

LOS CABOS

LOS CABOS TOURISM OBSERVATORY

KEY PERFORMANCE INDICATORS

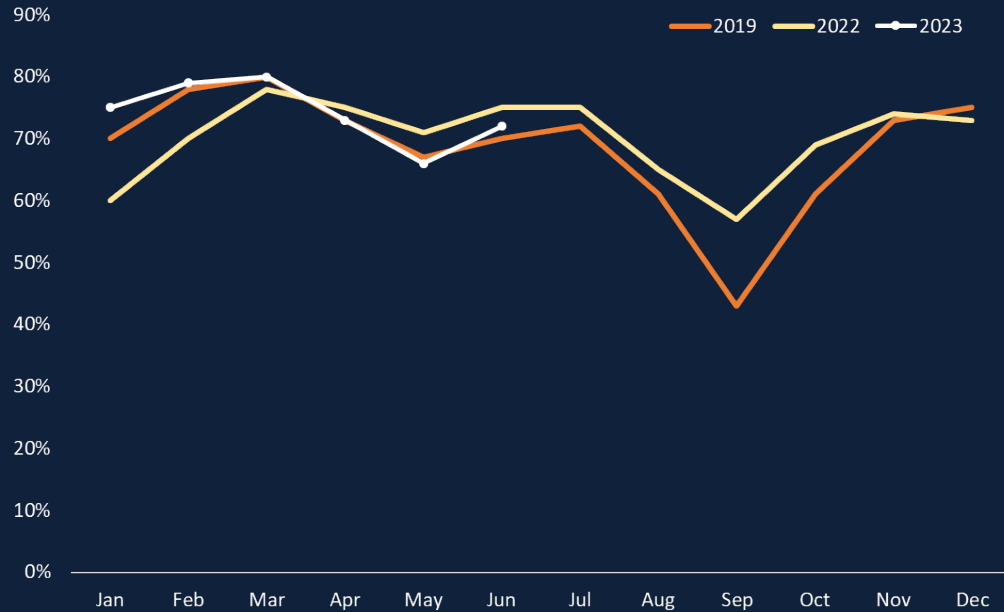
JULY 2023



Key Performance Indicators (Jun-2023)

Hotel Activity

Hotel Occupancy:



Hotel Occupancy (Jun-2023):
72%
-3pp
 (vs Jun-2022)

SOURCE: AHLC

Average Daily Rate (Jun-2023):
\$436 USD
+5%
 (vs Jun-2022)

SOURCE: AHLC

RevPAR (Jun-2023):
\$314 USD
-1%
 (vs Jun-2022)

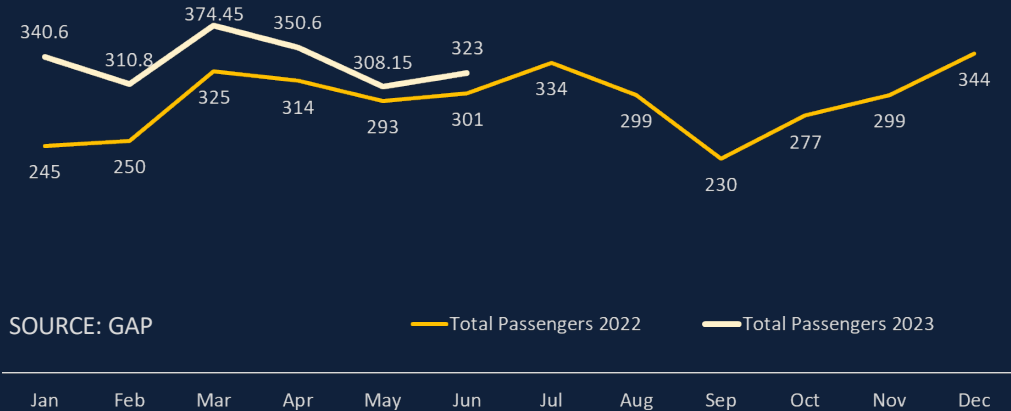
SOURCE: AHLC

Air Passenger Arrivals

Total Passengers (Jun-2023, '000s):
323
+7.4%
 (vs Jun-2022)

Domestic Passengers (Jun-2023, '000s):
119.3
+16.7%
 (vs Jun-2022)

International Passengers (Jun-2023, '000s):
203.7
+2.6%
 (vs Jun-2022)



SOURCE: GAP

Total Passengers 2022

Total Passengers 2023

Tourist Satisfaction: More than Expected (Jun-2023):
69%
+5pp
 (vs Jun-2022)

SOURCE: TOURIST SURVEY

Satisfaction with Public Safety (Jun-2023):
3.1% bottom two
+0.6pp
 (vs Jun-2022)

SOURCE: TOURIST SURVEY

Satisfaction with the Airport (Jun-2023):
2% bottom two
-3.3pp
 (vs Jun-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.

Executive Summary (Jun-2023)

HOTEL: Occupancy in Los Cabos continues at a good level, however, this month it is below that reported in Jun-2022. The rate continues to be above 2022.

- Hotel occupancy in Los Cabos in Jun-2023 registered 72%, 3pp less than in Jun-2022. At the sub-destination level, Cabo San Lucas recorded 68% (-11pp), San Jose del Cabo, 78% (+5pp), and El Corredor, 58% (81pp) compared to May-2022.
- The average rate at Los Cabos hotels during Jun-2023 was \$436 USD; \$19 USD higher than in 2022. The highest rate is presented in El Corredor (\$591 USD), however, this falls 7pp compared to the previous year; the highest growth is registered in Cabo San Lucas (+10%).
- In Jun-2023, RevPAR was \$314 USD; -1% versus Jun-2022.
- The volume of available rooms in Los Cabos decreases 1.5% versus 2022, with decreases in most sub-destinations, especially in El Corredor, which loses 6%.
- On the other hand, lodging supply through online platforms has 6,110 in Jun-2023 (15.4% increase when compared to Jun-2022). Meanwhile, occupancy reached 59% (up 4.9pp vs. 2022). Occupancy in this type of properties is lower than in traditional hotels, however, their average daily rate is higher (\$587USD versus \$436).

TOURIST SATISFACTION: Both overall tourist satisfaction with the destination and the satisfaction with the airport continue to improve, with low negative perceptions compared to previous years. However, satisfaction with safety in the destination fell in relation to the previous year. The proportion of tourists visiting restaurants remains high.

- In Jun-2023, 69% of tourists rate Los Cabos as "more than expected" (+5pp versus Jun-2022).
- Satisfaction with the Los Cabos airport rises 3.3 pp to 2% with fair or poor perception, while satisfaction with safety rises 0.6 pp to 3.1%.
- Repetitive tourists decrease 9pp when compared to 2022: 34% in Jun-2023; while tourists who traveled with a tourist package continue at a low level and register 25% (-4pp).
- The proportion visiting restaurants increased 3pp this month and registered 85%.
- Jalisco remains in second place in terms of tourist arrivals to Los Cabos, reporting 10% of the total this month.

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 Jun-2023, the destination received 21 more RFPs than 2019 for meeting events, totaling 56.

Executive Summary (Jun-2023)

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

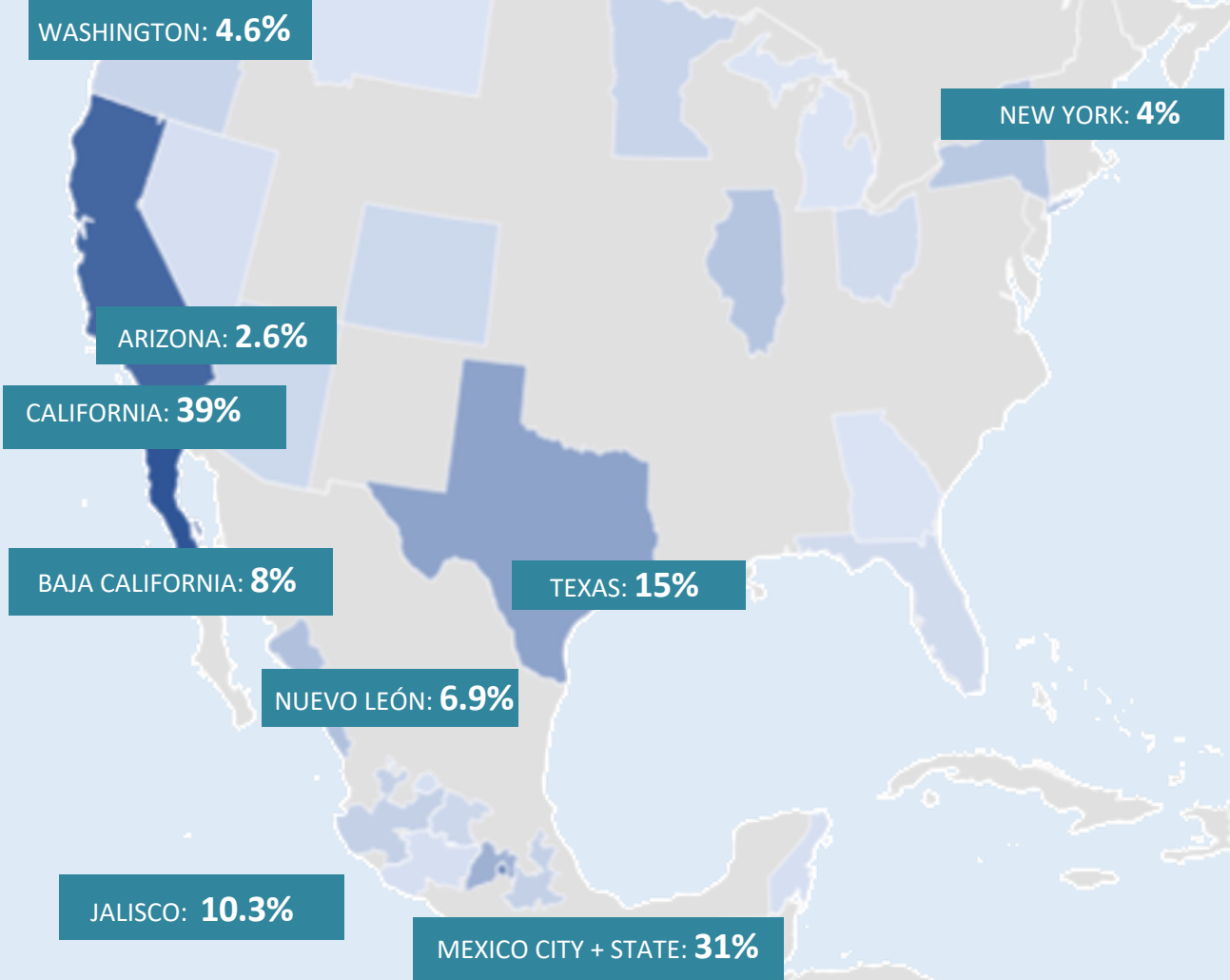
- 323 thousand passengers arrived in Jun-2023 at the Los Cabos airport (7.4% growth with respect to 2022).
 - Passengers in domestic flights (119.3 thousand) represent 36.9% (increase of 16.7% vs. 2022).
 - 47.5% of these comes from the CDMX, followed by Guadalajara with 20.4% and TIJ with 18.5%. Comparing the cumulative arrivals in 2023 with 2022, Guadalajara grows 136%. Tijuana remains the Mexican market with the highest growth. 15 thousand passengers from Mexico City have arrived through Felipe Angeles airport.
 - Passengers in international flights (323 thousand) account for 63.1% (increase of 7.4%).
 - The main origin airports are Los Angeles (23.5%), Dallas (15.3%) and Phoenix (14.4%).
 - California remains the main issuing state of American tourism to Los Cabos (27% of 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 (29% cheaper than the average).
 - From Canada, the main issuer in this period has been Vancouver (35.6%), followed by Calgary (25.2%) and Toronto (17%).
 - 94.7% of foreign tourists who were admitted in May-2023 through SJD were American residents and 4.8% were Canadian.
 - Tourist arrivals from other strategic markets (Australia, South Korea and the United Kingdom) have not yet recovered to pre-pandemic levels. However, in May-2023 they show a 74% increase compared to May-2022.
- In the cumulative Jan-Jun 2023, 60.1% of passengers initiated their trip from U.S. airports, the most used has been LAX with 21.3%.
- In this period, passengers who started their trip from Japan have surpassed the volume of the United Kingdom and are the 4th largest international outbound market.
- A total of 4,375 commercial operations (8.5% more than in 2022) and 1,075 private operations (-23.2%) were recorded at Los Cabos International Airport (SJD).
- Commercial operations averaged 73.8 passengers per operation, while private operations averaged 3.3.
- Additionally, in May-2023, 7,540 international tourists arrived on private flights (a decrease of 13.6% versus 2022).
 - The Cabo San Lucas (CSL) aerodrome received 35% of these.

CRUISES AND YACHTS: Cruise ship arrivals to Los Cabos continue to grow despite the seasonal drop in ship arrivals..

- In May-2023, 10 cruise ships arrived at the Cabo San Lucas marina. This represents a decrease of 3 vessels compared to the same period in 2022. These vessels transported a total of 34.3 thousand passengers (+21.7% vs. 2022).

Market Share (Jun-2023)

SOURCE TOURIST SURVEY



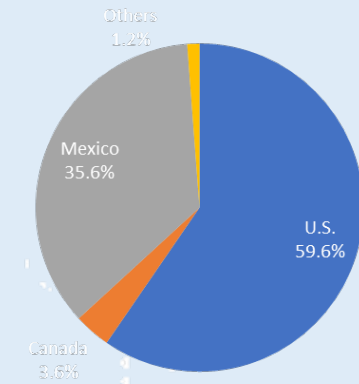
United States:
60%
-2.8pp (vs Jun-2022)

Canada:
3.6%
+0.9pp (vs Jun-2022)

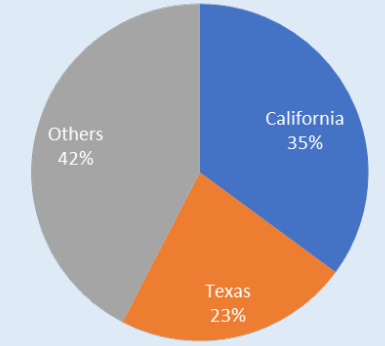
Domestic:
36%
+2.9pp (vs Jun-2022)

Others:
1.2%
-1pp (vs Jun-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.

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AIR PASSENGER ARRIVALS



Key Indicators (Jun-2023)

Total Passengers:

323 mil

+7.4% vs Jun-2022



Domestic Passengers:

119.3 mil

+16.7% vs Jun-2022



International
Passengers:

203.7 mil

+2.6% vs Jun-2022



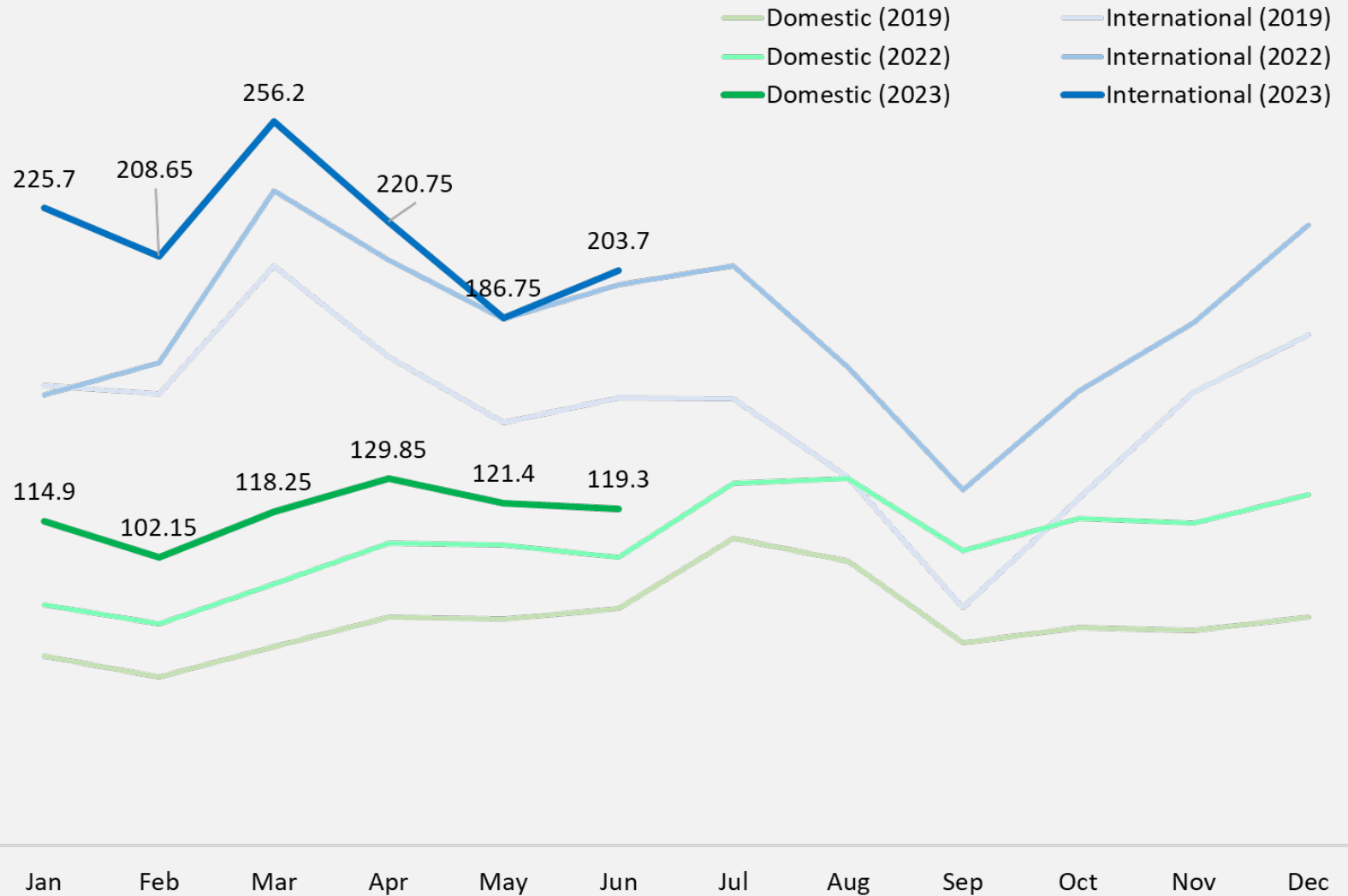
Domestic:

