

LOS  CABOS

LOS CABOS TOURISM
OBSERVATORY

KEY PERFORMANCE INDICATORS

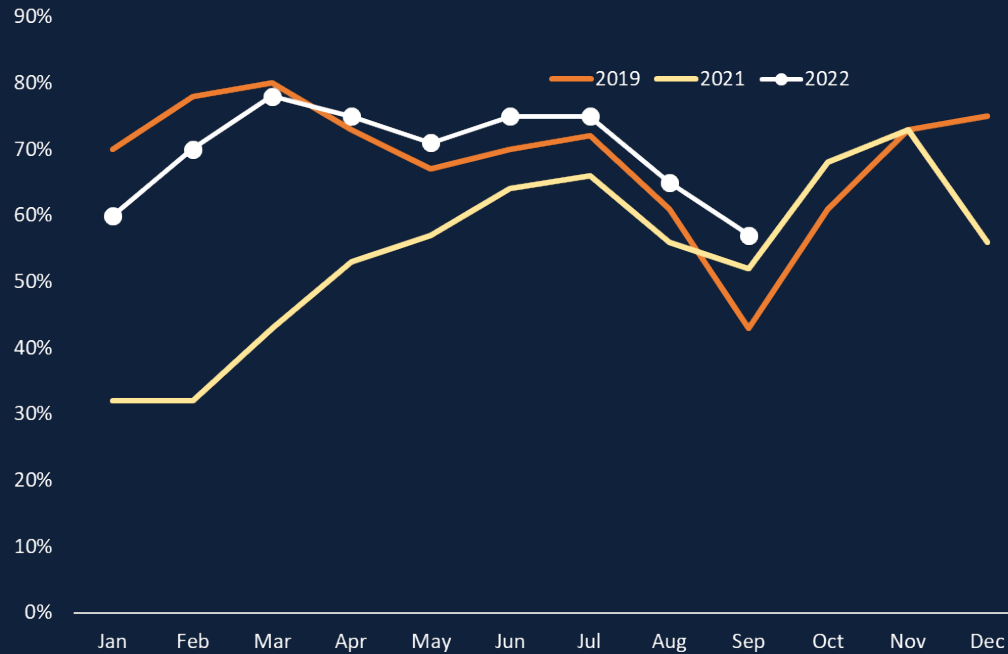
OCTOBER 2022



Key indicators - Summary (Sep-2022)

Hotel Performance

Hotel Occupancy:



Hotel Occupancy (Sep-2022):

57%
+14pp
(vs. Sep-2019)

SOURCE: AHLC

Average Rate (Sep-2022):

USD 385
+41%
(vs. Sep-2019)

SOURCE: AHLC

RevPAR (Sep-2022):

USD 219
+32.7%
(vs. Sep-2019)

SOURCE: AHLC

Air Passenger Arrivals

Total Passengers (Sep-2022, in thousands):

230.35
+47.5%
(vs. Sep-2019)

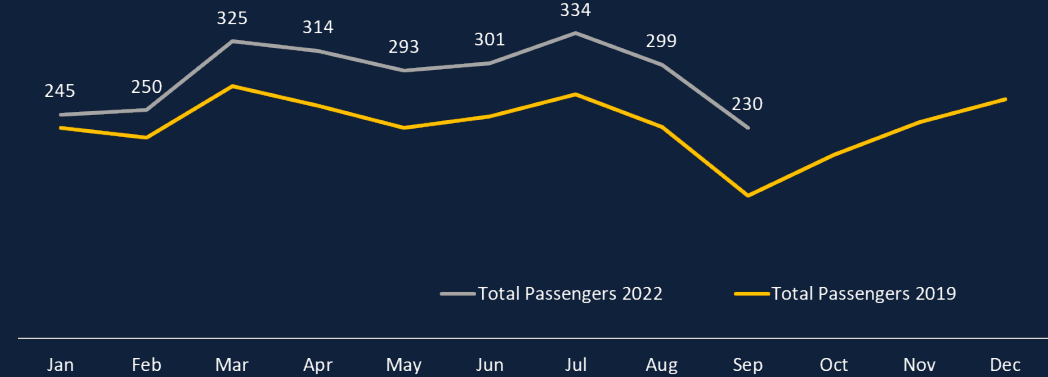
Domestic Passengers (Sep-2022, in thousands):

104.3
+45.3%
(vs. Sep-2019)

International Passengers (Sep-2022, in thousands):

126.05
+49.4%
(vs. Sep-2019)

SOURCE: GAP



Tourist Satisfaction: More than expected (Sep-2022):

62%
+17pp
(vs. Sep-2019)

SOURCE: TOURIST SURVEYS

Satisfaction regarding safety (Sep-2022):

1.8% bottom two
-10.2pp
(vs. Sep-2019)

SOURCE: TOURIST SURVEYS

Airport Satisfaction (Sep-2022):

5% bottom two
-2pp
(vs. Sep-2019)

SOURCE: TOURIST SURVEYS

This section presents the results of the destination considering only the information available for the current month on 2022. To verify the rest of the information available and updated for previous months, please refer to the corresponding sections.

Key indicators - Summary (Sep-2022)

PASSENGER ARRIVALS

- In Sep-2022, SJD Airport recorded a 47.5% (+74.2 thousand) increase in the total number of passengers arriving at the destination compared to 2019, adding up to a total of 230.35 thousand (when considering arrivals only).
 - Passengers on domestic flights (104.3 thousand) represent 45.3% of total arrivals. These increased by 45.3% (+32.5 thousand vs. Sep-2019).
 - Passengers on international flights (126.05 thousand) represent 54.7% of total arrivals. These increased by 49.4% (+41.7 thousand vs. Sep-2019).

FLIGHT SCHEDULES

- The domestic market has 95.8% more available seats scheduled for the period from Oct-2022 to Mar-2023 (compared to the same period in 2019). In Oct-2022, 78.7% more is expected.
 - Mexico City, Guadalajara, and Tijuana are the most relevant issuing markets, with 47%, 19%, and 17% of total available seats, respectively (for the next 6 months). Followed by Monterrey (6%), Culiacan (8%), Leon (1%) and Hermosillo (1%).
- There are 1.33 million seats scheduled for the U.S. in the next 6 months, that is 35.2% more than the same period in 2019.
 - LAX (+41.8%), PHX (+78.8%), HOU (+9.2%), DFW (23.6%), and DEN (+46.2%) had the most significant increase vs. 2019. However, San Diego showed a decrease of 43.9%.

- For Oct-2022, the United States expects 78.7% more available seats than those scheduled for 2019.
- For Canada, 19.13% more seats are expected in the next 6 months. In Oct-2022, the increase was 2.4%.
 - Within the next 6 months, Calgary presents an increase of 10.5%, Vancouver 99.2%, Edmonton 130.8% and Toronto 77.9% compared to 2019.

HOTEL PERFORMANCE

- In Aug-2022, occupancy was 57%, an increase of 14 pp compared to 2019.
 - Occupancy in Cabo San Lucas increased by 15pp compared to 2019 and is now at 60%.
 - San José del Cabo recorded 63%, (a 15pp growth compared to 2019).
 - The Los Cabos Corridor recorded an occupancy rate of 47% (a 14pp increase).
- The average rate at Los Cabos hotels in Sep-2022 was USD 385; USD 141 more than that of 2019 (+58%).
- The RevPAR in Sep-2022 was USD 219; that is, USD 54 (+32.7%) higher than that of 2019.

TOURIST SURVEYS

- In Sep-2022, 62% of tourists rated their experience in Los Cabos as better than expected (17pp more than in 2019).
- During Sep-2022, security was perceived as 'bad' or 'regular' by 1.85% of tourists, 10.2pp better than in May-2019.
- Satisfaction with the airport also improved 2pp compared to 2019 (5% of tourists perceived their experience as 'regular' or 'bad').
- The number of repeat tourists decreased by 3pp compared to 2019, reaching 32% in Sep-2022.
- 34% of tourists traveled with a package tour, down -18pp compared to 2019.
- The number of tourists who visited restaurants increased by 20pp this month, recording 79%.

GROUP BUSINESS

- 28 more RFPs for meeting events were received in Sep-2022 compared to 2019, totaling 55.

This section presents the results of the destination considering only the information available for the current month on 2022. To verify the rest of the information available and updated for previous months, please refer to the corresponding sections.

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OBSERVATORY

PASSENGER ARRIVALS

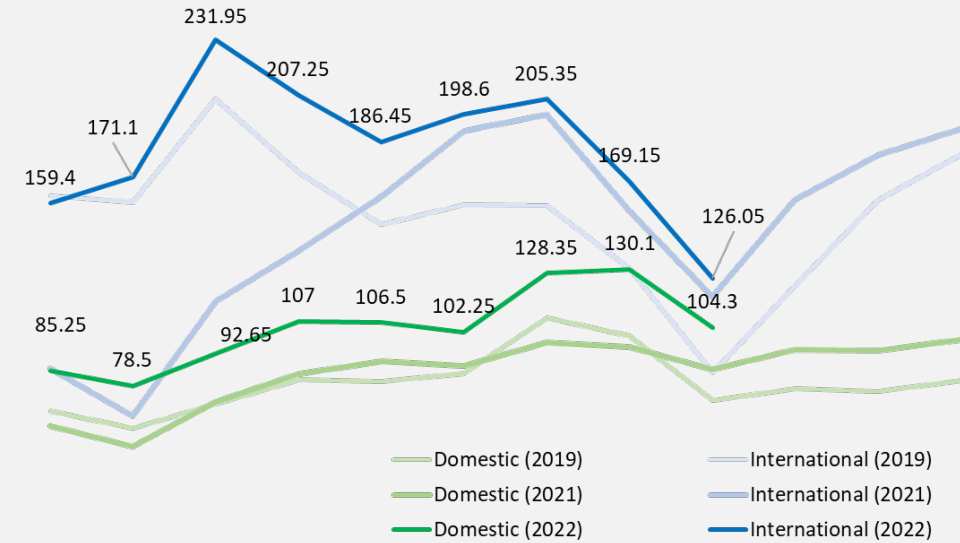


Passenger arrivals at Los Cabos International Airport, 2019-2022

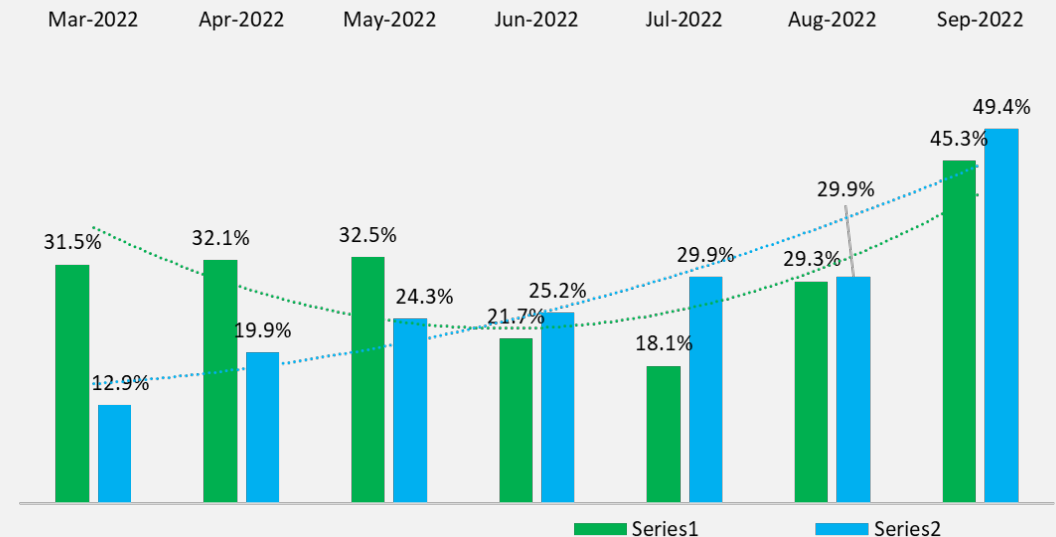
- In Sep-2022, 230.35 thousand passengers arrived at Los Cabos International Airport, which represents a 47.5% increase compared to the same period in 2019.
 - It represents an average growth rate of 1% over the last 12 months.
- Passengers on domestic flights (104.3 thousand) represent 45.3% of total arrivals and increased by 45.3% compared to Sep-2019.
- Passengers on international flights (126.05 thousand) represent 54.7% of total arrivals and increased 49.4%.

SOURCE: GAP

Monthly arrivals (expressed in thousands)



Variation with respect to 2019



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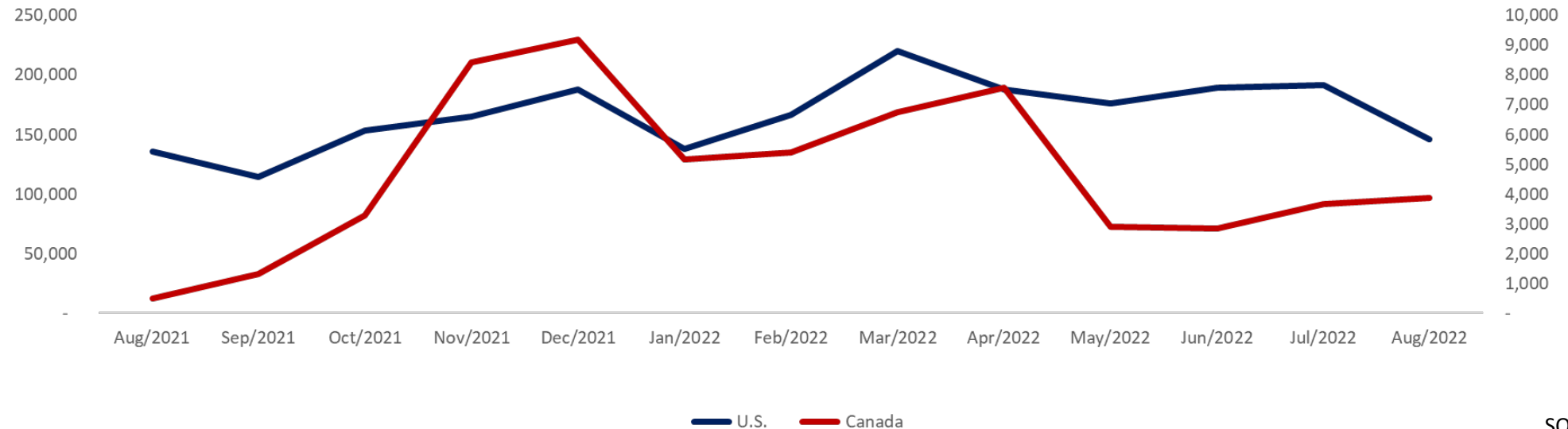
PASSENGER ARRIVAL
By Nationality



