LOS CABOS

LOS CABOS
TOURISM OBSERVATORY

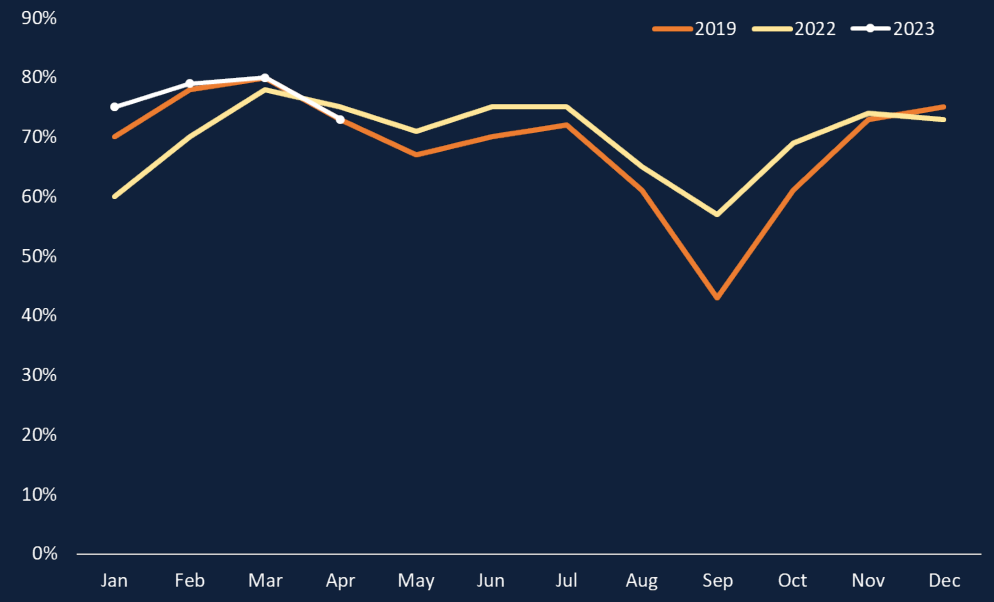
KEY PERFORMANCE INDICATORS

MAY 2023

Key Perfomance Indicators (Apr-2023)

Hotel Activity

Hotel Occupancy:



Hotel Occupancy (Apr-2023):
73%
-2pp
(vs Apr-2022)

SOURCE: AHLC

Average Daily Rate (Apr-2023):
$500 USD
+5%
(vs Apr-2022)

SOURCE: AHLC

RevPAR (Apr-2023):
$365 USD
+2%
(vs Apr-2022)

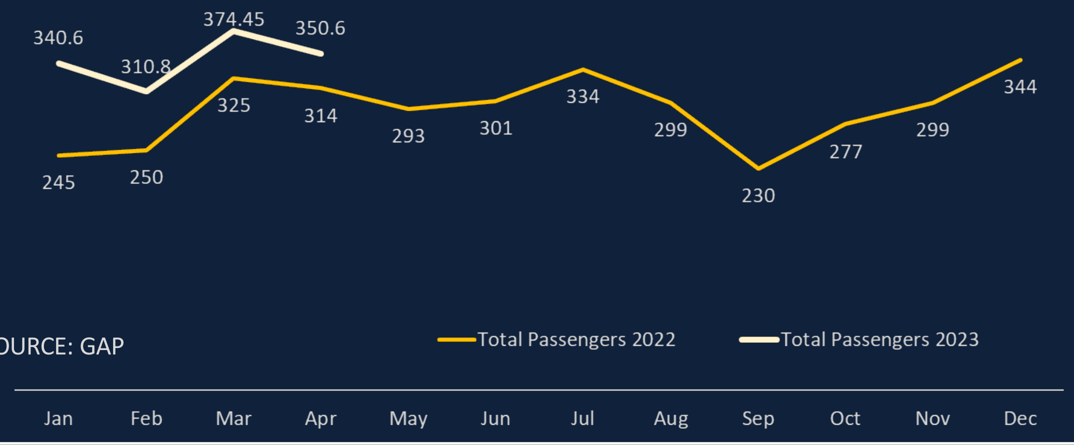
SOURCE: AHLC

Air Passenger Arrivals

Total Passengers (Apr-2023, '000s):
350.6
+11.6%
(vs Apr-2022)

Domestic Passengers (Apr-2023, '000s):
129.85
+21.4%
(vs Apr-2022)

International Passengers (Apr-2023, '000s):
220.75
+6.5%
(vs Apr-2022)



SOURCE: GAP

Tourist Satisfaction: More than Expected (Apr-2023):
68%
+2pp
(vs Apr-2022)

SOURCE: TURIST SURVEY

Satisfaction with Public Safety (Apr-2023):
1.2% bottom two
-3.7pp
(vs Apr-2022)

SOURCE: TOURIST SURVEY

Satisfaction with the Airport (Apr-2023):
2.1% bottom two
-0.4pp
(vs Apr-2022)

SOURCE: TOURIST SURVEY

This section shows results considering only the information available for the current month. To see the rest of the available and updated information for previous months, please refer to the corresponding sections in the body of the document.

LOS CABOS

Executive Summary (Apr-2023)

HOTEL: Occupancy in Los Cabos continues at a high level; however, in Apr-2023 there is a monthly decrease (versus 2022) in all sub-destinations and especially in El Corredor. Nevertheless, both the average rate and RevPAR continue to grow, with San Jose del Cabo showing the largest increase.

- Hotel occupancy in Los Cabos in Apr-2023 registers 73%, 2pp less than in 2022 (same as in 2019). At the sub-destination level Cabo San Lucas reaches 77% (-3pp), San Jose del Cabo, 71% (-2pp), and El Corredor, 64% (-4pp) compared to 2022.
- The average rate at Los Cabos hotels during Apr-2023 was $500 USD; $22 USD more than in 2022. The highest rate is presented in El Corredor ($685 USD), however, the highest growth is registered in San Jose del Cabo: +$57 USD (%23).
- In Apr-2023 the RevPAR was $365 USD; $6 USD more (+2%) than in 2022.
- The volume of available rooms in Los Cabos decreases 1.7% with respect to 2022, with decreases in all sub-destinations, with El Corredor being the most accentuated with -6.9%.
- On the other hand, the supply of lodging through online platforms has 6,724 in Apr-2023 (an increase of 8.5% when compared to 2022). Meanwhile, occupancy reached 45% (a decrease of 16 pp vs. 2022). Occupancy in this type of properties is lower than in traditional hotels, however, their average daily rate is higher ($636 USD vs. 2019; +7.4%).

TOURIST SATISFACTION: Overall tourist satisfaction, as well as satisfaction with security and the airport continue to improve compared to previous years. In addition, the proportion of visits to restaurants remains high.

- In Apr-2023, 68% of tourists rate their experience in Los Cabos as "more than expected" (+2pp versus 2022).
- Satisfaction with Los Cabos airport rises 0.4 pp to 2.1% with fair or poor perception, while satisfaction with safety rises 3.7 pp to 1.2%.
- Repeat tourists recover when compared to 2022: 35% in Mar-2023 (+1pp vs. 2022).
- The proportion visiting restaurants increases 3pp this month and registers 84%.

MEETINGS: Receipt of RFPs for group events continues to rise. The first months of the year are still reaching record numbers since the beginning of the observatory.

- In Abr-2023, the destination received 21 more RFPs than 2019 for meeting events, totaling 54.

Executive Summary (Apr-2023)

AIR ACTIVITY: The high growth of the domestic market (particularly in Mexico City and Guadalajara) and the acceleration of the recovery of the Canadian market (specifically Vancouver) continue; however, the U.S. market continues to decelerate.

- In Apr-2023, 350.6 thousand passengers arrived at Los Cabos airport (11.6% growth vs. 2022).
    - Passengers on domestic flights (129,855 thousand) represent 37% of the total (11.6% increase vs. 2022).
        - Of these, 46.8% come from CDMX, followed by Guadalajara with 21% and TIJ with 18.5%. Comparing the cumulative 2023 with 2022, Guadalajara grows 112% (+46 thousand) and Tijuana 29.9% (+11 thousand). Tijuana remains the Mexican market with the highest growth.
    - Passengers on international flights (220.75 thousand) represent 63% (+6.5%).
        - The main airports of origin are Los Angeles (118.5 thousand passengers or 22.3%), Dallas (72.7 thousand or 13.7%) and Phoenix (82.7 thousand or 15.5%).
        - California continues to be the main state of origin of U.S. tourism to Los Cabos (25% of the total). Especially from Los Angeles and San Francisco. This result is due in part to the average flight cost from LAX to San Jose del Cabo, which continues to be the cheapest option in the United States ($270, 53% cheaper than the average).
            - From Canada, the leading originator in this period has been Vancouver (34.8% or 39.3 thousand passengers), followed by Calgary (24.3% or 27.5 thousand) and Toronto (16.8% or 19 thousand).
            - All airports showed increases: Edmonton 368.4%, Vancouver 73.2%, Calgary 80.6% and Toronto 49.7%.88.6% of foreign tourists who entered through SJD in Feb-2023 were U.S. residents and 11% were Canadian (the second highest proportion since the beginning of the pandemic).
- 89.9% of foreign tourists entering through SJD in Mar-2023 were U.S. residents and 9.7% were Canadian (the third highest proportion since the beginning of the pandemic).
- Tourist arrivals from other strategic markets (Australia, South Korea and the United Kingdom) have not yet returned to pre-pandemic levels. However, in Mar-2023, it showed an increase of 277.8% compared to 2022.
- A total of 4,860 commercial operations (12.6% more than in 2022) and 1,687 private operations (-15.4%) were recorded at Los Cabos International Airport (SJD).
    - Commercial operations averaged 72.1 passengers per operation, while private operations averaged 3.6.
- Additionally, in Mar-2023, 10,230 international tourists arrived on private flights (decrease of 10.3% versus 2022, and increase of 63.8% versus 2019).
    - The Cabo San Lucas (CSL) airfield received 32% of these.

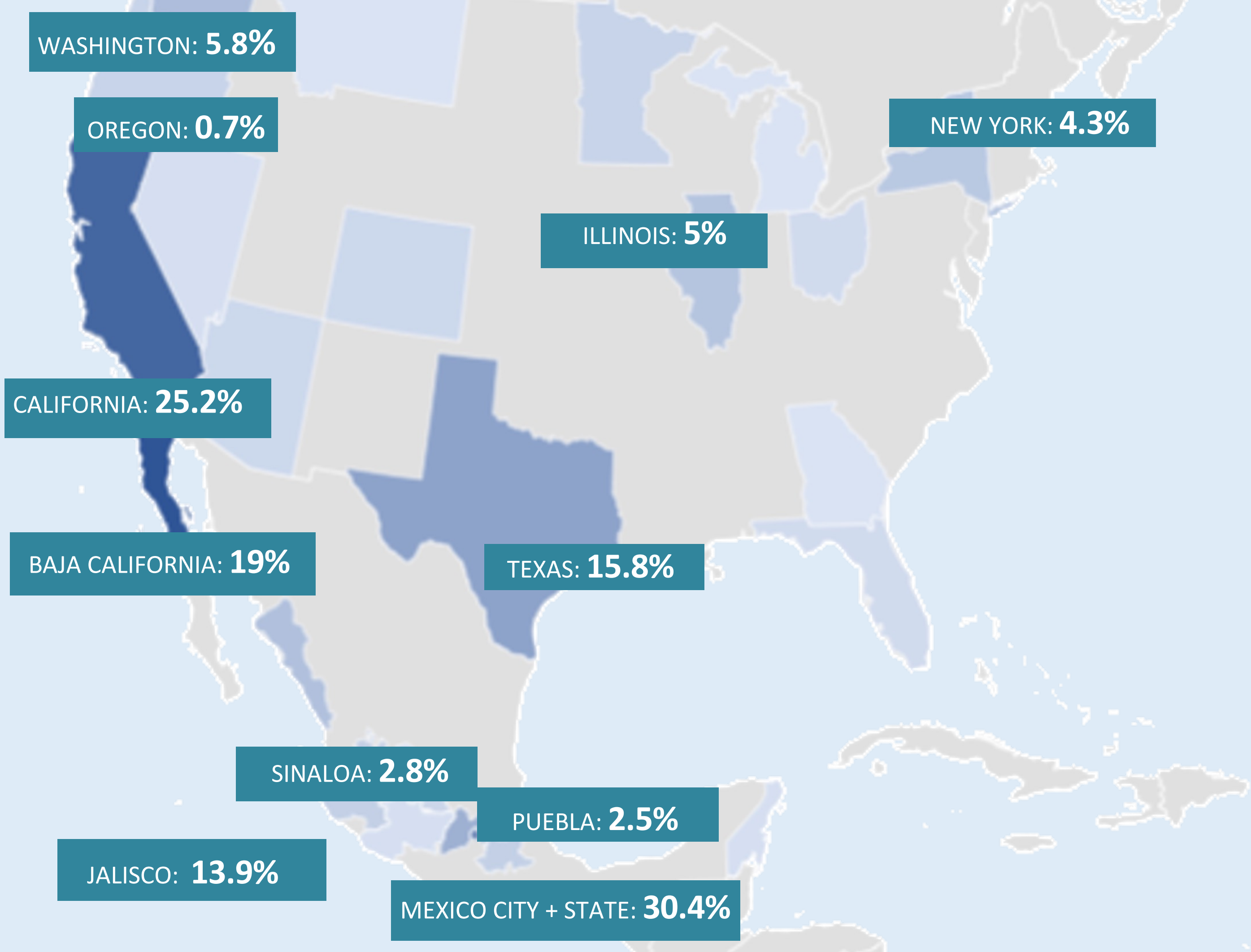
CRUISES AND YACHTS: Cruise ship arrivals to Los Cabos continue to grow. This month again shows record passenger arrivals since the beginning of this observatory.

- In Mar-2023, 32 cruise ships arrived at the Cabo San Lucas marina. This represents an increase of 3 vessels compared to the same period in 2022 and 8 vs 2019. These vessels transported a total of 102 thousand passengers (+64.9% vs. 2022).
- Additionally, in Apr-2023, 28 yachts arrived at the Cabo San Lucas marina (8 less than in 2022).

LOS CABOS

Market Share (Apr-2023)

SOURCE TOURIST SURVEY



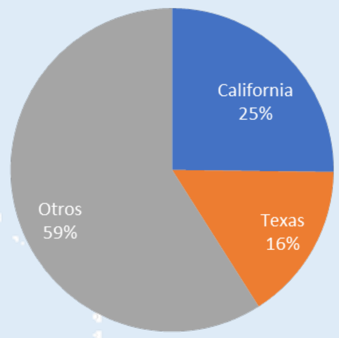
United States:
50%
-8.8pp (vs Apr-2022)

Canada:
9.2%
+2.8pp (vs Apr-2022)

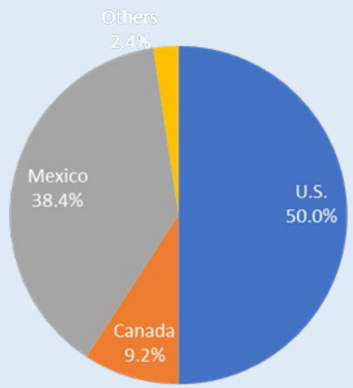
Domestic:
38.4%
+5.6pp (vs Apr-2022)

Others:
2.4%
- +0.4pp (vs Apr-2022)

U.S. Market:



Total Market:



On the right side are presented the percentages for each of the tourist issuing markets to Los Cabos, while the map shows the total per each state within the same market. For example, the percentage that is presented for California (left), is the participation that that state has within the total (100%) of U.S. tourists that arrive in Los Cabos, whereas the column on the right shows the total tourists that arrive in Los Cabos representing the United States as a whole.