36.9%

Intern.: **63.1%**

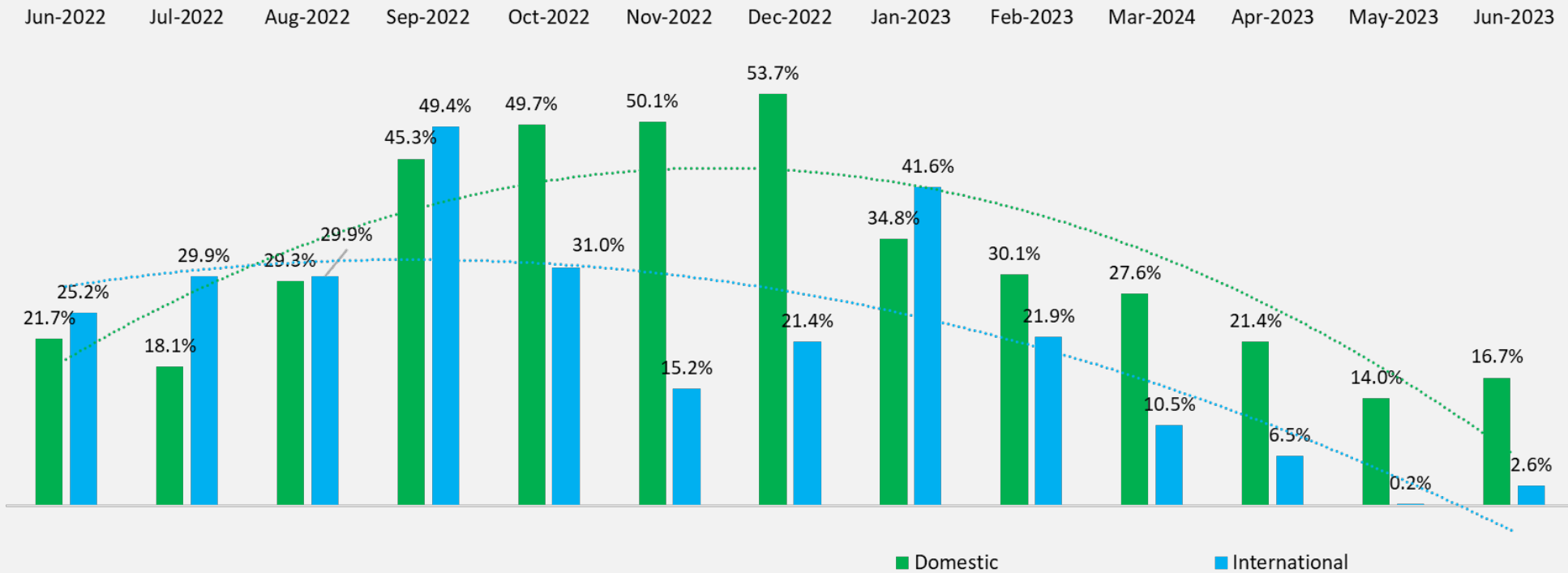
Source: GAP

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



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

Percentual change from previous year (2022 vs. 2019; 2023 vs. 2022)

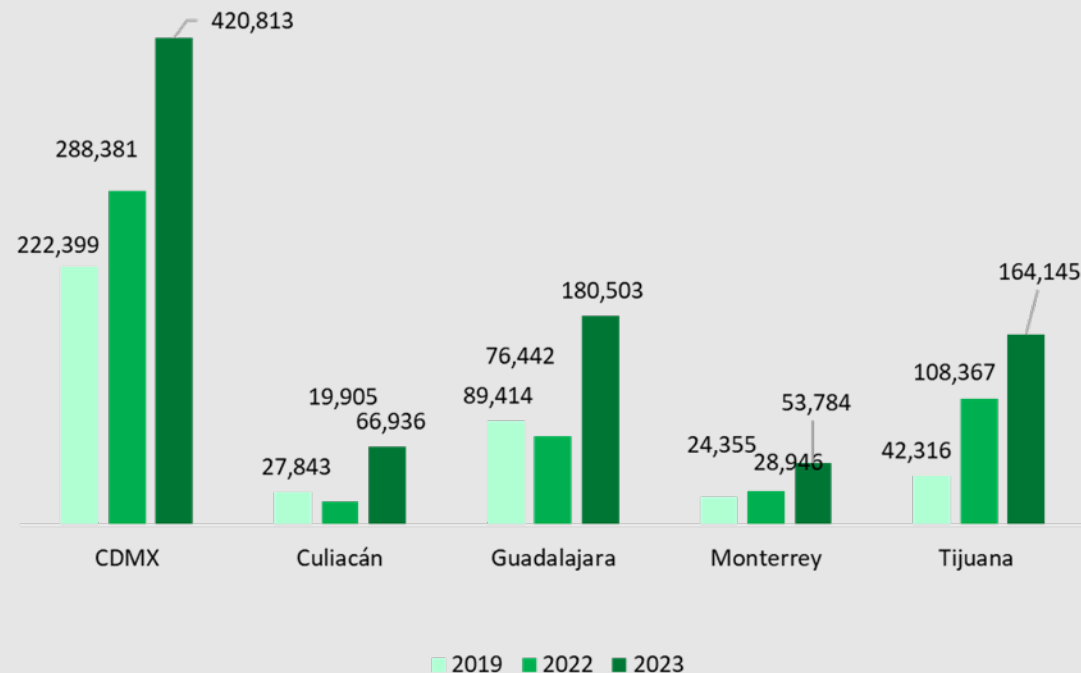
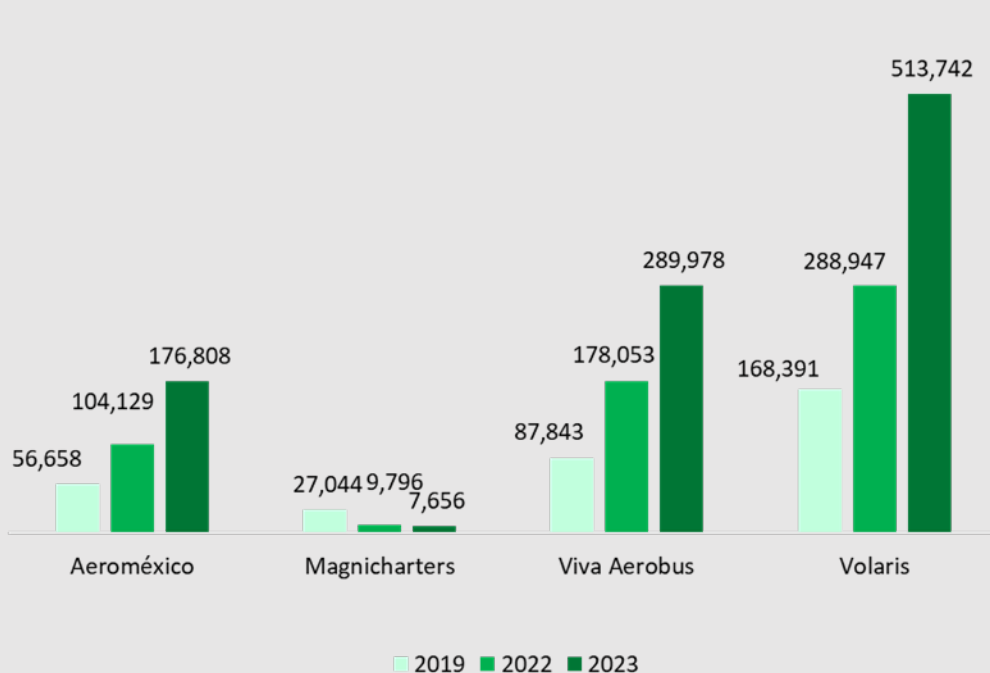


SOURCE: GAP

Cumulative Passenger Arrivals at Los Cabos airport, Domestic Flights, cumulative Jan-Jun-2023

Domestic passenger arrivals at San José del Cabo airport, by airline (Jan-Jun 2019-2023)

Passenger arrivals on international flights to San José del Cabo airport, by origin - Domestic (Jan-Jun 2019-2023)



SOURCE: PAXIS

Cumulative PAX:
988.2 thousand
 +70.1% vs 2022



Per origin:

GDL: **20.4%** +5.7 pp vs 2022
 CDMX: **47.5%** -7.8 pp vs 2022
 TIJ: **18.5%** -2.2 pp vs 2022
 MTY: **6.1%** +0.5 pp vs 2022

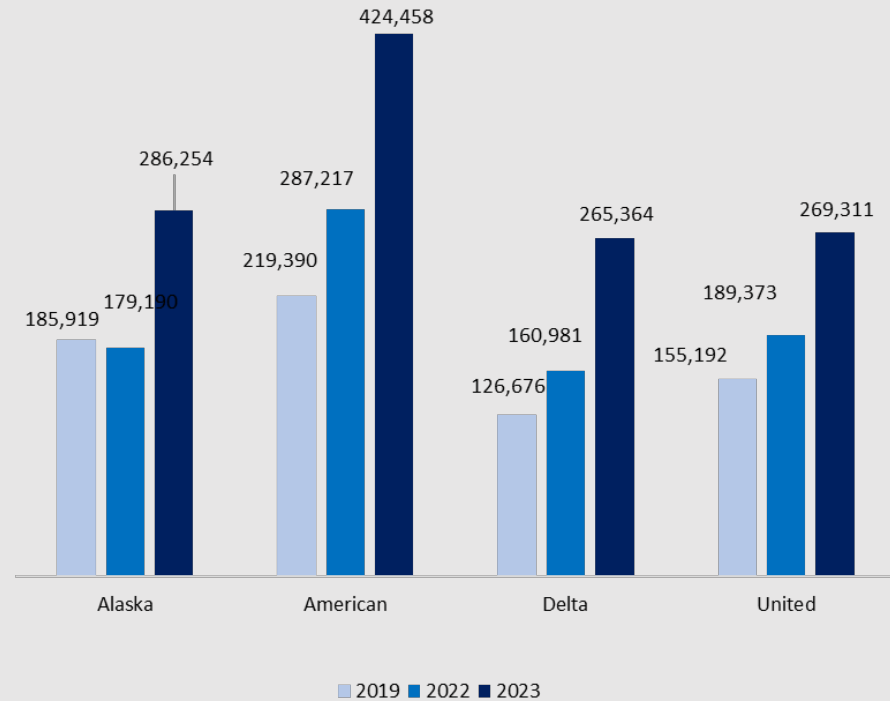
Per airline:

AM: **17.9%** +0.0 pp vs 2022
 GMT: **0.8%** -0.9 pp vs 2022
 VIV: **29.3%** -1.3 pp vs 2022
 VOI: **52%** +2.2 pp vs 2022

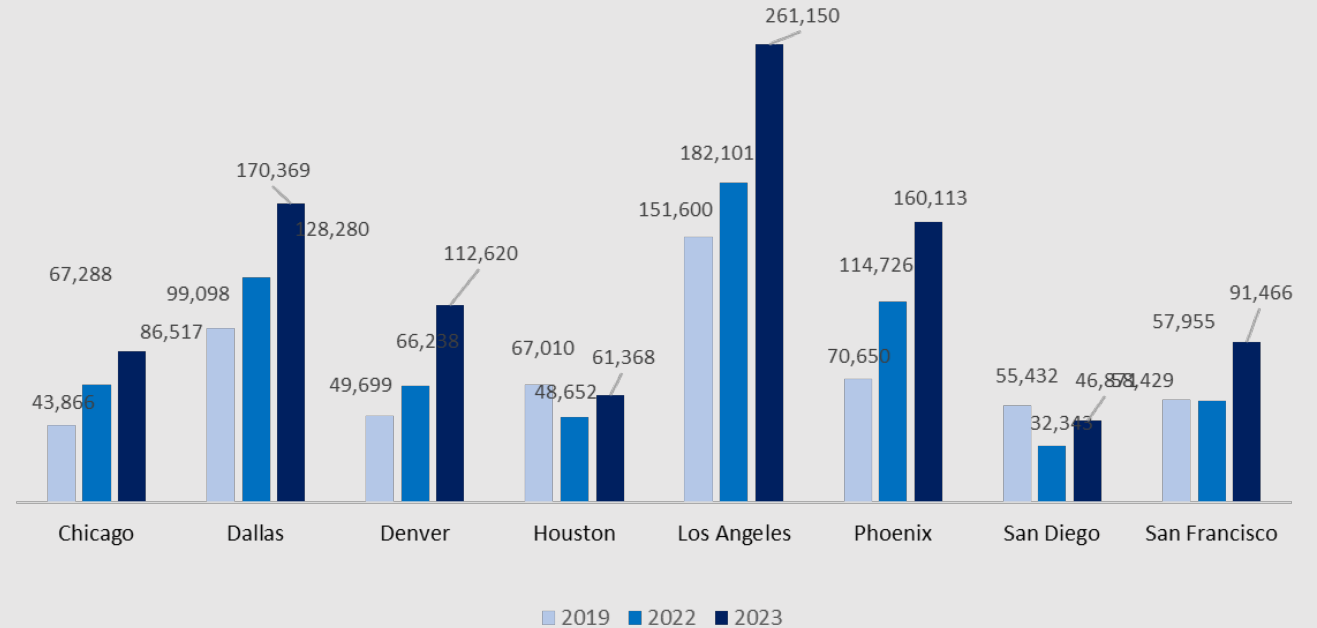


Cumulative Passenger Arrivals at Los Cabos airport, U.S. Flights, cumulative Jan-Jun-2023


International passenger arrivals at San José del Cabo airport, by airline, U.S. (Jan-Jun 2019-2023)



Passenger arrivals on international flights to San José del Cabo airport, by origin - U.S. (Jan-Jun 2019-2023)



SOURCE: PAXIS

Cumulative PAX:
1,565 thousand 
 +48.1% vs 2022



Per origin:

DFW: **15.3%** -4.3 pp vs 2022
 LAX: **23.5%** -4.4 pp vs 2022
 PHX: **14.4%** -3.2 pp vs 2022
 DEN: **10.1%** +0 pp vs 2022

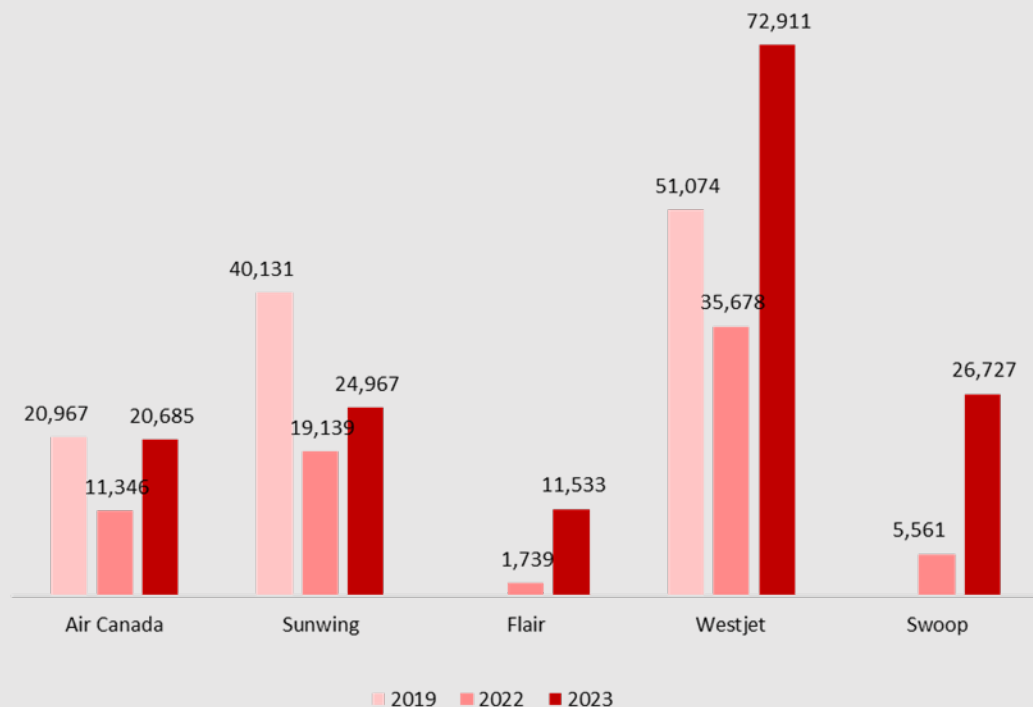
Per airline:

AS: **18.3%** +1.3 pp vs 2022
 AA: **27.1%** -0.1 pp vs 2022
 DL: **17%** +1.7 pp vs 2022
 UA: **17.2%** -0.7 pp vs 2022

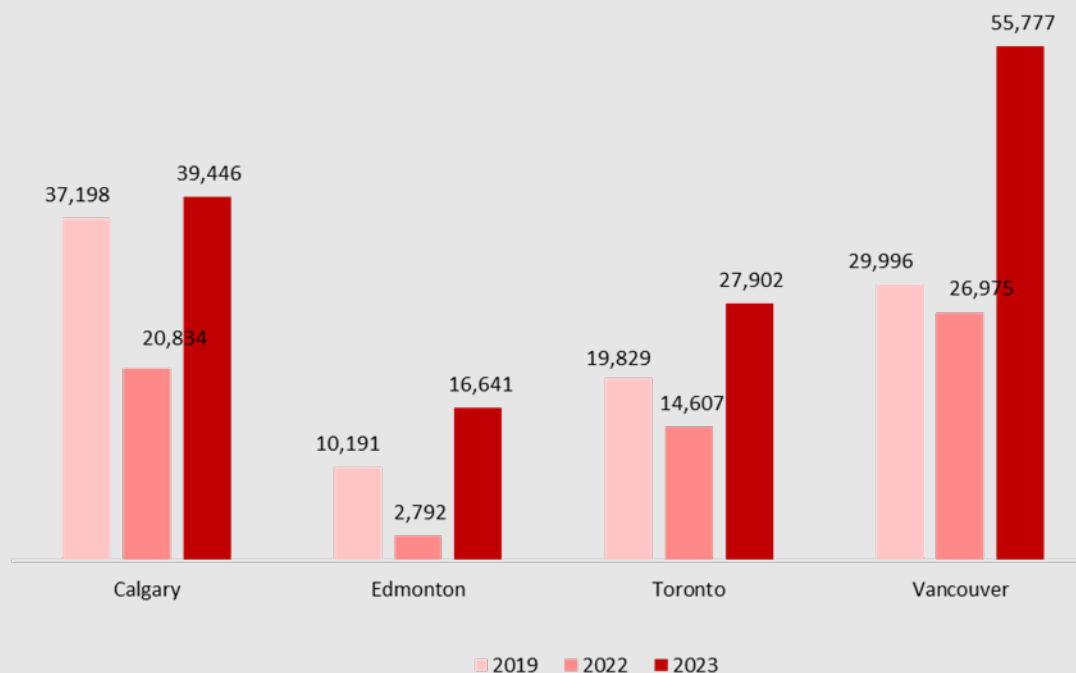


Cumulative Passenger Arrivals at Los Cabos airport, **Canadian Flights**, cumulative Jan-Jun-2023


International passenger arrivals at San José del Cabo airport, by airline, Canada (Jan-Jun 2019-2023)



Passenger arrivals on international flights to San José del Cabo airport, by origin - Canada (Jan-Jun 2019-2023)



SOURCE: PAXIS

Cumulative PAX:
156.8 thousand 
 +6.9% vs 2022



Per origin:

YYC: **25.2%** -1.4 pp vs 2022
 YVR: **35.6%** +1.2 pp vs 2022
 YEG: **10.6%** +7.1 pp vs 2022
 YYZ: **17.8%** -0.8 pp vs 2022

Per airline:

AC: **13.2%** -2.3pp vs 2022
 WG: **15.9%** -10.1 pp vs 2022
 WS: **46.5%** -2.1 pp vs 2022
 WO: **17%** +9.5 pp vs 2022



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PASSENGER ARRIVALS
BY NATIONALITY



Key Indicators
(May-2023)

International Arrivals
(May-2023):

178,064



-1% vs May-2022

International Arrivals
(Cum):

1,042,791



+13.4% vs 2022



U.S.: **94.7%**

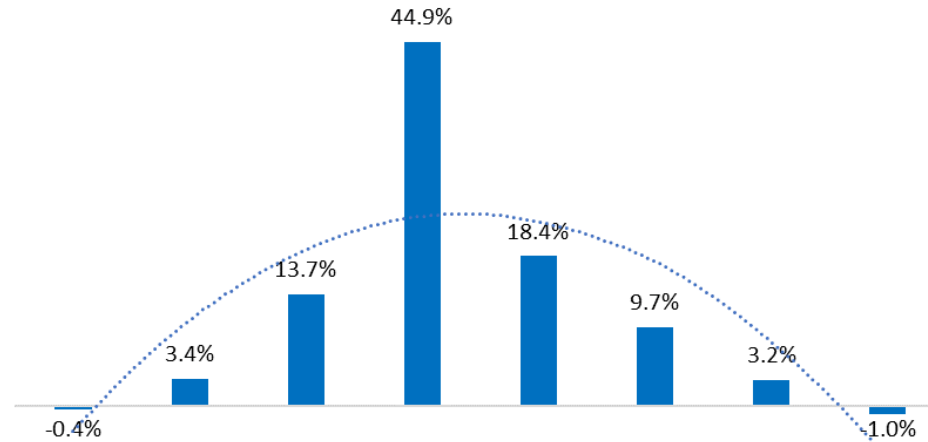
Canada.: **4.8%**

SOURCE: INM- SIOM

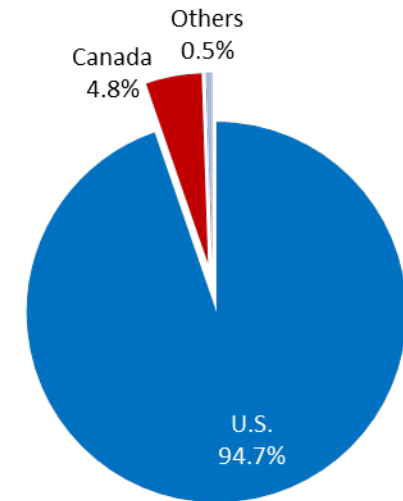
Foreign Tourist Admittances through SJD by Country of Residence (May-2023)

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

Oct/2022 Nov/2022 Dec/2022 Jan/2023 Feb/2023 Mar/2023 Apr/2023 May/2023



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



International Arrivals in SJD, monthly, U.S. Residents

Key Indicators
(May-2023)



U.S. Arrivals (May):

168,642

-4.4% vs May-2022



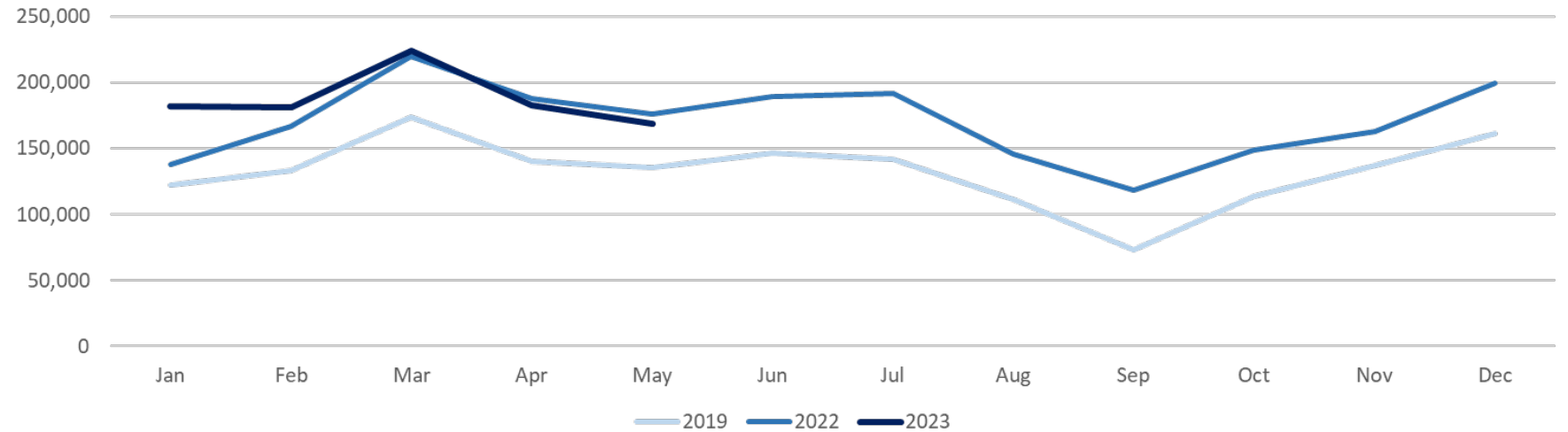
U.S. Arrivals
(Cum. 2023):

938,721

+5.6% vs 2022



U.S.A.	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	122,360	132,938	173,759	140,159	135,239	146,487	142,111	111,494	73,431	113,947	137,433	161,174
2022	137,967	166,842	220,094	187,961	176,380	189,451	191,412	146,061	118,447	148,776	163,034	199,602
2023	181,783	181,246	224,160	182,890	168,642	-	-	-	-	-	-	-



SOURCE: INM- SIOM

Key Indicators
(May-2023)



Canadian Arrivals
(May):

8,466

+193.1% vs May-2022



Canadian Arrivals
(Cum. 2023):

98,456

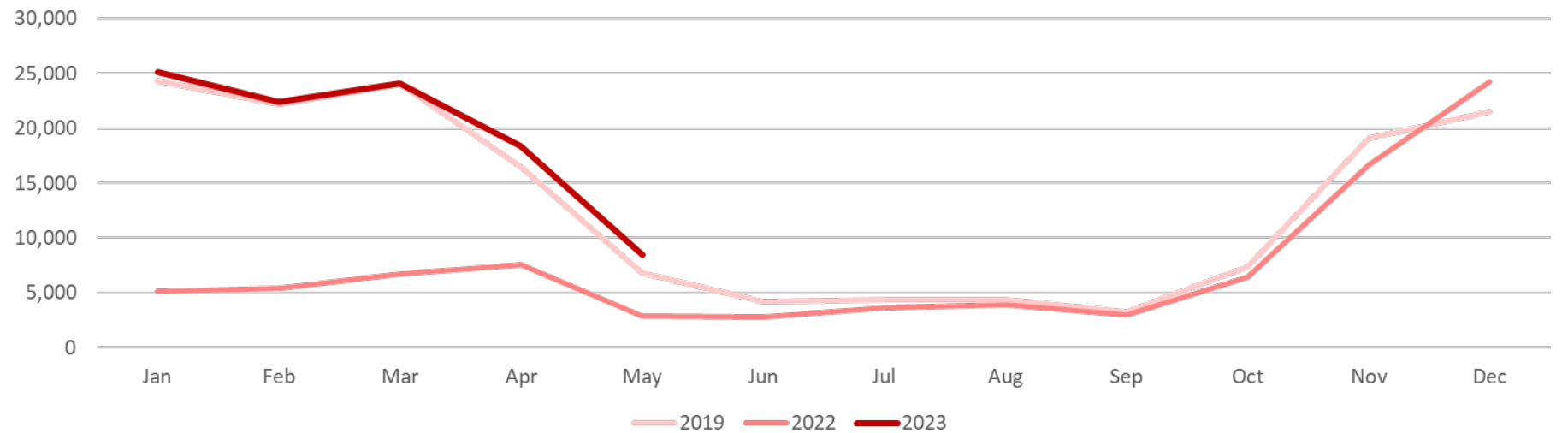
+254.3% vs 2022



SOURCE: INM- SIOM

International Arrivals in SJD, monthly, Canadian Residents

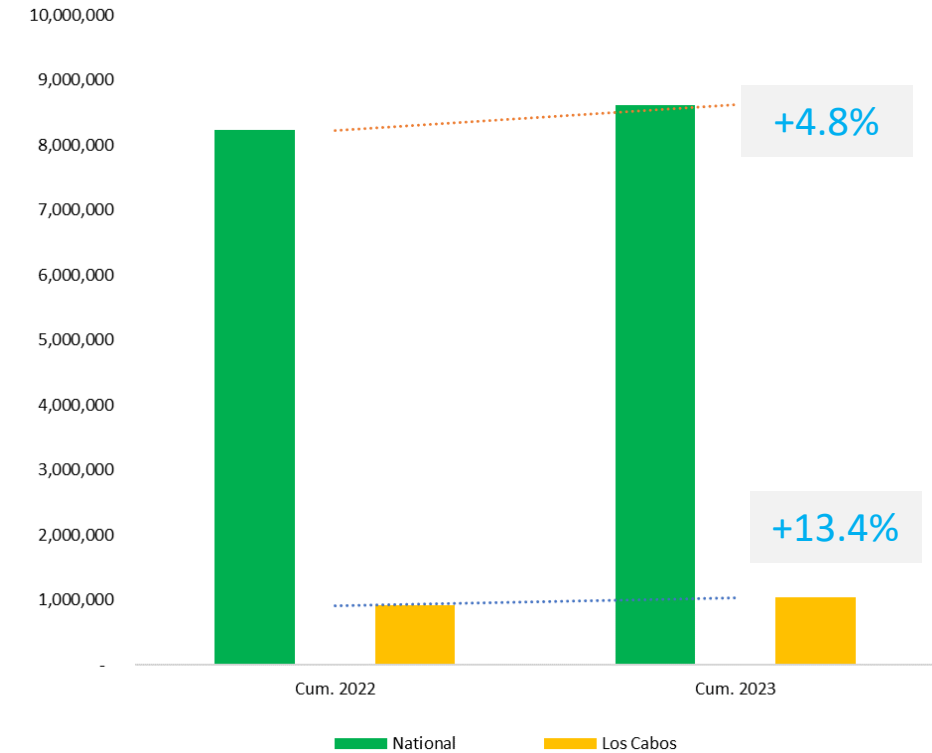
Canada	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	24,304	22,196	24,065	16,499	6,852	4,225	4,373	4,425	3,261	7,350	19,046	21,542
2022	5,176	5,388	6,760	7,578	2,888	2,838	3,651	3,884	3,022	6,457	16,650	24,241
2023	25,135	22,404	24,097	18,354	8,466	-	-	-	-	-	-	-



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	5,532,444	5,297,612	-4.2%	889,244	938,721	5.6%
Canada	738,093	1,279,976	73.4%	27,790	98,456	254.3%
Europe	819,819	822,818	0.4%	1,310	2,592	97.9%
Caribbean, South and Central A.	958,620	984,735	2.7%	438	544	24.2%
Rest	180,607	235,640	30.5%	1,053	2,478	135.3%
Total	8,229,583	8,620,781	4.8%	919,835	1,042,791	13.4%

Key Market	National			Los Cabos		
	Cum. 2019	Cum. 2022	Δ 2023/2022	Cum. 2019	Cum. 2022	Δ 2023/2022
United Kingdom	206,224	178,771	-13.3%	549	848	54.5%
Australia	7,700	19,144	148.6%	329	801	143.5%
South Korea	9,424	19,190	103.6%	42	166	295.2%
Total	223,348	217,105	-2.8%	920	1,815	97.3%



SOURCE: INM- SIOM

International Arrivals, all Mexico (Cum.):

8.62 million

+4.8% vs 2022



Key Markets, all Mexico (Cum.):

217 thousand

-2.8% vs 2022



International Arrivals, SJD (Cum.):