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

Regions	Aug/2021	Sep/2021	Oct/2021	Nov/2021	Dec/2021	Jan/2022	Feb/2022	Mar/2022	Apr/2022	May/2022	Jun/2022	Jul/2022	Aug/2022	Δ Aug-22 / Aug-19	Δ Jan-Aug 22 / Jan-Aug-19
U.S.	135,769	114,095	153,027	165,218	187,942	137,967	166,842	220,094	187,961	176,380	189,451	191,412	146,061	31.0%	28.2%
Canada	480	1,316	3,280	8,420	9,190	5,176	5,388	6,760	7,578	2,888	2,838	3,651	3,884	-12.2%	-64.3%
Europe	98	62	94	299	431	255	189	173	482	211	183	878	1,886	149.5%	-42.7%
Caribbean, Central & South	138	107	130	116	155	82	76	90	115	75	88	202	159	-20.5%	-49.0%
Rest of the world	169	108	187	352	337	150	150	170	365	218	284	782	776	0.3%	-60.3%
Grand total	136,654	115,688	156,718	174,405	198,055	143,630	172,645	227,287	196,501	179,772	192,844	196,925	152,766	29.8%	19.3%

Key markets	Aug/2021	Sep/2021	Oct/2021	Nov/2021	Dec/2021	Jan/2022	Feb/2022	Mar/2022	Apr/2022	May/2022	Jun/2022	Jul/2022	Aug/2022	Δ Aug-22 / Aug-19	Δ Jan-Aug 22 / Jan-Aug-19
United Kingdom	48	7	27	81	146	98	66	60	228	97	84	121	147	-32.9%	-47.9%
Australia	21	15	19	41	44	35	43	25	140	86	97	141	138	-46.1%	-73.1%
South Korea	16	10	11	45	15	3	-	5	22	12	13	41	23	-72.3%	-85.7%
Key markets total	85	32	57	167	205	136	109	90	390	195	194	303	308	-44.8%	-66.7%



SOURCE: INM- SIOM

International tourist arrivals by air, by origin (residence)

+29.8%

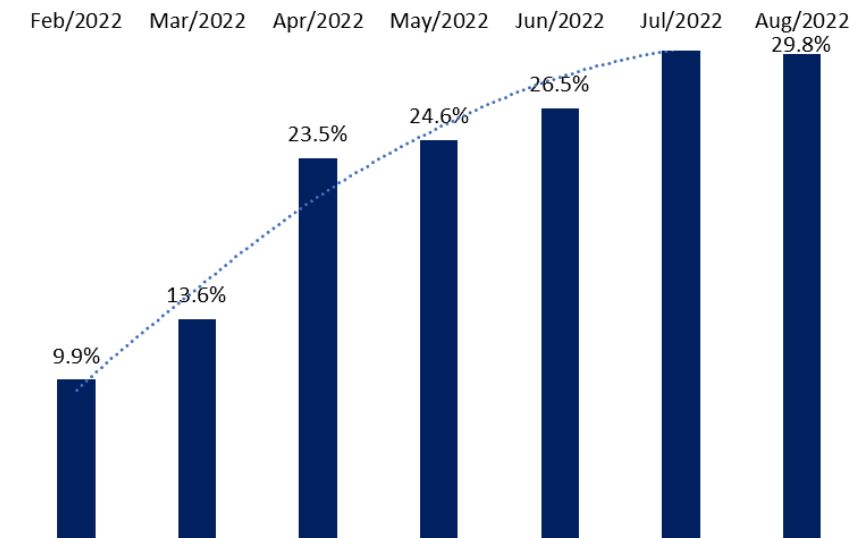
Aug-2022 vs Aug-2019

In Aug-2022, San Jose del Cabo International Airport recorded the arrival of 152,766 international tourists by air. This meant a 29.8% increase compared to 2019.

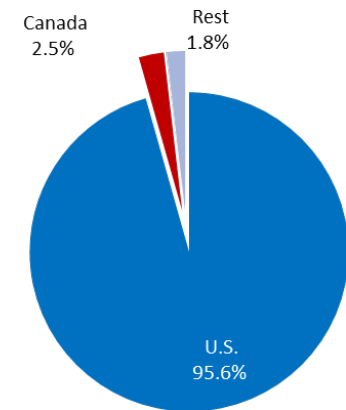
However, this was mainly driven by growth in inbound American tourists (+31% vs 2019). American tourists represent 97.2% of the total.

For the first time, Europe presents an increase versus 2019 (+149.5%).

Annual variation of international tourist arrivals by air to San Jose del Cabo Airport (Mar-Aug 2022 versus 2019)



Share of international tourist arrivals by air to San Jose del Cabo International Airport (Aug-2022)

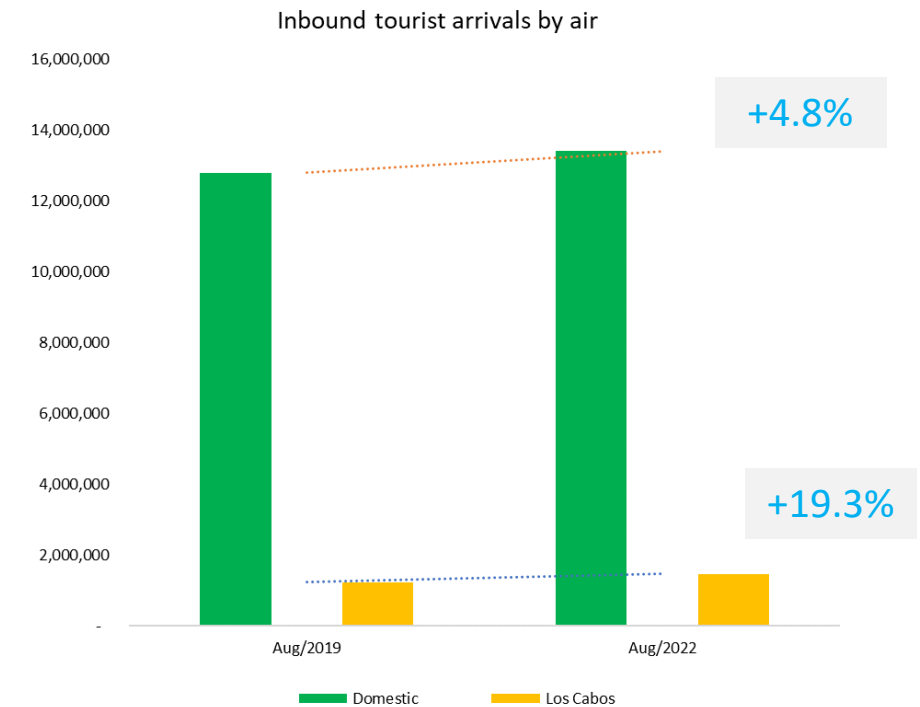


SOURCE: INM- SIOM

International tourist arrivals by air, by origin (residence), Jan-Jun accrual

Regions	Domestic			Los Cabos		
	Aug/2019	Aug/2022	Δ 2022/2019	Aug/2019	Aug/2022	Δ 2022/2019
United States	7,579,447	9,190,159	21.3%	1,104,545	1,416,168	28.2%
Canada	1,603,564	964,341	-39.9%	106,939	38,163	-64.3%
Europe	1,379,480	1,330,818	-3.5%	7,429	4,257	-42.7%
Caribbean, Central & South Amer	1,780,905	1,618,291	-9.1%	1,739	887	-49.0%
Rest of the world	440,695	293,156	-33.5%	7,287	2,895	-60.3%
Grand total	12,784,091	13,396,765	4.8%	1,227,939	1,462,370	19.3%

Key Markets	Domestic			Los Cabos		
	Aug/2019	Aug/2022	Δ 2022/2019	Aug/2019	Aug/2022	Δ 2022/2019
United Kingdom	391,446	368,769	-5.8%	1,731	901	-47.9%
Australia	42,603	14,306	-66.4%	2,618	705	-73.1%
South Korea	56,880	16,108	-71.7%	835	119	-85.7%
Key markets total	490,929	399,183	-18.7%	5,184	1,725	-66.7%



When comparing the accrual Jan-Aug 2022 to 2019, tourist arrivals by air increased 4.8% nationwide and 19.3% in Los Cabos.

- On a national level, the U.S. travel market increased by 21.3%, whereas the Canadian travel market decreased by 39.9%.
- In Los Cabos International Airport, the U.S. travel market grew by 28.2%, while the Canadian travel market decreased by 64.3% when comparing both periods.

SOURCE: INM- SIOM

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YACHT AND CRUISE SHIP ACTIVITY



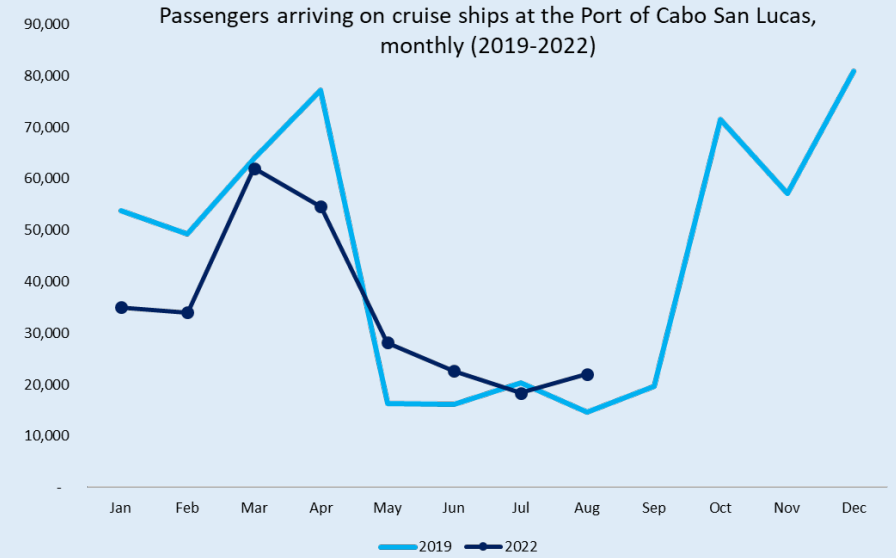
Cruise activity (Aug-2022)

Cruise operations continued to improve significantly in Aug-2022, with 5 vessels arriving at the port of Cabo San Lucas, carrying a total of 22,073 passengers. Compared to Aug-2019, this means a 51.5% increase.

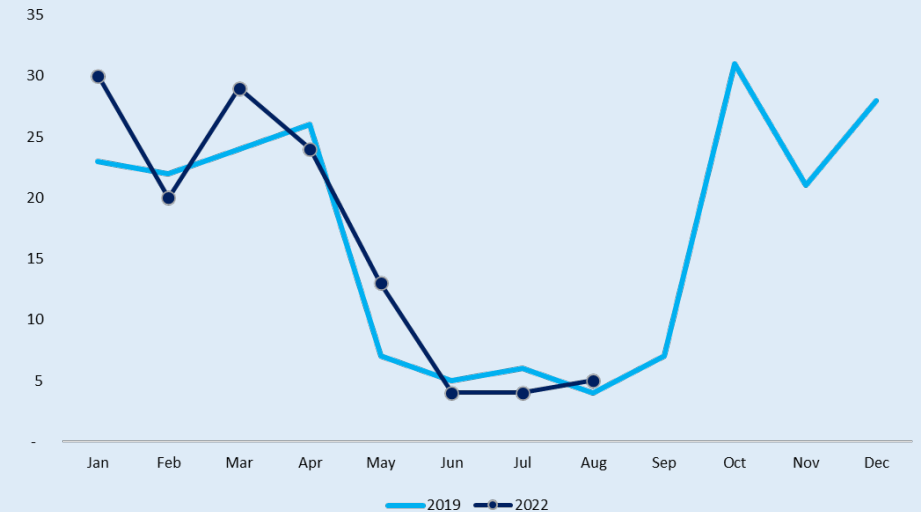
This month, there are 4,415 passengers per vessel, 21.2% more than in 2019.

SOURCE: DATATUR-SCT

Passengers per vessel, monthly (2019-2022)



Vessels arriving at the port of Cabo San Lucas, monthly (2019-2022)

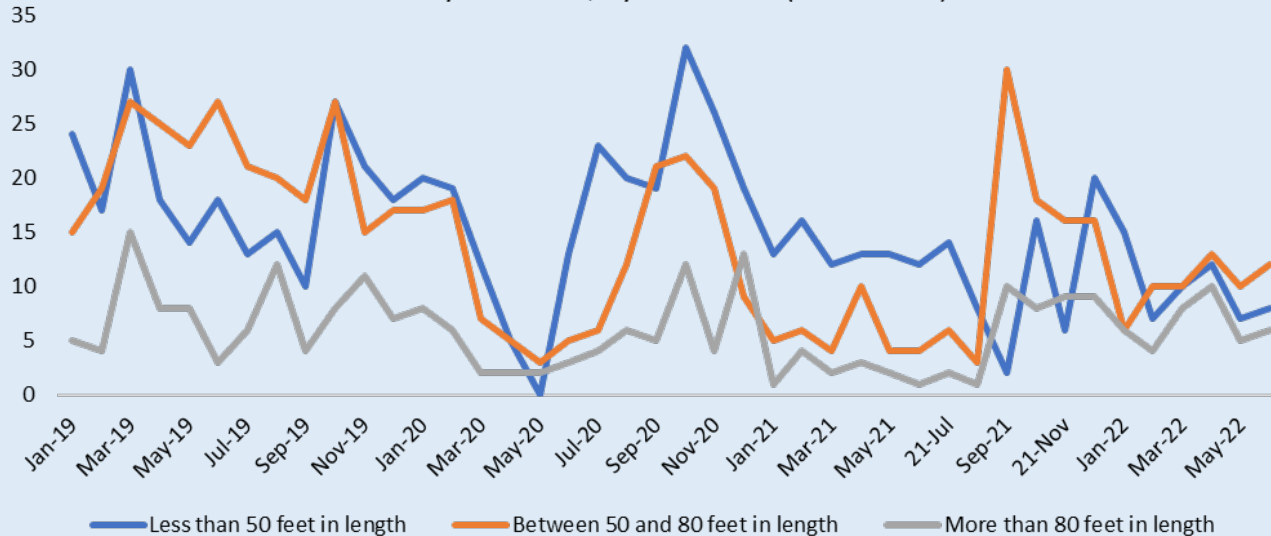


Yacht arrivals at the Port of Cabo San Lucas (Jul-2022)

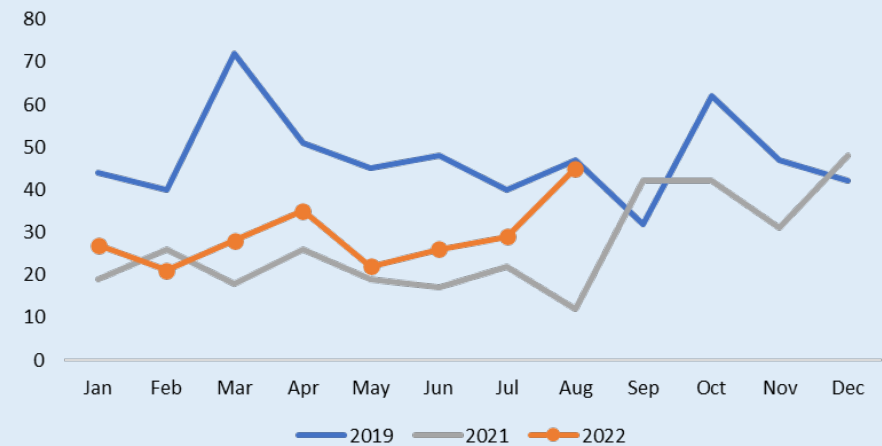
- **45 yachts arrived at the Port of Cabo San Lucas in Sep-2022. This represents an increase of 13 watercrafts (+40.6%) compared to the same period in 2019.**
 - **76% of these were small or medium-sized vessels shorter than 80 feet.**