LOS CABOS

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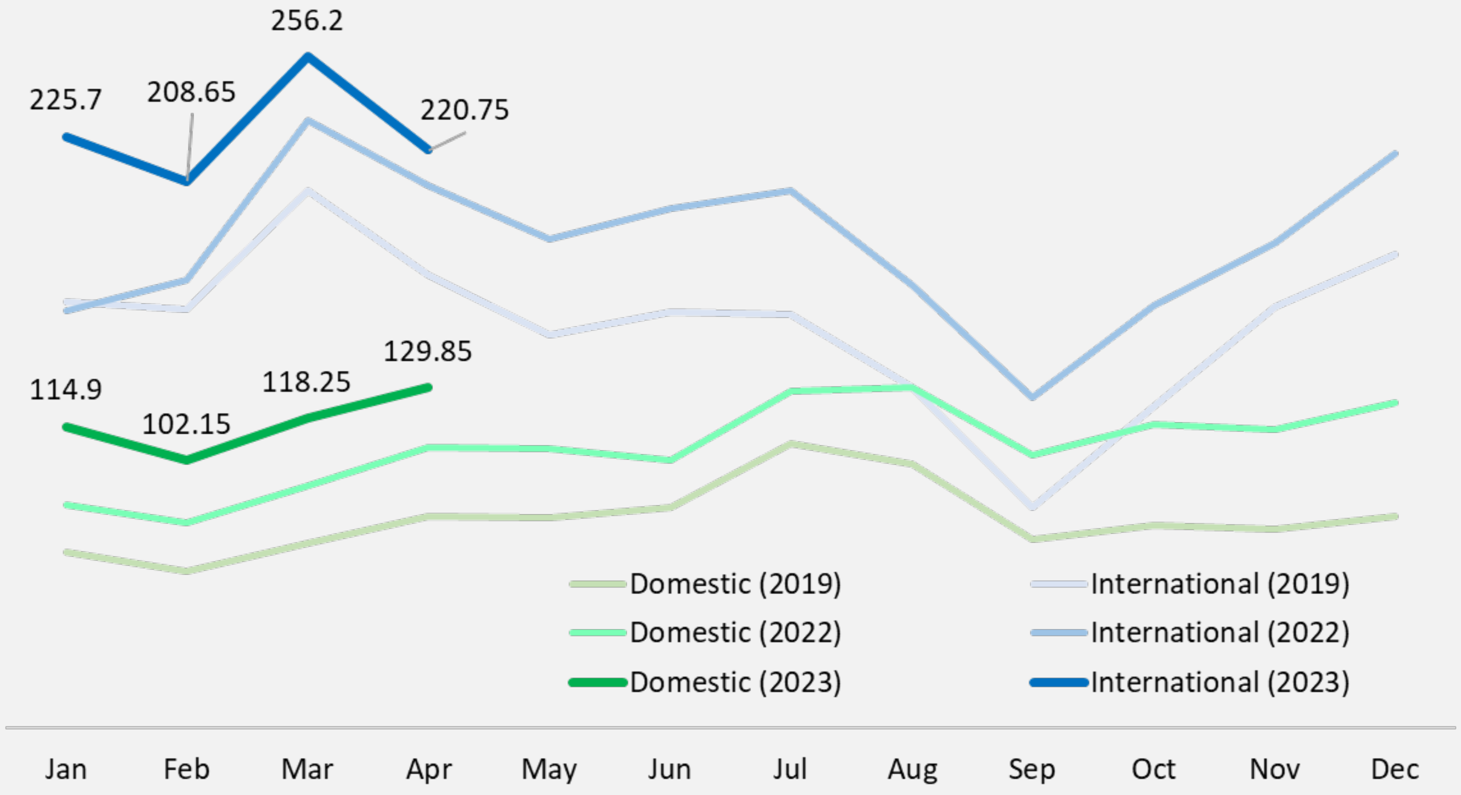
TOURISM OBSERVATORY

AIR PASSENGER ARRIVALS

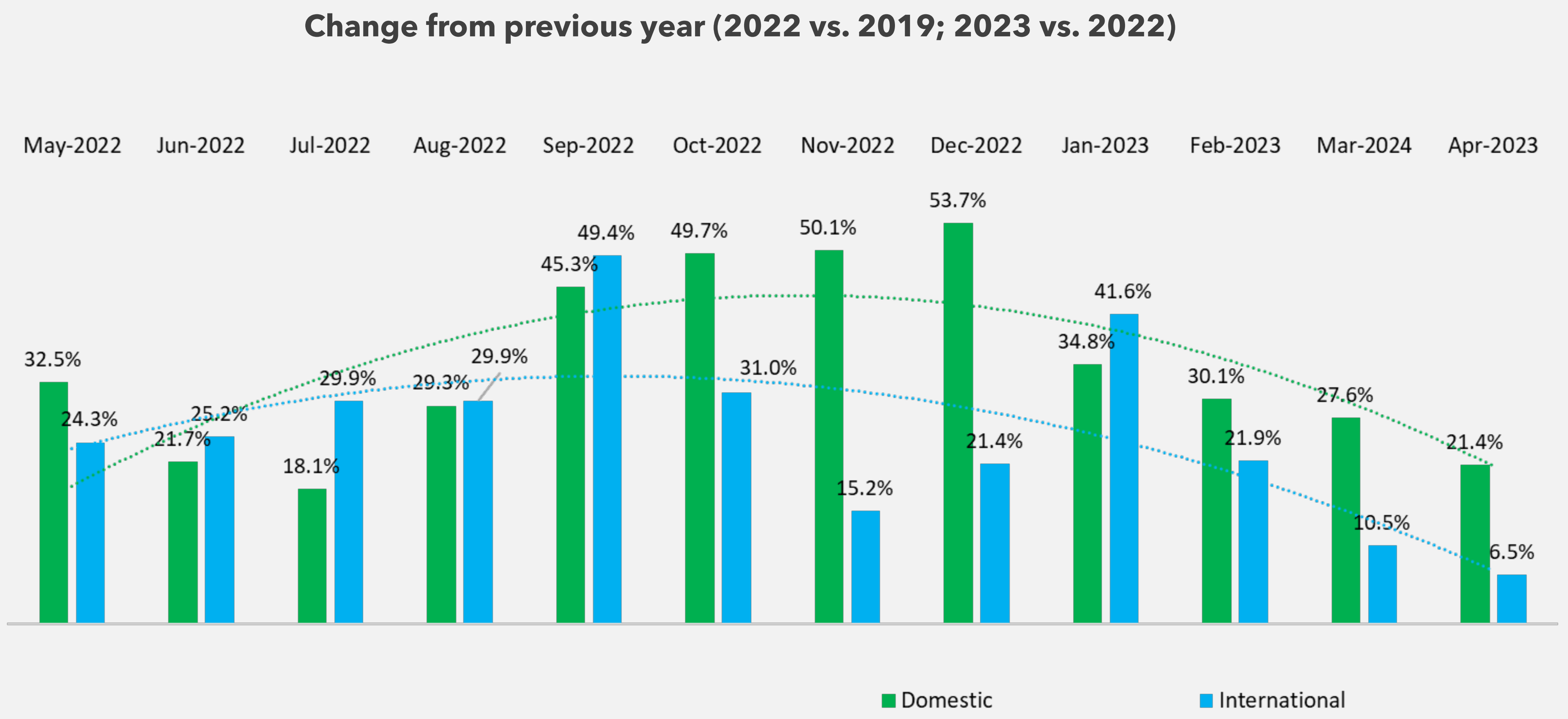
Passenger Arrivals at Los Cabos Airport, 2019-2023 (Apr-2023)

- **350.6 thousand passengers in total (+11.6% vs 2022; 38.1% vs 2019).**
    - **Domestic: (129.85k) or 37% of total arrivals (+21.4% vs 2022).**
    - **International: (220.75k) or 63% of total arrivals (+6.5% vs 2022).**



SOURCE: GAP

Passenger Arrivals at Los Cabos Airport, 2019-2023 (Apr-2023)



SOURCE: GAP

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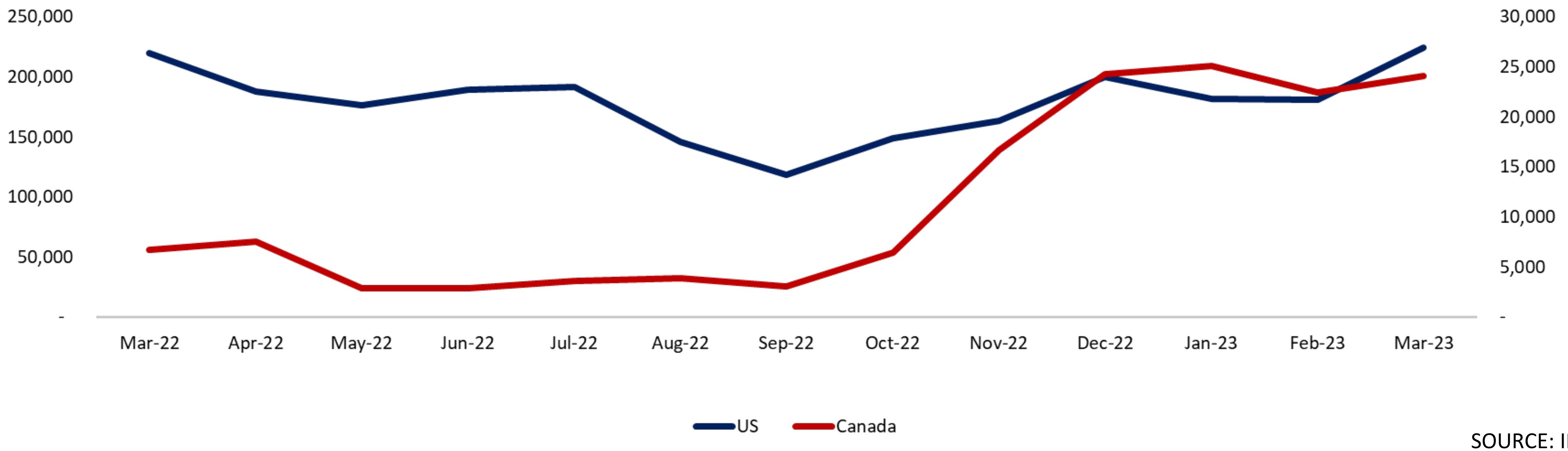
TOURISM OBSERVATORY

PASSENGER ARRIVALS
BY NATIONALITY

Foreign Tourist Admittance through SJD by Country of Residence, monthly

Regions	Mar/2022	Apr/2022	May/2022	Jun/2022	Jul/2022	Aug/2022	Sep/2022	Oct/2022	Nov/2022	Dec/2022	Jan/2023	Feb/2023	Mar/2023	Δ Mar-23 / Mar-22	Δ Jan-Mar 23 / Jan-Mar-22
United States	220,094	187,961	176,380	189,451	191,412	146,061	118,447	148,776	163,034	199,602	181,783	181,246	224,160	1.8%	11.9%
Canada	6,760	7,578	2,888	2,838	3,651	3,884	3,022	6,457	16,650	24,241	25,135	22,404	24,097	256.5%	313.5%
Europe	173	482	211	183	878	1,886	287	364	319	634	532	441	536	209.8%	144.6%
Caribben, Central and South America	90	115	75	88	202	159	72	112	59	131	97	105	96	6.7%	20.2%
Rest	170	365	218	284	782	776	419	351	208	602	536	299	550	223.5%	194.7%
Gran total	227,287	196,501	179,772	192,844	196,925	152,766	122,247	156,060	180,270	225,210	208,083	204,495	249,439	9.7%	21.8%

Key Markets	Mar/2022	Apr/2022	May/2022	Jun/2022	Jul/2022	Aug/2022	Sep/2022	Oct/2022	Nov/2022	Dec/2022	Jan/2023	Feb/2023	Mar/2023	Δ Mar-23 / Mar-22	Δ Jan-Mar 23 / Jan-Mar-22
United Kingdom	60	228	97	84	121	147	94	128	109	160	115	126	178	196.7%	87.1%
Australia	25	140	86	97	141	138	139	165	101	179	185	87	111	344.0%	271.8%
South Korea	5	22	12	13	41	23	23	20	8	42	42	26	51	920.0%	1387.5%
Total Key Markets	90	390	195	194	303	308	256	313	218	381	342	239	340	277.8%	174.9%



SOURCE: INM- SIOM

Foreign Tourist Admittance through SJD by Country of Residence, monthly

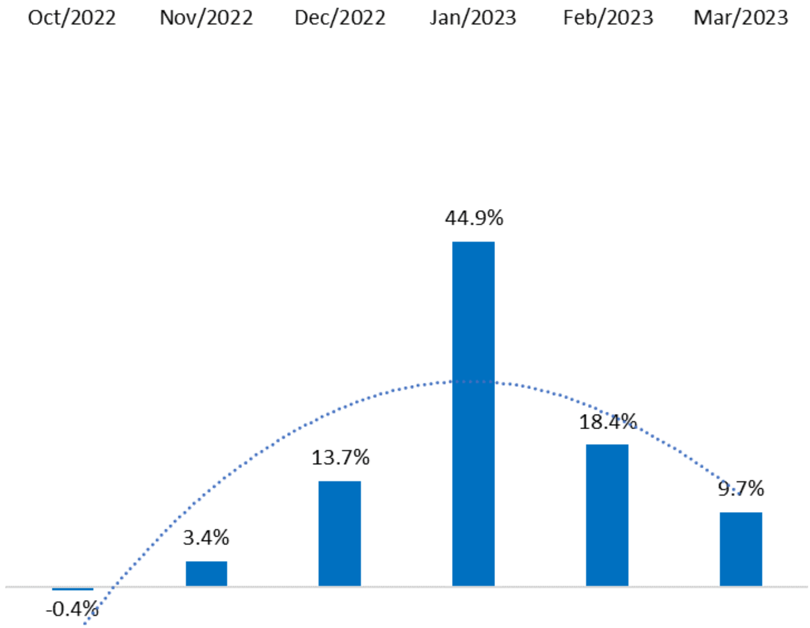
249,439
International Admittances in SJD (Dic-2022)

+9.7%
Mar-2023 vs 2022

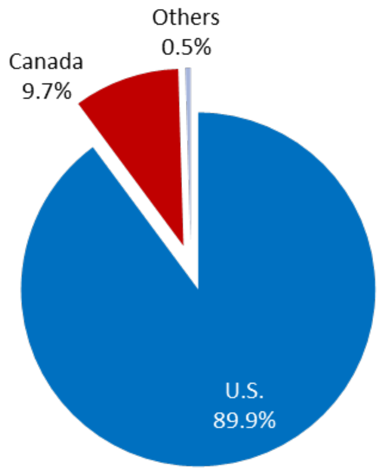
89.9%
U.S. Market Share.

9.7%
Canada Market Share

Annual change in foreign tourist arrivals to San Jose del Cabo airport (Oct-2022 to Mar 2023 vs. 2022)



Foreign Tourist Arrivals in San Jose del Cabo International Airport, per -Residence (Mar-2023)

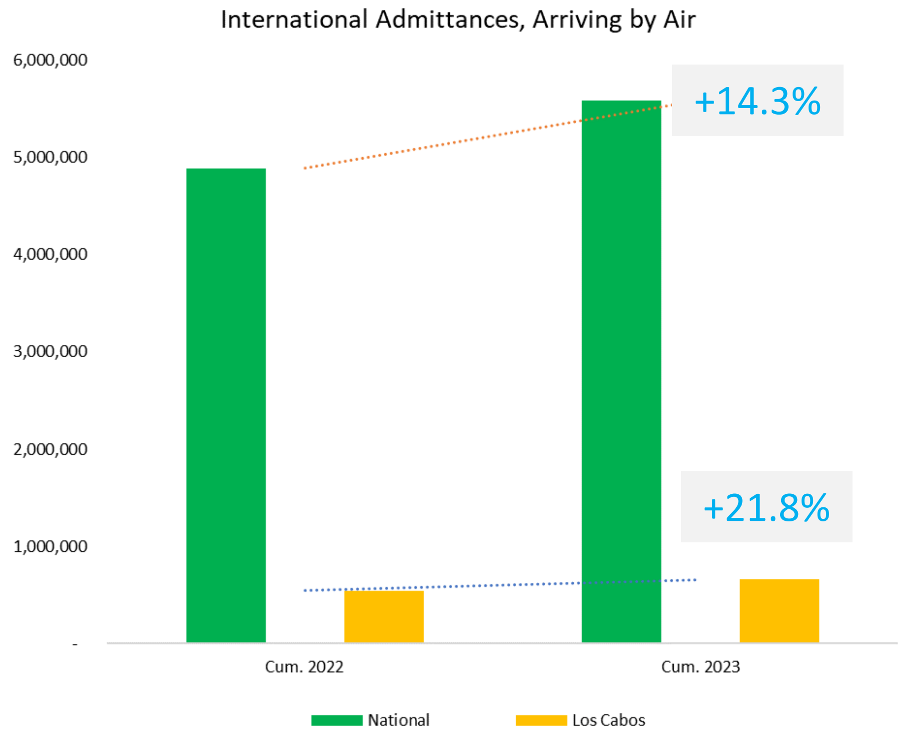


SOURCE: INM- SIOM

Foreign Tourist Admittance through SJD by Country of Residence, cumulative

Region	National			Los Cabos		
	Cum. 2022	Cum. 2023	Δ 2023/2022	Cum. 2019	Cum. 2022	Δ 2023/2022
United States	3,282,433	3,356,273	2.2%	524,903	587,189	11.9%
Canada	478,008	959,936	100.8%	17,324	71,636	313.5%
Europe	494,443	528,781	6.9%	617	1,509	144.6%
Caribbean, South and Central A.	538,785	605,940	12.5%	248	298	20.2%
Rest	95,075	138,730	45.9%	470	1,385	194.7%
Total	**4,888,744**	**5,589,660**	**14.3%**	**543,562**	**662,017**	**21.8%**

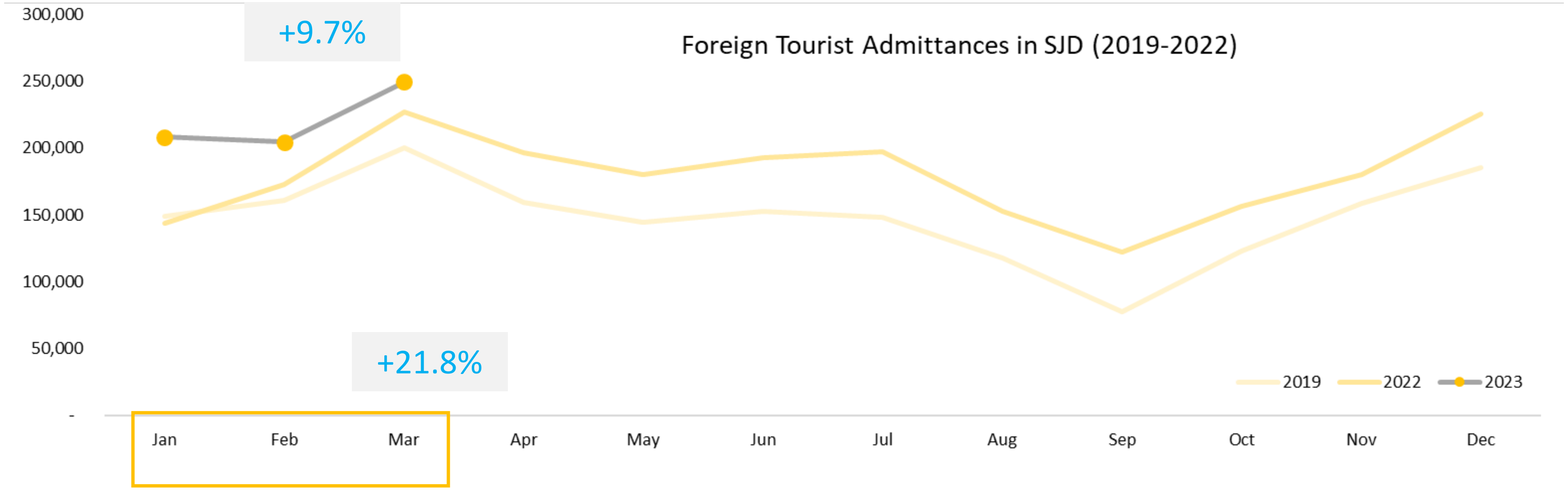
Key Market	National			Los Cabos		
	Cum. 2019	Cum. 2022	Δ 2023/2022	Cum. 2019	Cum. 2022	Δ 2023/2022
United Kingdom	100,752	97,724	-3.0%	224	419	87.1%
Australia	3,658	11,392	211.4%	103	383	271.8%
South Korea	4,376	11,265	157.4%	8	119	1387.5%
Total	**108,786**	**120,381**	**10.7%**	**335**	**921**	**174.9%**