1.04 million

+13.4% vs 2022



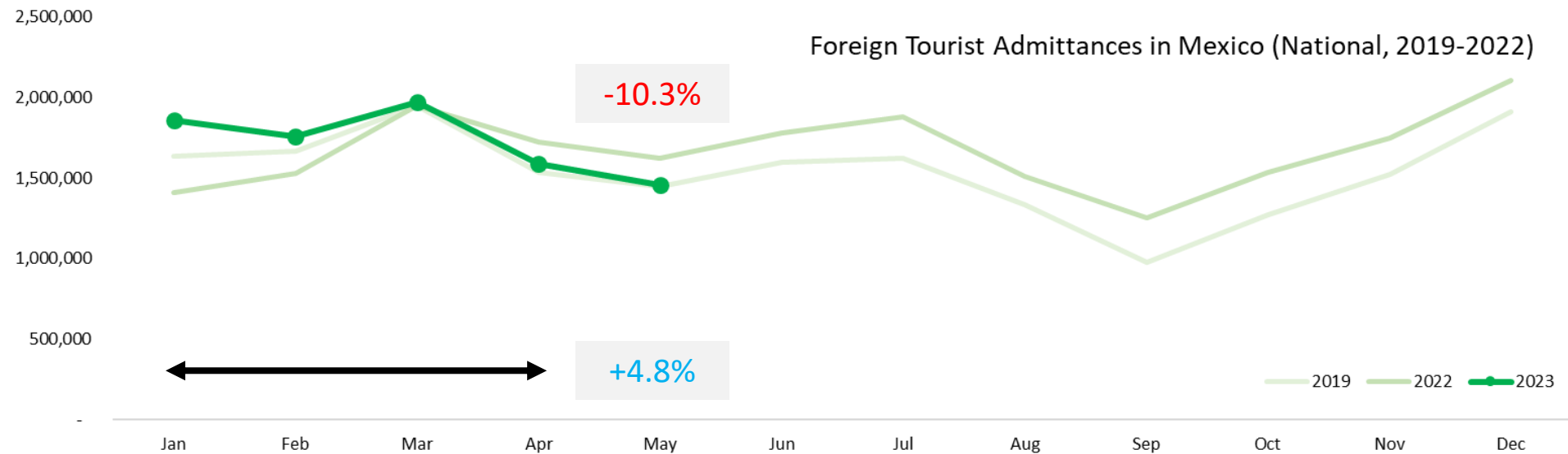
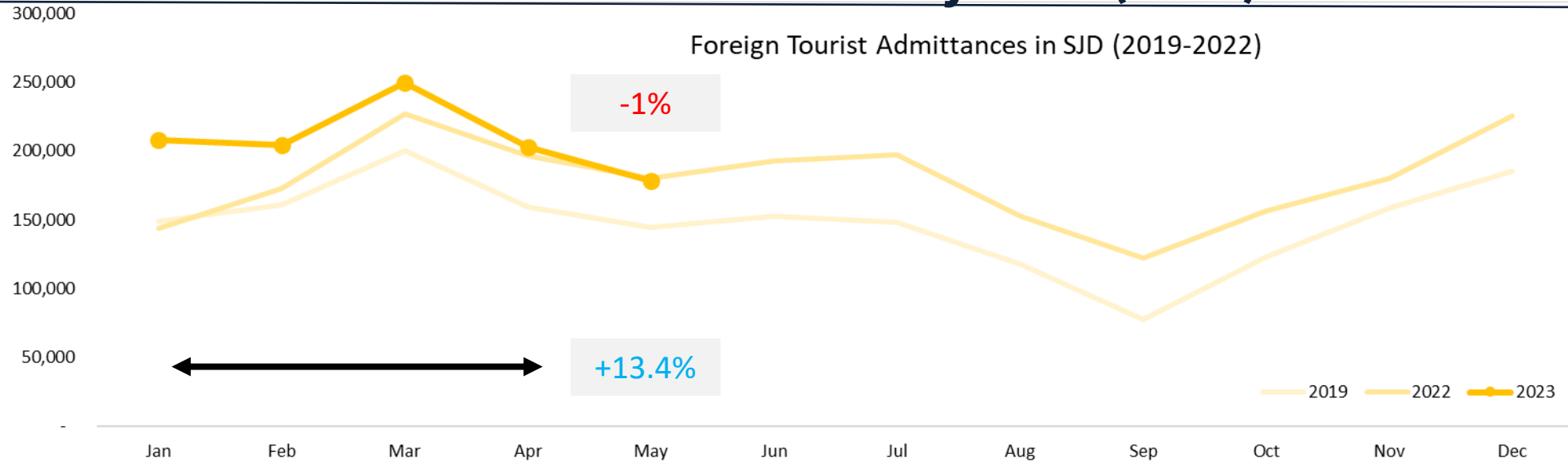
Key Markets, SJD (Cum.):

1.82 thousand

+97.3% vs 2022



Foreign Tourist Admittances through SJD by Country of Residence, cumulative Jan-May 2023 (cont.)



SOURCE: INM- SIOM

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CRUISE AND YACHT ACTIVITY



Cruise Activity (May-2023)

Key Indicators (May-2023)

Vessels (month)

10

(-3 vs May-2022)



Vessels (cum.)

143

(+39% vs 2022)



PAX (month)

34,263

(+21.7% vs May-2022)



PAX (cum.)

434,832

(+103.3% vs 2022)



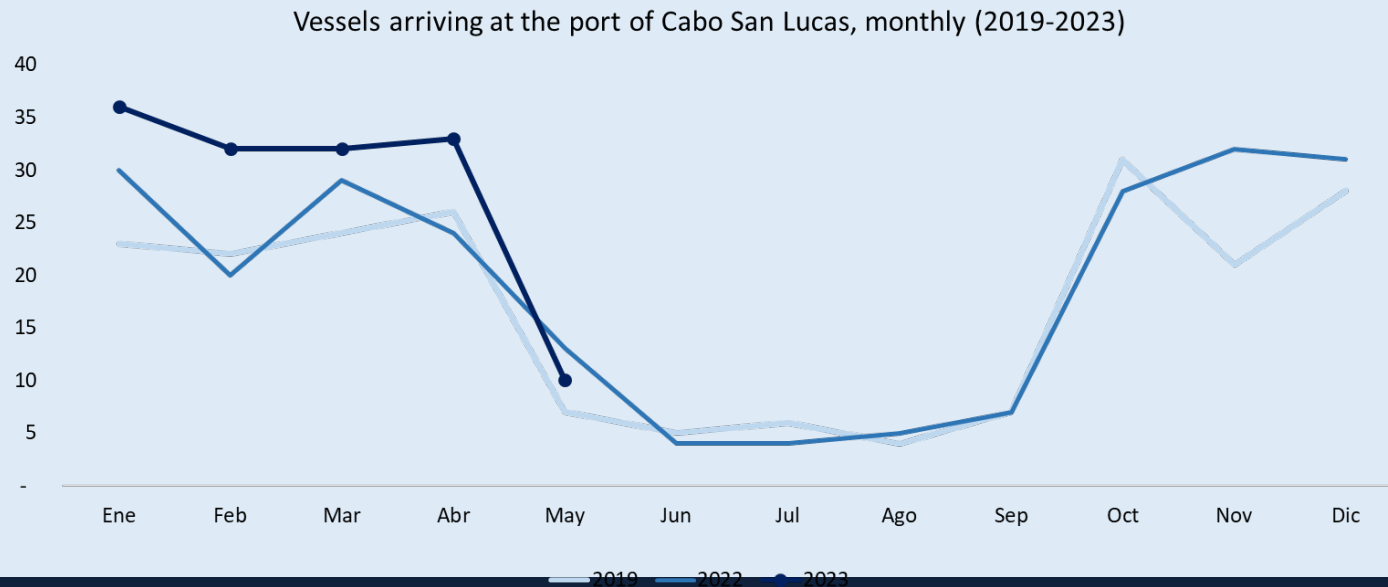
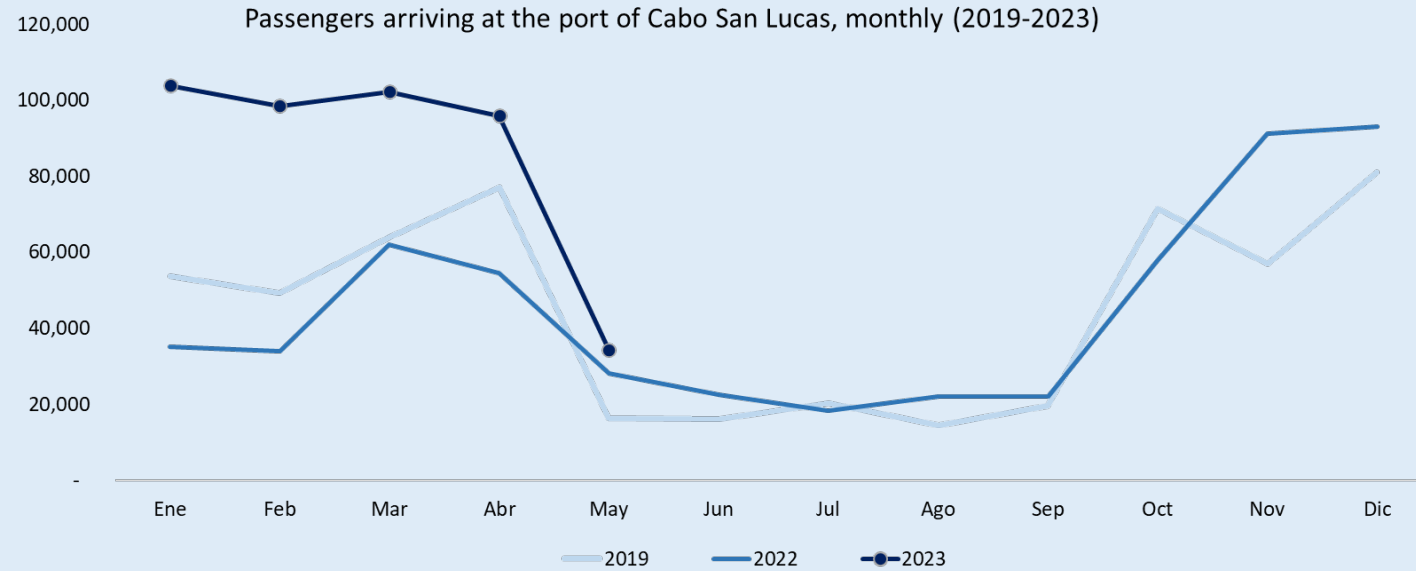
PAX/Vessel

3,426

(+34.2% vs May-2022)



Source: DATATUR-SCT



Yacht Arrivals in Cabo San Lucas (Apr-2023)

Key Indicators
(May-2023)

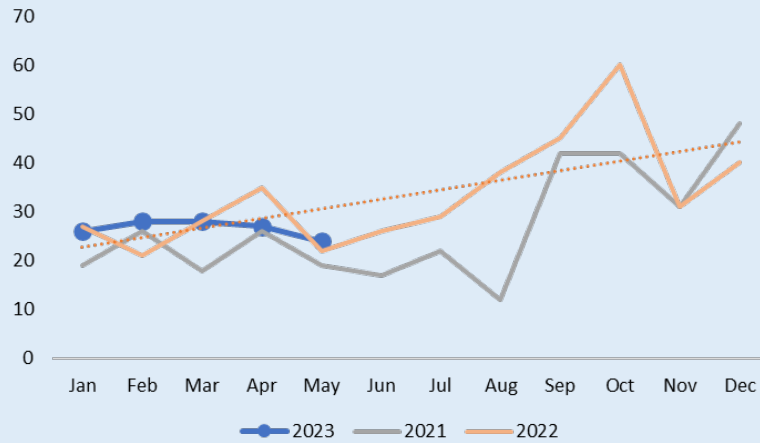
Yachts
(current month)
24
(+9% vs May-2022)



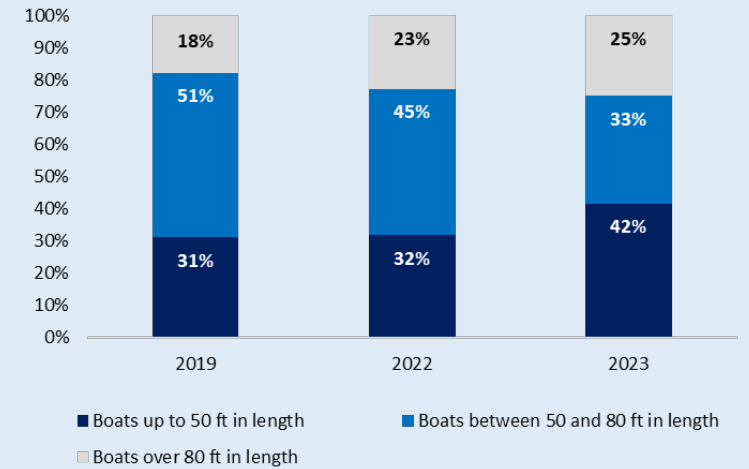
Yachts
(cumulative 2023)
133
(+0% vs 2022)



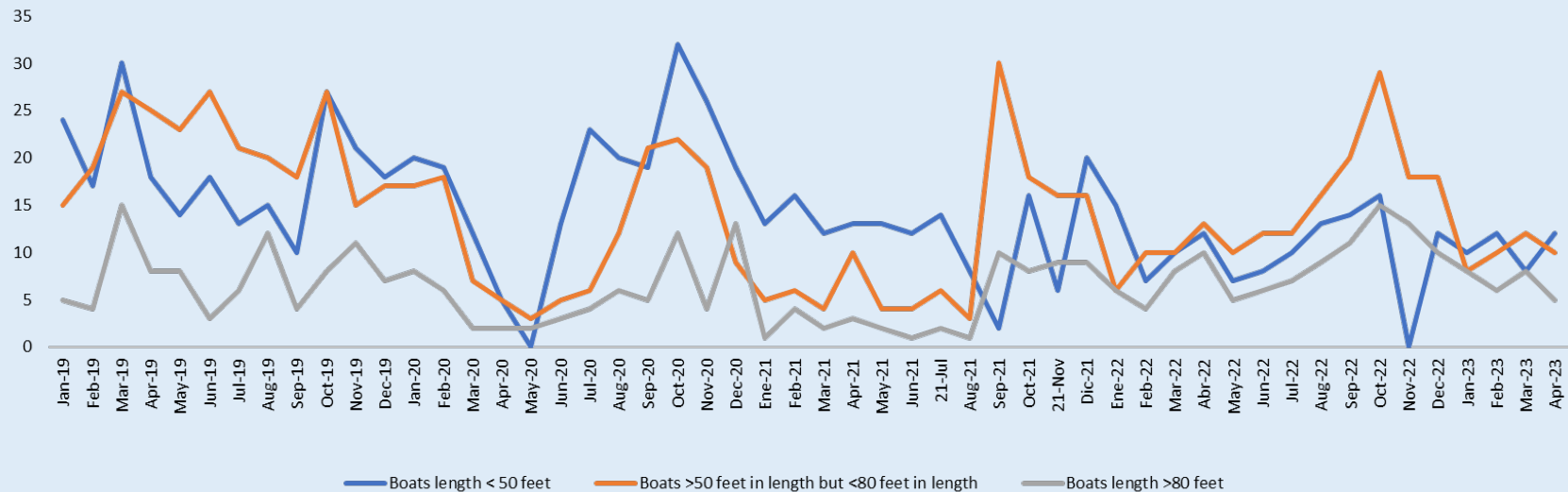
Monthly Yacht Arrivals (2019-2023)



Arrivals per Vessel Size



Monthly Arrivals per Vessel Size (2019-2023)



Source: API Cabo San Lucas

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TOURIST SURVEYS AND
MEETINGS



Meetings (Jun-2023)

Key Indicators (Jun-2023)

RFPs (month)

56

(+21 vs May-2022)



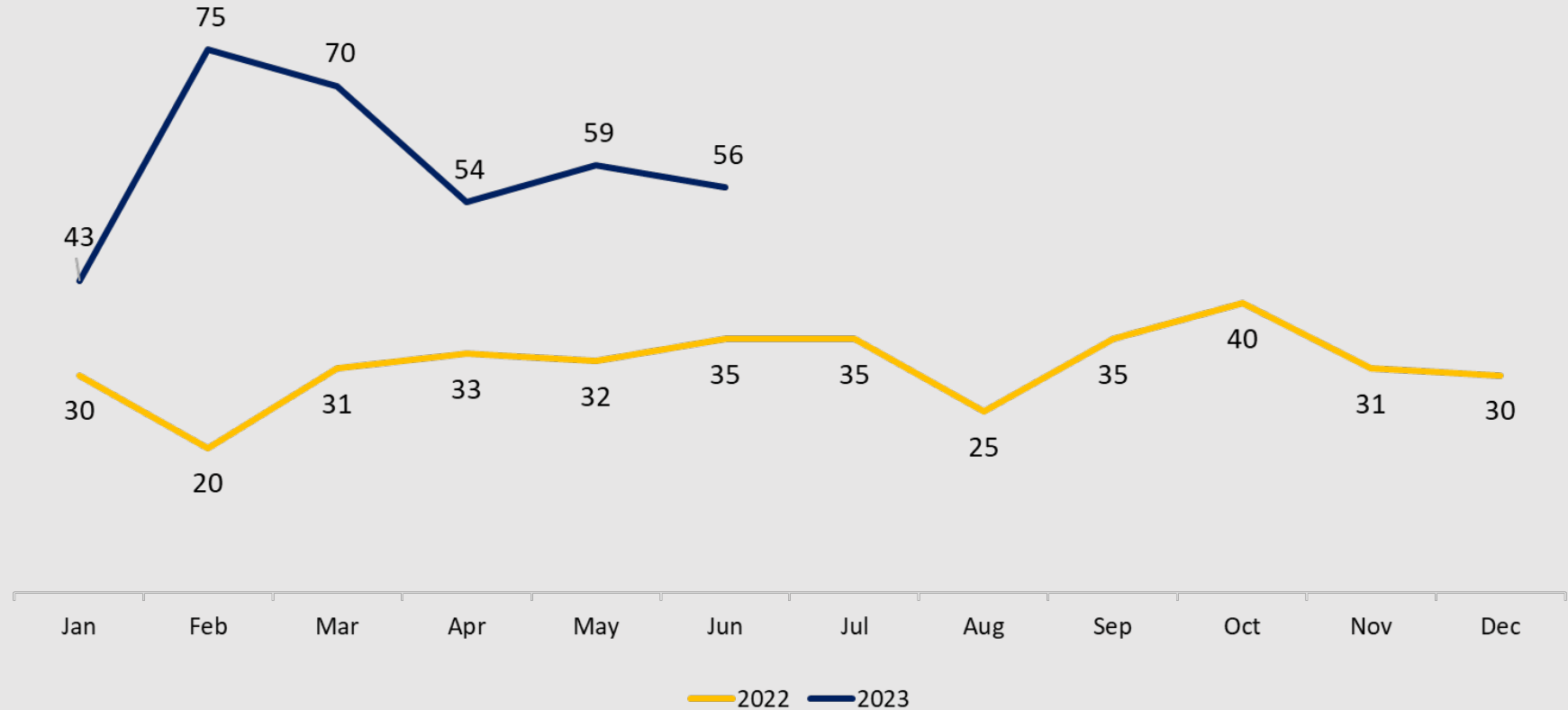
RFPs (cumulative)