SOURCE: API Cabo San Lucas

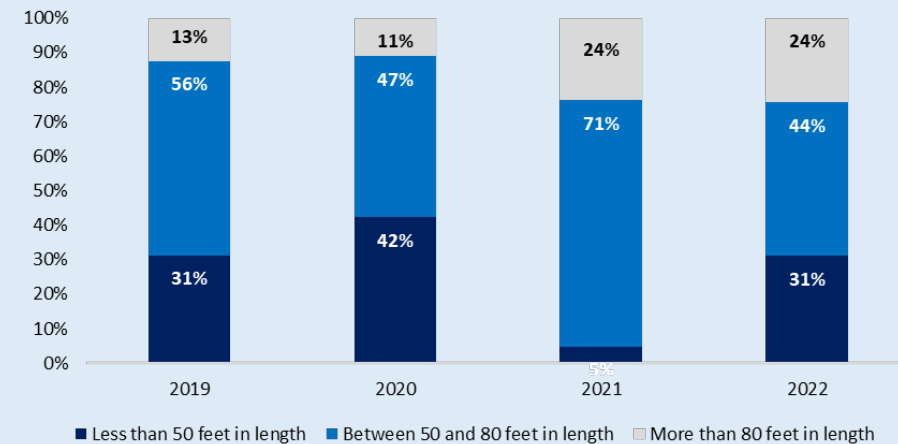
Monthly evolution, by vessel size (2019-2022)



Total yacht arrivals, monthly (2019-2022)



Arrivals distribution, by vessel size



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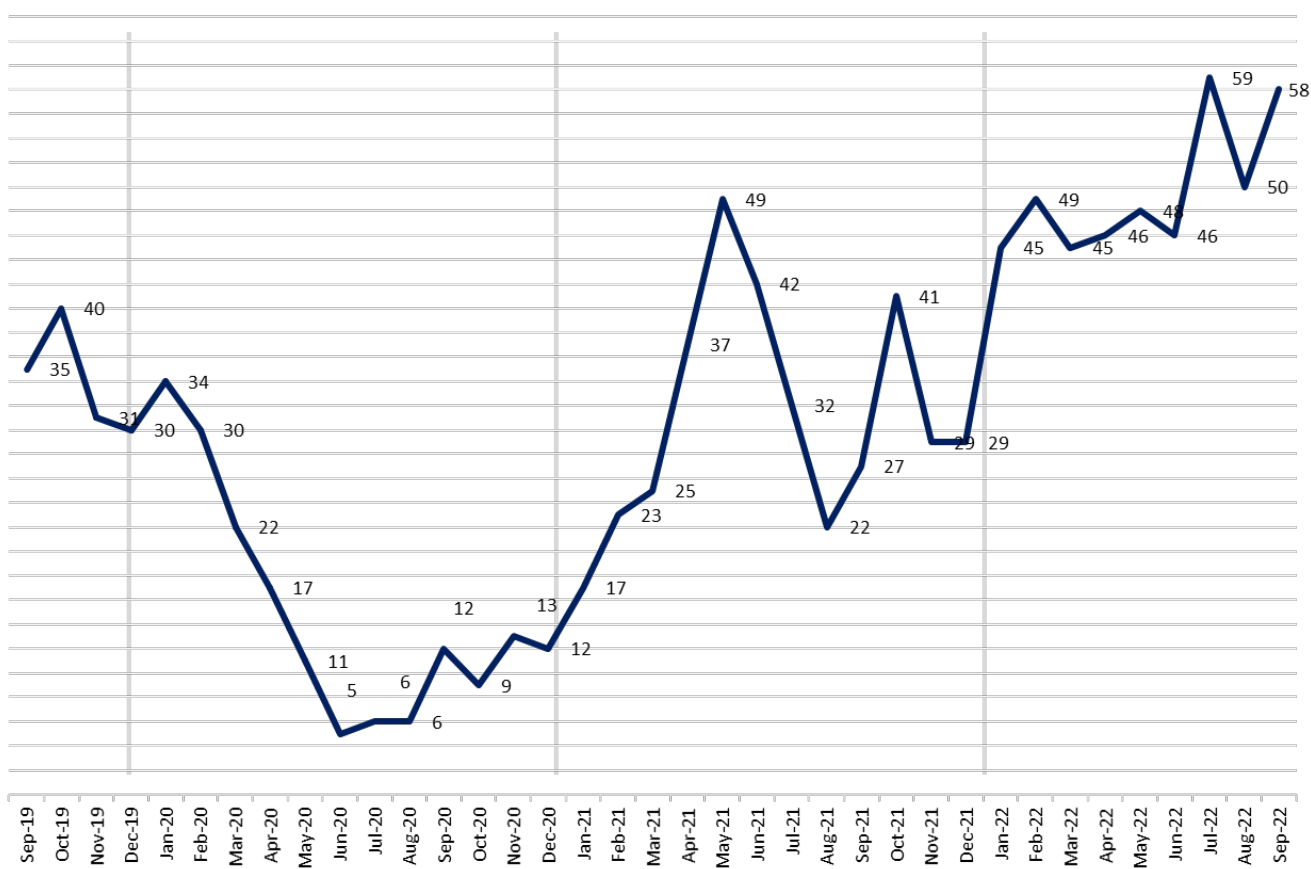
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TOURIST & GROUP BUSINESS SURVEYS



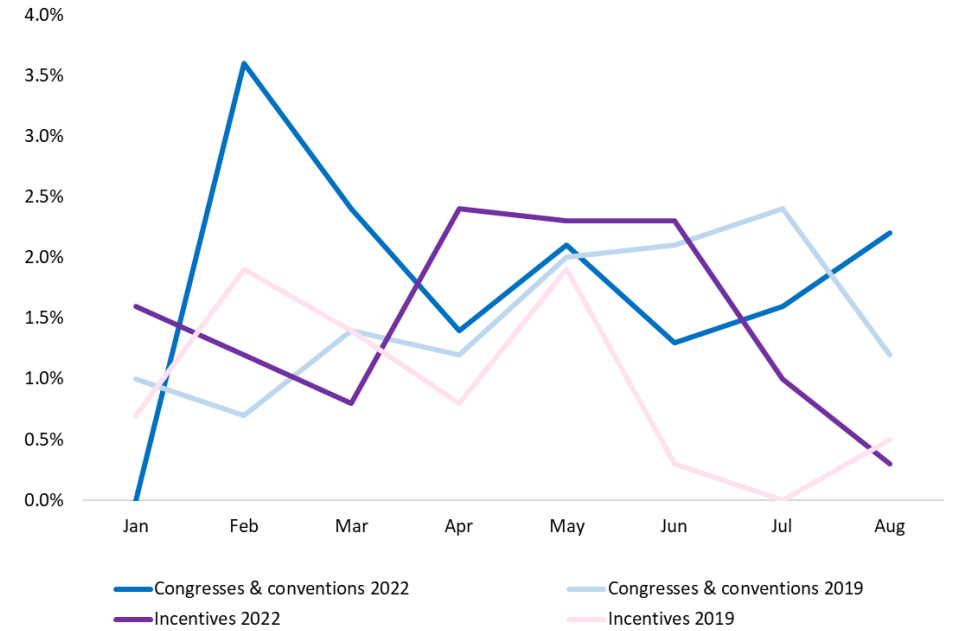
Group Business

RFPs received from meeting and group events, last 36 months (CVENT)



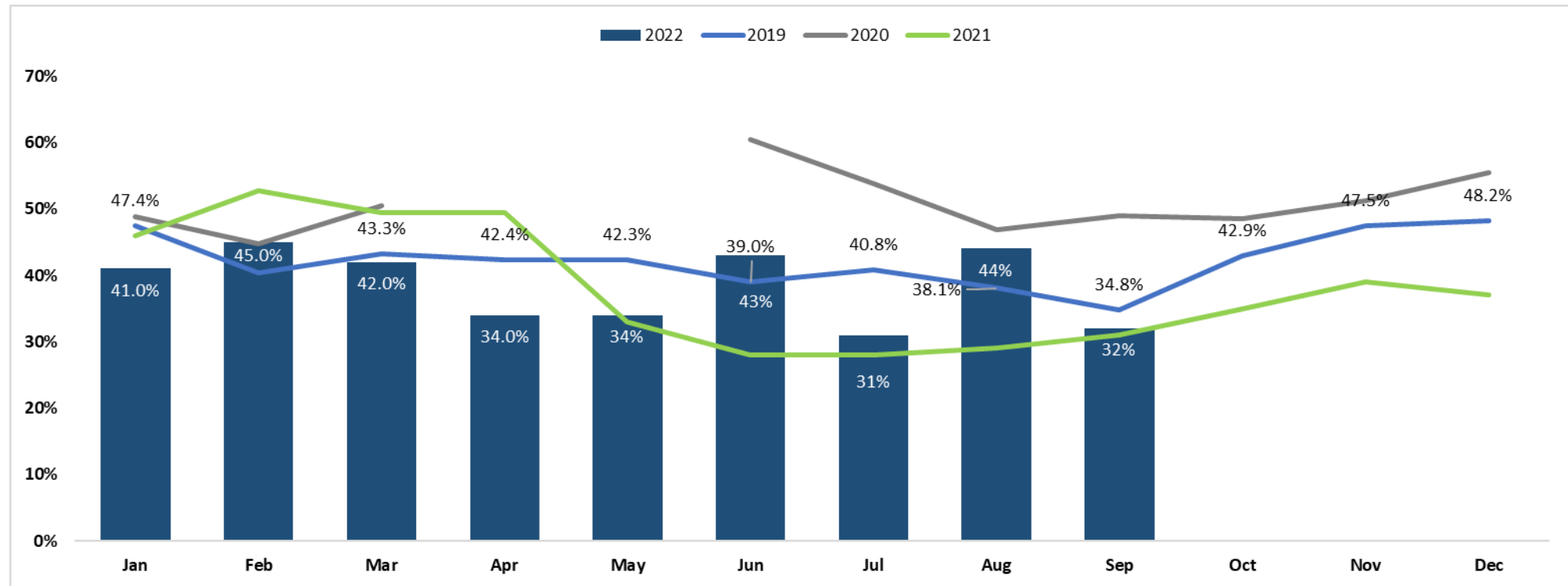
SOURCE: CVENT

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



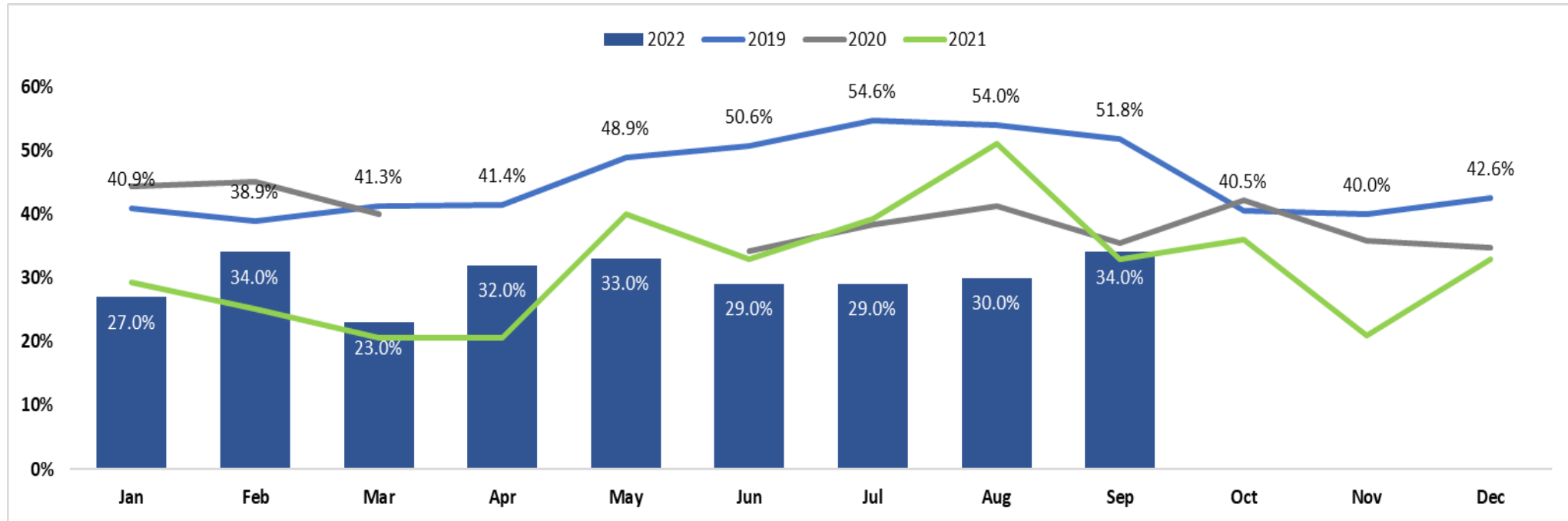
SOURCE: Tourist Surveys

Return rate to the destination



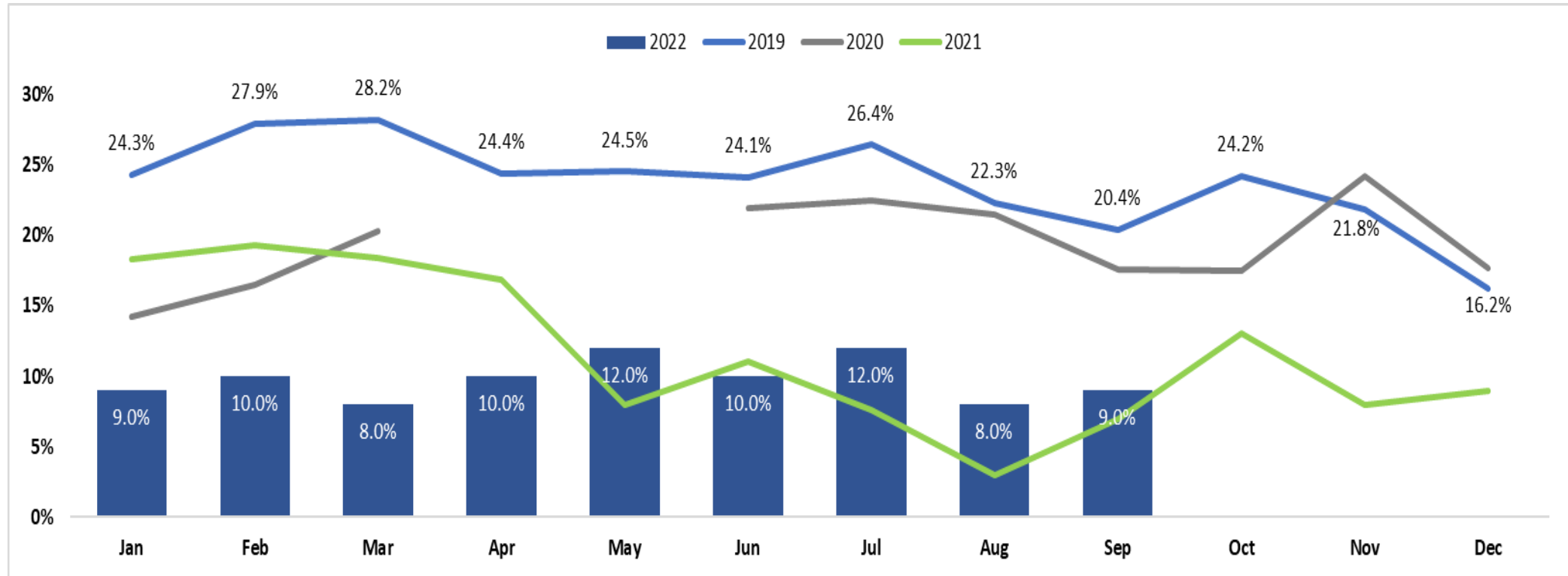
- In Sep-2022, 32% of tourists had already visited the destination. This ratio is down by 2.8pp compared to Jul-2019 and 1pp higher than in Sep-2021.