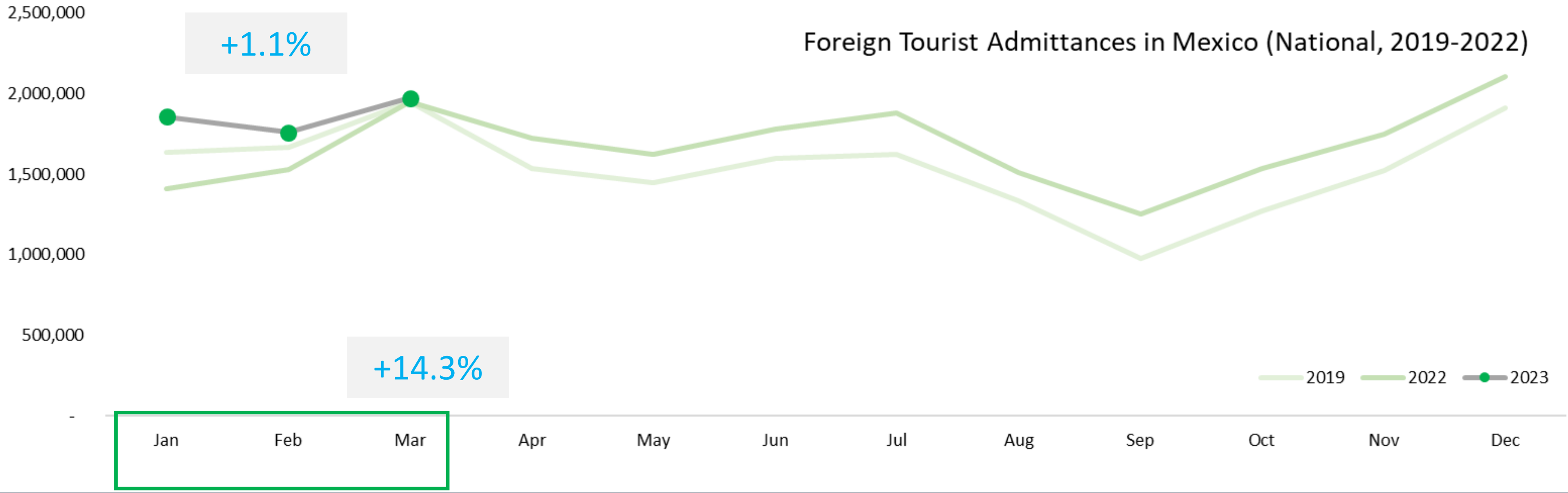


- Inbound arrivals grow 14.3% nationally, while in Los Cabos they reach 21.8% (cumulative 2023 vs. 2022).
- At the national level, U.S. rises 2.2%; Canada 100.8%.
  - In SJD, the U.S. grows 11.9% and Canada 313.5%.

SOURCE: INM- SIOM

Monthly Foreign Tourist Arrivals by Air to SJD and All Mexico





SOURCE: INM- SIOM

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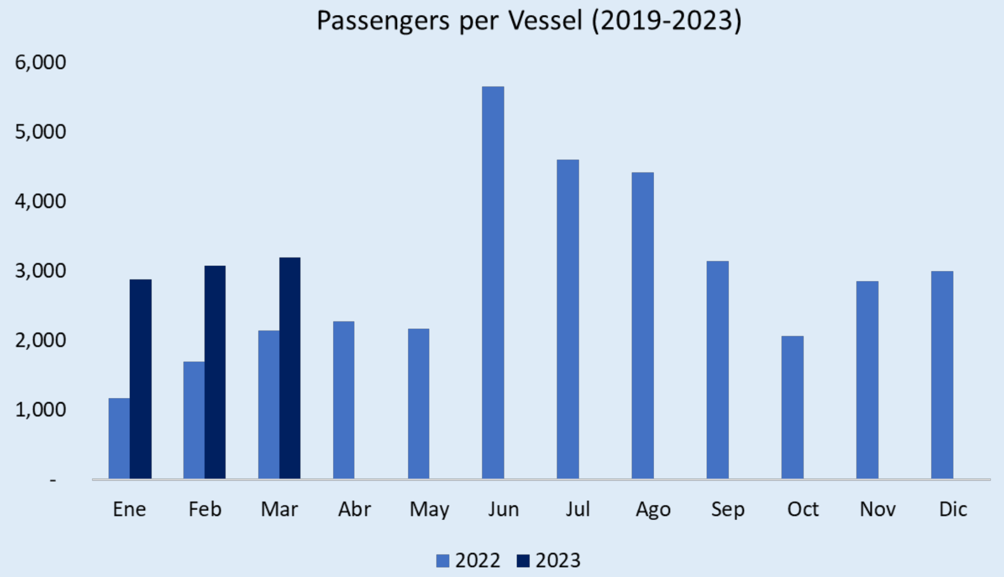
TOURISM OBSERVATORY

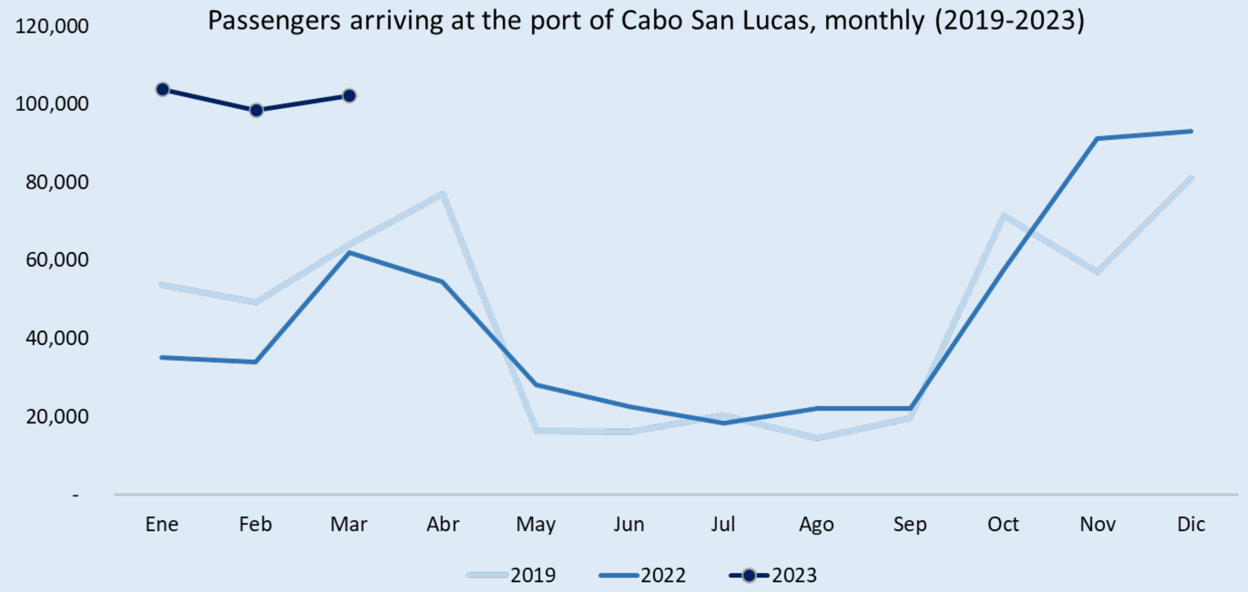
CRUISE AND YACHT ACTIVITY

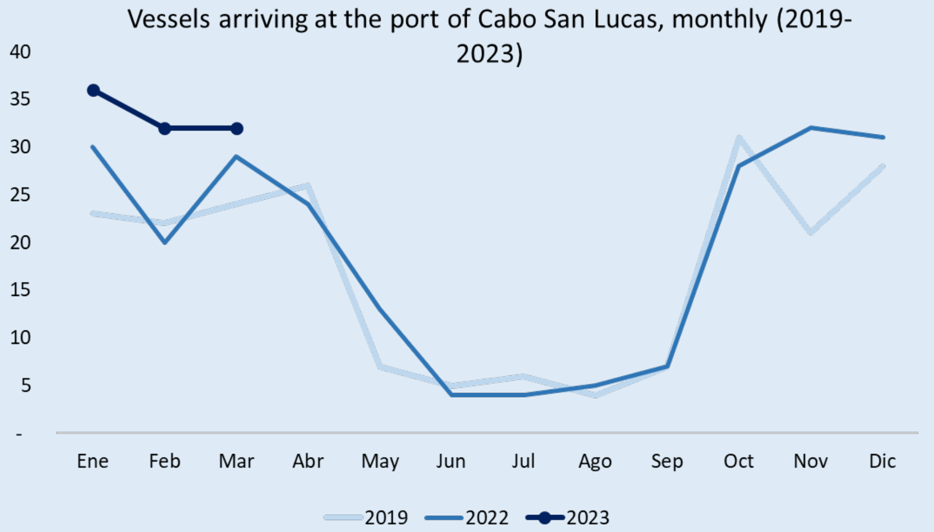
Cruise Activity (Mar-2023)

- **In Mar-2023, the port of Cabo San Lucas received 32 vessels carrying a total of 102,274 passengers.**
  - **When compared to 2022, this translates into an increase of 64.9% (+60% vs. 2019).**

SOURCE: DATATUR - SCT





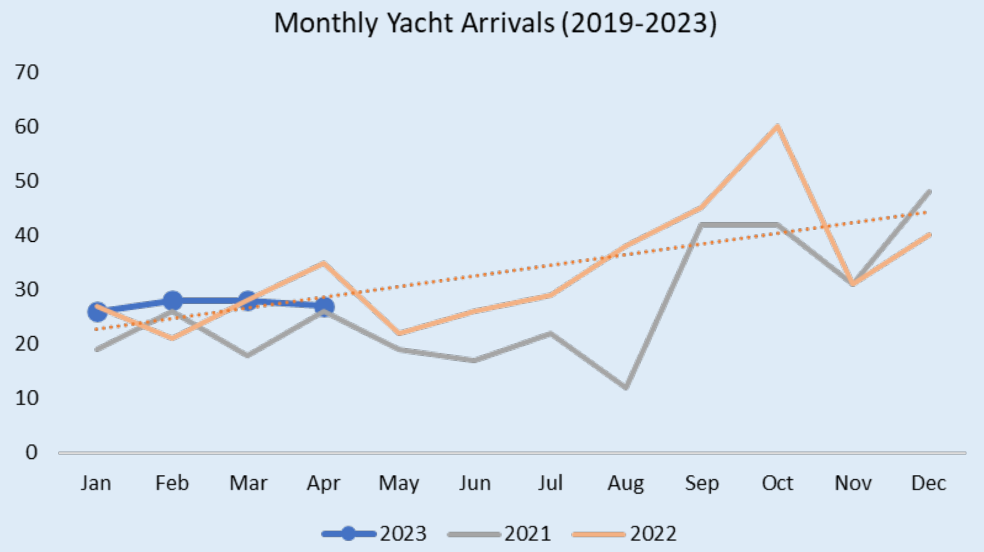


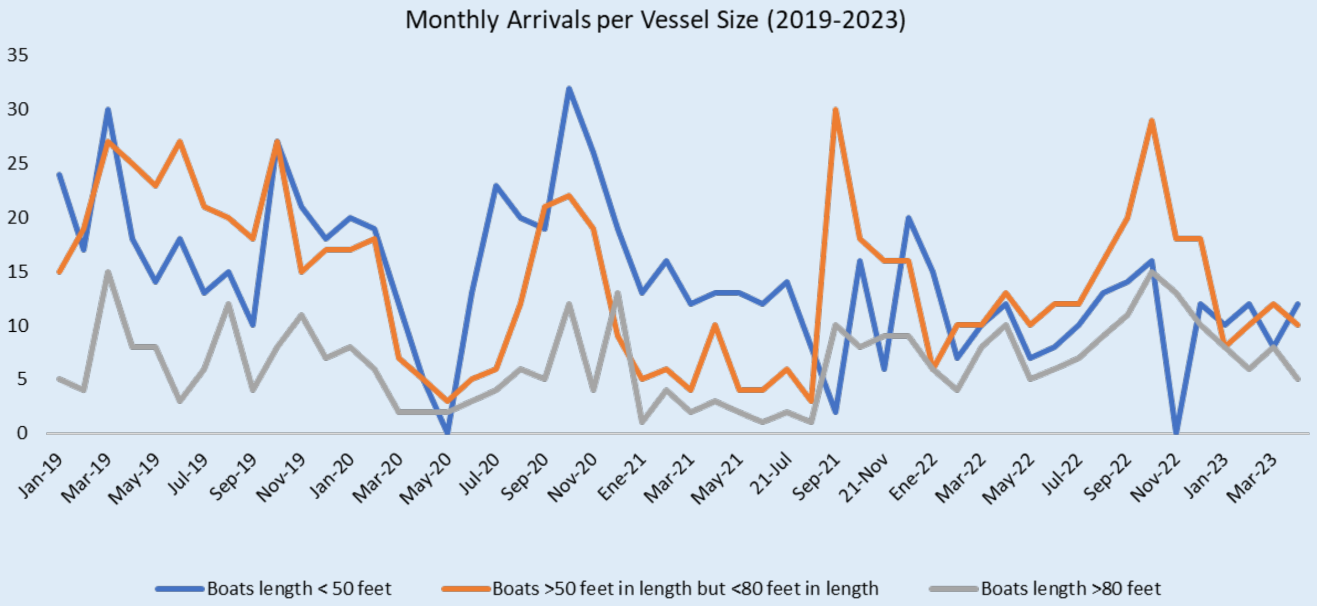
LOS CABOS

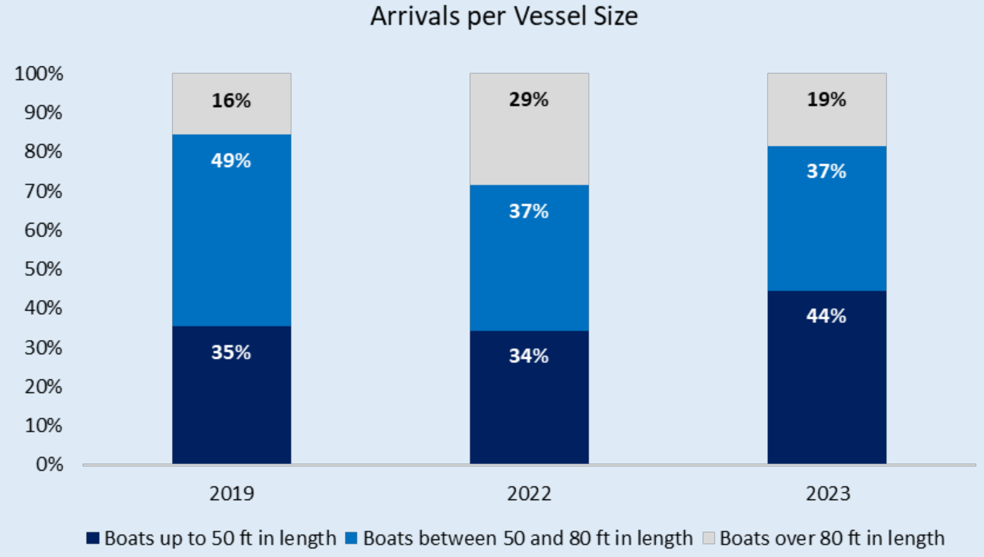
Yacht Arrivals in Cabo San Lucas (Apr-2023)

- **Arrival of 28 yachts at the Cabo San Lucas marina.**
  - **8 yachts less than 2022 (-23%)**

SOURCE: API Cabo San Lucas







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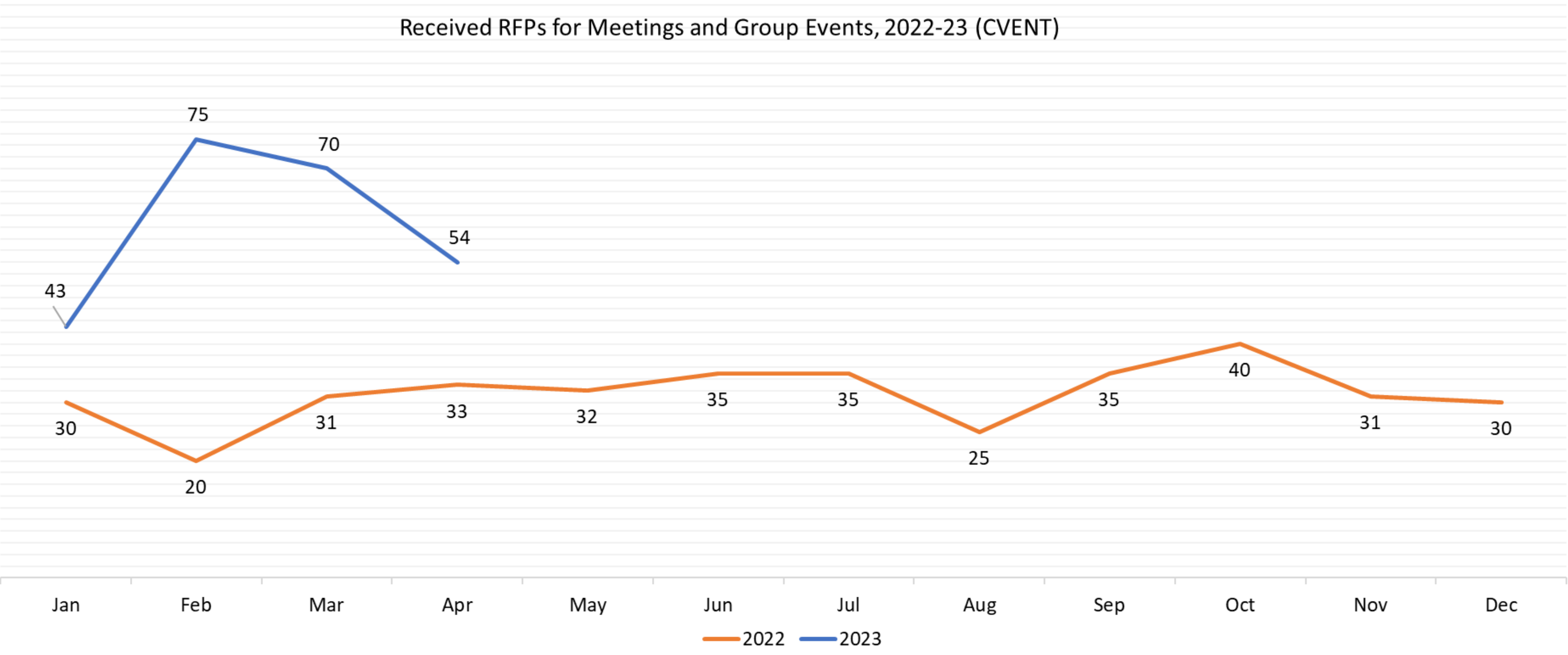
TOURISM OBSERVATORY