357

(+28% vs 2022)



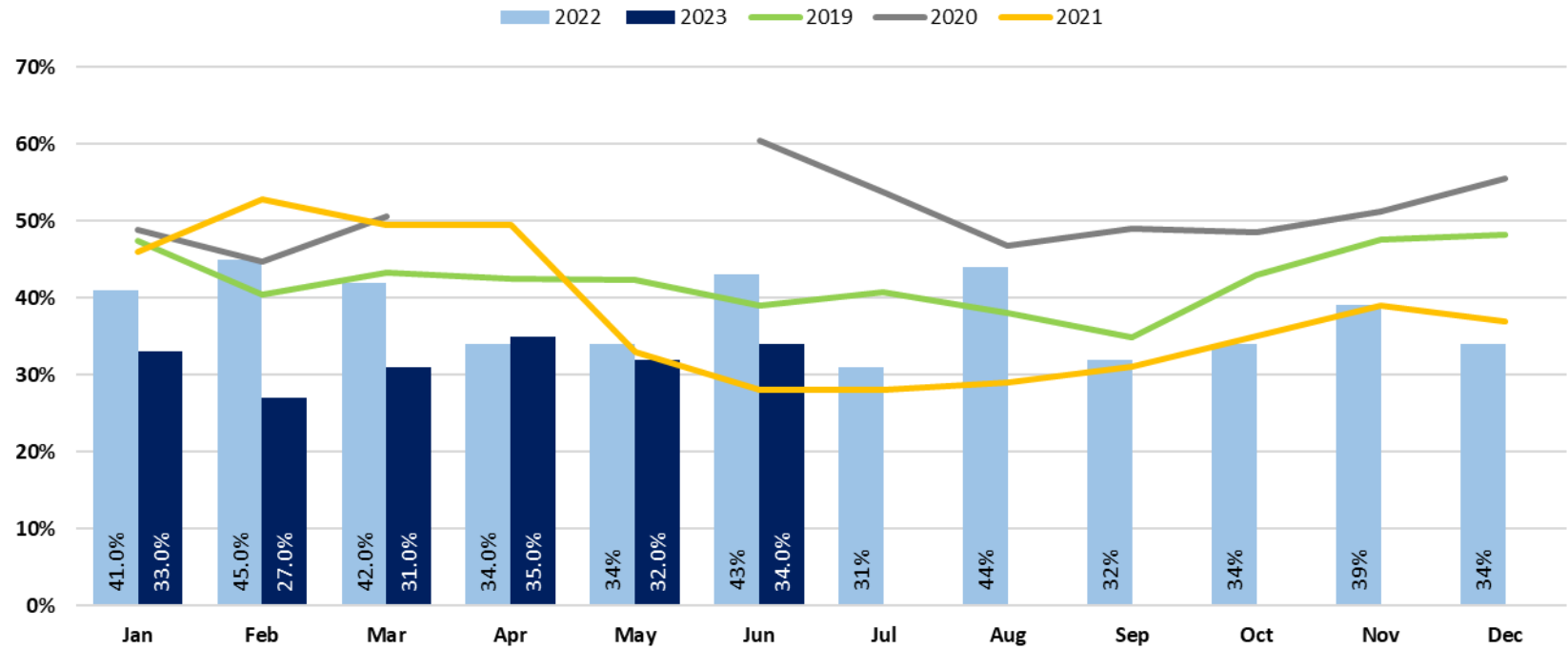
Received RFPs for Meetings and Group Events, 2022-23 (CVENT)



Fuente: CVENT

Returning Tourists

Repetitive Tourists Jun-2023:
34%
-9pp
 vs Jun-2022



SOURCE: TOURIST SURVEY

Package Tours

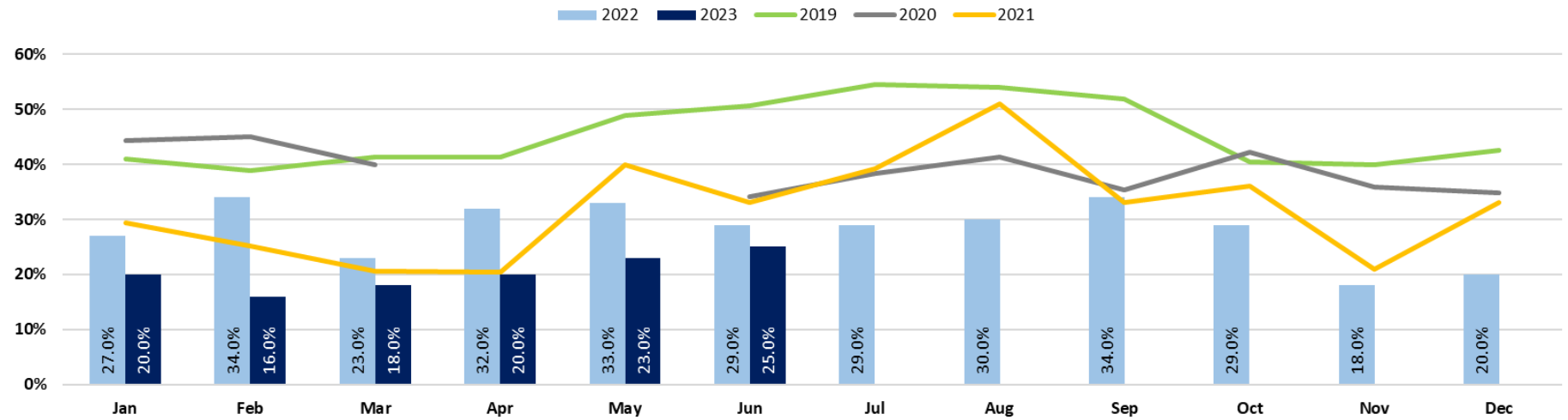
Package Tour

Jun-2023:

25%

-4pp

vs Jun-2022



SOURCE: TOURIST SURVEY

Timeshares

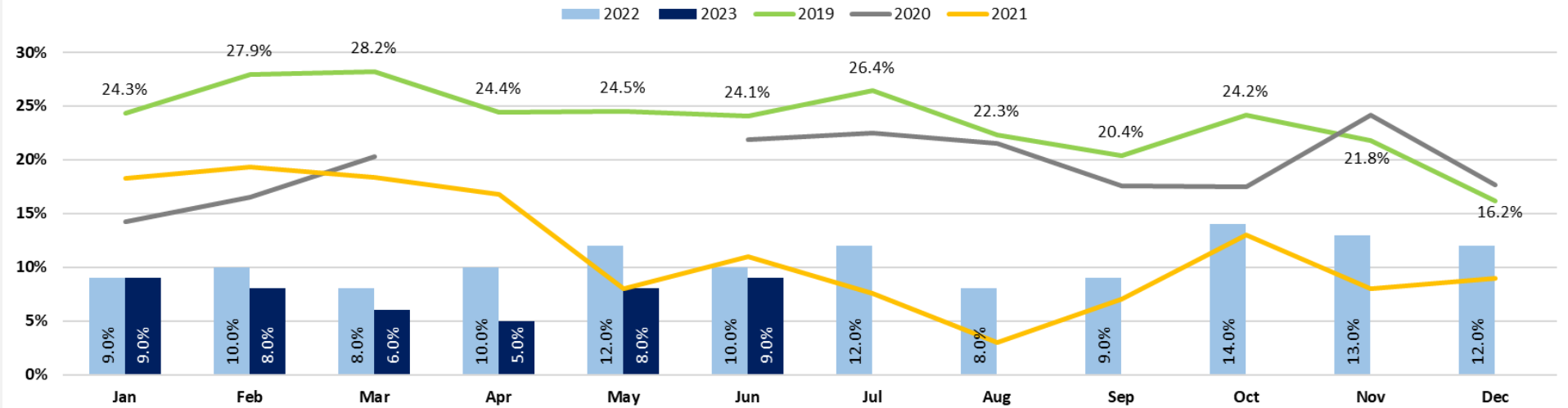
Timeshare Use

Jun-2023:

9%

-1pp

Vs Jun-2022



SOURCE: TOURIST SURVEY

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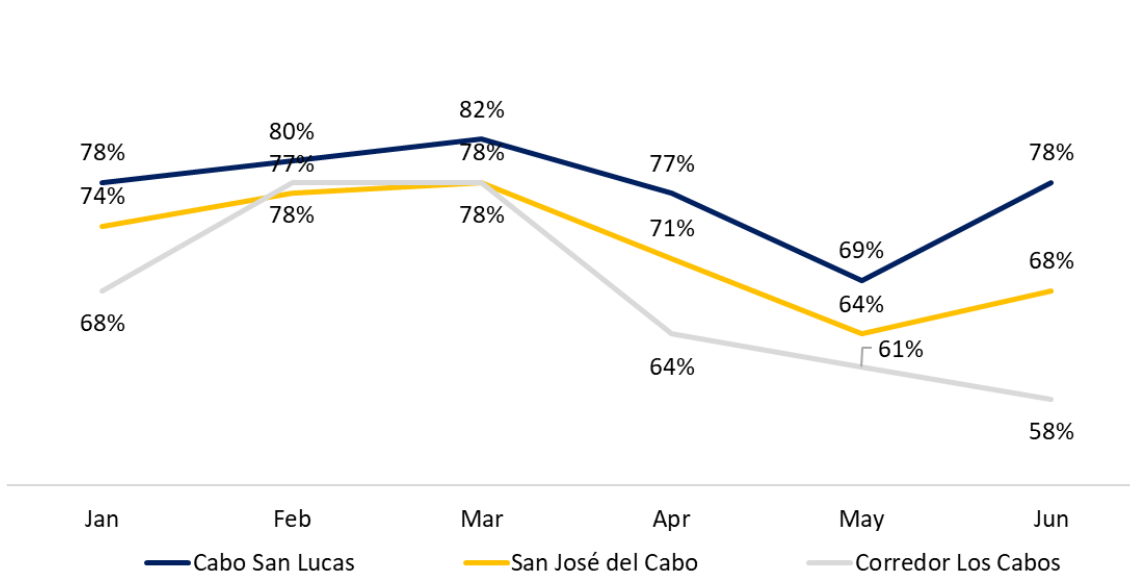
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HOTEL ACTIVITY



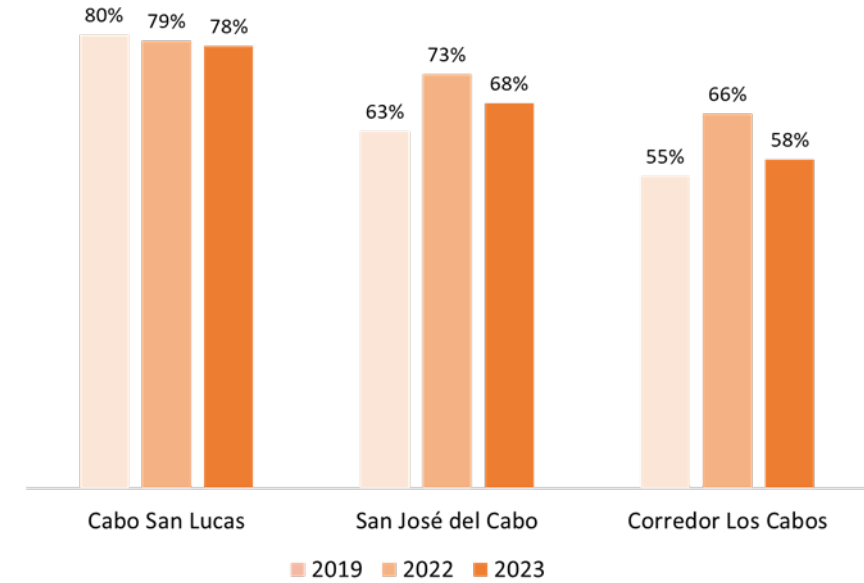
Hotel Occupancy for Los Cabos and Sub-destinations (Jun-2023)

Hotel Occupancy, Monthly (2023)



SOURCE: AHLC

Hotel Occupancy, Jun (2019-2023)



SOURCE: AHLC

SOURCE: AHLC

Cabo San Lucas:
(Jun-2023):

78%



-1 pp vs Jun-2022

San José del Cabo:
(Jun-2023)

68%



-5 pp vs Jun-2022

El Corredor:
(Jun-2023)

58%



-8% vs Jun-2022

Hotel Activity (Jun-2023)

Key Indicators (Jun-2023)

Cabo San Lucas
(Supply)
9,128 rooms
(-0.1% vs Jun-2022)



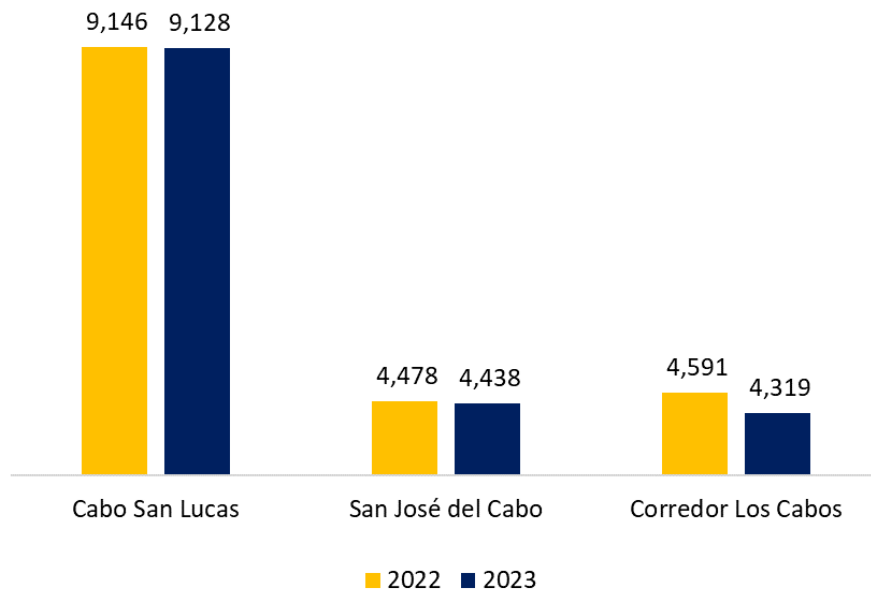
San José del Cabo
(Supply)
4,338 rooms
(-0.9% vs Jun-2022)



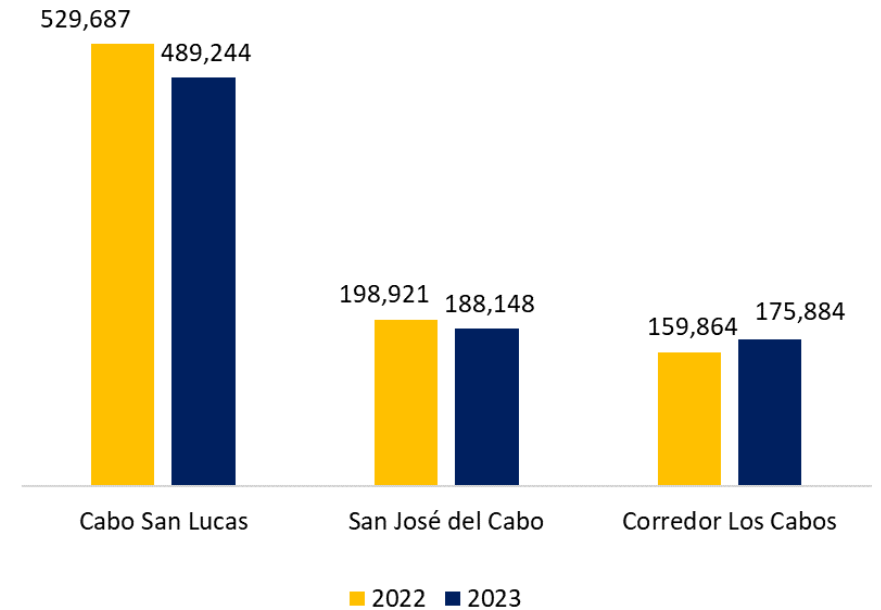
El Corredor
(Supply)
4,591 rooms
(-5.9% vs Jun-2022)



Available Rooms (2019-2022)