Package tour purchases



- The proportion of tourists who purchased their trip in a package is up by 34%, but it is 17.8pp below the ratio for Sep-2019 and 1pp above Sep-2021.

Timeshares



- 9% of tourists in Sep-2022 made use of timeshares. This ratio is 11.4pp below Sep-2019 and 2pp above Sep-2021.

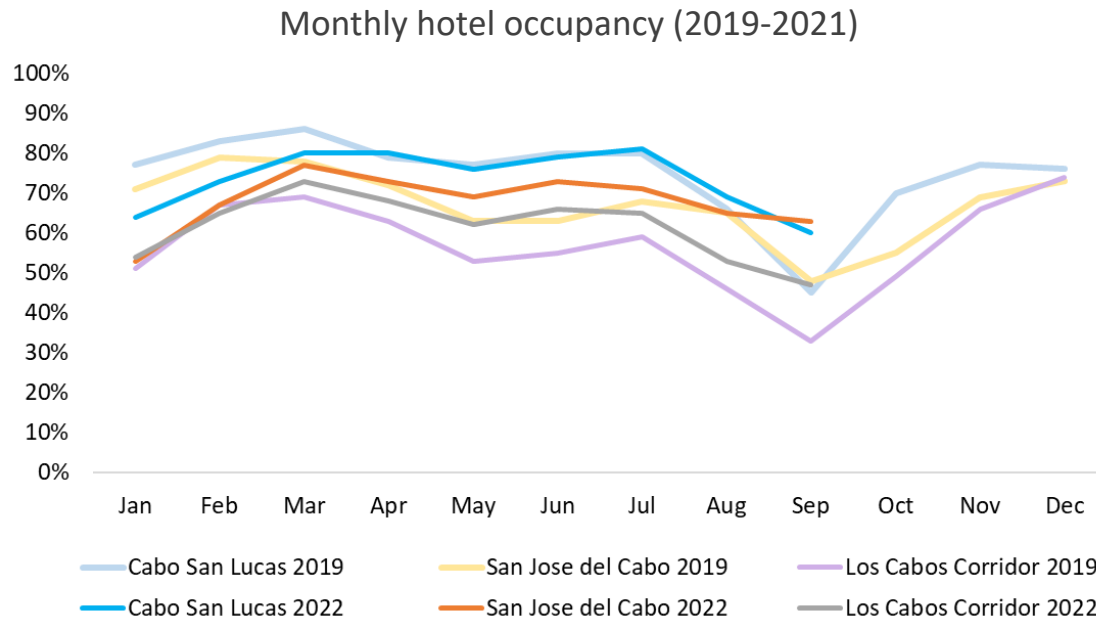
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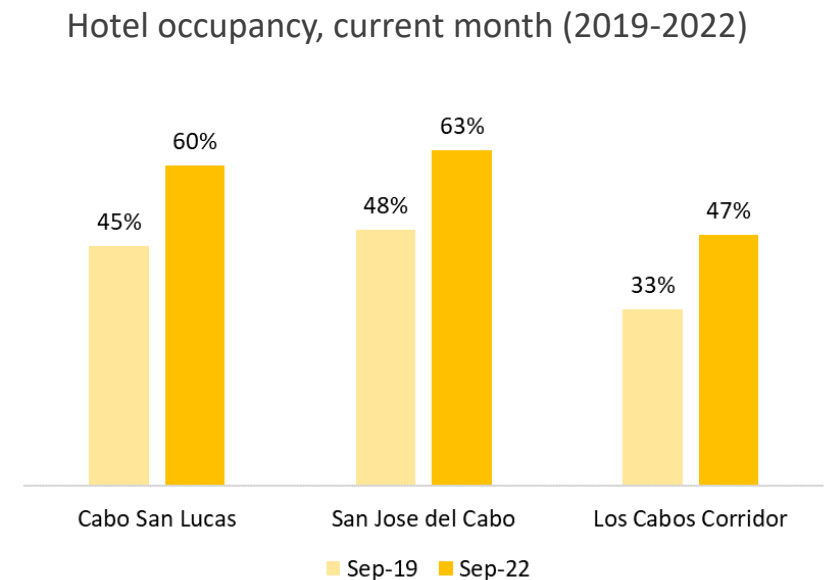
SUPPLY INDICATORS
Hotel Performance



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



SOURCE: AHLC

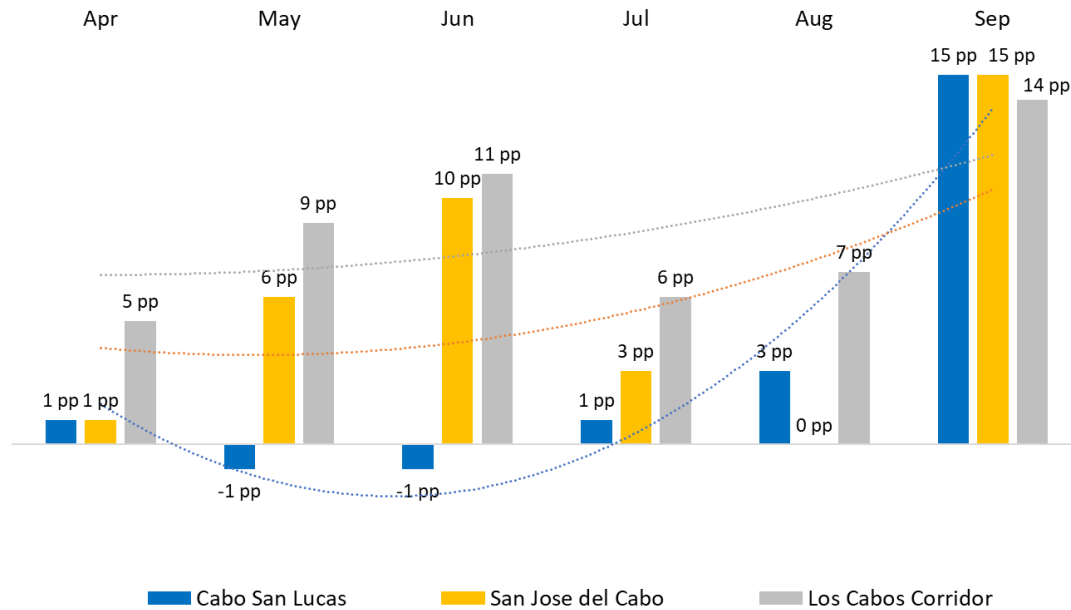


SOURCE: AHLC

- **According to the Los Cabos Hotel Association, hotel occupancy in Los Cabos reached 57% in Sep-2022, 14 pp more than 2019.**
- **In Aug-2022, 255 thousand tourists arrived at hotels in Los Cabos, 22.5% more than in 2019. At the same time, the average stay decreased by 0.39 nights (4.59, according to DATATUR).**
 - **The number of domestic and international tourist arrivals at hotels increased by 9% and 28.6% in this period.**
 - **In Aug-2022, domestic tourism represented 28.7% of the total. A share of 32% was recorded in 2019.**

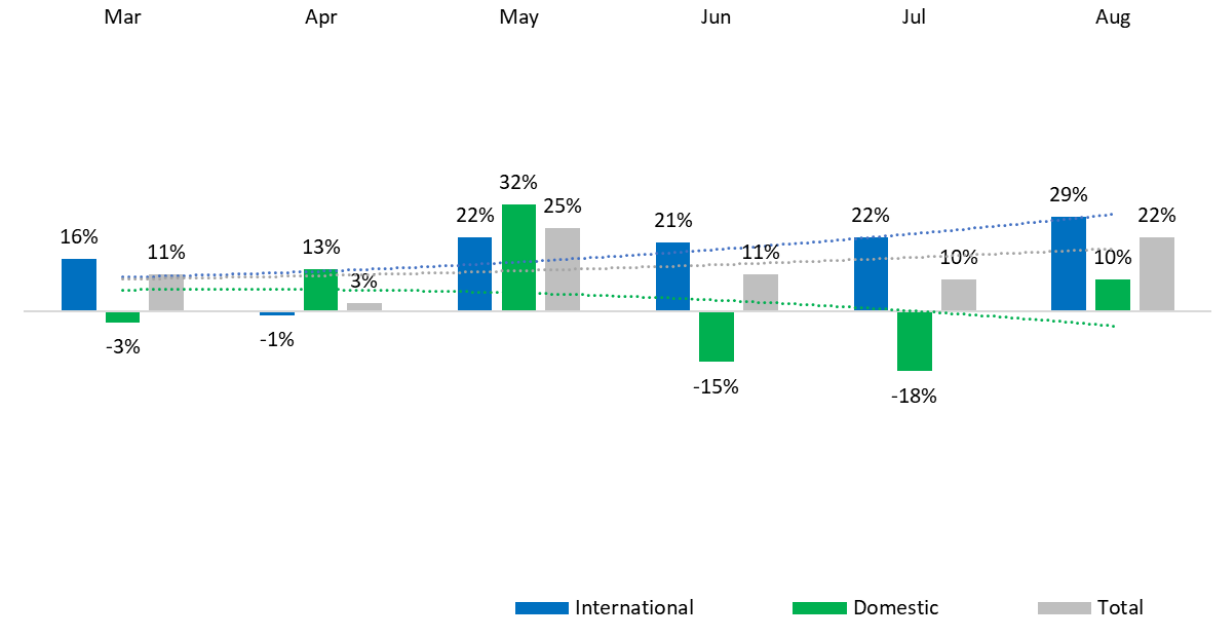
Evolution of the hotel supply in Los Cabos and sub-destinations

Annual variation in hotel occupancy, by destination
(Feb-Sep 2022 versus 2019)



SOURCE: AHLIC

Annual variation of tourist arrivals at hotels, by origin
(Mar-Aug-2022, versus 2019)

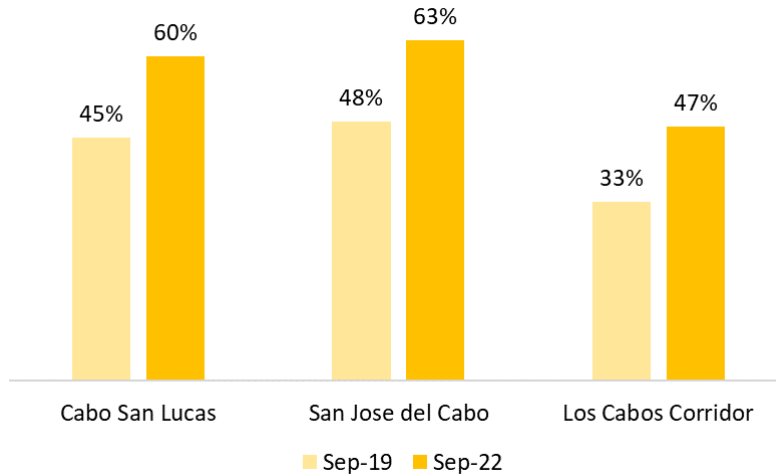


SOURCE: DATATUR

- In Cabo San Lucas and San Jose del Cabo, there is an increase of 15pp in hotel occupancy compared to 2019; in the Corridor, there is an increase of 14pp.

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

Hotel occupancy (October 2019-2022)

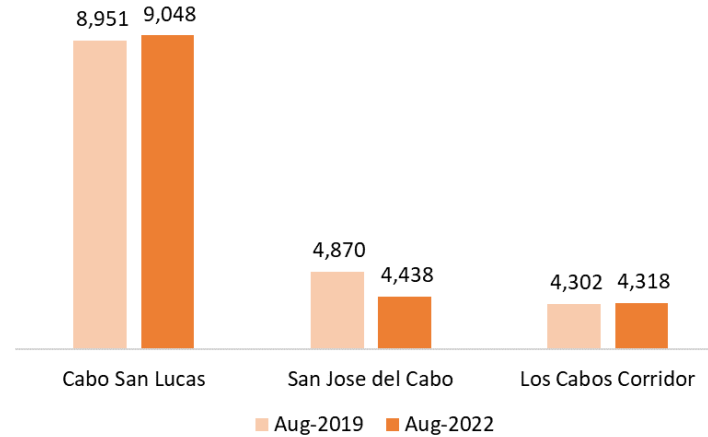


SOURCE: AHLC

CABO SAN LUCAS

- Occupancy in Aug-2022 was 60%, 15pp more than in 2019 (AHLC).
- Its hotel supply increased 1% between Aug 2022 and 2019, registering 9 thousand rooms (DATATUR).
- Occupied room nights increased 18% between Aug-2019 and 2022 (DATATUR).

Rooms available (Aug 2019-2021)

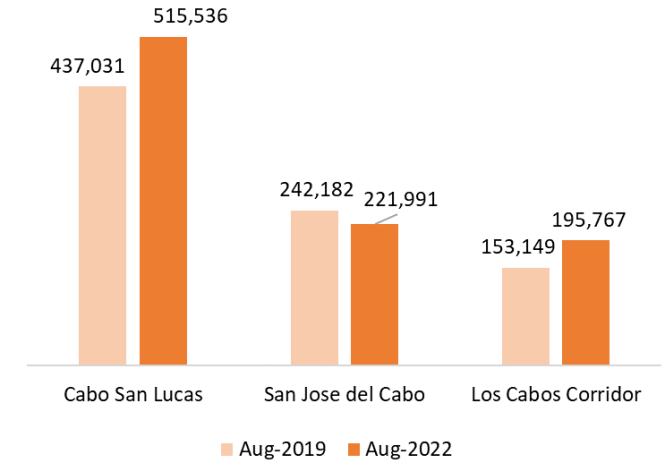


SOURCE: DATATUR

SAN JOSE DEL CABO

- Occupancy in Sep-2022 was 63%, 15pp more than in 2019 (AHLC).
- Its hotel supply decreased 9.1% between Aug-2022 and 2019, registering a total of 4.4 thousand rooms (DATATUR).
- Occupied room nights decreased 8.3% between Aug-2019 and 2022 (DATATUR).