TOURIST SURVEYS AND MEETINGS

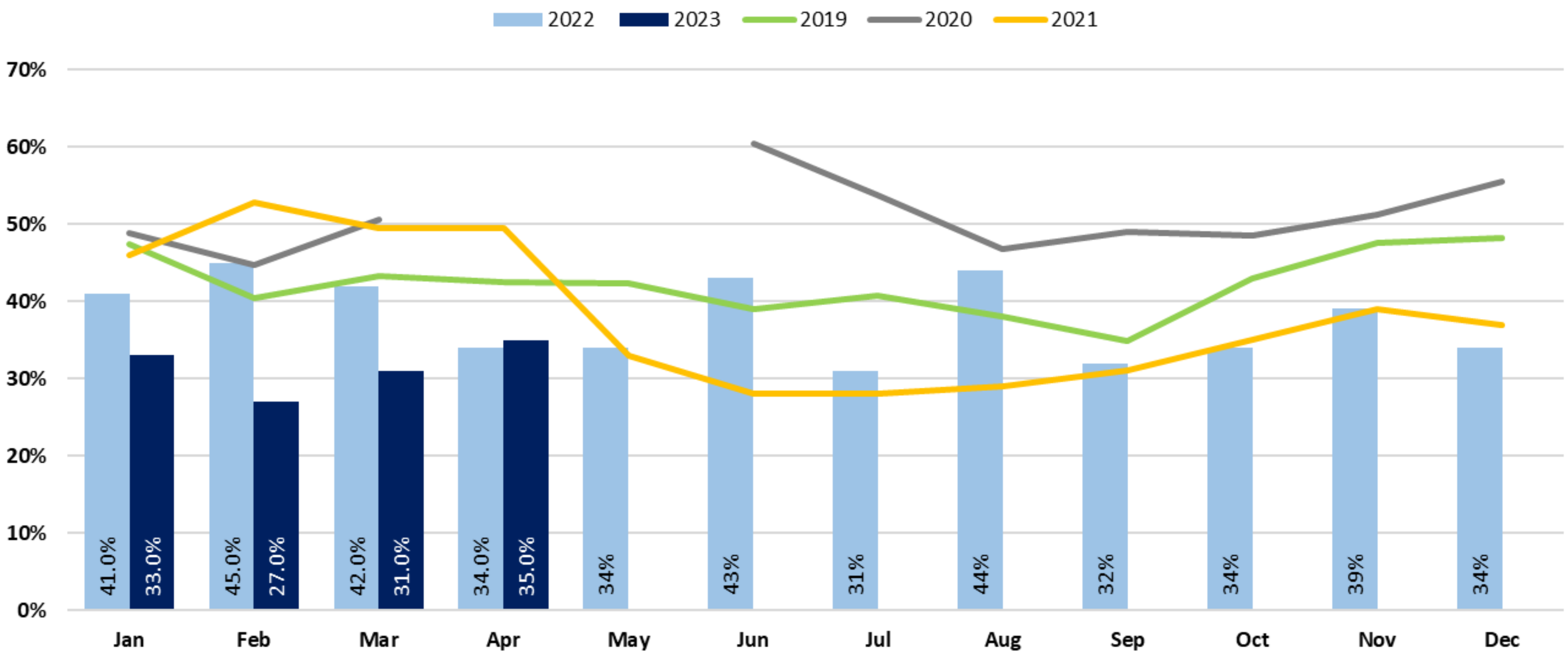
Meetings



- 54 RFPs received for meetings and group events in Los Cabos during Apr-2023.
  - 21 more than 2022.

SOURCE: CVENT

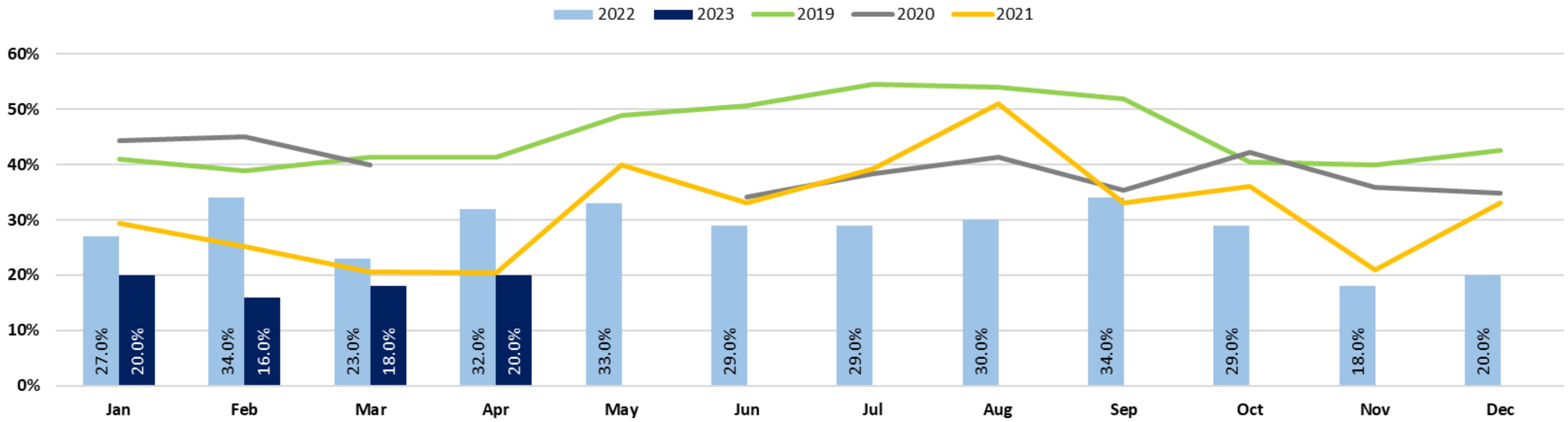
Returning Tourists



- Apr-2023: 35% of tourists had already visited the destination, down 1pp vs. 2022.

SOURCE : ENCUESTAS A TURISTAS

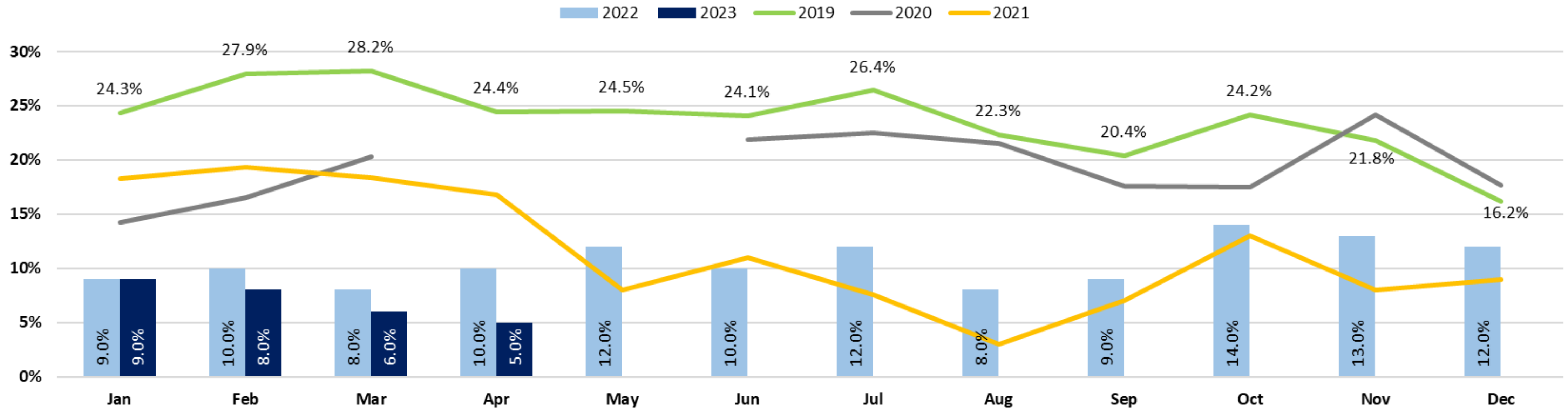
Package Tours



- 20% of tourists bought their trip as a package, 12pp below vs Apr-2022.

SOURCE : ENCUESTAS A TURISTAS

Timeshares



- Timeshare usage in Apr-2023: 5% of tourists, down 5pp vs 2022.

SOURCE : ENCUESTAS A TURISTAS

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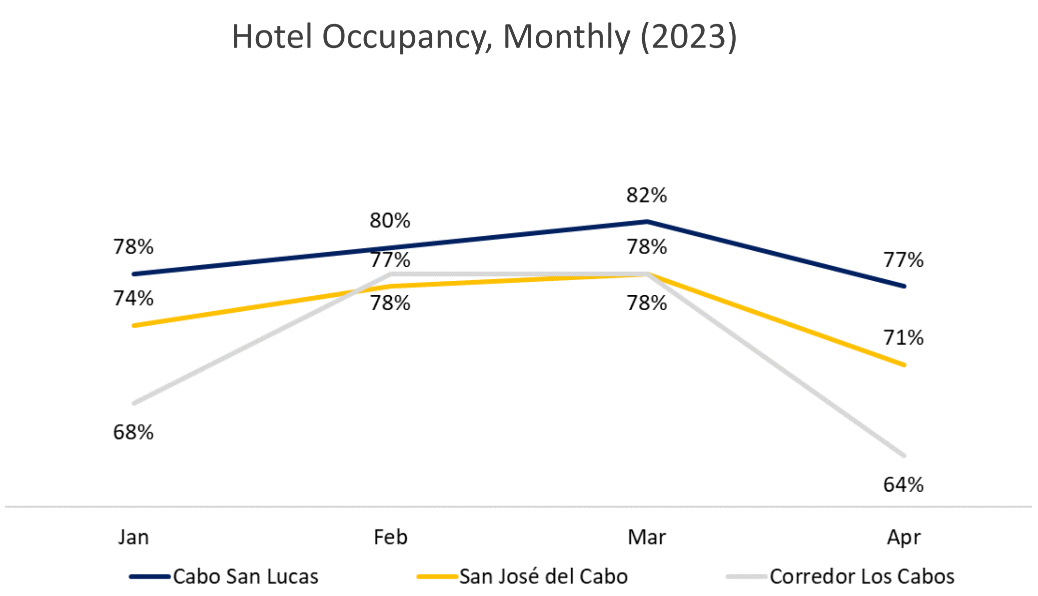
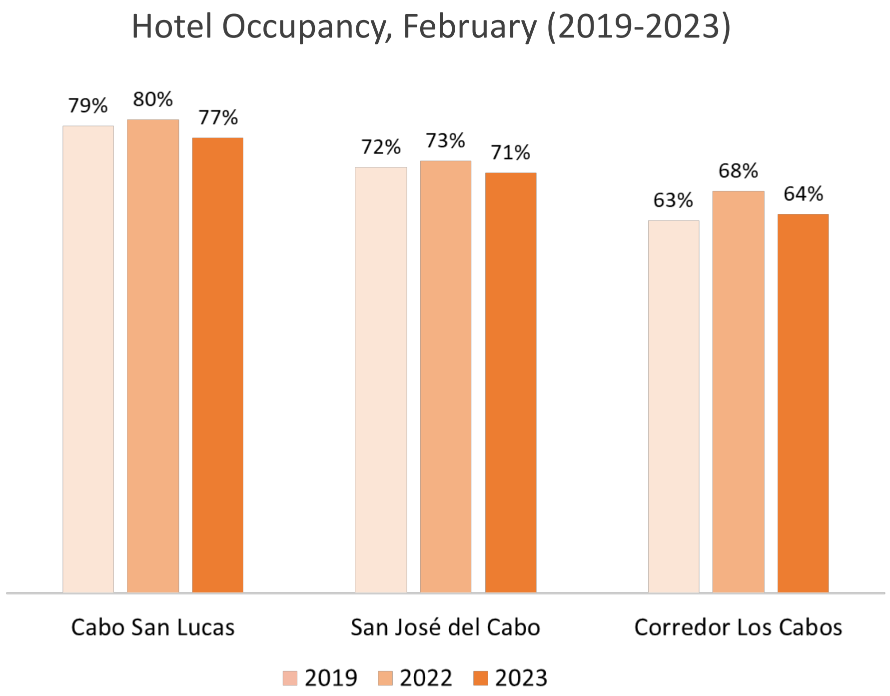
HOTEL ACTIVITY

Hotel Occupancy



SOURCE: AHLC



SOURCE: AHLC

- **Hotel Occupancy Rate in Los Cabos reaches 73%, 2pp less than 2022 (+0pp vs 2019).**
  - **Cabo San Lucas 77% (-3pp), San José del Cabo, 71% (-2pp), and El Corredor, 64% (-4pp)**

Hotel Activity (Mar-2023)

CABO SAN LUCAS

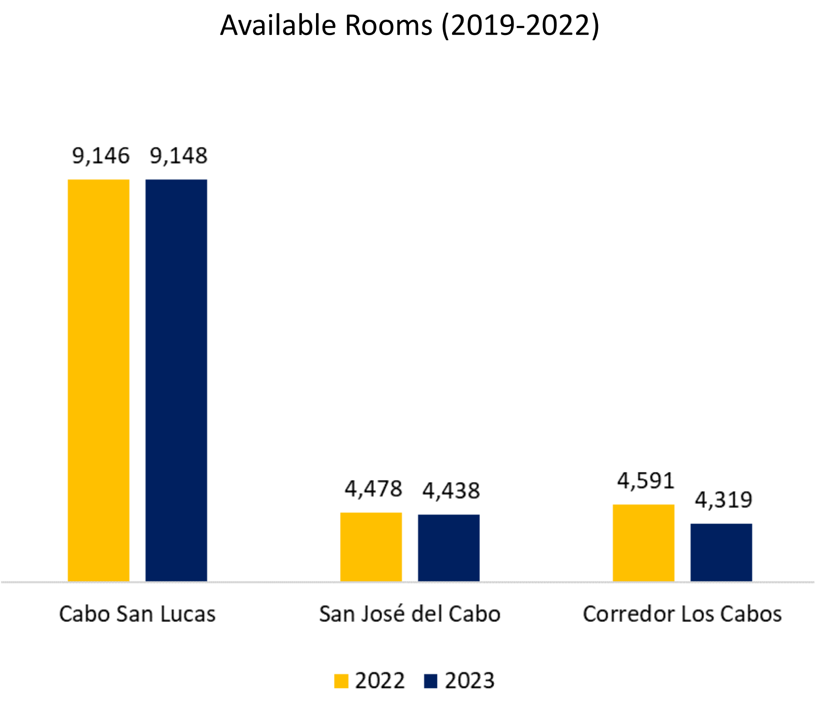
- **Hotel supply: 9.1 thousand rooms (+0%)**
- **Room nights: 635 thousand (+33.7%)**

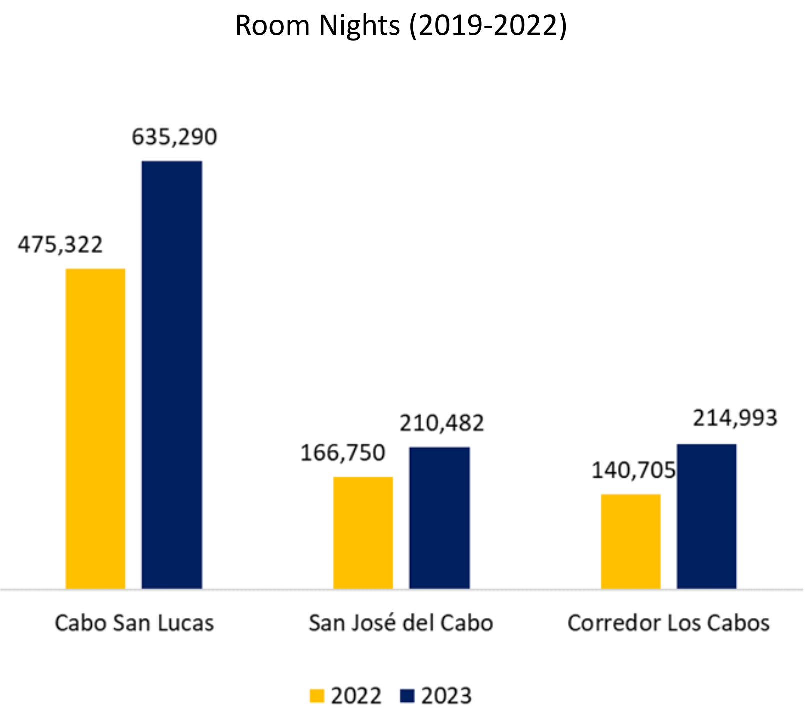
SAN JOSÉ DEL CABO

- **Hotel supply: 4.4 thousand rooms (-0.9%**
- **Room nights: 210 thousand (+12.2%)**

