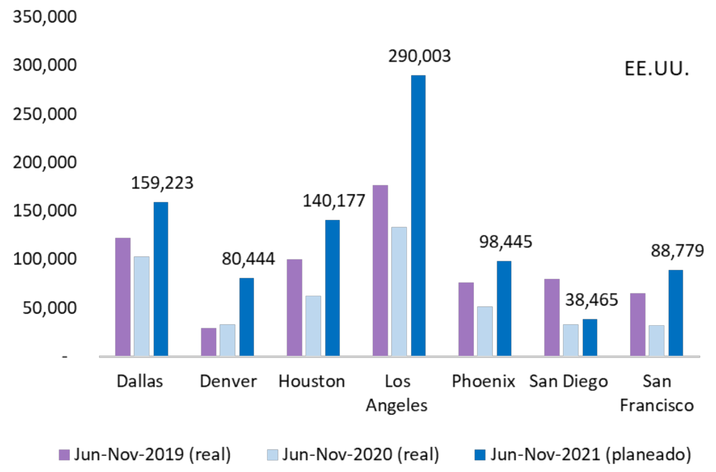
International air connectivity

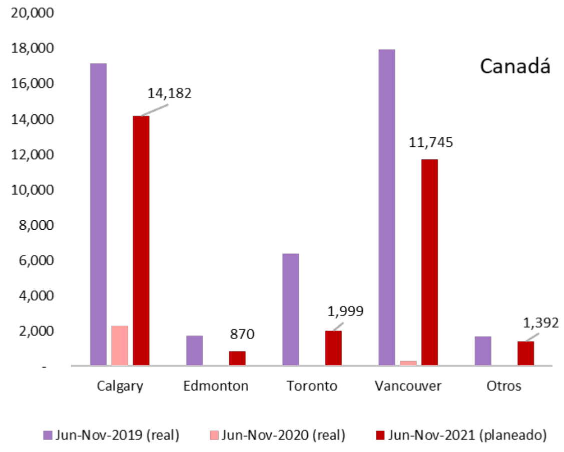
SEATS SCHEDULED FROM JUN-2021 TO NOV-2021

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

- **For the U.S., there are 1.24 million seats scheduled for the next 6 months, which is 53.1% 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 129.2% higher.**
  - **CHI (+110%), LAX (+64%), PHX (+29%), HOU (+40%), DFW (+31%), DEN (+180%), and SEA (+594%) have the most significant increase in service vs. 2019. However, a decrease of 51% is observed in San Diego.**
  - **Los Angeles is the main issuing market in the U.S. (23% of the market), followed by DFW (13%), Houston (11%), and Phoenix (8%).**
  - **American, Alaska, Southwest, and United Airlines are the most relevant (79% as a whole).**
  - **For Jun-2021, the United States expects 31.2% more available seats than those scheduled for 2019.**
- **For Canada, there are 30.2 thousand seats scheduled for the next 6 months, which is 32.8% 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 1,075% higher.**
  - **There are 95.7% fewer available seats expected for Jun-2021 than those scheduled for Jun-2019.**
  - **All airports show a decrease in service within the next 6 months: Calgary (-17.4%), Vancouver (-34.5%), Toronto (-68.7%), and Edmonton (-49.9%).**
  - **During this period, Swoop will reduce the number of seats by 100%. Air Canada, Sunwing, and WestJet will do so by 90%, 96%, and 14%, respectively (compared to those scheduled for 2019).**
- **Load factors of international airlines for Mar-2021 were: American (35%), Alaska (37%), Delta (32%), United (44%), and Southwest (45%).**