Room nights (Aug 2019-2021)



SOURCE: DATATUR

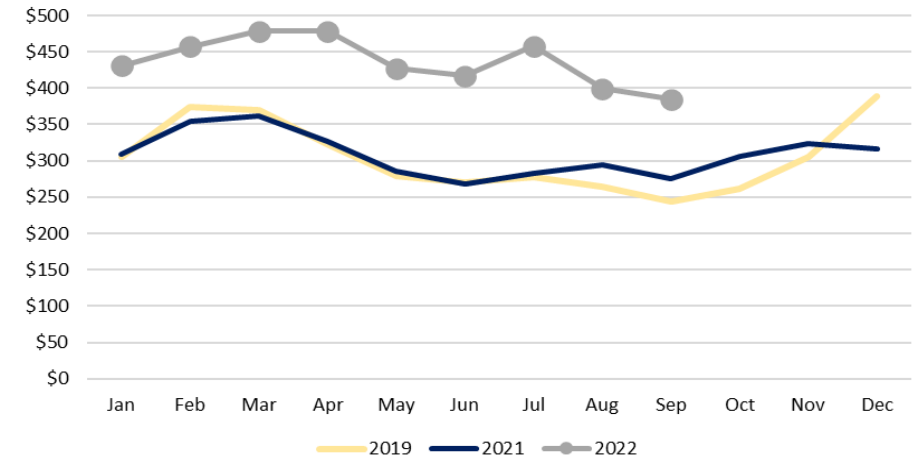
LOS CABOS CORRIDOR

- Occupancy in Sep-2022 reached 47%, which is 14pp more than in 2019 (AHLC).
- Its hotel supply remained unchanged between Aug-2022 and 2019, registering a total of 4.3 thousand rooms (DATATUR).
- Occupied room nights increased 27.8% between Aug-2019 and 2022 (DATATUR).

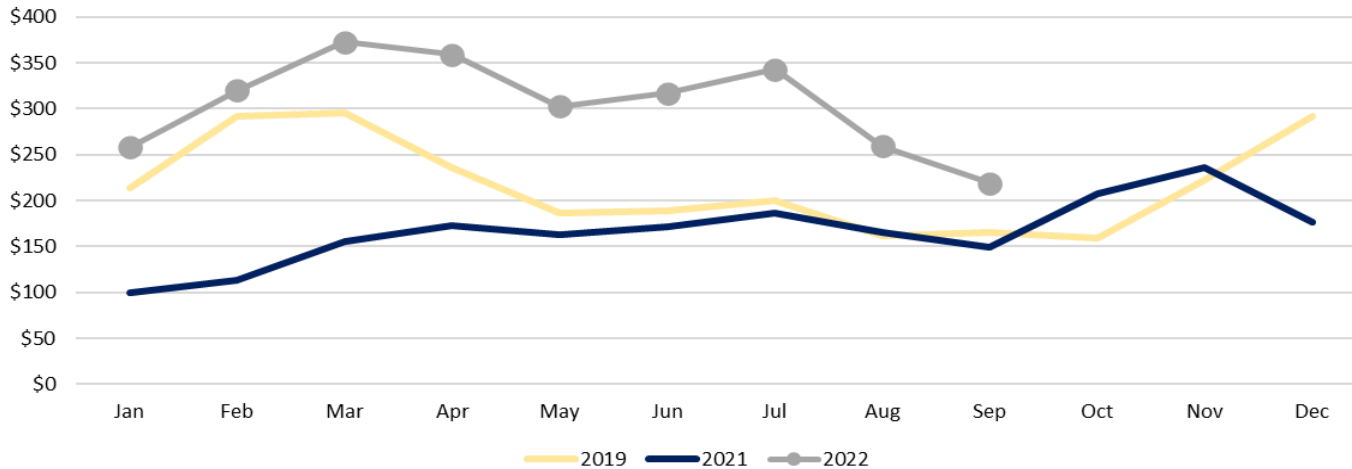
Evolution of the RevPAR and the average hotel rate in Los Cabos & sub-destinations

- The average hotel rate in Los Cabos for Sep-2022 was USD 385, 21 dollars above the last 12-month average (\$406) and 141 dollars above that of 2019.
 - Cabo San Lucas recorded an increase of USD 54 or 24.8% compared to 2019 and now stands at USD 272.
 - San Jose del Cabo now stands at \$2361 USD, recording an increase of its rate by \$53 (73.6%) compared to 2019.
 - Compared to 2019, the rate in Los Cabos Corridor increased by USD 230, or 74.9% and recorded USD 537.
- The RevPAR in Sep-2022 was USD 219; that is, **USD 54 (+32.7%) higher** than that of 2019.

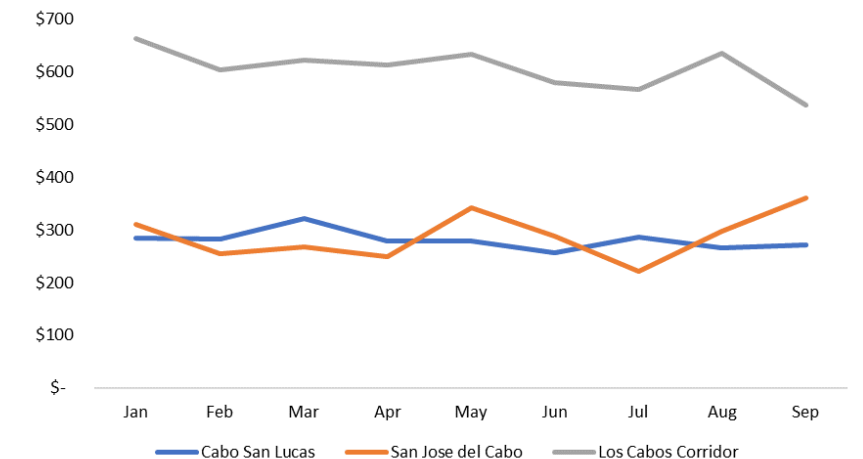
Average Hotel Rate, Los Cabos (USD, 2019-2022)



RevPAR Los Cabos (USD, 2019-2022)



Average Hotel Rate, Sub-destinations (USD, monthly, 2022)



SOURCE: AHLIC

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SUPPLY INDICATORS
Air Connectivity

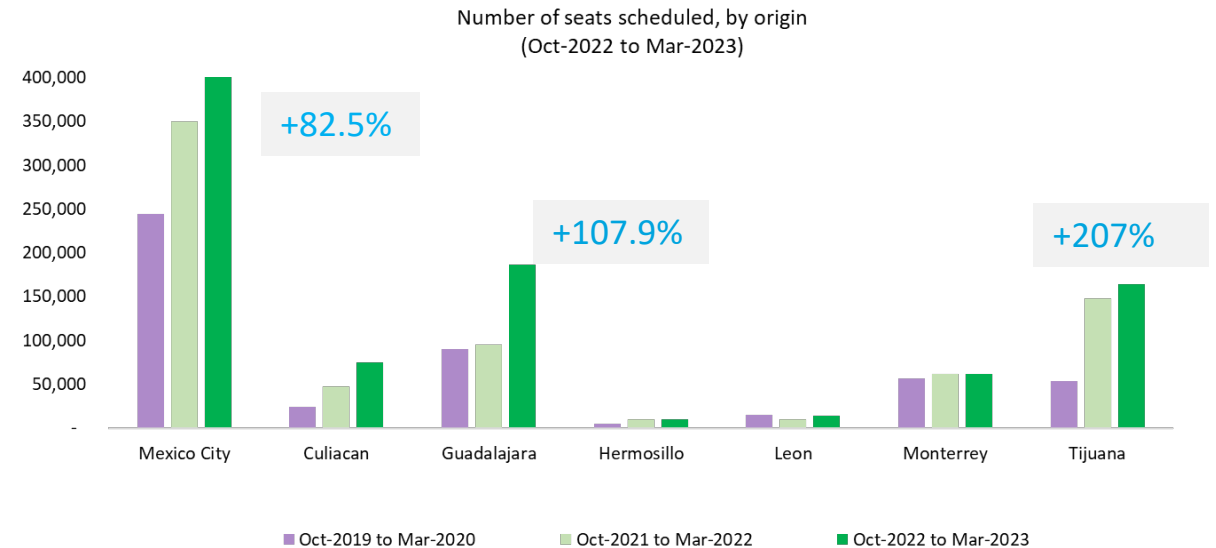
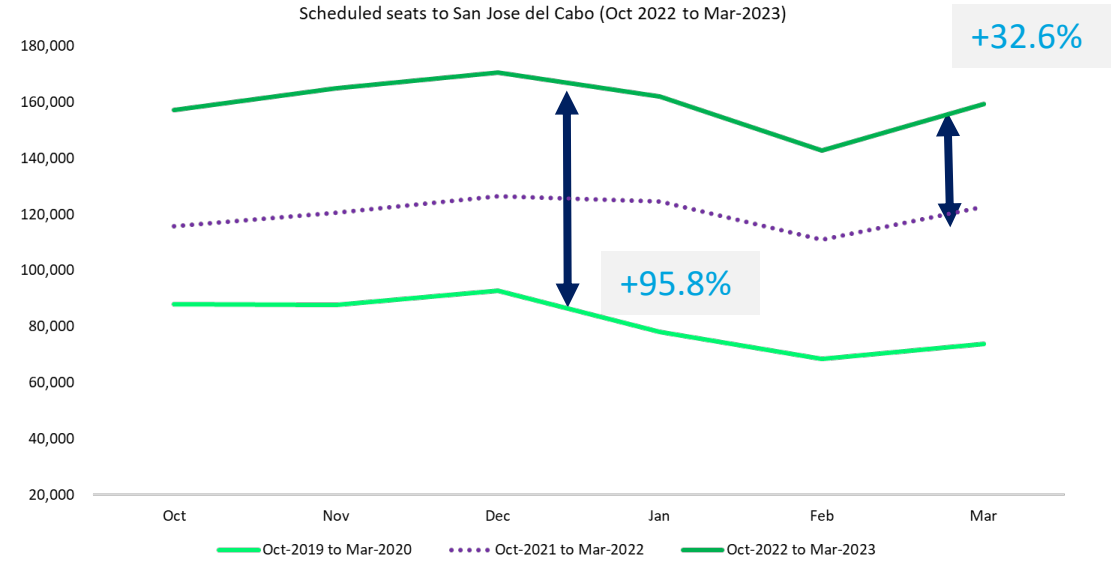


Domestic air connectivity

SEATS SCHEDULED FROM OCT-2022 TO MAR-2023

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

- There are 957 thousand seats scheduled for the next six months, 95.8% more compared to the same period in 2019.
 - However, when comparing the seats scheduled for the next 6 months against the 2021 schedule, the volume of programmed seats is 32.6% higher.
 - For Oct-2022, the United States expects 78.7% more available seats than those scheduled for 2019.
- Mexico City, Guadalajara, and Tijuana are the most relevant issuing markets, with 47%, 19%, and 17% of total available seats, respectively (for the next 6 months). Followed by Monterrey (6%), Culiacan (8%), Leon (1%) and Hermosillo (1%).
 - Flight seats departing from CDMX, GDL and TIJ increased by 82.5%, 107.9% and 207%, respectively (when compared to 2019). However, BJJ decreased by 10.1%. Consequently, TIJ's market share grew 9pp during these six months, and BJJ's dropped 2pp.
- For the next 6 months, 54% of the available seats will be provided by Volaris, followed by VivaAerobus with 29% and Aeromexico with 16%. Interjet exited the market.
- Load factors of domestic airlines for Jul-2022 were: Aeromexico (72%), VivaAerobus (63%), and Volaris (67%).

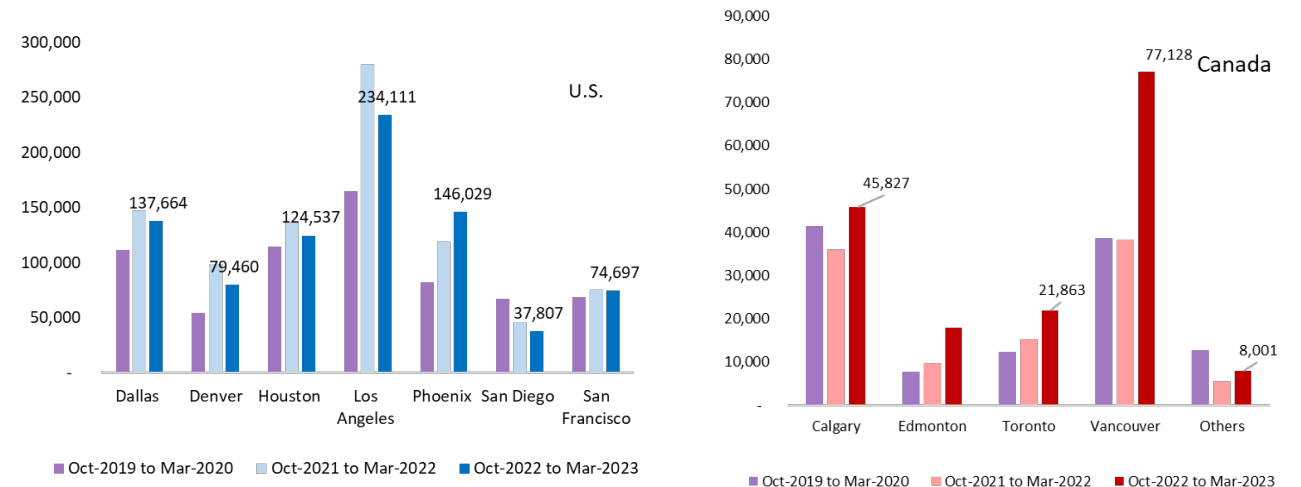
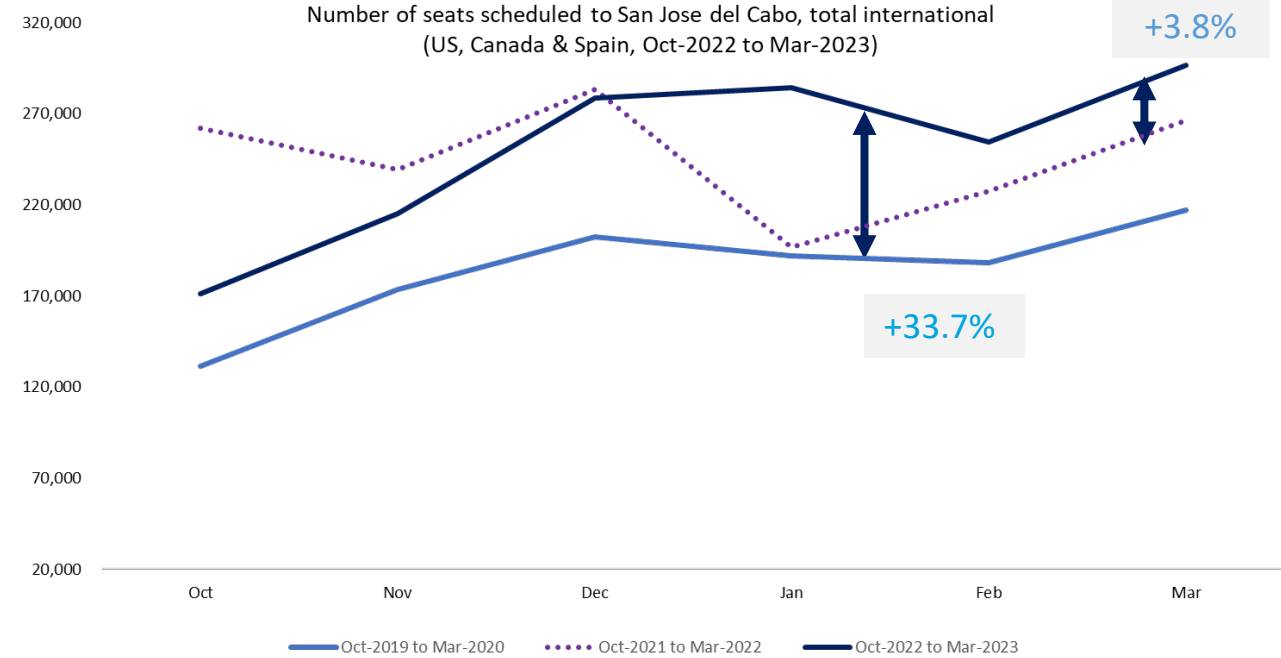