EL CORREDOR

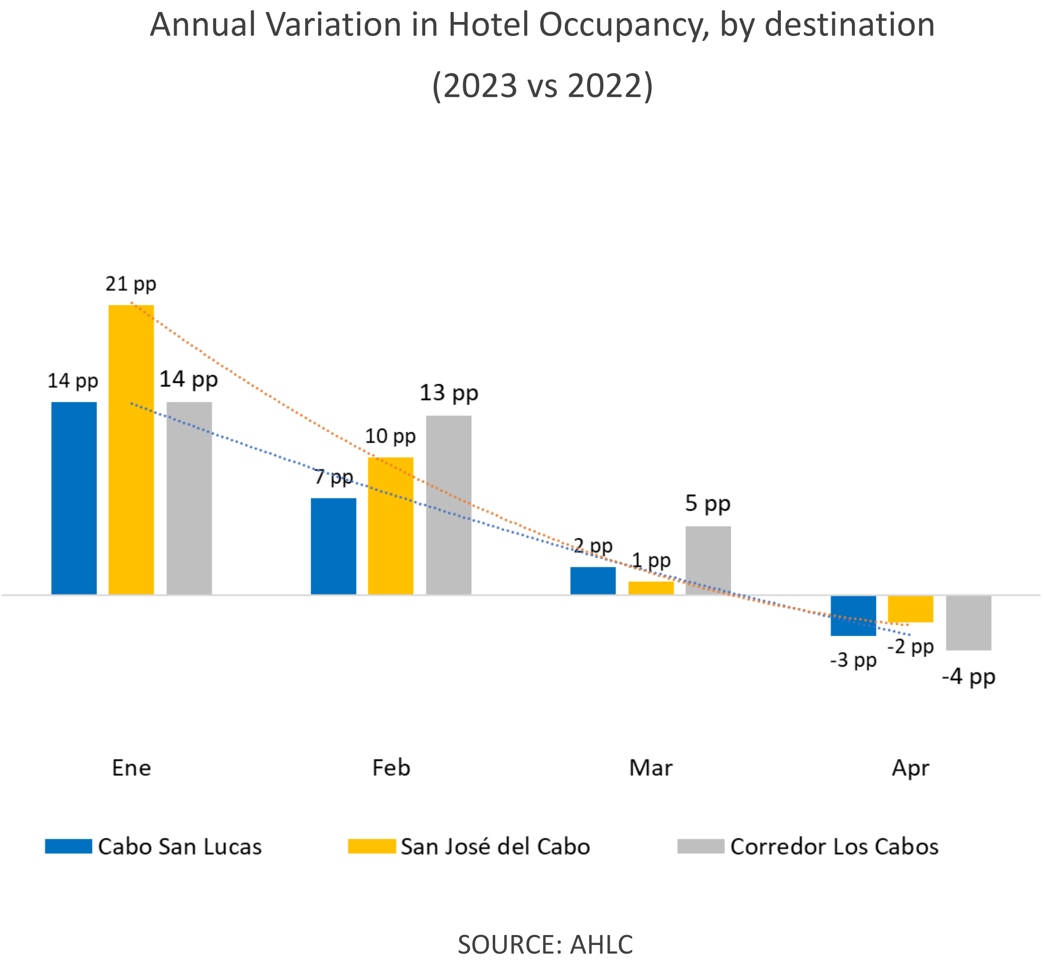
- **Hotel supply: 4.3 thousand rooms (-6%).**
- **Room nights: 215 thousand (+53.5%)**

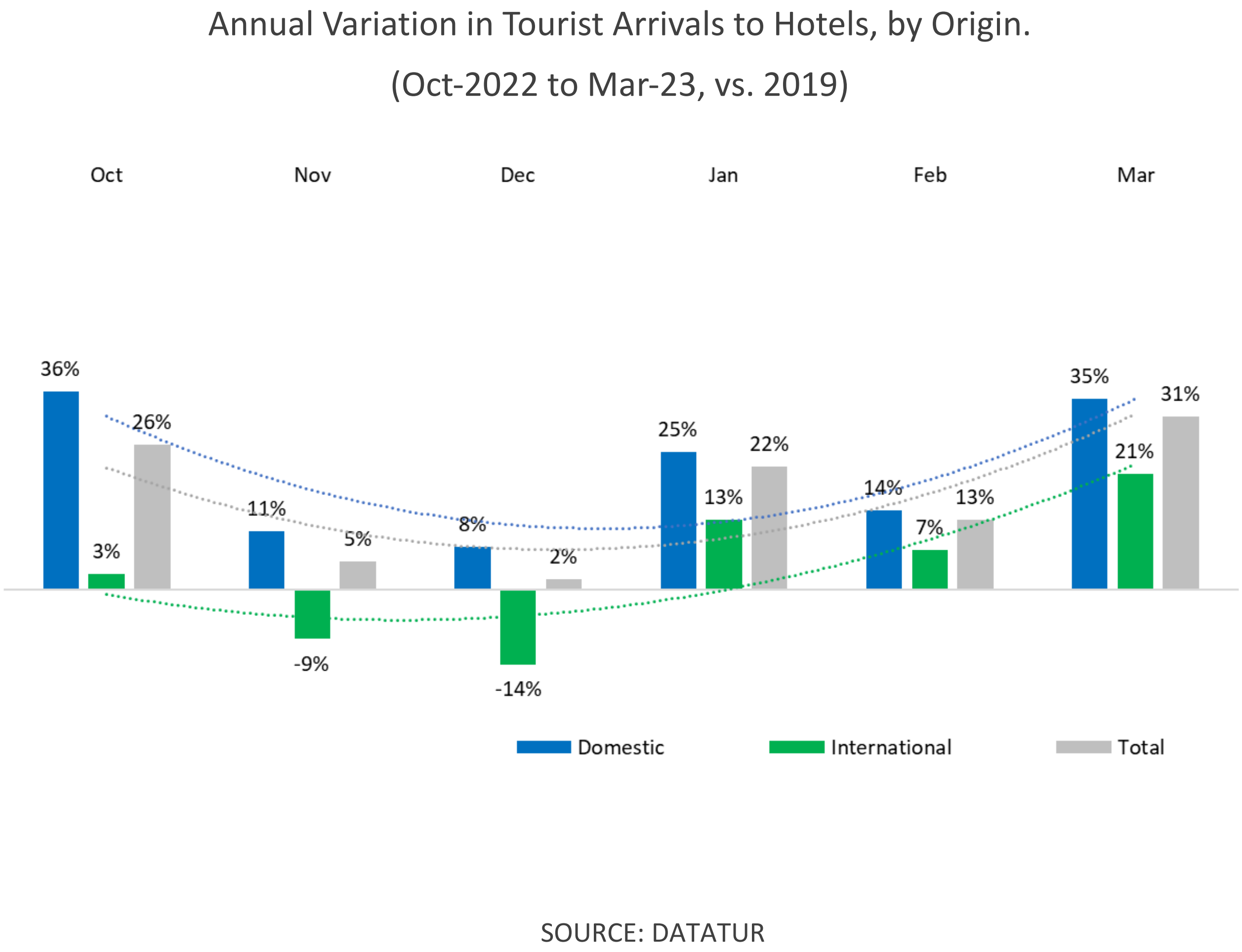




SOURCE: DATATUR

Annual Variations in Hotel Occupancy and Tourist Arrivals



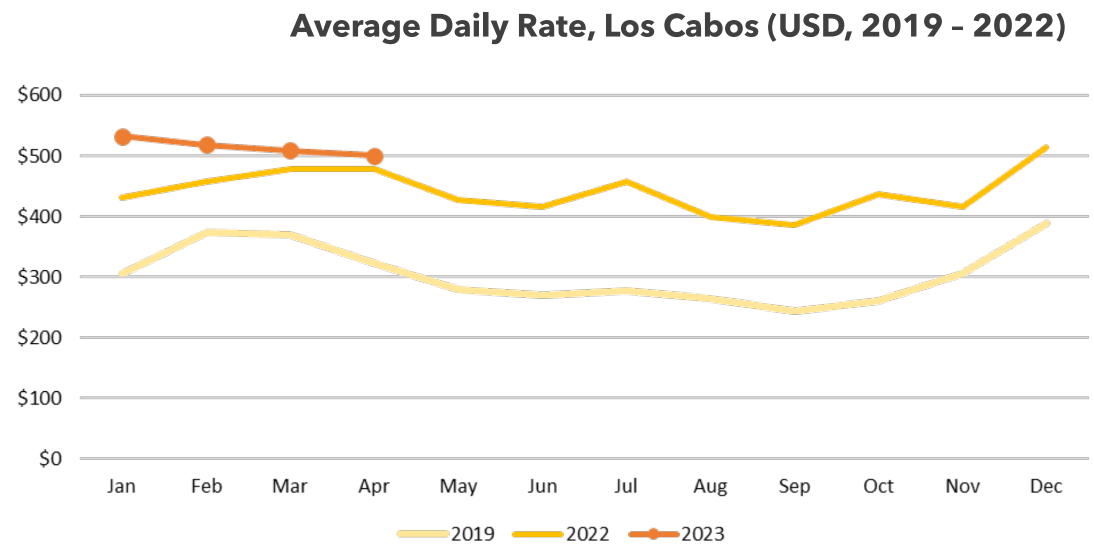


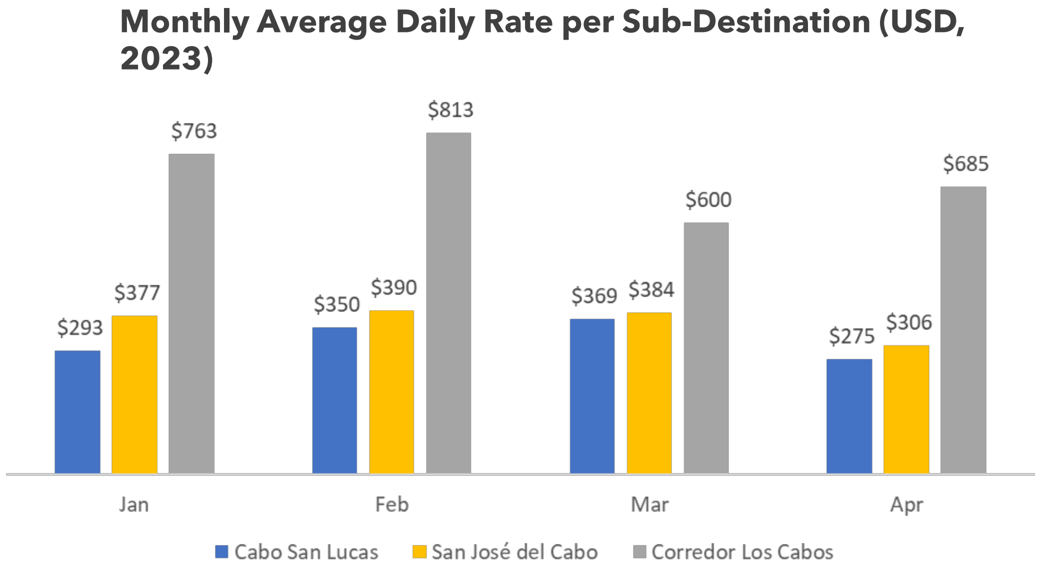
Average Daily Rate and RevPAR (Apr-2023)

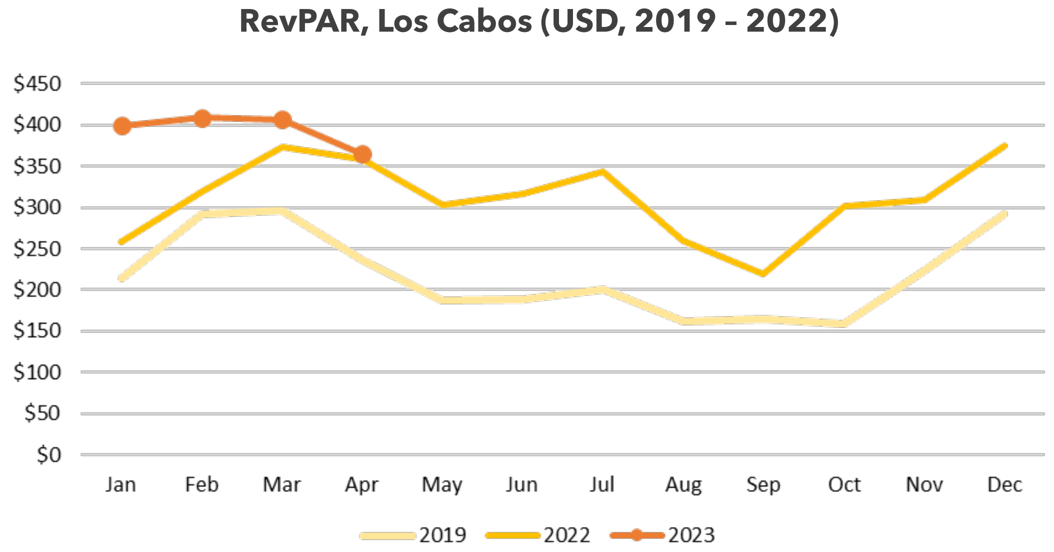
- **Average Daily Rate in Los Cabos: $500 USD; +$22 USD vs 2022.**

- **Sub-destinations:**
    - **Cabo San Lucas: $275 USD (+$4 USD vs 2022);**
    - **San Jose del Cabo, $306 USD (+$57); and.**
    - **El Corredor, $685 USD (+$72 USD).**

- **RevPAR: $365 USD; $6 USD more (+2%) than in 2022.**







SOURCE: AHLC

LOS CABOS

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TOURISM OBSERVATORY

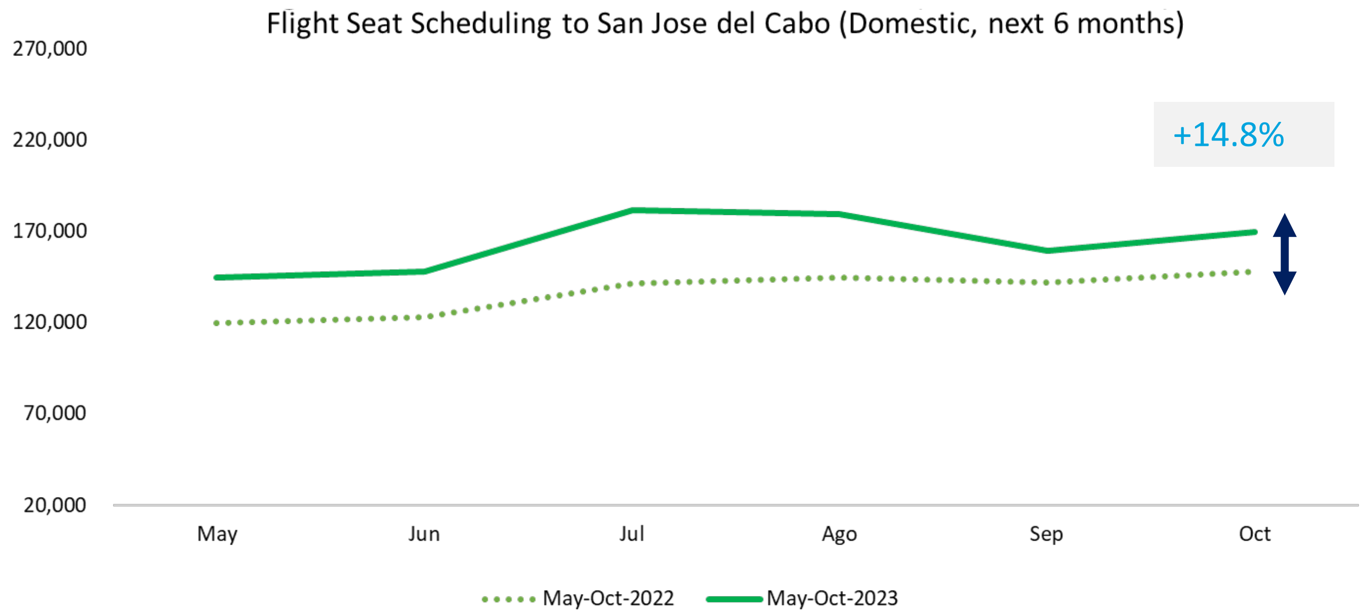
AIR TRAVEL CONNECTIVITY

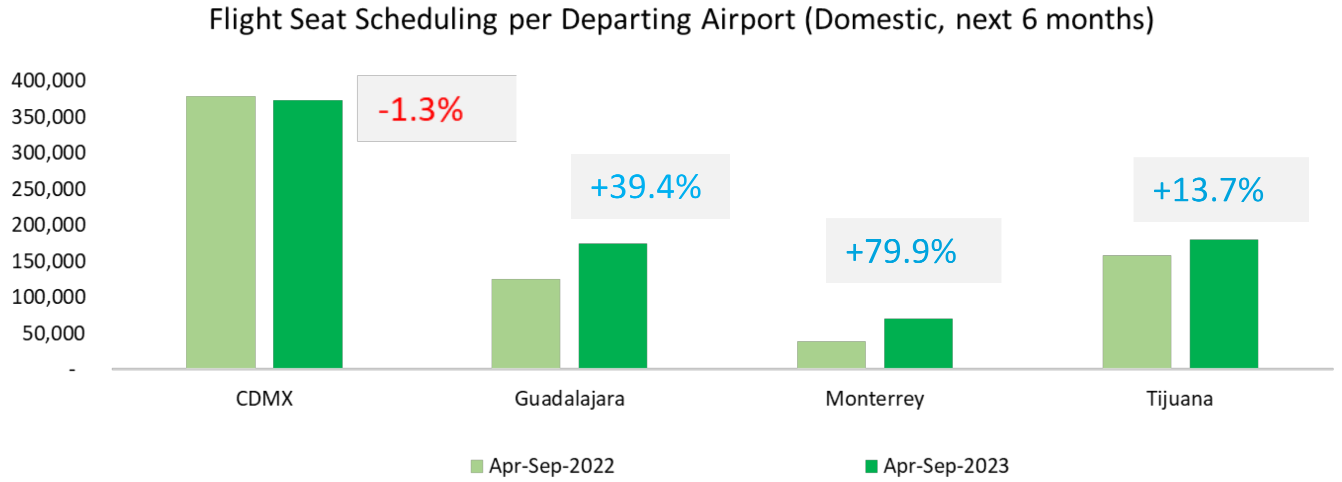
SOURCE: OAG

Domestic Air Connectivity

SCHEDULED SEATS FOR MAY-OCT-2023

- **Programming for the next 6 months: 982.8 thousand seats (+14.8% vs. 2022).**
  - **May-2023: +20.9% increase.**
- **Market share: CDMX 39.5%, GDL 19.3%, MTY 7.8%, and TIJ 19.1%.**
- **Seats from CDMX down 8.9%, while GDL up 33.9%, MTY 79.4% and Tijuana 11.4% vs. 2022.**
- **In the next 6 months, 52.8% of available seats will be offered by Volaris, 33.1% by VivaAerobus and 14% by Aeromexico.**
- **Occupancy factors (Feb-2023): Aeromexico (86%), VivaAerobus (67%), and Volaris (71%).**