LOS CABOS

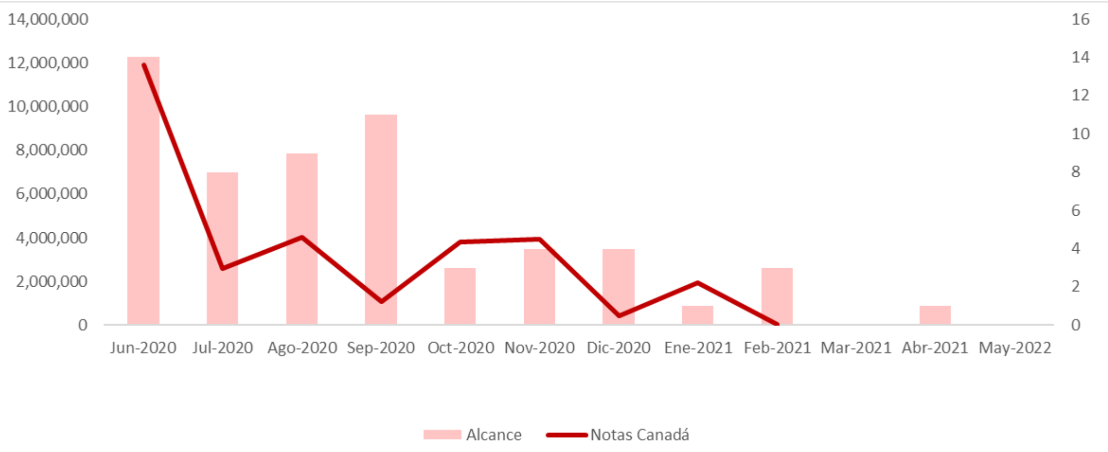
LOS CABOS TOURISM OBSERVATORY

PUBLIC RELATIONS

Public relations: notes and scope

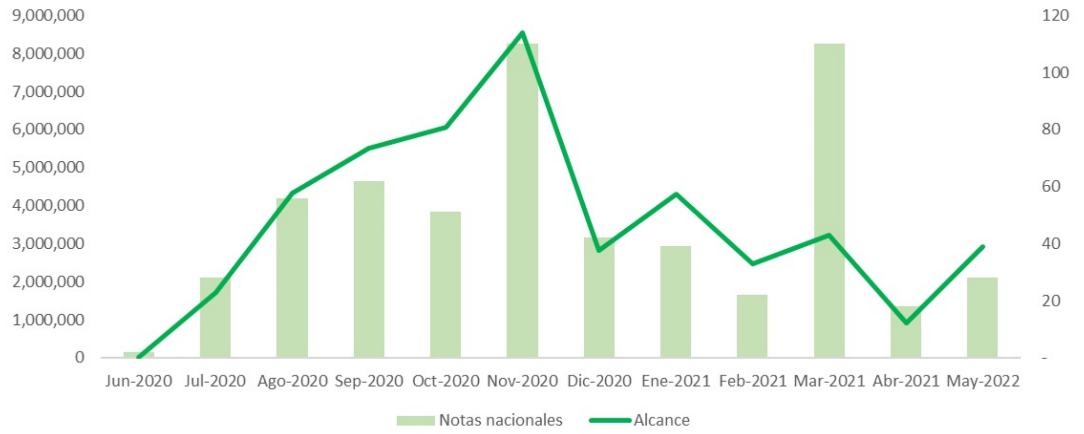
- **In the domestic market:**
  - **During May-2021, 28 placements were introduced, accounting for 2.9 million impressions. An average of 46 placements has been published monthly since the pandemic started in April 2020, with a monthly reach of 3.6 million.**
- **In the international market:**
  - **In May-2021, 11 placements and 622 thousand impressions were achieved in the United States. An average of 26 placements has been published monthly since the pandemic started, with a monthly reach of 884 thousand.**
  - **No placements were delivered in Canada throughout May-2021. An average of 7 placements has been published monthly since April, with a monthly reach of 4.9 million.**

CANADIAN MARKET NOTES: TOTAL & SCOPE



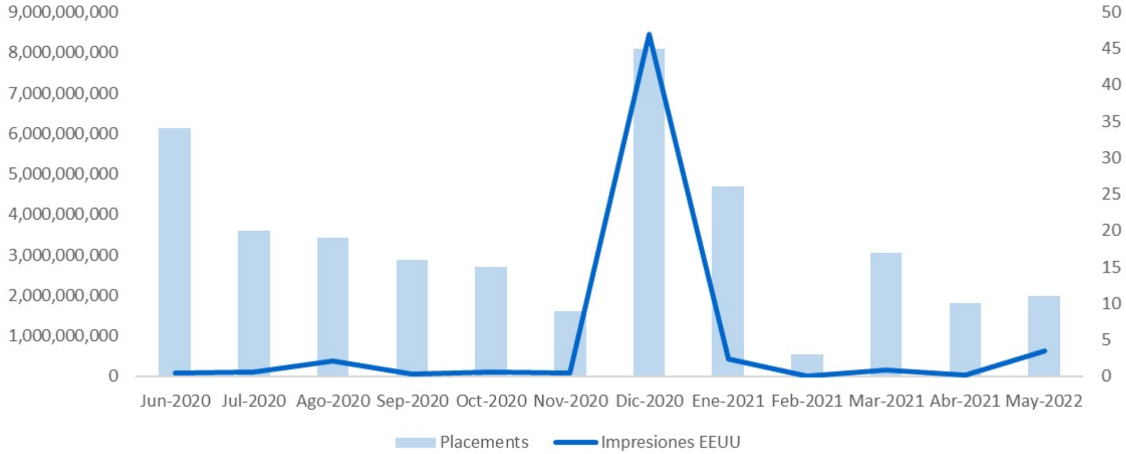
SOURCE: JESSON+CO

NATIONAL NOTES: TOTAL & SCOPE



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

U.S. MARKET NOTES: TOTAL & SCOPE



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

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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 romos.** 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: RevPAR = It/ΣHt, 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

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Developed by STA Consultants S.C.
www.staconsultores.com | info@staconsultores.com