International air connectivity

SEATS SCHEDULED FROM OCT-2022 TO MAR-2023

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

- There are 1.33 million seats scheduled for the U.S. in the next 6 months, which is **35.2% more** than the same period in 2019.
 - However, when comparing the seats scheduled for the next six months against the 2021 schedule, the volume is **3% less**.
 - **LAX (+41.8%), PHX (+78.8%), HOU (+9.2%), DFW (23.6%) and DEN (+46.2%)** had the most significant increase vs. 2019. However, San Diego showed a decrease of 43.9%.
 - Los Angeles is the main issuing market in the U.S. (18% of the market), followed by DFW (11%), Houston (10%), and Phoenix (11%).
 - American, Alaska, Delta, Southwest, and United Airlines are the most relevant (92% as a whole).
 - For Oct-2022, the United States expects 31.9% more available seats than those scheduled for 2019.
- There are 170.8 thousand seats scheduled for Canada in the next six months, which is **19.1% more** seats compared to the same period in 2019.
 - When comparing the seats scheduled for the next six months against the 2021 schedule, the volume of scheduled seats is **62.7% higher**.
 - For Oct-2022, the United States expects 2.4% more available seats than those scheduled for 2019.
 - Within the next 6 months, Calgary presents an increase of 10.5%, Vancouver 99.2%, Edmonton 130.8% and Toronto 77.9% compared to 2019.
 - During this period, Air Canada (+7) and WestJet (+4.8%) and Swoop (+91.2%) increase the number of seats. Sunwing decreased by 528.5%.
- Load factors of international airlines for Jul-2022 were: American 86%, Alaska 92%, Delta 76%, United 91%, Southwest 69%, Sunwing 53%, Westjet 96%.



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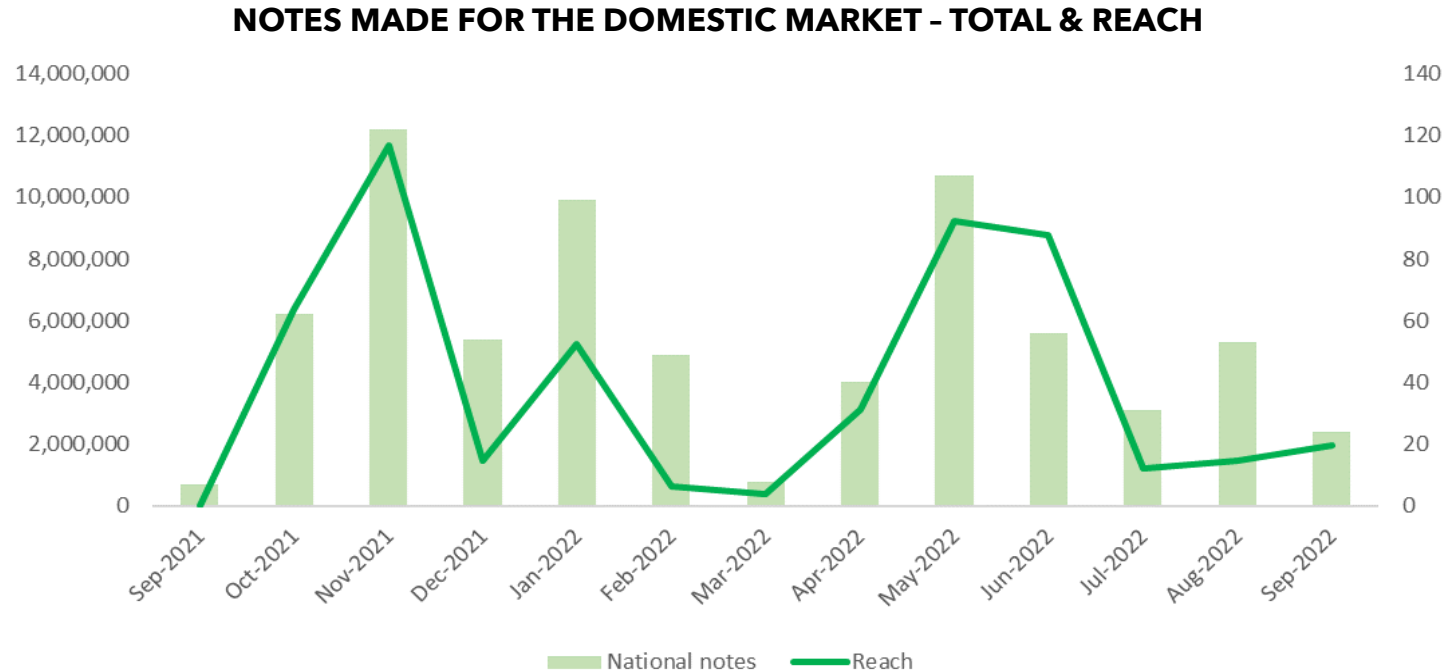
PUBLIC RELATIONS



Public relations: notes and scope

- In the domestic market:

- During Sep-2022, 24 placements were introduced, accounting for 2 million impressions. An average of 48 placements has been published monthly since the pandemic started in April 2020, with a **monthly reach of 3.8 million**.



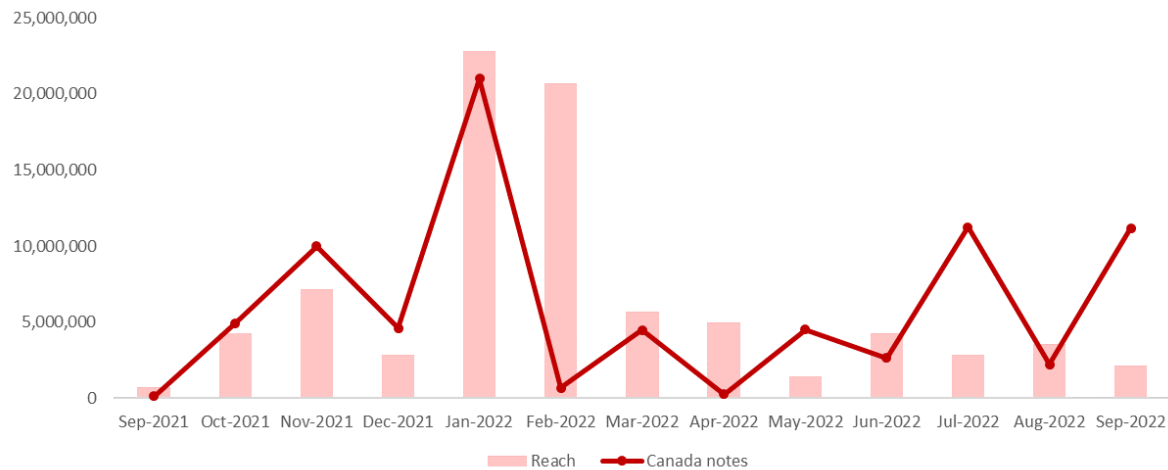
SOURCE: GAUDELLI (Feb-18 to Jan-19), LLORENTE Y CUENCA (Feb-19 to Sep-22)

Public relations: notes and scope

- In the international market:

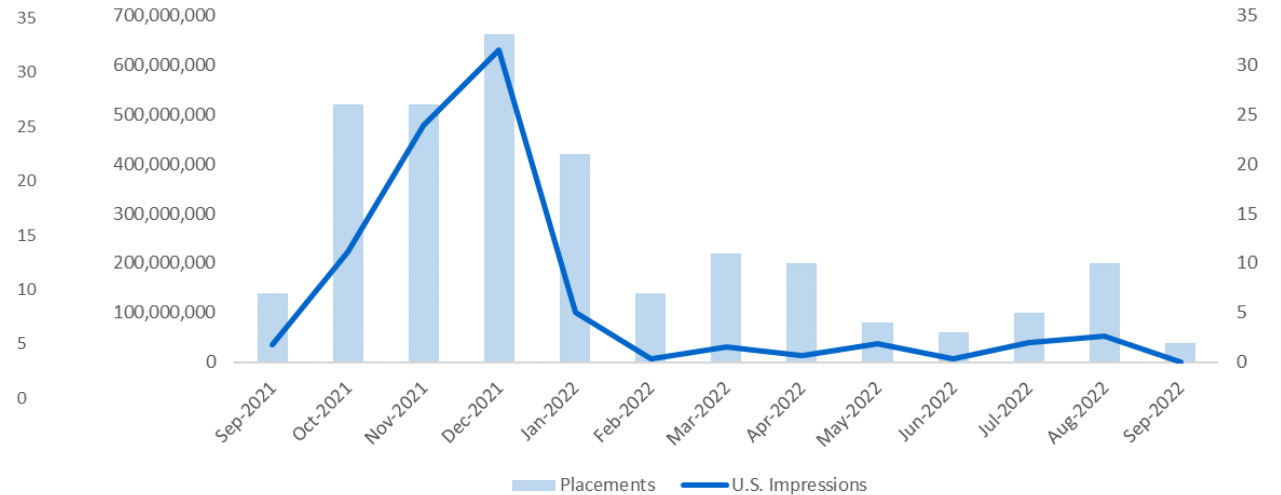
- In sep-2022, 2 placements and 74 thousand impressions were achieved in the United States. An average of 18 placements has been published monthly since the pandemic started, with a **monthly reach of 484 million**.
- 3 notes were generated for the Canadian market throughout Sep-2022, achieving 11.2 million impressions. An average of 7 placements has been published monthly since April, with a **monthly reach of 4.9 million**.

NOTES MADE FOR THE CANADIAN MARKET - TOTAL & REACH



SOURCE: JESSON+CO

NOTES MADE FOR THE U.S. MARKET - TOTAL & REACH



SOURCE: NJF (Feb-18 to Jan-19), OGILVY (Feb-19 to Apr-22)

LOS  CABOS

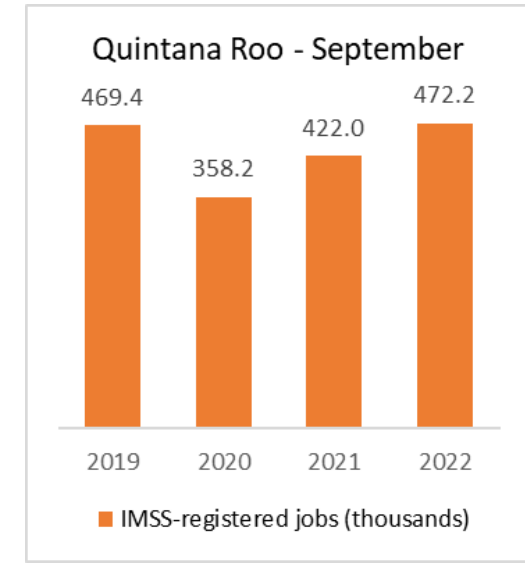
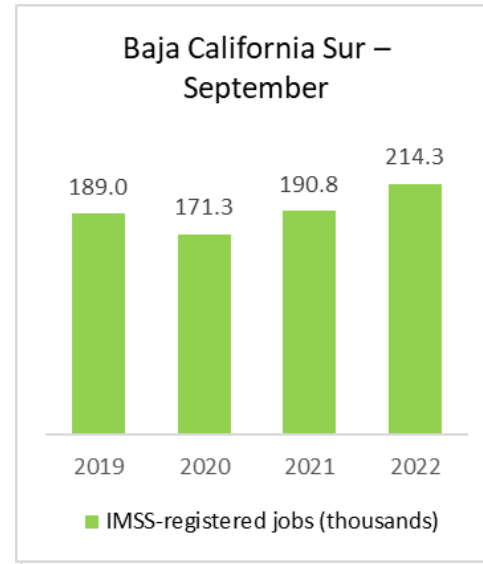
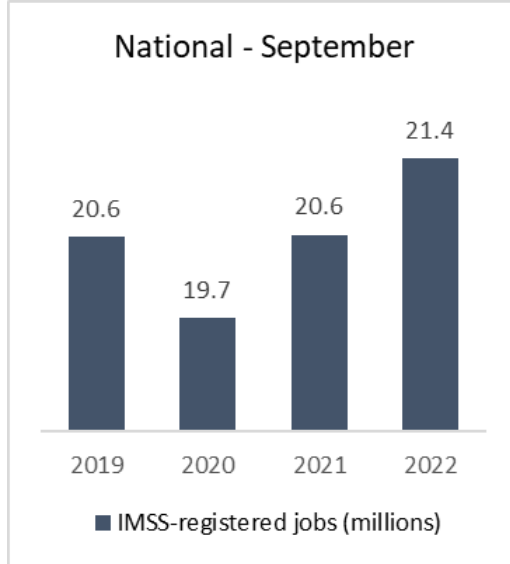
LOS CABOS TOURISM
OBSERVATORY

IMPACT OF COVID-19

Effects of COVID-19 on Mexico's
tourism sector



Effects on employment in Mexico



- In Sep-2022, there was a 4.1% increase in jobs compared to those recorded in Sep-2019.
- As of Sep 30, 2022, IMSS had registered 21,409,358 jobs in the country, which is 4.8% more than those reported in Dec-2019.

- There are 13.4% more jobs in Sep-2022 than Sep-2019.
- Baja California Sur closed Sep-2022 with 214,253 jobs, 16.8% more than in Dec-2019.

- In the case of Quintana Roo, in Sep-2022 there were 0.6% fewer jobs than those recorded in Sep-2019.
- Sep-2022 closed with 472,163 jobs, 1.9% more than in Dec-2019.