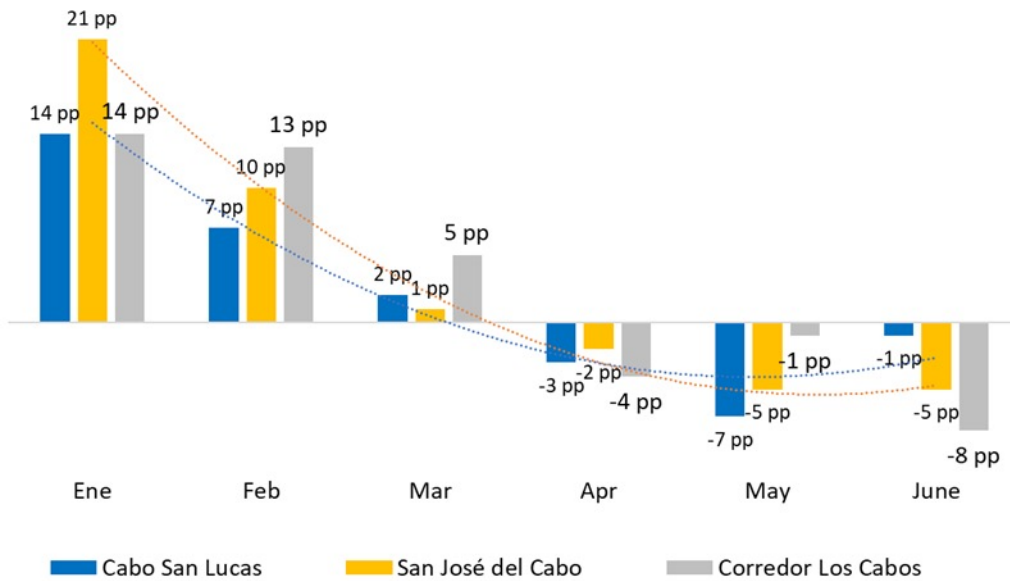
Room Nights (2019-2022)



Source: DATATUR

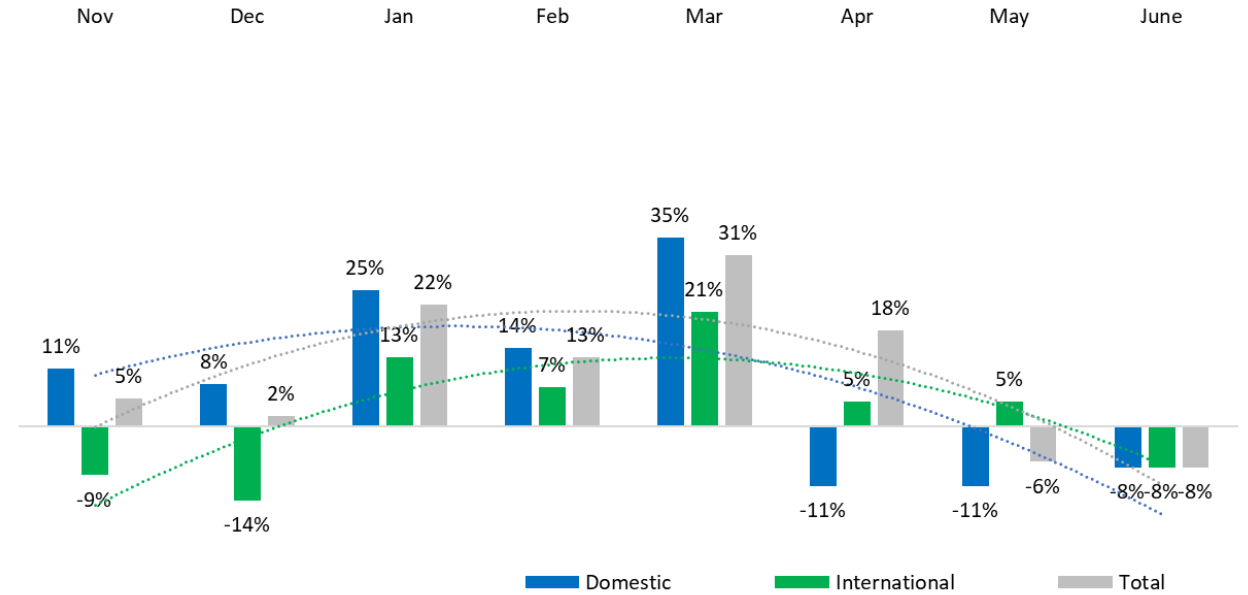
Annual Variations in Hotel Occupancy and Tourist Arrivals

Annual Variation in Hotel Occupancy, by destination
(2023 vs 2022)



SOURCE: AHLIC

Annual Variation in Tourist Arrivals to Hotels, by Origin.
(Nov-2022 to Jun-23, vs. 2022)



SOURCE: DATATUR

Average Daily Rate and RevPAR (May-2023)

Key Indicators (Jun-2023)

ADR (Los Cabos)

\$436

(+5% vs Jun-2022)



ADR (Cabo San Lucas)

\$282

(+10% vs Jun-2022)



ADR (San José del Cabo)

\$303

(+5% vs Jun-2022)



ADR (El Corredor)

\$591

(+2% vs Jun-2022)



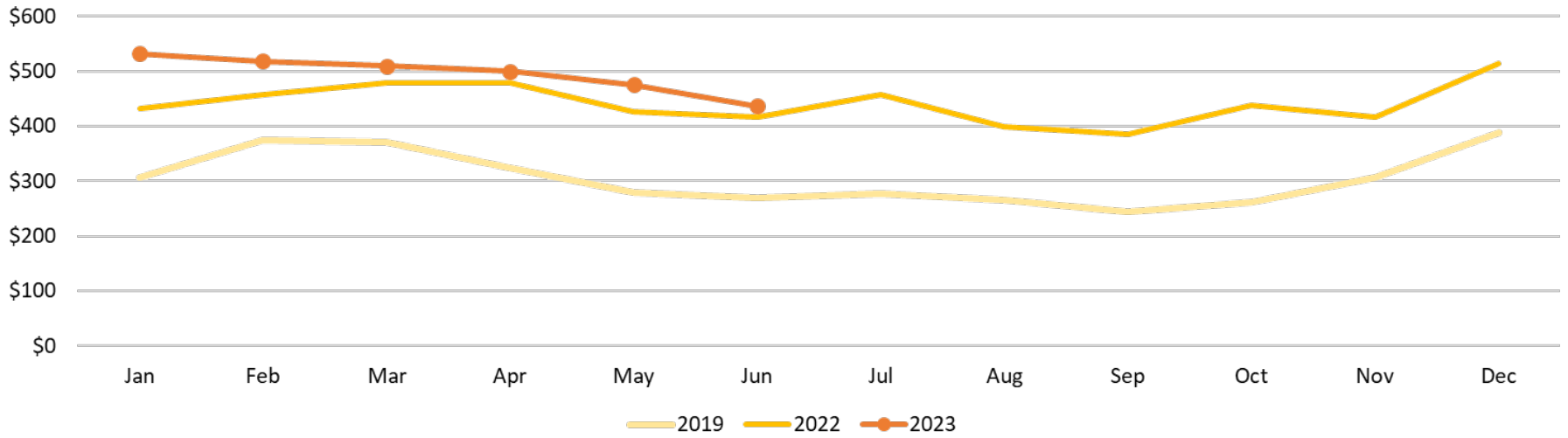
RevPAR (Los Cabos)

\$314

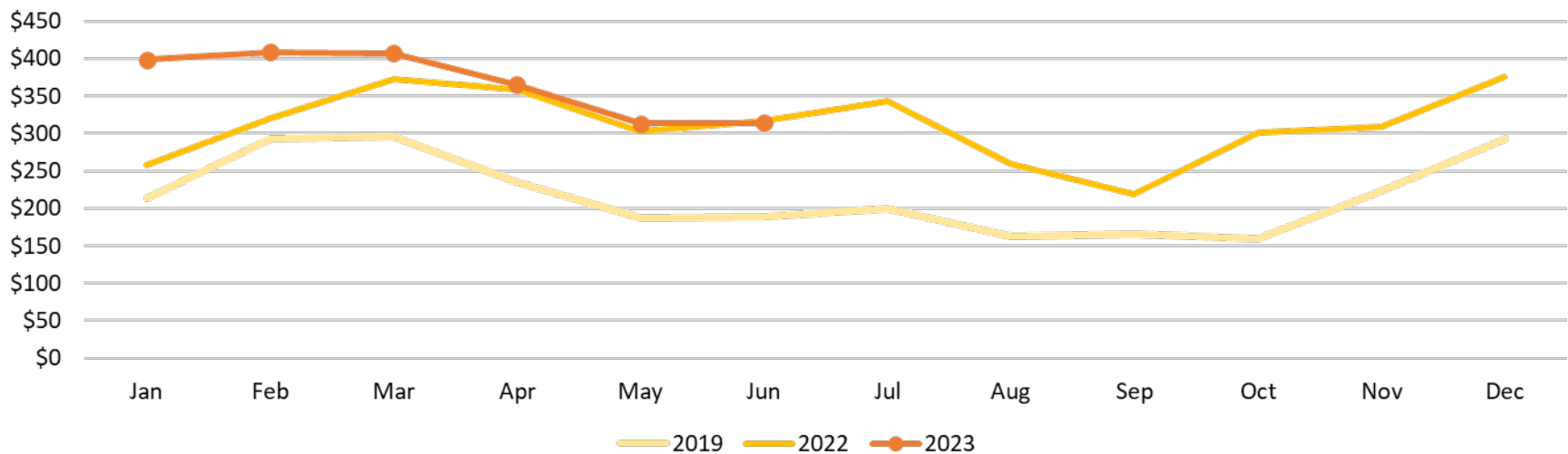
(-1% vs Jun-2022)



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



RevPAR, Los Cabos (USD, 2019 - 2022)



Source: AHLC

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AIR TRAVEL CONNECTIVITY



Key Indicators



Scheduled Air Seats

(next 6 months):

1.02 million ↑
 (+14.4% vs 2022)

Scheduled Air Seats

(Jul-2022):

148.2 thousand ↑
 (+20.2% vs Jul-2022)

CDMX:

399 thousand ↓
 (-5.2% vs 2022)

GDL:

185.8 thousand ↑
 (+3.9% vs 2022)

MTY:

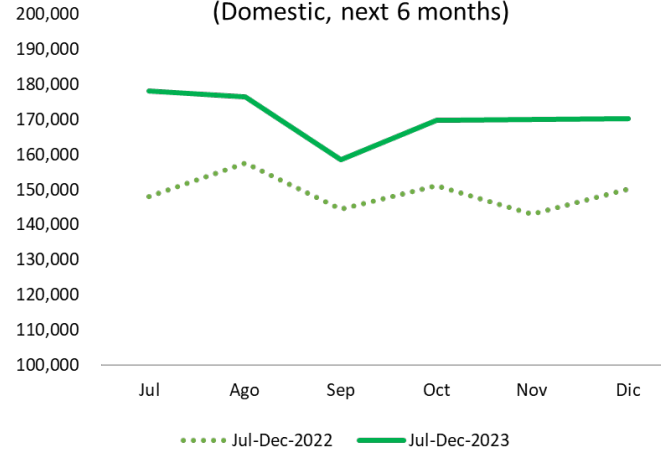
74.4 thousand ↑
 (+42.2% vs 2022)

TIJ:

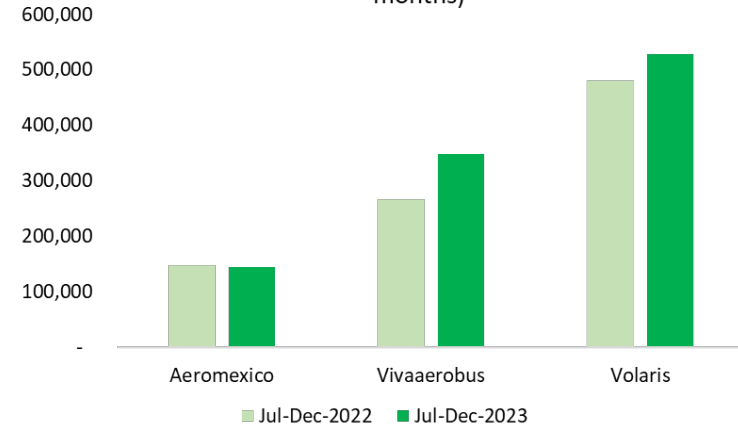
171.4 thousand ↑
 (+6.7% vs 2022)

Domestic Air Connectivity

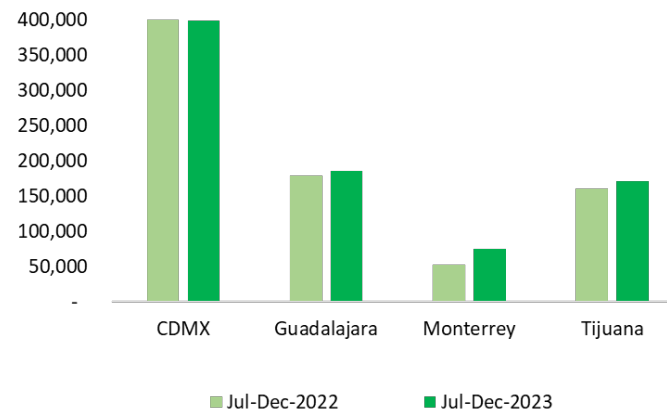
Flight Seat Scheduling to San Jose del Cabo
 (Domestic, next 6 months)



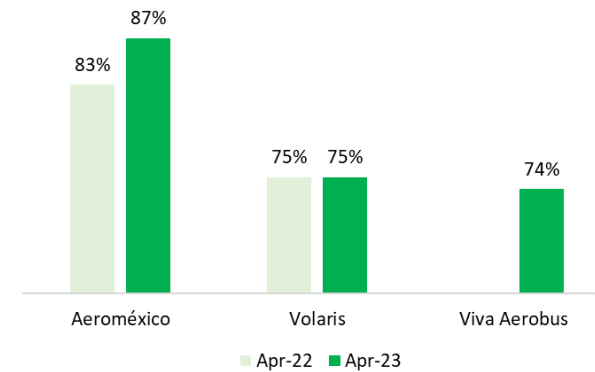
Flight Seat Scheduling per Airline (Domestic, next 6 months)



Flight Seat Scheduling per Departing Airport (Domestic, next 6 months)



Occupancy Factor of Domestic Airlines (Apr-2023)



Key Indicators



Scheduled Air Seats
(next 6 months):

1.2 million

(-0.2% vs 2022)



Scheduled Air Seats
(Jul-2022):

228.6 thousand

(+6.7% vs Jul-2022)



LAX:

233.9

(+4.7% vs 2022)



HOU:

125.4

(-1.8% vs 2022)



DFW:

160 thousand

(+12.5% vs 022)



PHX:

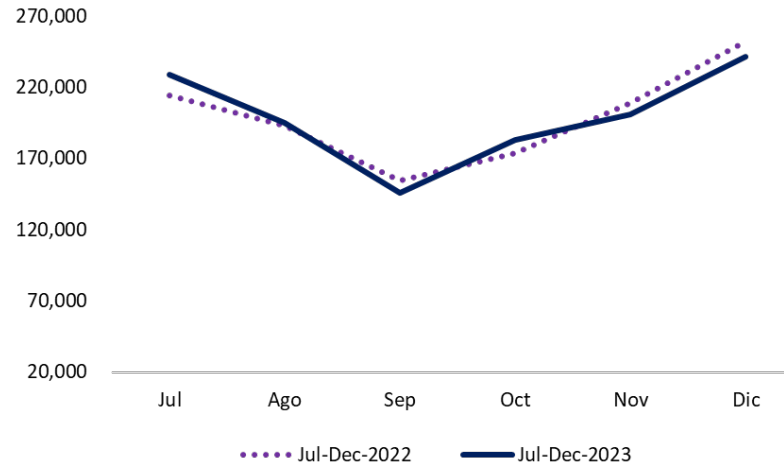
127 thousand

(-0.1% vs 2022)

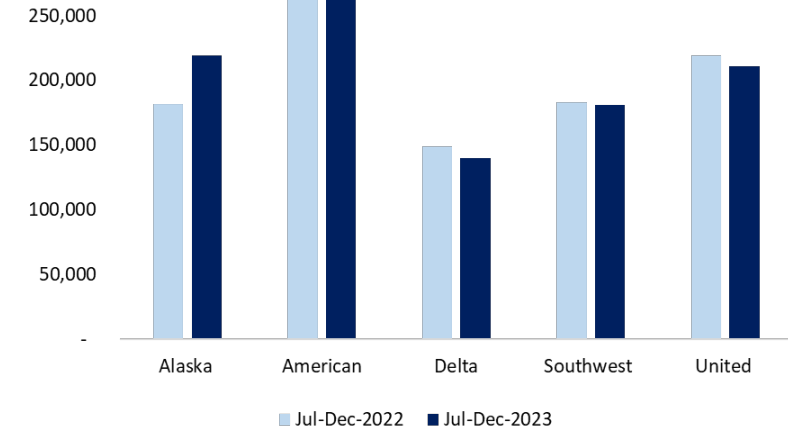


Air Connectivity: U.S.