SOURCE: OAG

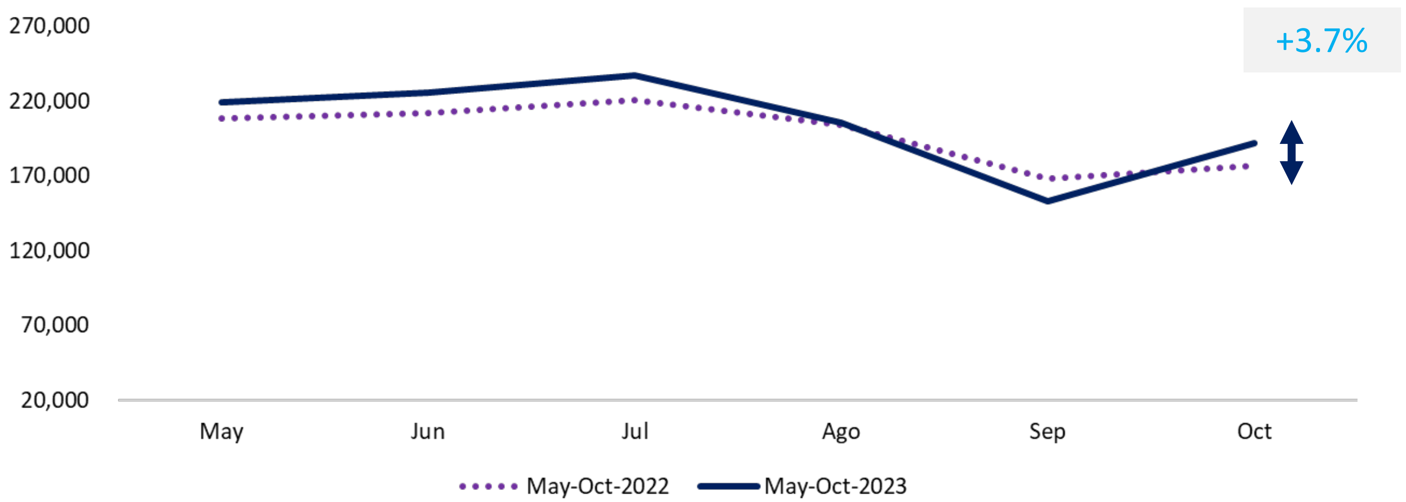
International Air Connectivity

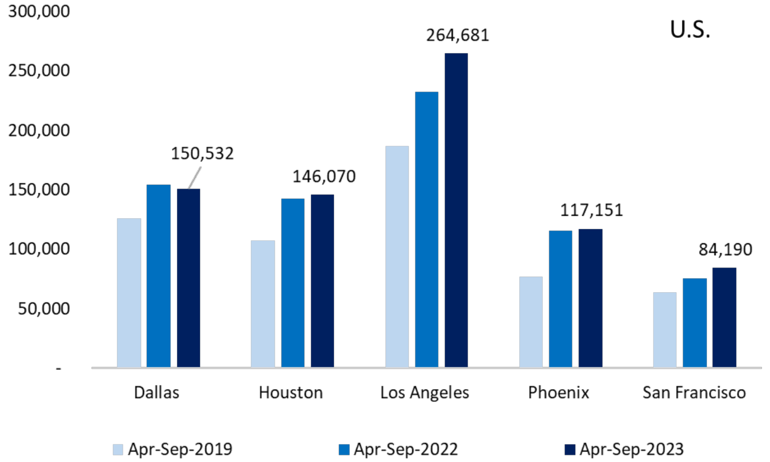
SCHEDULED SEATS FOR MAY-OCT-2023

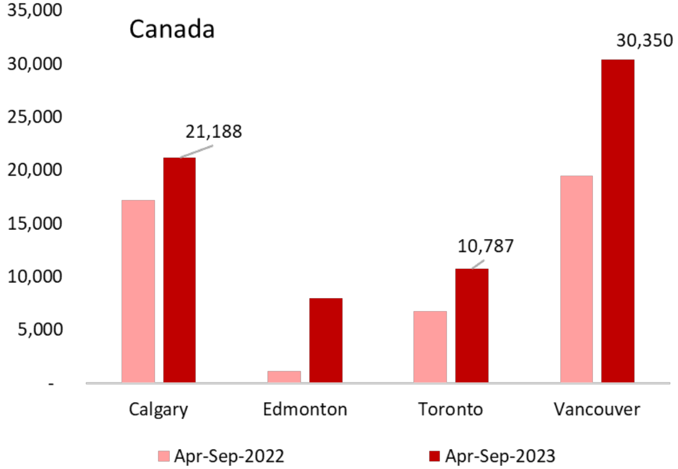
- **Programmed seats for the next 6 months: 1.18 million (+2.6% vs. 2022). For May-2023 there are 2.4% more.**
  - **Market share: LAX 27.1%, Dallas 16.4%, Houston 14.7% and Phoenix 12.5%.**
    - **LAX is up 13.3%, while PHX is up 3.6%; and HOU 0.5%, versus 2022.**
  - **In the next 6 months, 26.7% of available seats will be offered by American, 17.6% by Alaska, 16.2% Southwest and 17.5% United.**
- **Occupancy factors (Feb-2023): American 69%, Delta 71%, United 75%, Alaska 75%, Southwest 78%.**

- **For Canada there are 49.6 thousand seats scheduled for the next 6 months (+53.5% vs. 2022). For May-2023 there are 102.5% more.**
  - **Market share: Vancouver 40.9%, Calgary 34.1%, Toronto 15.2% and Edmonton 11.4%.**
    - **Vancouver is up 59.9%, Calgary 4.8%, Toronto 101.6% versus 2022.**
  - **In the next 6 months, 65.2% of available seats will be offered by Westjet, 18.1% by Swoop, 1% by Air Canada and 12.2% by Sunwing.**
- **Occupancy factors (Feb-2023): Sunwing 100%, Westjet 84%, Air Canada 78%.**

Flight Seat Scheduling to San Jose del Cabo (International, next 6 months)

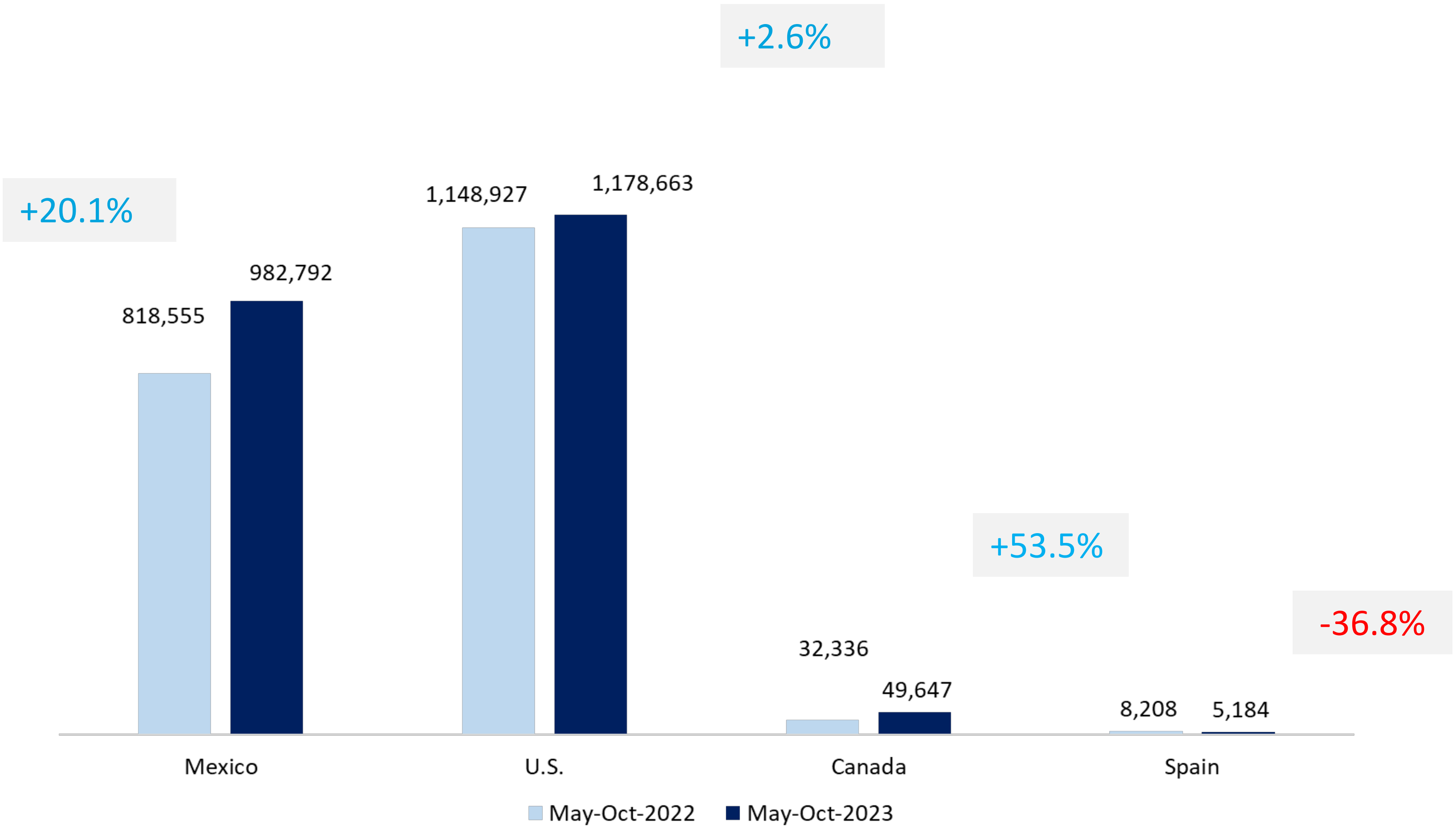






Air Connectivity per Country

Seat scheduling per country for the upcoming 6 months and its comparison versus actual scheduling 2022



SOURCE: OAG

LOS CABOS

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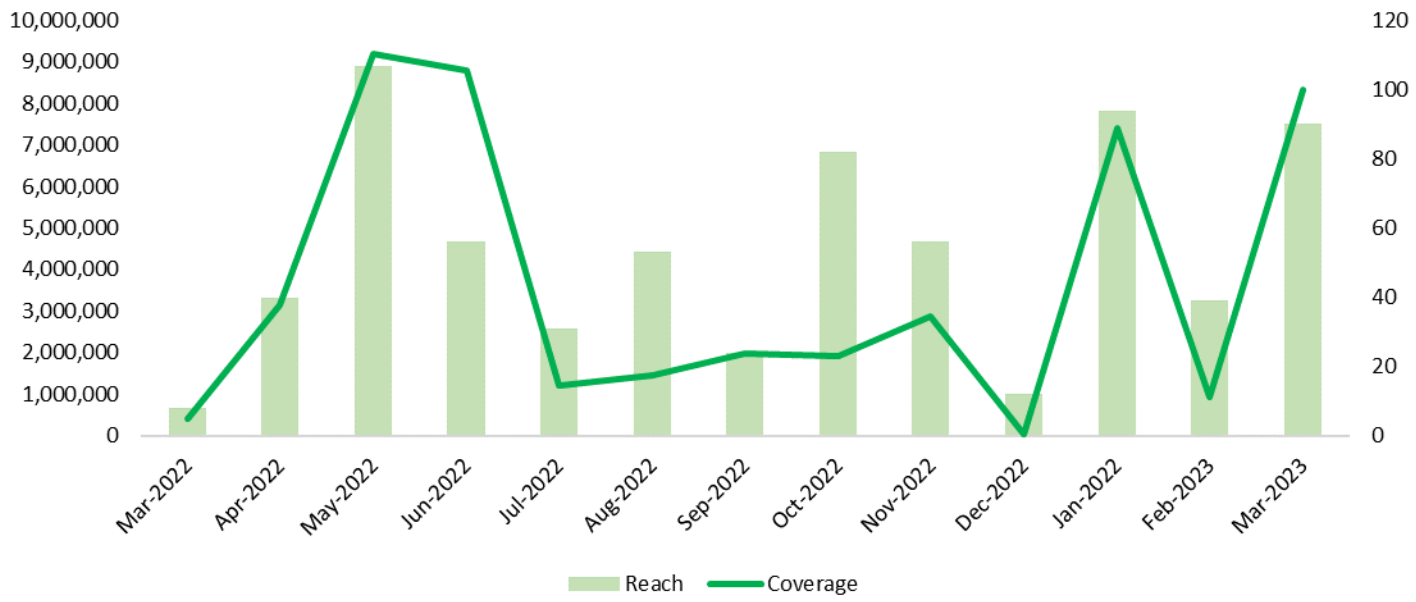
PUBLIC RELATIONS

Public Relations (National Market)

- **90 impressions in total during Mar-2023, generating 8.3 million impacts. Since the beginning of the pandemic, in April 2020, an average of 50 monthly inserts have been published, with a reach of 3.7 million.**

TOTAL IMPRESSIONS AND POTENTIAL AUDIENCE

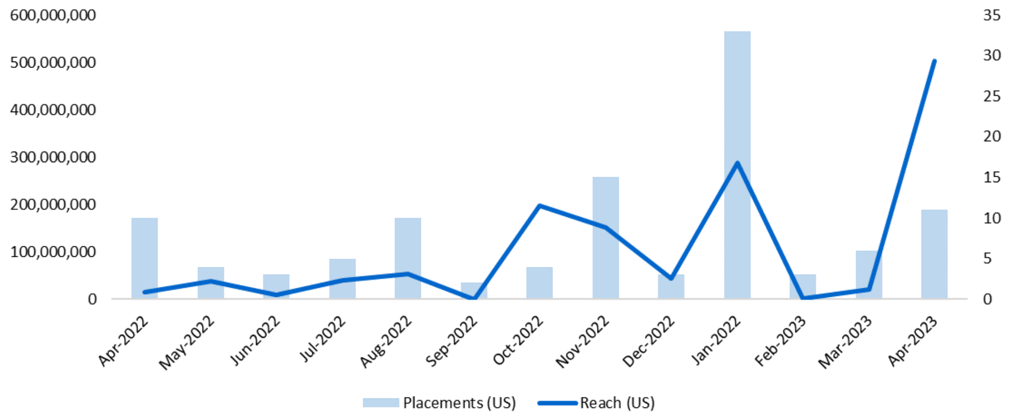


SOURCE: GAUDELLI (Feb-18 a Ene-19), LLORENTE Y CUENCA (Feb-19 a la fecha)

Public Relations (International Markets, Mar-2023)

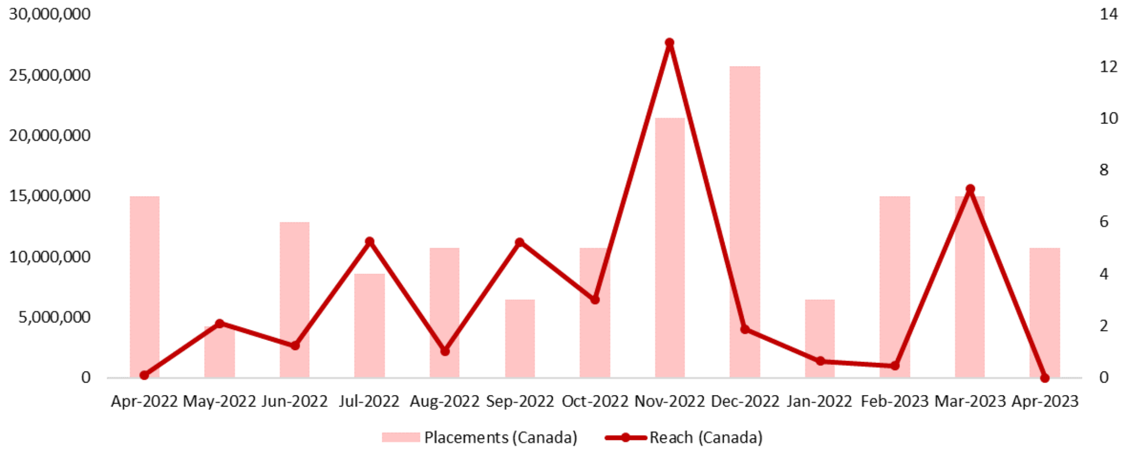
- United States: 11 placements and 503 million impacts;
- Canada: 5 and 17 thousand;
- Spain: 3 and 113 thousand.

U.S. MARKET



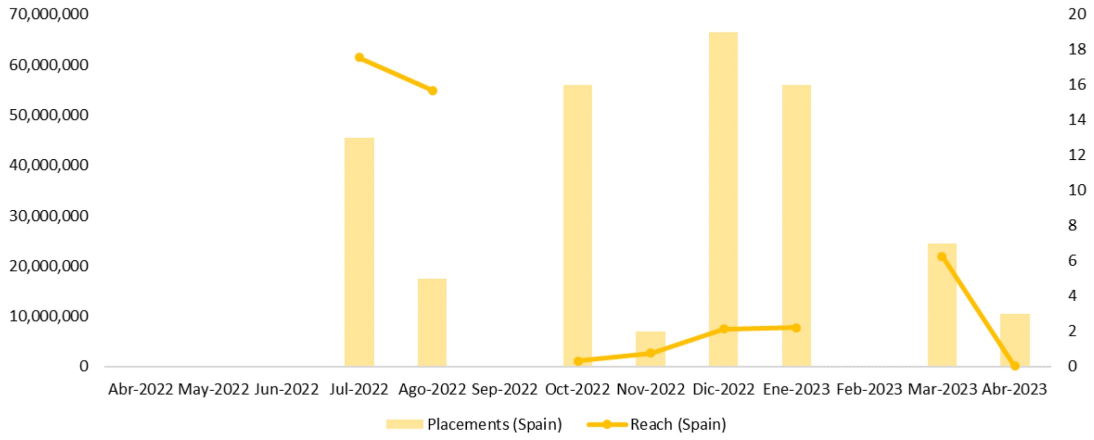
SOURCE: NJF (Feb-18 to Jan-19), OGILVY (Feb-19 to date)

CANADIAN MARKET



SOURCE: JESSON+CO.