SOURCE: IMSS

Effects on employment in Mexico

% Employment variation by state (Sep-2022 vs. Dec-2019)

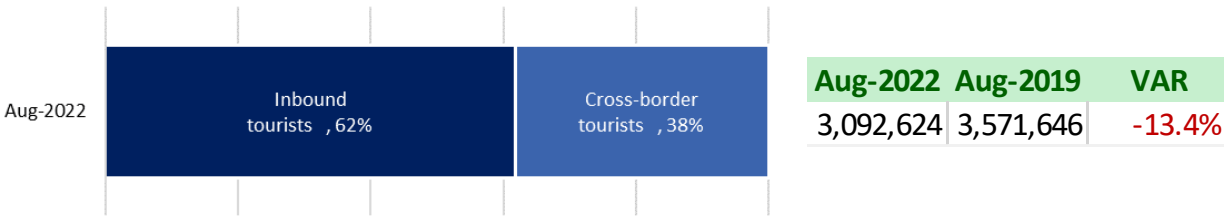


- Baja California Sur ended Sep-2022 with 16.8% more jobs than at the end of Dec-2019. (It's the second state with the highest increase). Quintana Roo grew 1.9% compared to 2019 figures.

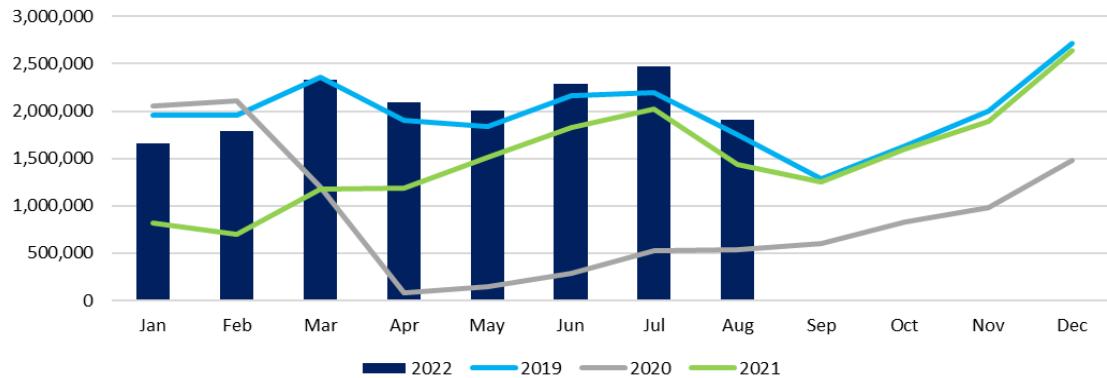
SOURCE: IMSS

International tourist arrivals in Mexico

International tourists who entered the country



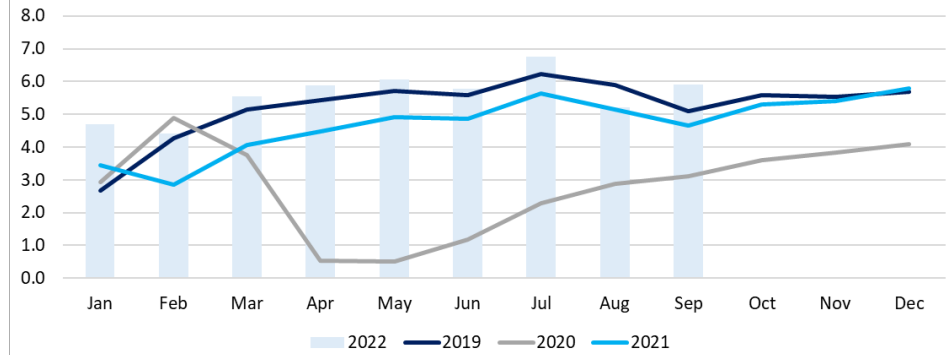
Inbound tourists



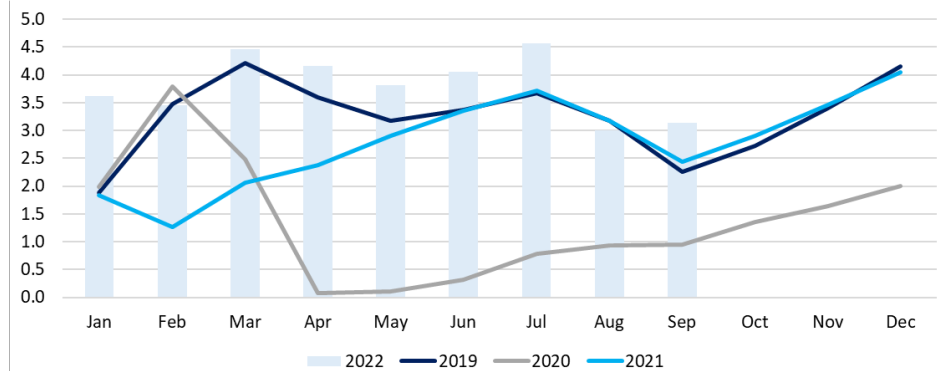
- In Aug-2022, 3.09 million international tourists arrived in the country (13.4% fewer than in Aug-2019). 62% were inbound tourists.
- 9.2% more inbound tourists vs Aug-2019 (85% by air, 15% by land). The average spending of those arriving by air was USD 1,134 (6% more than the average spending in Aug-2019).

Air traffic in Mexico. Airport groups

Passenger traffic in domestic flights (millions)



Passenger traffic in international flights (millions)



- Passenger traffic in domestic operations during Sep-2022 was 16% higher than sep-2019 (5.9 million passengers).
- In international operations, the increase was 39% compared to Sep-2019 (3.14 million passengers).

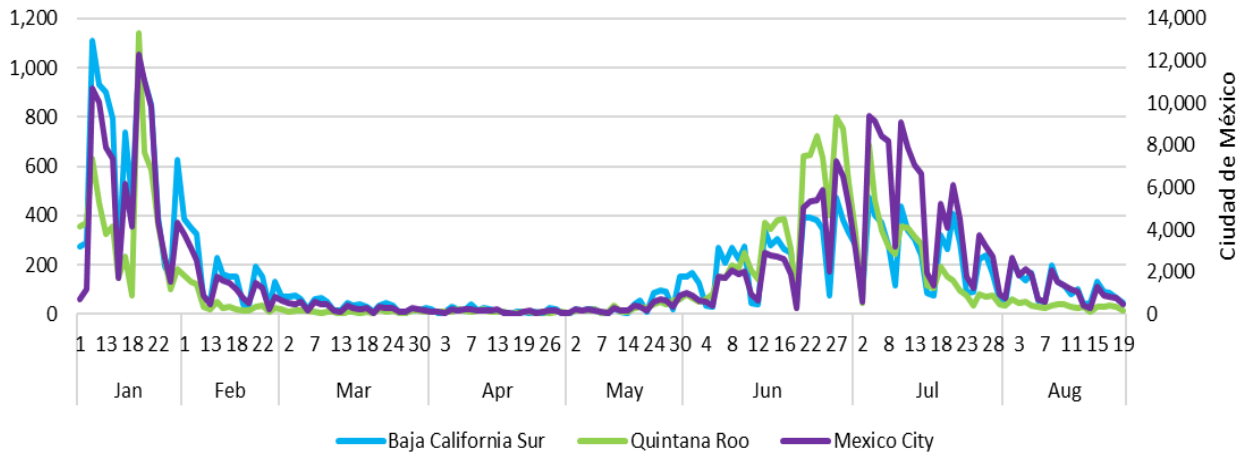
SOURCES: ASUR, OMA, GAP

SOURCE: INTERNATIONAL TOURIST SURVEYS. INEGI

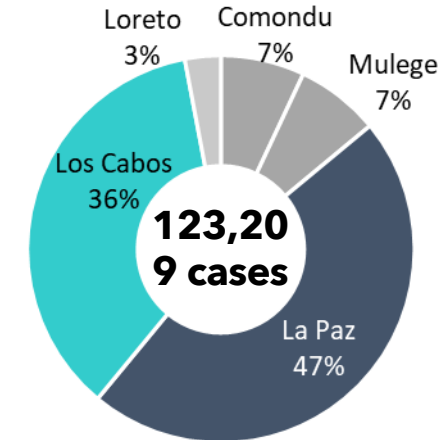
*TOTAL TRAFFIC FROM THE THREE AIRPORT GROUPS (ARRIVALS AND DEPARTURES), CDMX'S INFORMATION NOT INCLUDED.

Confirmed COVID-19 cases - overview

Number of daily new cases



Confirmed cases by municipalities in B.C.S.



Total confirmed cases as of August 19th, 2022

Domestic

6.98 million

- 427 thousand more cases since July 19th.

Baja California Sur

123,209

- 5,445 more cases than those recorded since July 19th.

Quintana Roo

111,313

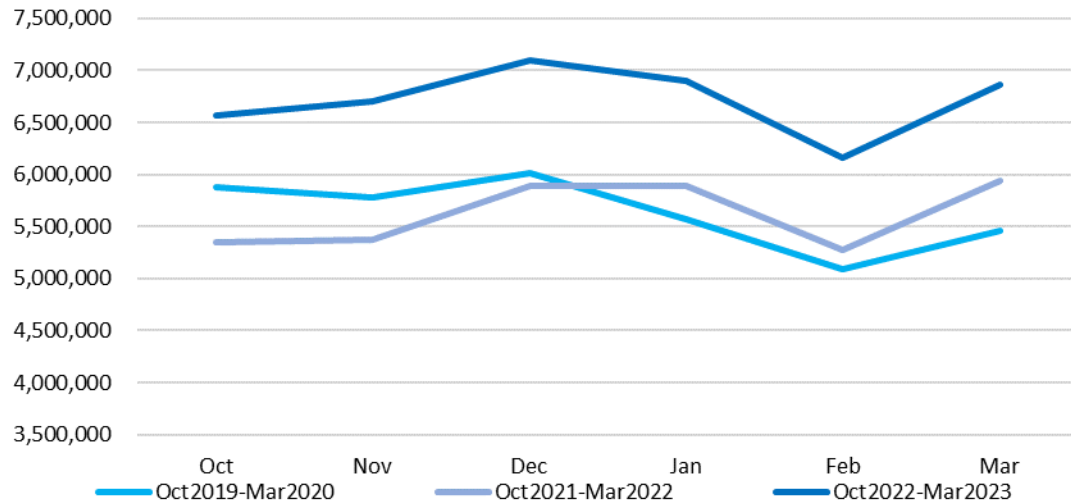
- 1,650 more cases in the same period.

- La Paz and Los Cabos jointly account for 83% of the total confirmed cases statewide.
- In Los Cabos, 2.9% more cases were recorded compared to July 19, 2022, adding 44,488 cases.
- La Paz has 5.7% more cases in the same period, accumulating a total of 57,479 confirmed cases.
- Loreto accumulates 3,830 cases (1.7% more).

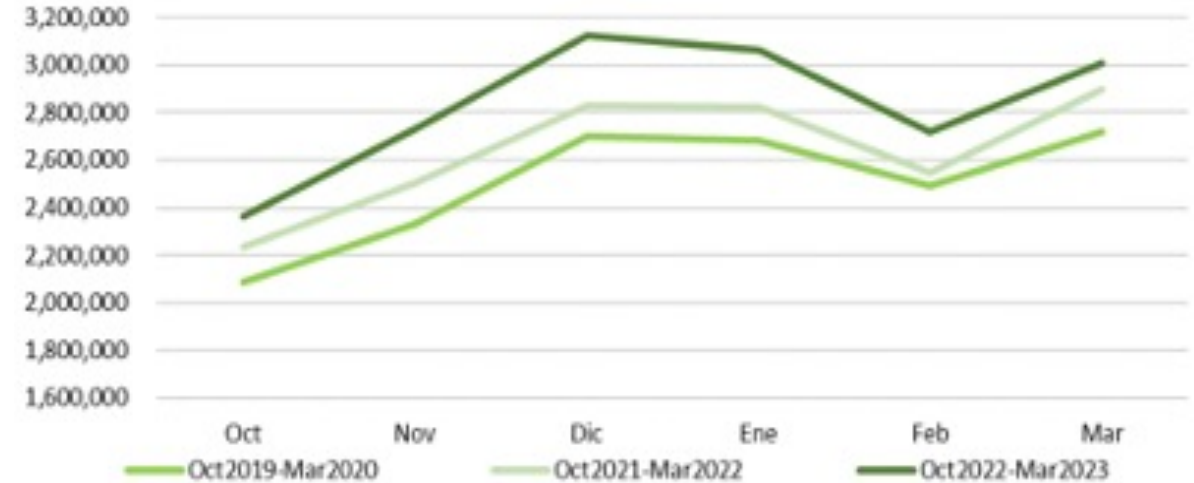
SOURCE: SECRETARIAT OF HEALTH, GENERAL DIRECTORATE OF EPIDEMIOLOGY (www.coronavirus.gob.mx). FIGURES UPDATED AS OF AUGUST 22th, 2022.

Seats scheduled for Oct-2022 and the following months for Mexico

Scheduled seats. Domestic market



Scheduled seats. International market to Mexico

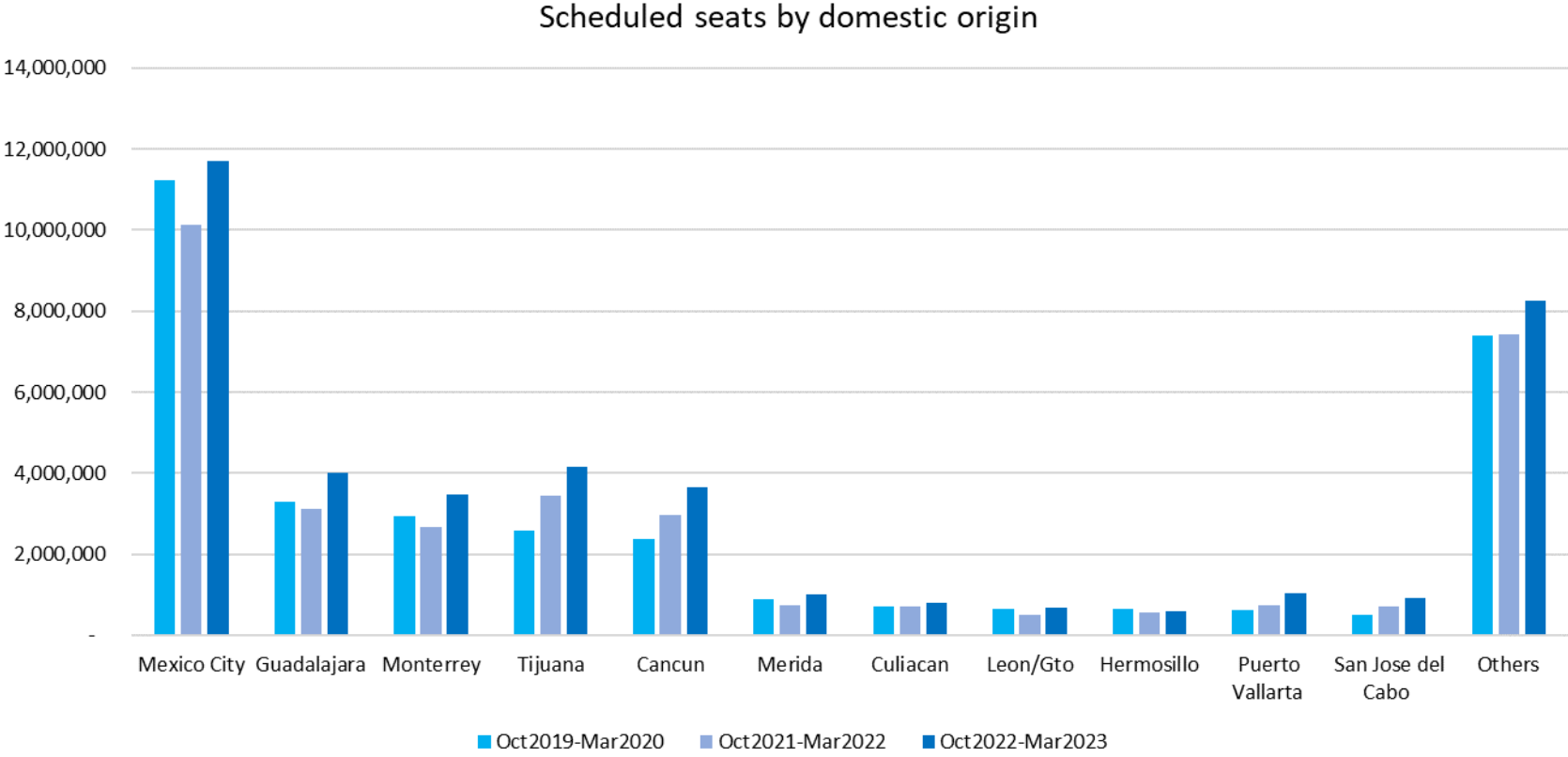


- The supply of domestic and international seats planned for the next months remains higher than that of the same period in 2019 and 2021.
- That's 40.3 million domestic seats, 19.3% more than Oct 2019 - Mar 2020.
- 18.1% more seats are planned for Dec-2022 than those planned for Dec-2019.

- 17 million international seats are planned for the next 6 months, 13.2% more than Oct2019-Mar2020.
- There is an increase of 15.6% for Dec-2022 compared to Dec-2019, and an increase of 14.2% for Jan-2023.

SOURCE: OAG
Scheduled seats as of the last week of September 2019, 2021 and 2022, respectively.

Seats scheduled for the upcoming months, by markets, to Mexico



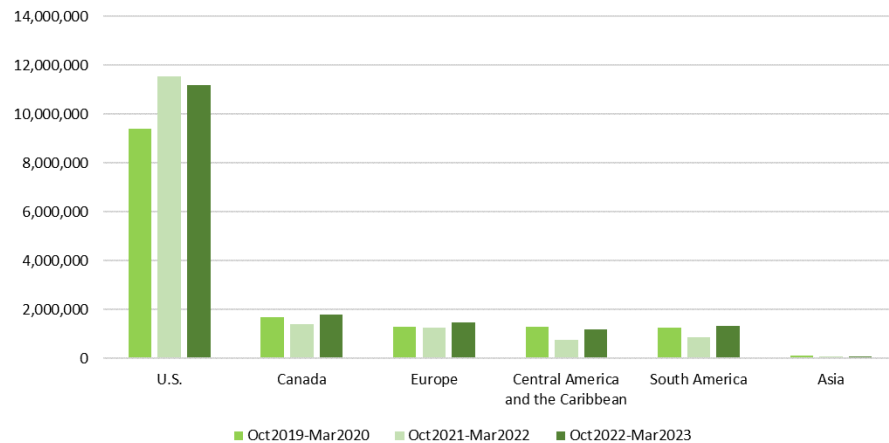
Domestic
Oct 2022 - Mar 2023 vs.
Oct 2019 - Mar 2020

- CDMX: 11.71 million
+4.2%
- Guadalajara: 4.01 million
+21.9%
- Monterrey: 3.47 million
+18.5%
- Tijuana: 4.16 million
+60.3%
- Cancun: 3.66 million
+54.9%
- Merida: 1.02 million
+16.4%
- San Jose del Cabo: 922 thousand
+88.3%

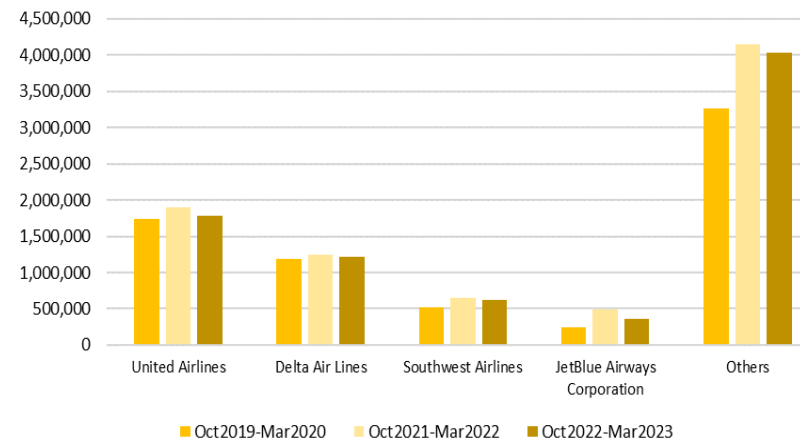
SOURCE: OAG
Scheduled seats as of the last week of September 2019, 2021 and 2022,
respectively.

Seats scheduled for the upcoming months, by markets, to Mexico

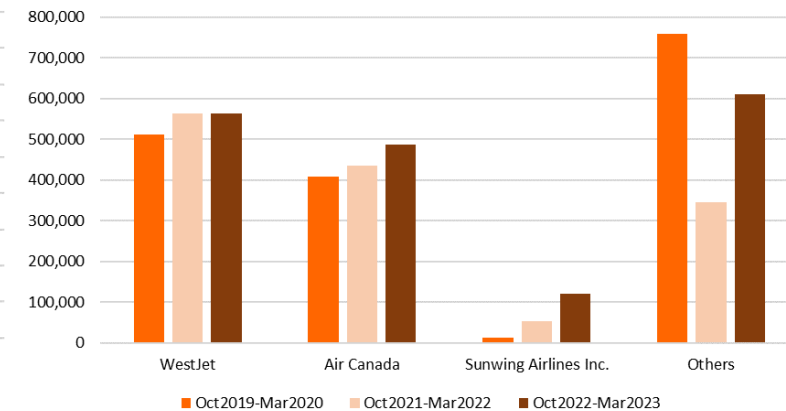
Scheduled seats. International market by region



Scheduled seats by airline. U.S.



Scheduled seats by airline. Canada



U.S.

- Accounts for 65.7% of the scheduled international seats from Oct 2022-Mar 2023 (62.5% in the same period of 2019).
- 11.18 million seats for the next six months (+19% vs. Oct 2019 - Mar 2020).

%VAR of scheduled seats

- Houston: 1.4 million +14.6%
- Dallas: 1.4 million +32.9%
- Los Angeles: 1.3 million +8.3%
- Chicago: 986 thousand +21.4%
- New York: 749 thousand +7.3%

Canada

- Accounts for 10.5% of the scheduled international seats from Oct 2022 - Mar 2023 (11.3% in the same period of 2019).
- 1.78 million seats Oct 2022-Mar 2023 (+5.4% compared to the same period of 2019).

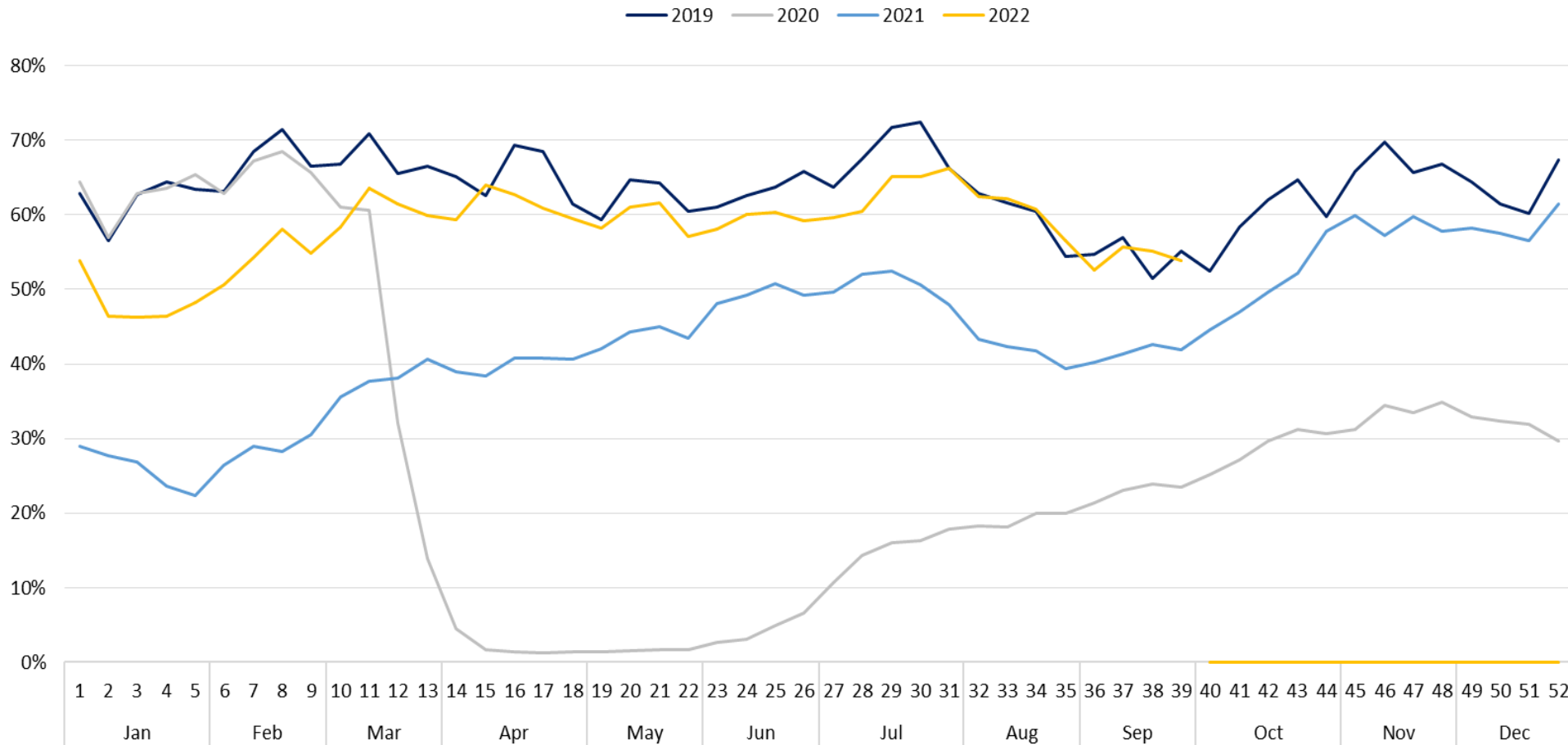
%VAR of scheduled seats

- Toronto: 539 thousand +1.5%
- Vancouver: 360 thousand +11.3%
- Montreal: 332 thousand +10.7%
- Calgary: 267 thousand +5.1%

SOURCE: OAG
Scheduled seats as of the last week of September 2019, 2021 and 2022, respectively.

Hotel indicators in Mexico

Hotel occupancy in Mexico (average of 12 resorts)

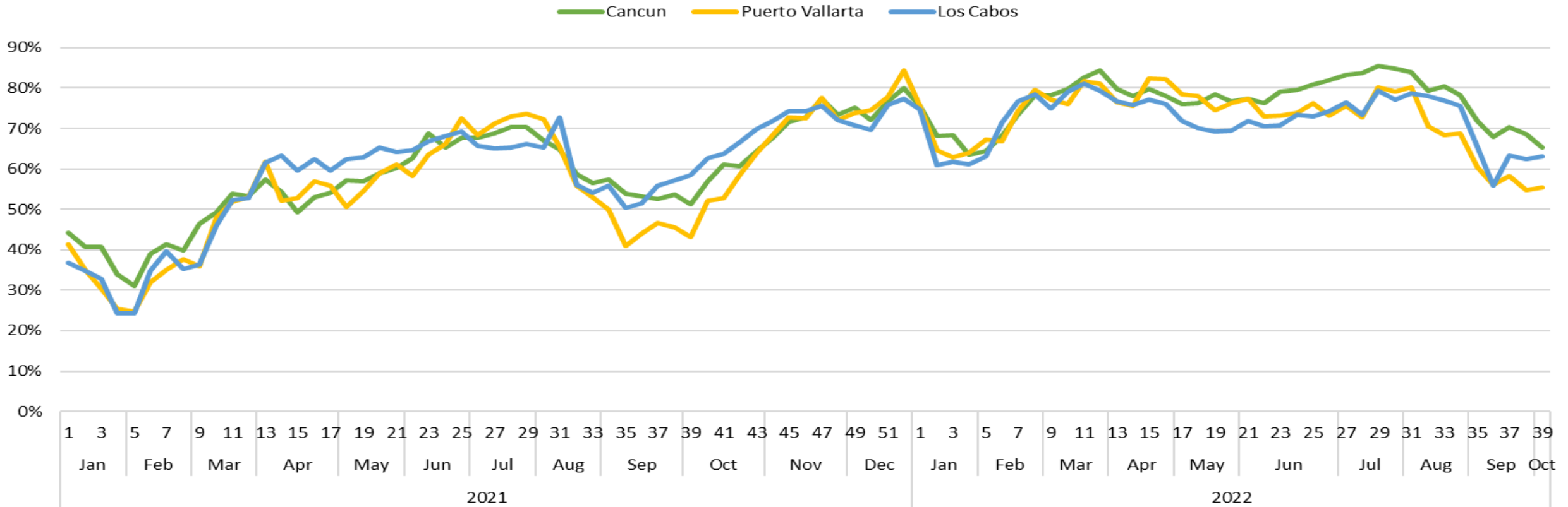


- At the end of week 39, occupancy was 53.9%, 1.3pp below the same week in 2019 and 12pp above the rate recorded in the same week of 2021.
- Starting in week 6, average occupancy has stayed above 50%.

SOURCE: DATATUR. MONITORED DESTINATIONS: VILLAHERMOSA, 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 Cancun, Puerto Vallarta and Los Cabos



- At the end of week 39 (September 26 to October 2, 2022), Los Cabos had an occupancy 2.2 pp below Cancun and 7.8 pp above Puerto Vallarta:
 - Los Cabos: **63.1%**
 - Cancun: **65.3%**
 - Puerto Vallarta: **55.3%**

SOURCE: DATATUR

LOS  CABOS

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). Excludes whether remuneration is received or not for the activities performed in the place visited
- **Hotel occupancy.** The accommodation occupancy rate is a supply-based concept. It is an important indicator for many effects. It 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: $RevPAR = It/\Sigma Ht$, where It equals the total revenue generated by the rooms in a period (t) and ΣHt equals the total number of rooms available in a period (t). That is, the rooms of the establishment or chain multiplied by the number of nights in the period (t) minus the rooms 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

Los Cabos Tourism Observatory aims to provide the destination's investors and participants with an overview of its current and future situation contextualizing all available information.

It has been published every month since February 2019.

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