SPANISH MARKET



SOURCE: ROMAN.

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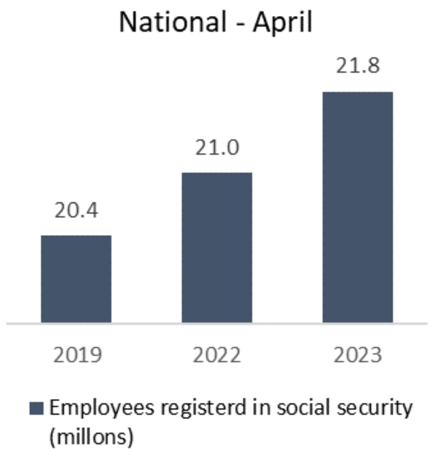
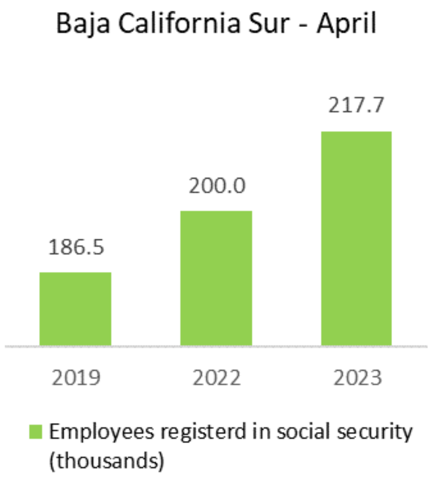
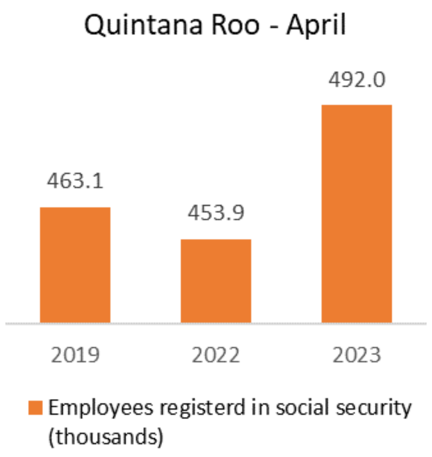
COVID-19 IMPACT

Impacts on the Mexican tourism sector as a consequence of the COVID-19 pandemic.

Impact on Employment in Mexico







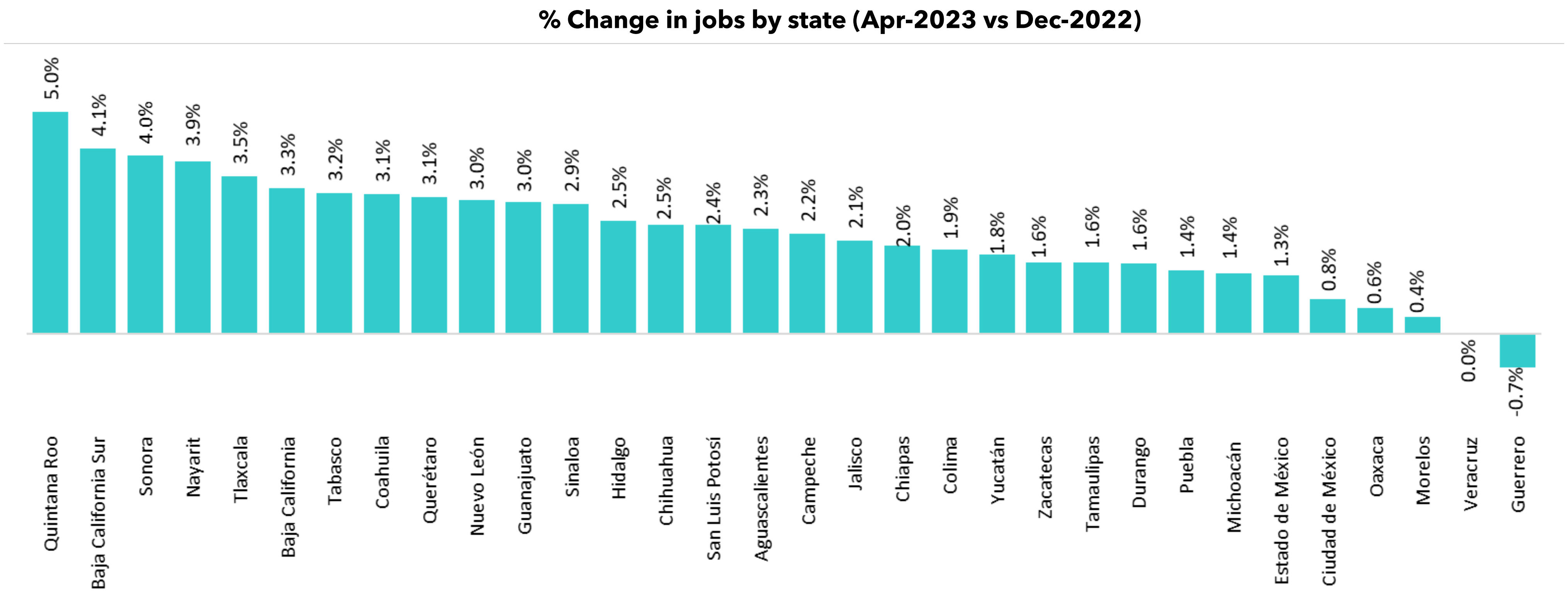
- In Apr-2023 there is a 3.9% increase in the number of jobs compared to previous year.
- 21,820,291 jobs are registered in the IMSS, 2.1% more than Dec-2022.

- 8.8% more jobs in Apr-2023 vs previous year.
- 217,679 jobs, this is 4.1% more vs Dec-2022.

- 8.4% more jobs than previous year.
- 491,986 jobs, 5% more vs. Dec-2022.

SOURCE : IMSS

Impact on Employment in Mexico



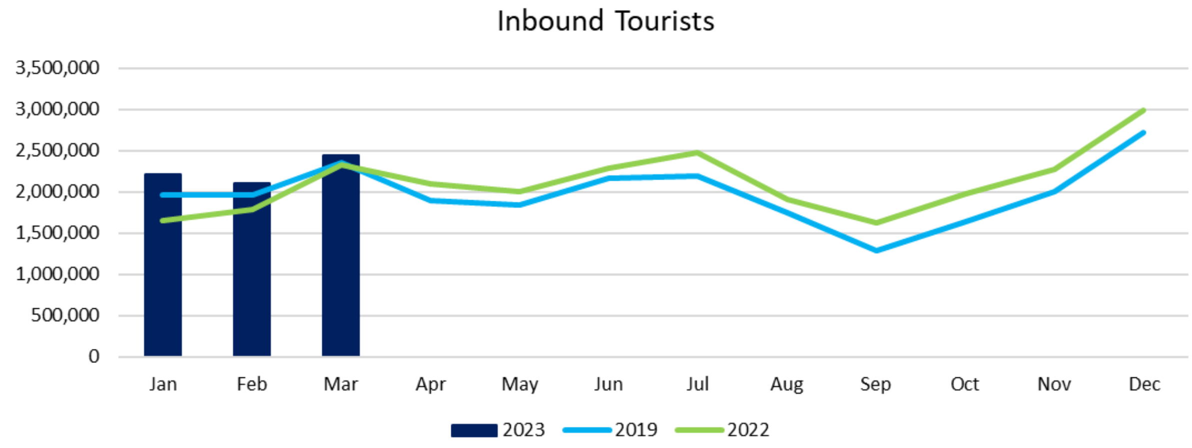
- Baja California Sur: 4.1% more jobs vs 2022; Quintana Roo: +5%.

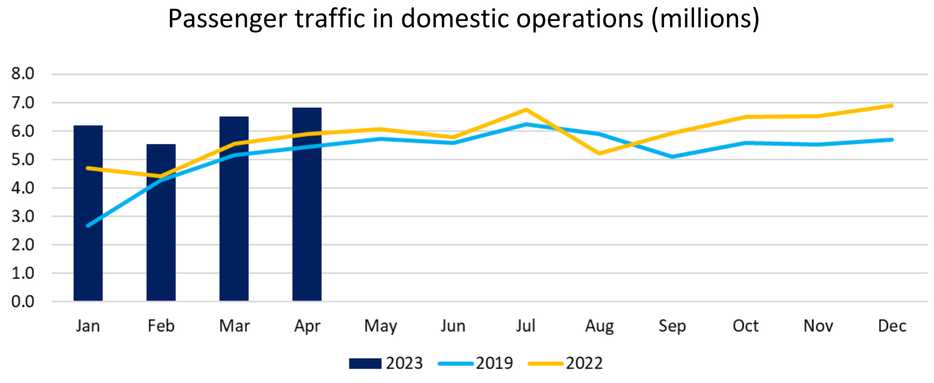
SOURCE : IMSS

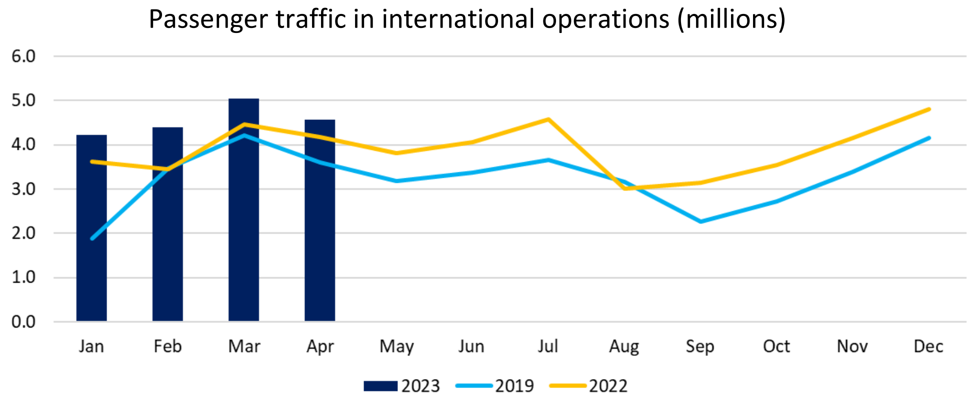
International Tourist Arrivals in Mexico

Air Activity in Mexico - Airport Groups

Mar-2023	Mar-2022	VAR
3,571,194	3,310,289	7.9%







- Mar-2023: 3.57 million international tourists, +7.9% vs. 2022.
- 68% were inbound tourists
- Inbound tourists: +5.1% vs. Mar-2022 (85% by air, 15% by land).
- Average expenditure of those entering by air: $1,187 dollars (+4% vs. Mar-2022).

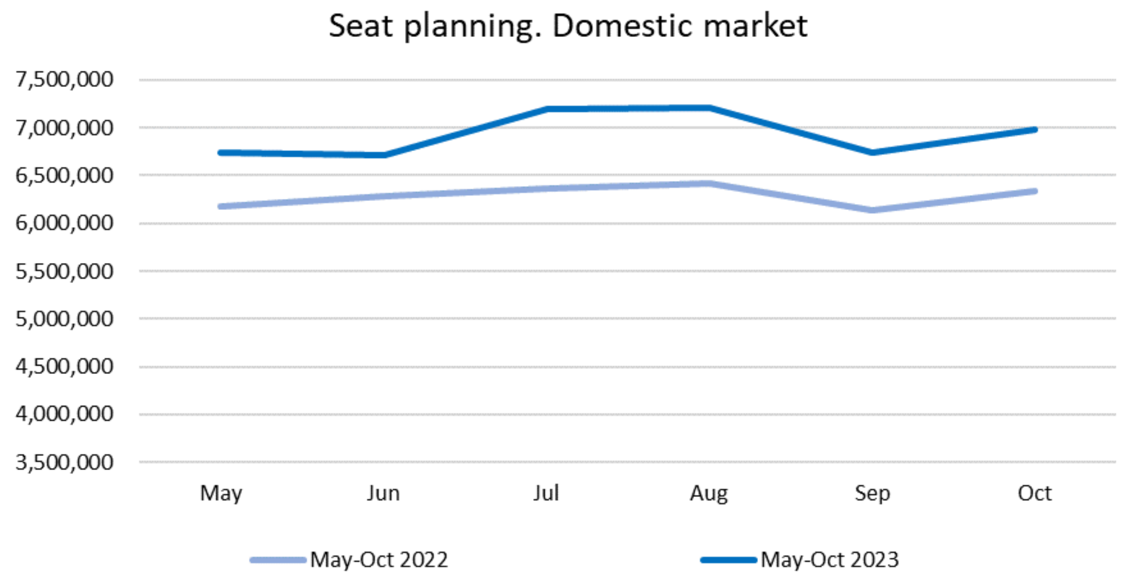
- Passenger traffic in domestic operations Apr-2023: +16% vs. Apr-2022 (6.8 million passengers).
- International operations: +10% vs. Apr-2022 (4.7 million passengers).

SOURCE: ASUR, OMA,GAP

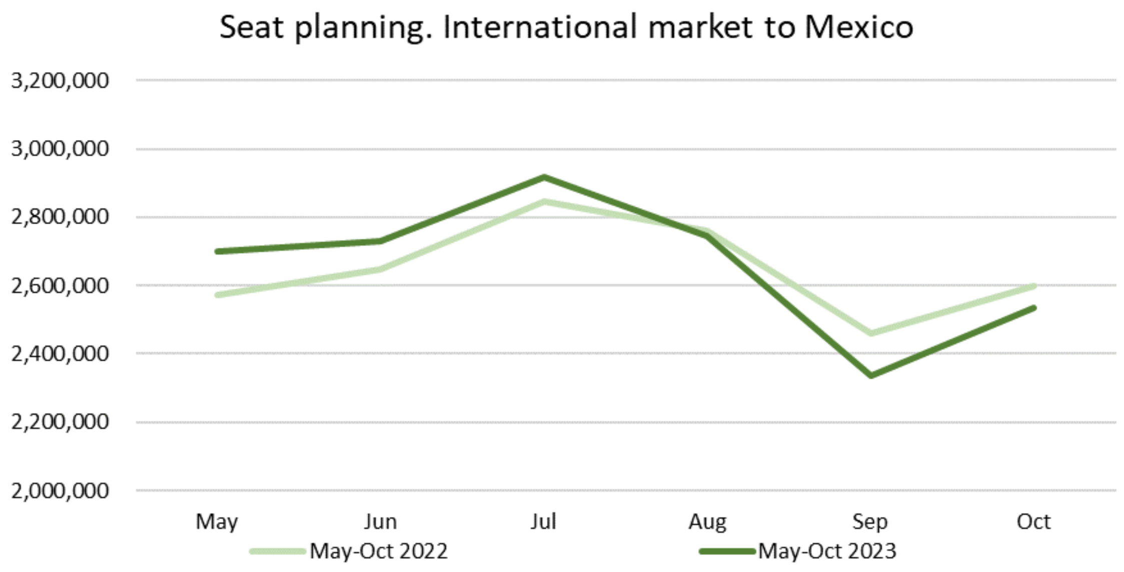
SOURCE: INEGI

***TOTAL TRAFFIC OF THE THREE AIRPORT GROUPS (ARRIVALS AND DEPARTURES), INFORMATION FROM MEXICO CITY IS NOT INCLUDED.**

Seat planning for Mexico (Feb-2023 and beyond)



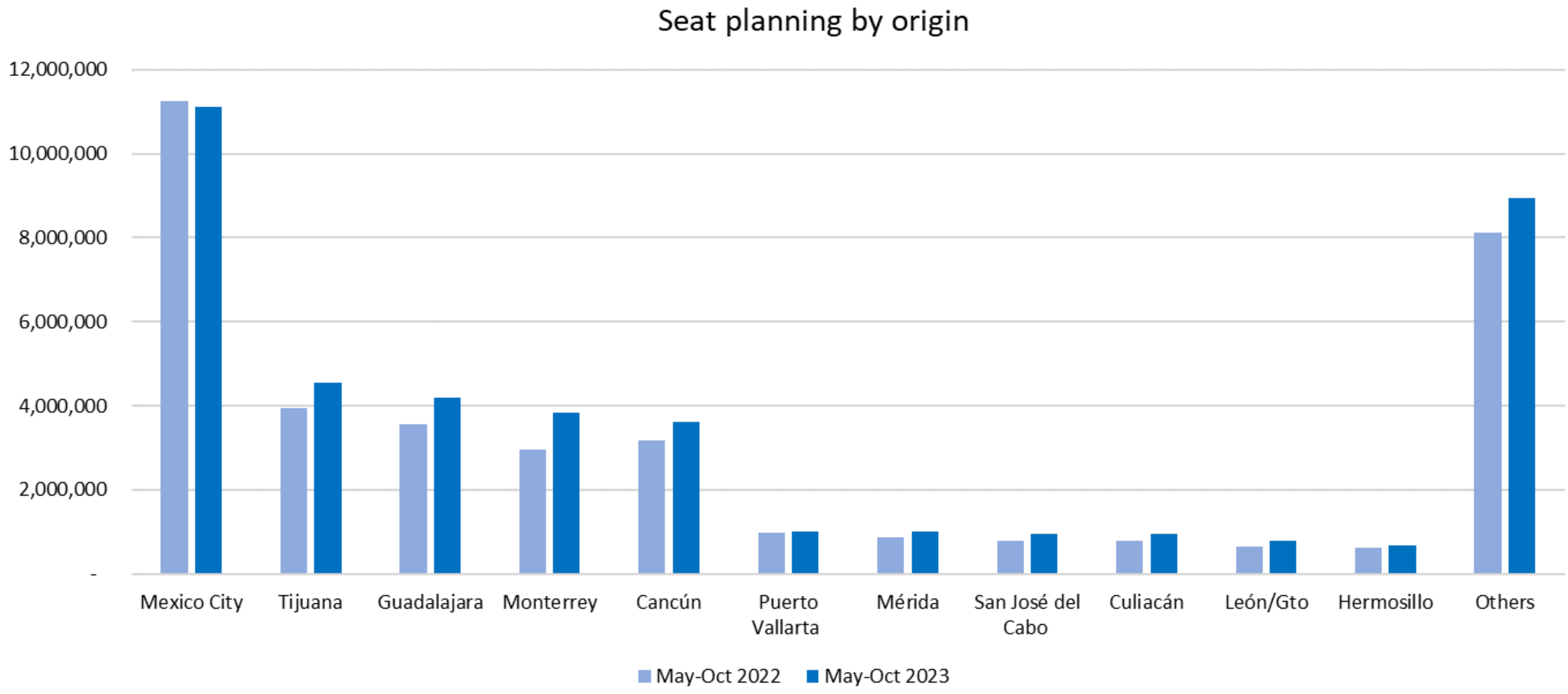
- 41.6 million domestic seats, +10.3% vs May-Oct 2022.
- The largest supply of seats are being planned for Aug-2023, 7.21 million seats (+13.1%).



- 17.1 million international seats are planned for the next six months, up 4.2% vs. May-Oct 2022.
- For Jul-2023, 2.5 8% more seats vs 2022.

SOURCE : OAG
Seating plans as of the last week of January 2022 and 2023, respectively.

Seat Planning for Mexico for the Coming Months

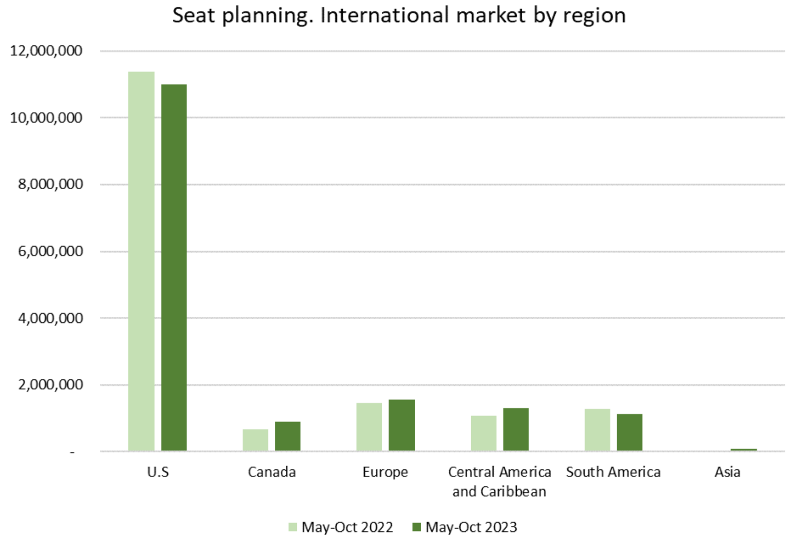


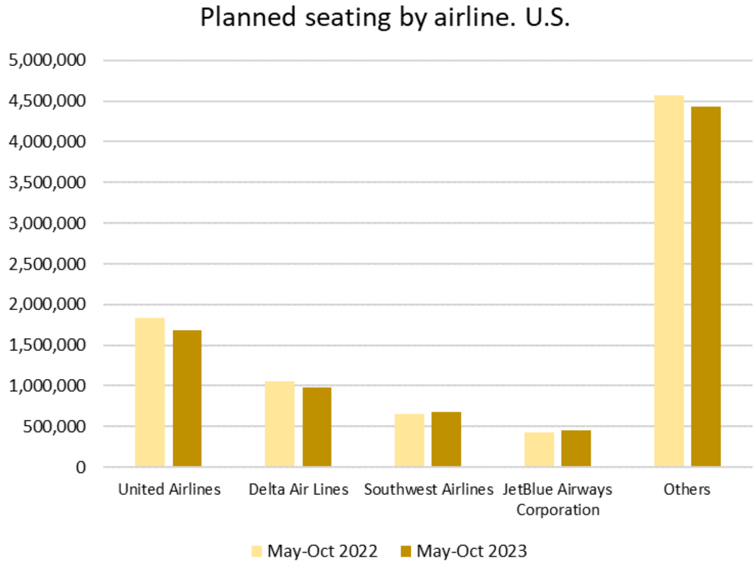
Domestic
May-Oct 2023 vs.
May-Oct 2022

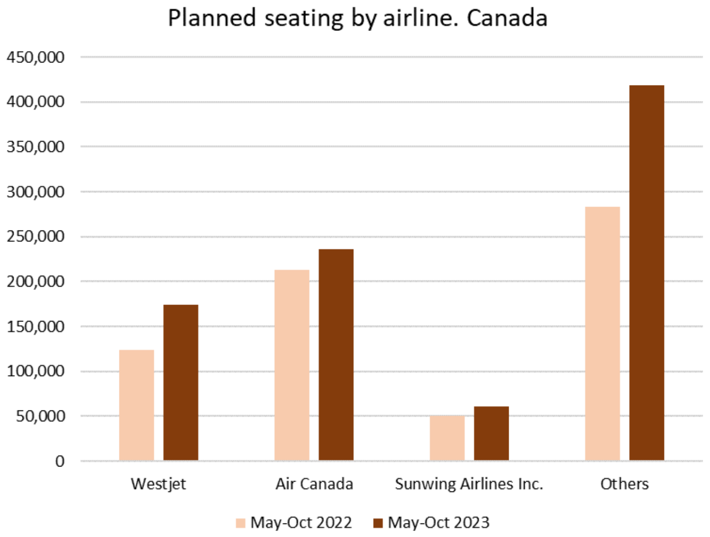
- CDMX: 11.11 million -1.4%
- Tijuana: 4.56 million +15.8%
- Guadalajara: 4.19 million +17.4%
- Monterrey: 3.84 million +29.8%
- Cancún: 3.60 million +13.2%
- Puerto Vallarta: 1.01 million +3.6%
- San José del Cabo: 951 thousand +19.9%

SOURCE : OAG
Seating planning as of the last week of January 2022 and 2023, respectively.

Seat Planning for Mexico for the Coming Months







U.S.

- 69% of Apr-Sep 2023 international seat plan (71.6% in 2022).
- 11.01 million seats for the next six months (-3.3% vs. May-Oct 2022).

%VAR planned seats

- Houston: 1.5 million
  -9.0%
- Dallas: 1.4 million
  -6.7%
- Los Angeles: 1.4 million
  +3.6%
- Chicago: 841 thousand
  -0.1%
- New York: 670 thousand
  -0.7%

Canada

- 5.6% of May-Oct 2023 international seat plan (4.2% in 2022).
- 891 million seats for May-Oct 2023 (+33.2% vs. 2022).

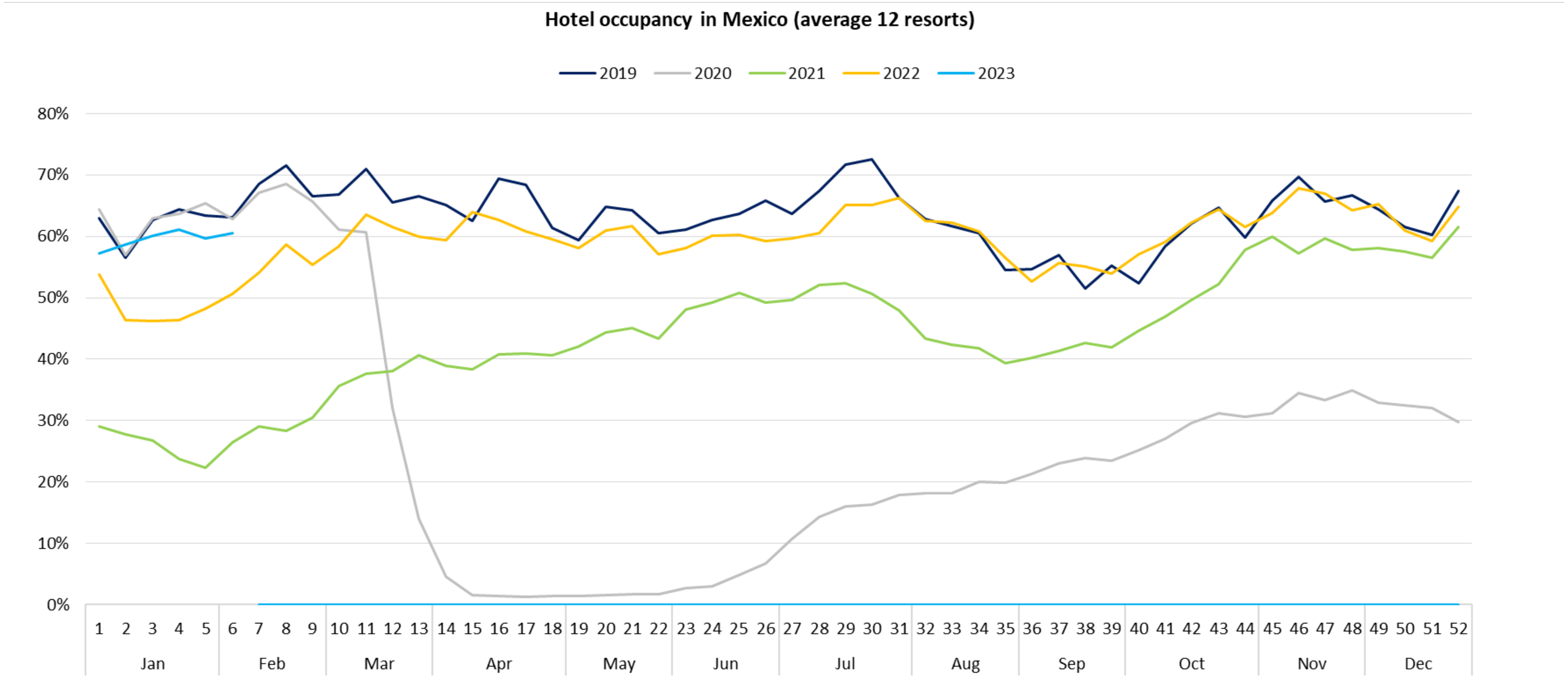
%VAR planned seats

- Toronto: 363 thousand
  +34.7%
- Vancouver: 207 thousand
  +35.2%
- Montreal: 198 thousand
  +17.9%
- Calgary: 83 thousand
  +31.0%

SOURCE : OAG

Seating planning as of the last week of January 2022 and 2023, respectively.

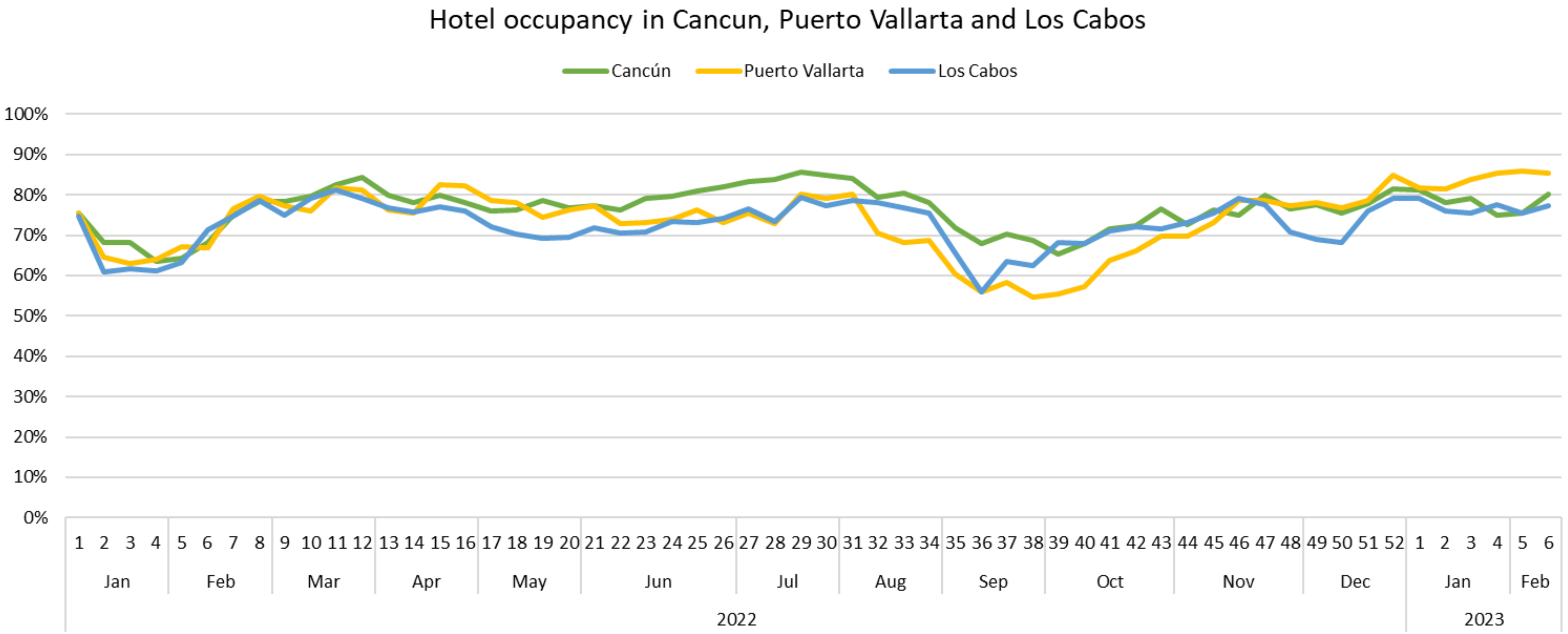
Hotel Indicators in Mexico



- At the closing of week 6, the average occupancy was 60.6%, which places it 2.5pp below the occupancy registered in the same week of 2019 and 9.9pp above the same week of 2022.

SOURCE : DATATUR. MONITORED DESTINATIONS: VILLAHEROMSA, AGUASCALIENTES, TUXTLA GUTIÉRREZ, QUERÉTARO, PUEBLA, PUERTO VALLARTA, SAN CRISTOBAL DE LAS CASAS, LOS CABOS, CANCÚN, CIUDAD DE MÉXICO, ACAPULCO Y SAN MIGUEL DE ALLENDE.

Hotel Indicators in Mexico



- At the close of week 6 (February 6 to 12, 2023), Los Cabos shows an occupancy 2.8pp below Cancun and 8.1pp below Puerto Vallarta:
  - Los Cabos: 77.3%.
  - Cancun: 80.1%.
  - Puerto Vallarta: 85.4%.

SOURCE: DATATUR

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GLOSSARY

Glossary

- **Congress**. Non-business-oriented meetings in which large groups of individuals gather, generally to discuss and exchange points of view on a topic of interest. They usually have a duration of several days and simultaneous sessions, as well as a predefined multiannual or annual frequency.
- **Convention**. Trade or business meetings usually sponsored by a corporation, in which participants represent the same company, corporate group or customer or supplier relationships. Sometimes participation is mandatory and travel expenses are paid by the corporation. Includes those general and formal meetings of a legislative, social or economic body, in order to provide information, deliberate or establish consensus or address policies on the part of the participants, as well as to address business issues around a market, product or brand. They may contain a secondary exhibition component.
- **Rooms available**. The number of rooms in service. It does not include rooms that are out of service due to repairs or any other cause.
- **Tourist destination**. The primary destination of a tourist trip that is fundamental to the decision to make the trip. See also main reason for a tourist trip.
- **Seasonality**. Means that tourist flows tend to concentrate around certain times of the year, repeating this process annually.
- **Length of stay.** It is the result of dividing the total number of overnight tourists by the number of tourist arrivals per month. The result obtained expresses the number of days of stay of the tourist.
- **Events or incentive trips**. Incentive travel is a modern management strategy focused on recognizing people who achieved or exceeded objectives commonly related to sales or productivity, targeting participants who demonstrate improved job performance with an extraordinary travel experience.
- **Room nights**. This is obtained from the daily record of the number of tourists occupying the establishment's rooms, by length of stay (number of nights spent in the establishment) and is classified according to their place of origin, into residents or non-residents.
- **Inflation**. Continuous and generalized growth in the prices of goods and services sold in an economy. It is the average growth rate from one period to another of the prices of a basket of goods and services.
- **Underlying inflation**. It is the increase in prices of a subset of the CPI (National Consumer Price Index), which contains the least volatile items. It measures the inflation trend in the medium term. The 283 generic concepts that make up the CPI basket of goods and services are classified or grouped into subsets that respond to particular needs of analysis, among the best-known classifications are by object of expenditure, that which refers to the sector of origin of goods and services, and that of durability of goods and underlying inflation.
- **Passenger arrivals**. Passengers transported on airline aircraft with established routes and itineraries.
- **Tourist arrivals**. Corresponds to the number of tourists registered by the establishment during the month.

Glossary

- **Nationality of a visitor.** That of the country issuing the passport or other identity document, even if they habitually reside in another country.
- **Non-Resident.** A person whose usual place of residence is outside Mexican territory and who visits Mexico for a period of less than twelve months for any reason (business, vacations and others). Excluded if remuneration is received for the activities carried out in the place visited.
- **Hotel occupancy.** The occupancy rate of accommodations is a concept based on supply. It is an important indicator for many purposes. It provides information on the differences in utilization among the various types of lodging establishments. It also indicates the seasonal pattern for tourist accommodations.
- **RevPAR.** RevPAR is the most important metric used in the hotel industry to assess the financial performance of an establishment or chain. It is an abbreviation of Revenue Per Available Room. It always refers to a specific period (weekly, monthly, yearly, etc.). One way to calculate RevPAR is through the formula: RevPAR = It/ΣHt, where It is equal to the total revenue generated by rooms in a period t. and ΣHt is equal to 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 period t minus the unavailable rooms.
- **Resident.** Individual whose usual environment is in Mexican territory.
- **Residence.** The place/country where the traveler has stayed for most of the previous year (12 months) or has stayed for a shorter period and expects to return within 12 months to live in that country.
- **Average daily rate** (commonly referred to as ADR) is a statistical unit that represents the average revenue per occupied room paid in each period. The ADR along with the occupancy of the property are the basis for the financial performance of the property. ADR is calculated by dividing room revenue by the number of rooms sold. House guest rooms (known as house use) and complimentary rooms (known as complementary) should be excluded from the denominator.
- **Tourist**. Any person traveling away from his or her usual location for a period of less than 12 months and for any reason, except persons engaged in activities that will generate income for them at the travel destination; refugees or migrant workers; diplomats; seasonal or border workers; or tourism employees.
- **Visitor**. Any person who travels away from his or her usual location for a period of less than 12 months for any reason, except persons who engage in activities that will generate income for them at the travel destination: refugees or migrant workers; diplomats; seasonal or border workers; tourism employees; or persons seeking to establish a new residence or employment.

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