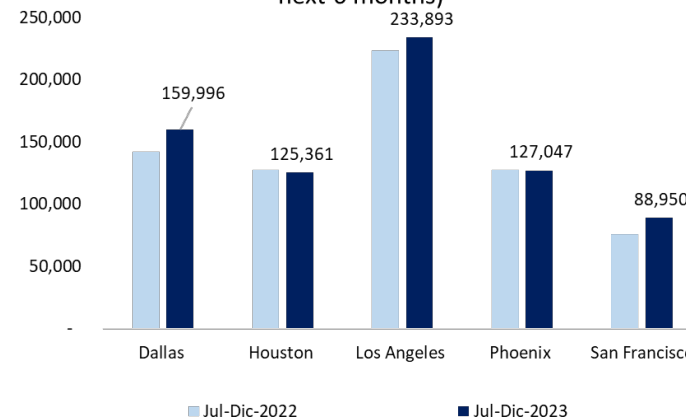
Flight Seat Scheduling to San Jose del Cabo (U.S., next 6 months)



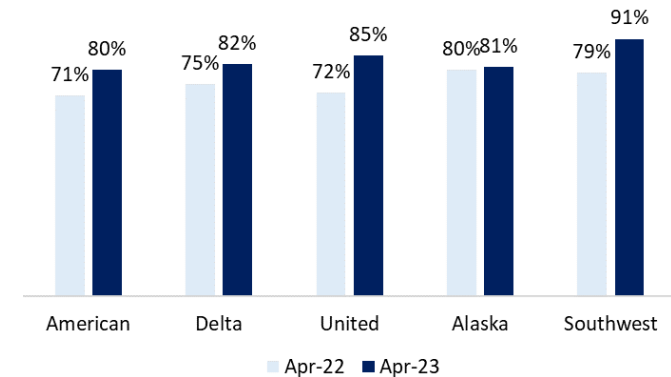
Flight Seat Scheduling per Airline (U.S., next 6 months)



Flight Seat Scheduling per departing airport (U.S., next 6 months)



Occupancy Factor of U.S. Airlines (Apr-2023)



Key Indicators



Scheduled Air Seats
(next 6 months):

64.9 thousand ⬇️

(-10.1% vs 2022)

Scheduled Air Seats
(Jul-2022):

6.9 thousand ⬆️

(+17.2% vs Jul-2022)

YYZ (Toronto):

5.7 thousand ⬇️

(-36.4% vs 2022)

YVR (Vancouver):

28.8 thousand ⬆️

(+4.2% vs 2022)

YYC (Calgary):

24.2 thousand ⬇️

(-12.5% vs 2022)

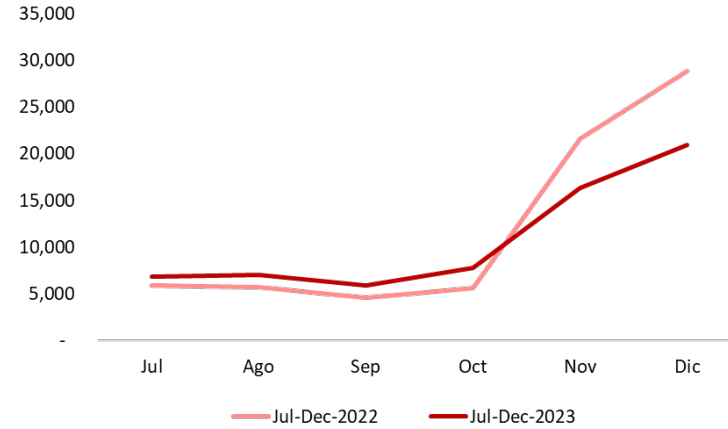
YYG (Edmonton):

3.9 thousand ⬇️

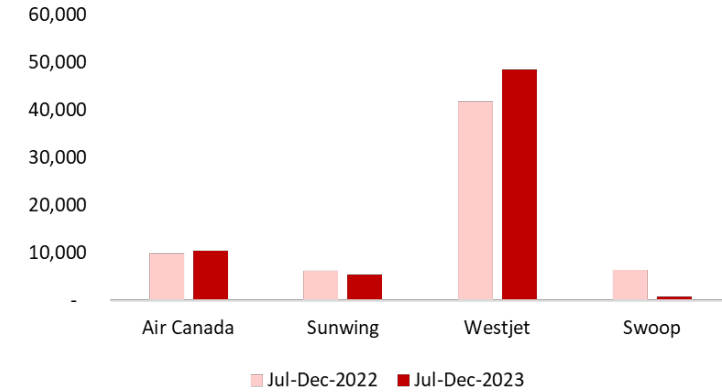
(-27.5% vs 2022)

Air Connectivity: Canada

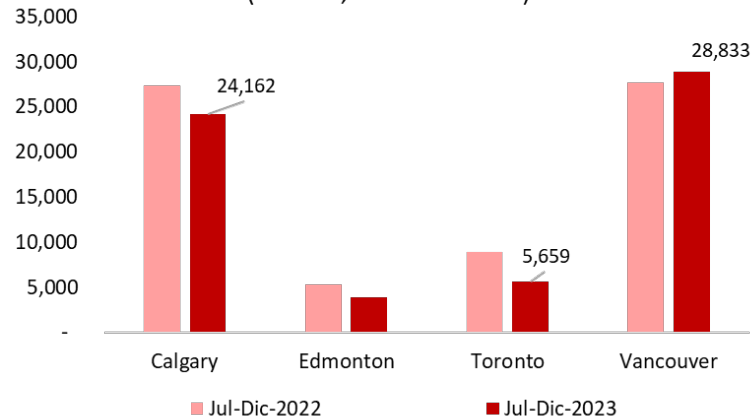
Flight Seat Scheduling to San Jose del Cabo
(Canada, next 6 months)



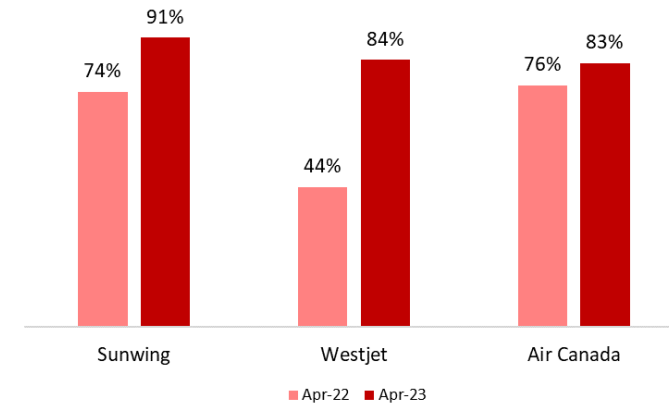
Flight Seat Scheduling per Airline (Canada, next 6 months)



Flight Seat Scheduling per departing airport
(Canada, next 6 months)



Occupancy Factor of Canadian Airlines (Apr-2023)



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PUBLIC RELATIONS



Key Indicators
(May-2023)



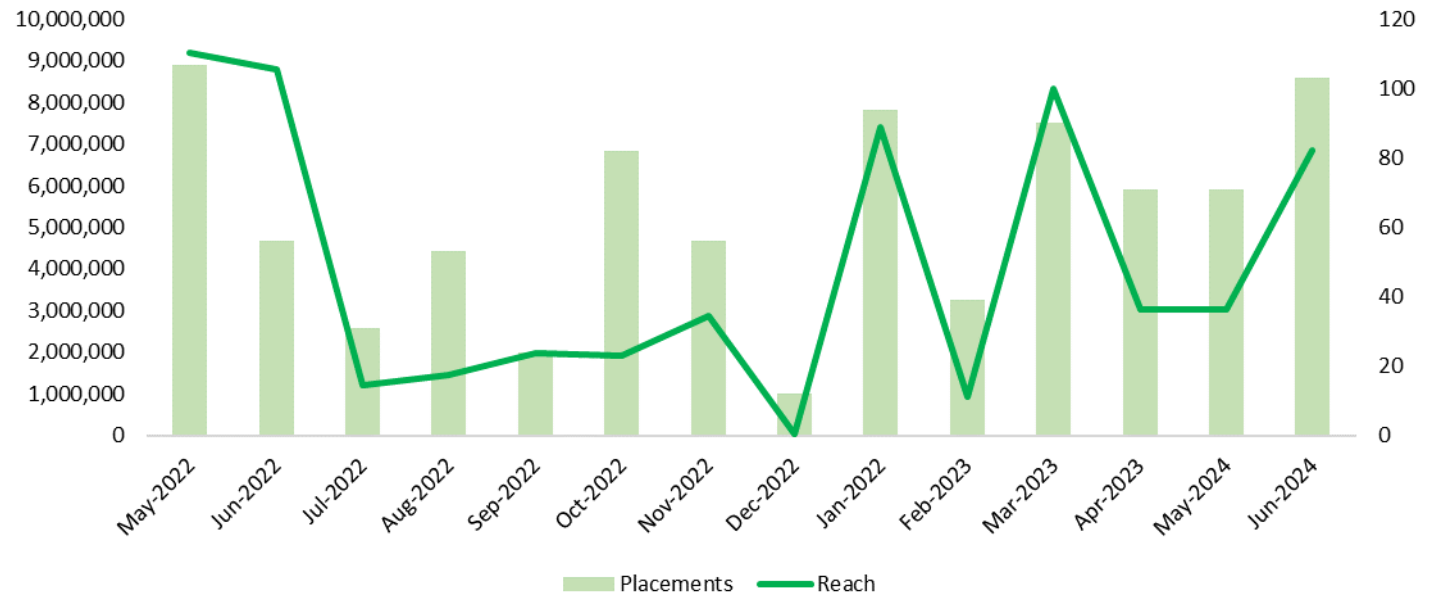
Placements:
103
(+93% vs trailing 12-month average)



Reach:
6.8 million
(+81% vs trailing 12-month average)



Public Relations: Placements and Reach (National)



SOURCE:
LLORENTE Y CUENCA

Indicadores clave
(May-2023)



Placements:

5

(-48% vs trailing 12-month average)



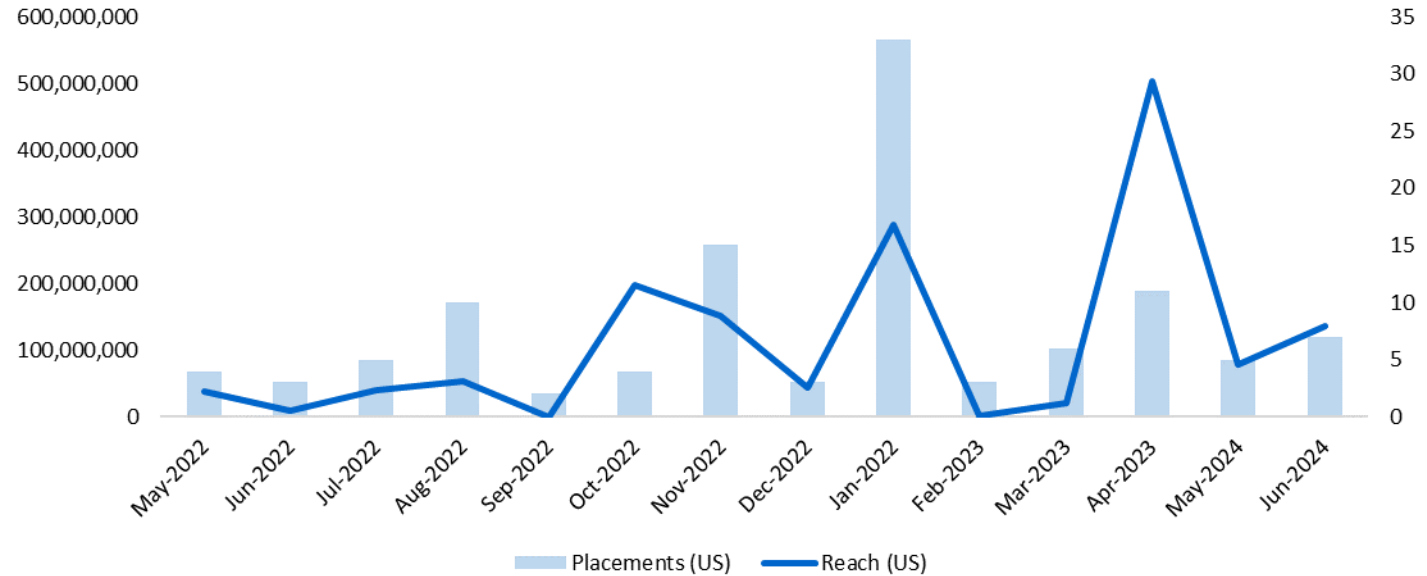
Reach:

77.7 million

(-63% vs trailing 12-month average)



Public Relations: Placements and Reach (U.S.)



SOURCE:
OGILVY

Public Relations: Placements and Reach (Canada)

Key Indicators
(May-2023)



Placements:

3

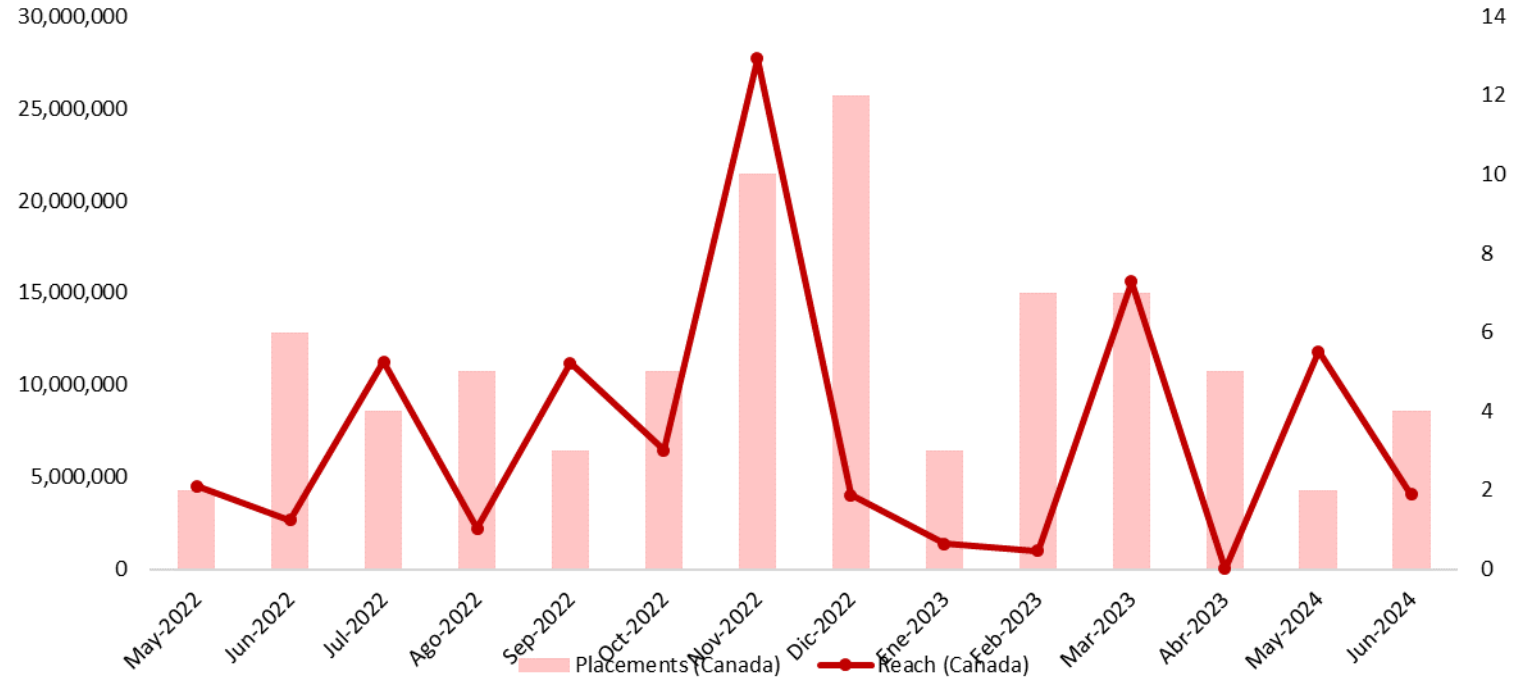
(-39% vs trailing
12-month average)



Reach:

4 million

(-26% vs trailing
12-month average)



SOURCE:
JESSON + CO

Public Relations: Placements and Reach (Spain)

Indicadores clave
(May-2023)



Placements:

33

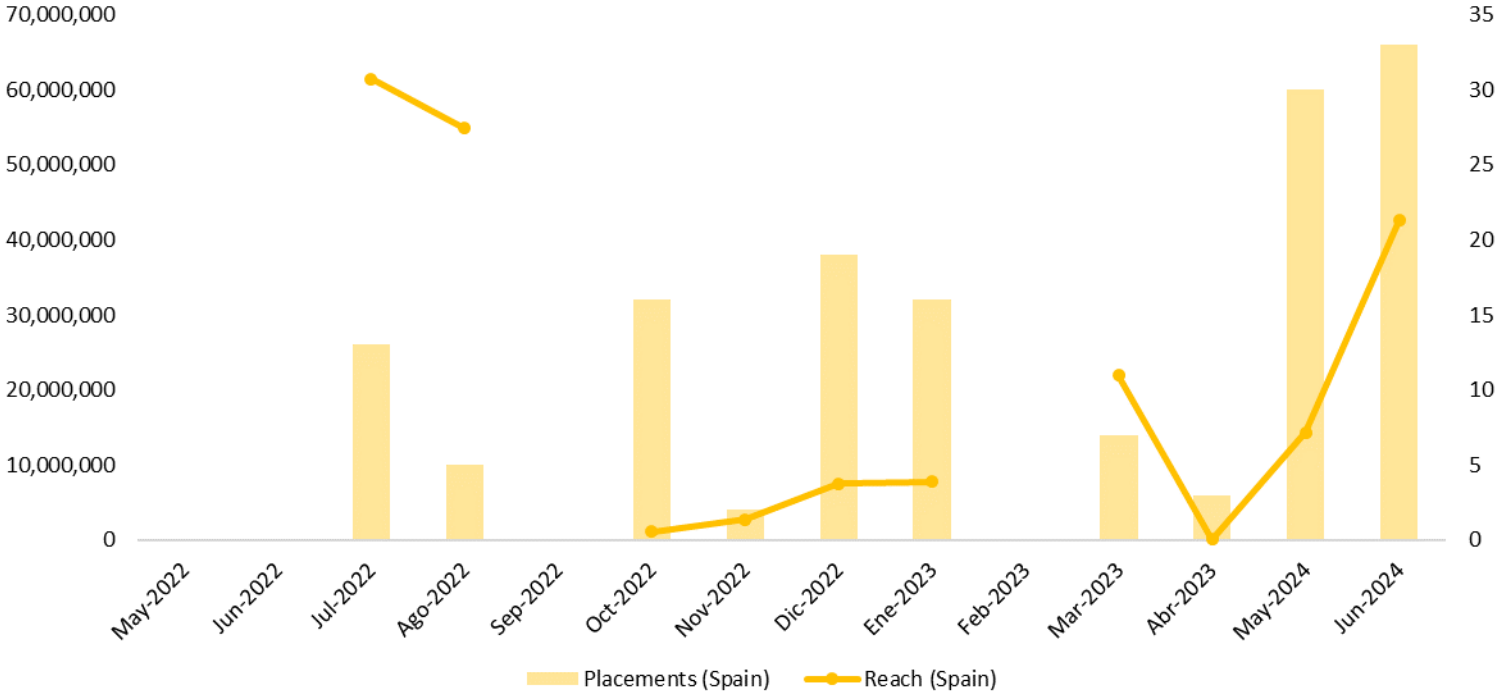
(+129% vs trailing
12-month average)



Reach:

42.6 million

(+99% vs trailing
12-month average)



FUENTE:
ROMAN



LOS CABOS TOURISM OBSERVATORY

COVID-19 IMPACT

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



Impact on Employment in Mexico

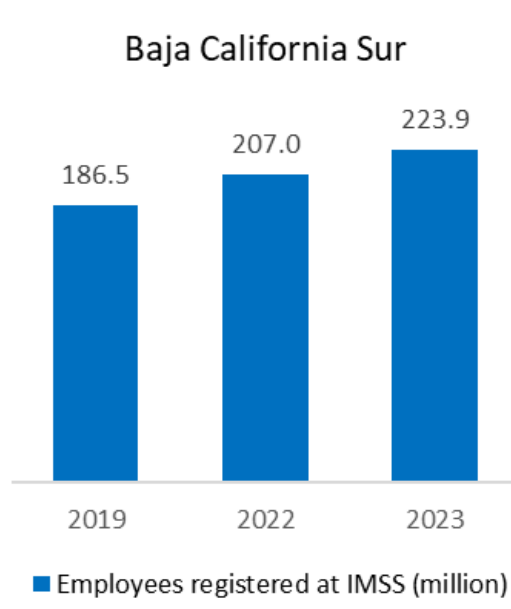


Employment (National):

21.9 million

+4.1%

vs Jun-2022

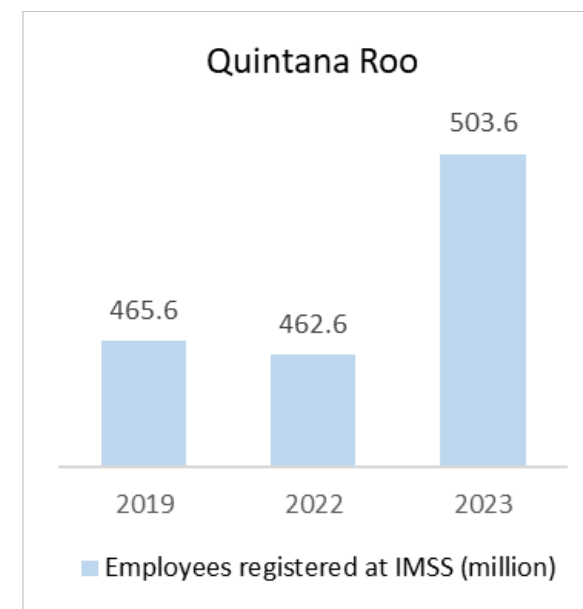


Employment (Baja California Sur):

223.9 thousand

+8.4%

vs Jun-2022



Employment (Quintana Roo):

503.6 thousand

+9.0%

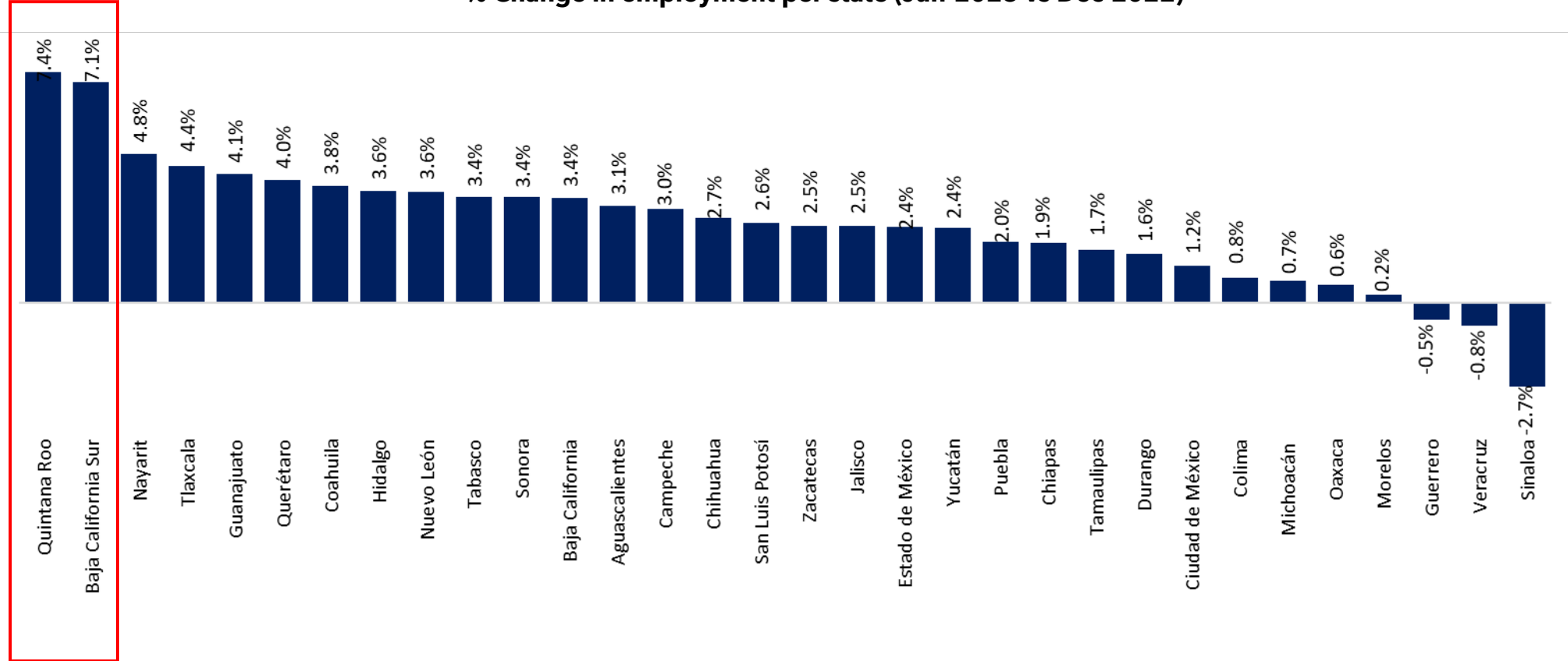
vs Jun-2022



SOURCE: IMSS

Impact on Employment in Mexico

% Change in employment per state (Jun-2023 vs Dec-2022)



SOURCE : IMSS

International Tourist Arrivals in Mexico

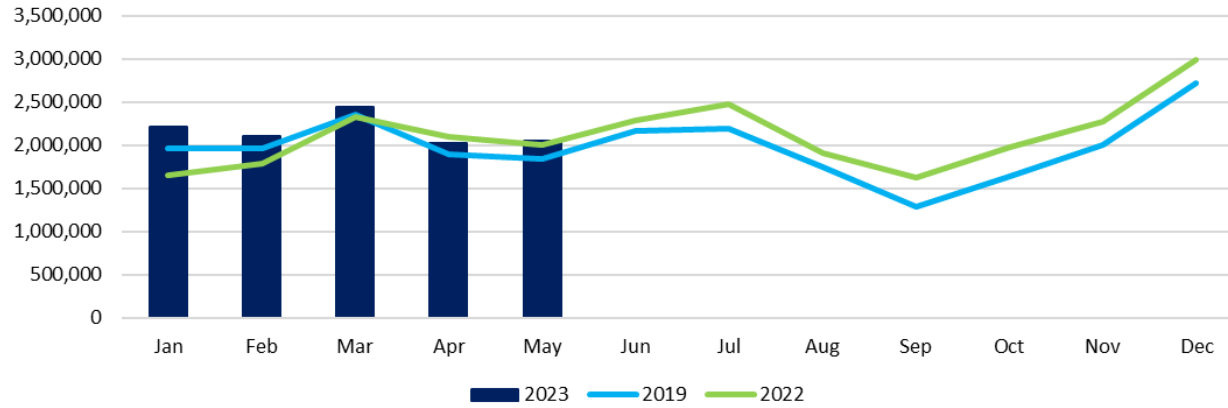
Air Activity in Mexico - Airport Groups

International Tourist Arrivals

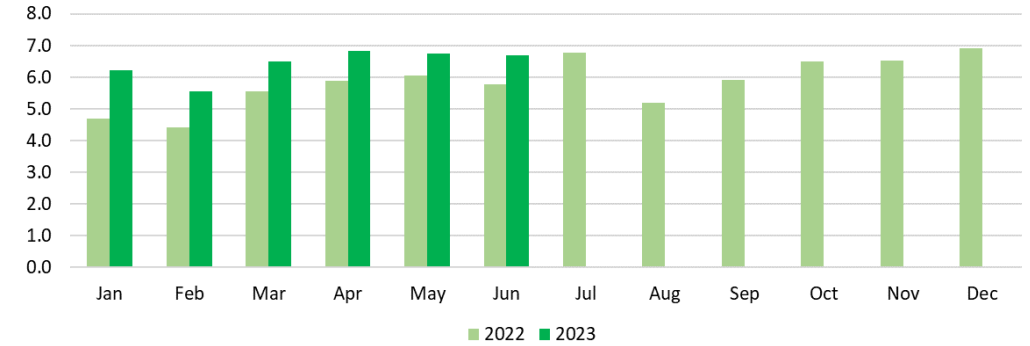


May-2023	May-2022	VAR
3,262,288	2,985,544	9.3%

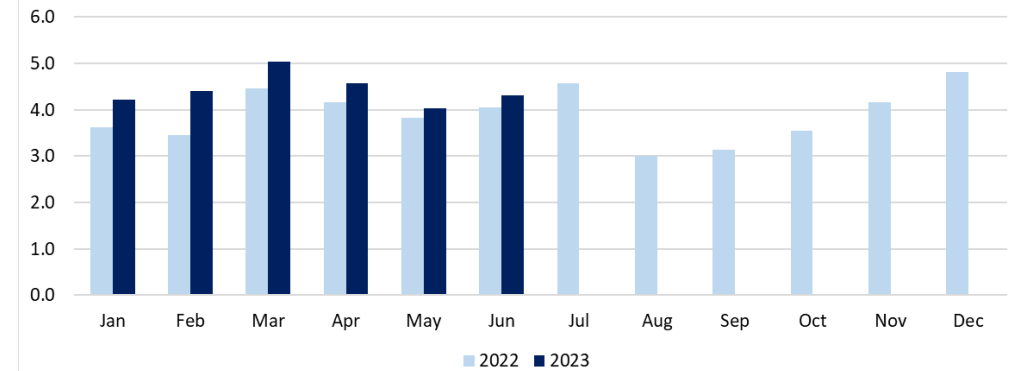
Inbound Tourists



Passenger traffic in domestic operations (millions)



Passenger traffic in international operations (millions)



International tourist arrivals:

3.26 million

+9.3%

vs May-2022



International admittances:

2.05 million

+2.3%

vs May-2022



Average expenditure of inbound tourists by air:

\$1,096 USD

-1%

vs May-2022



PAX In domestic operations:

6.7 million

+11.0%

vs Jun-2022



PAX in international operations:

4.31 million

+6.0.0%

vs Jun-2022



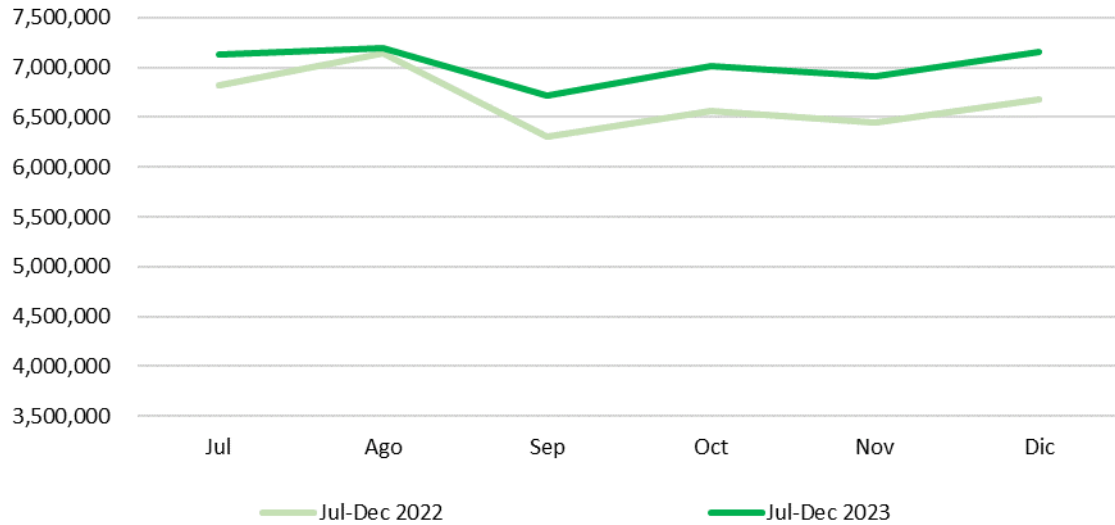
*TOTAL TRAFFIC OF THE THREE AIRPORT GROUPS (ARRIVALS AND DEPARTURES), INFORMATION FROM MEXICO CITY IS NOT INCLUDED.

SOURCE : ASUR, OMA,GAP

SOURCE: INTERNATIONAL TOURIST SURVEY. INEGI

Seat planning for Mexico (Jul-2023 and beyond)

Seat planning. Domestic market



Domestic Seats:

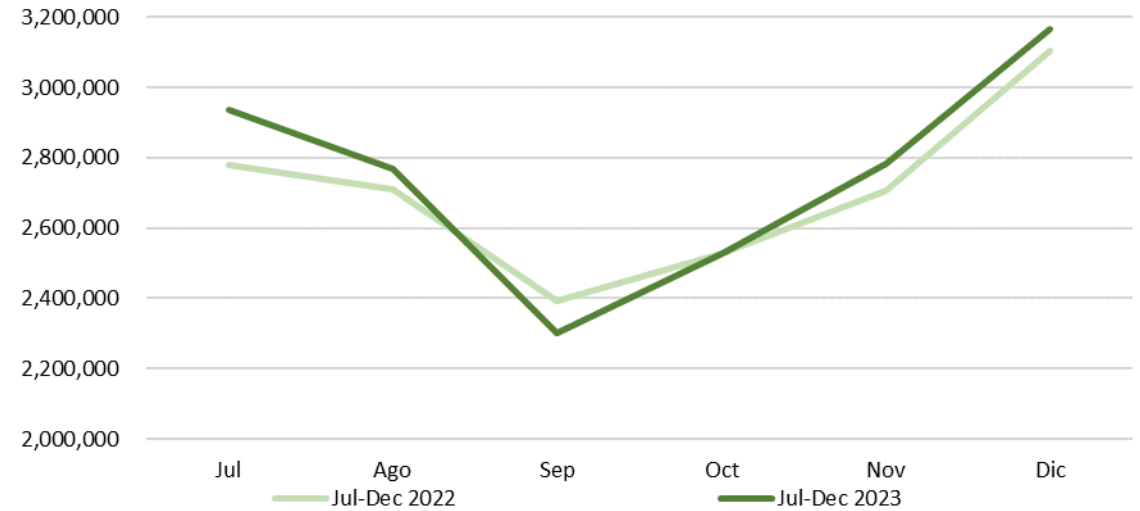
42.1 million

+5.4%

vs Jul-Dec 2022



Seat planning. International market to Mexico



International Seats:

16.5 million

+1.6%

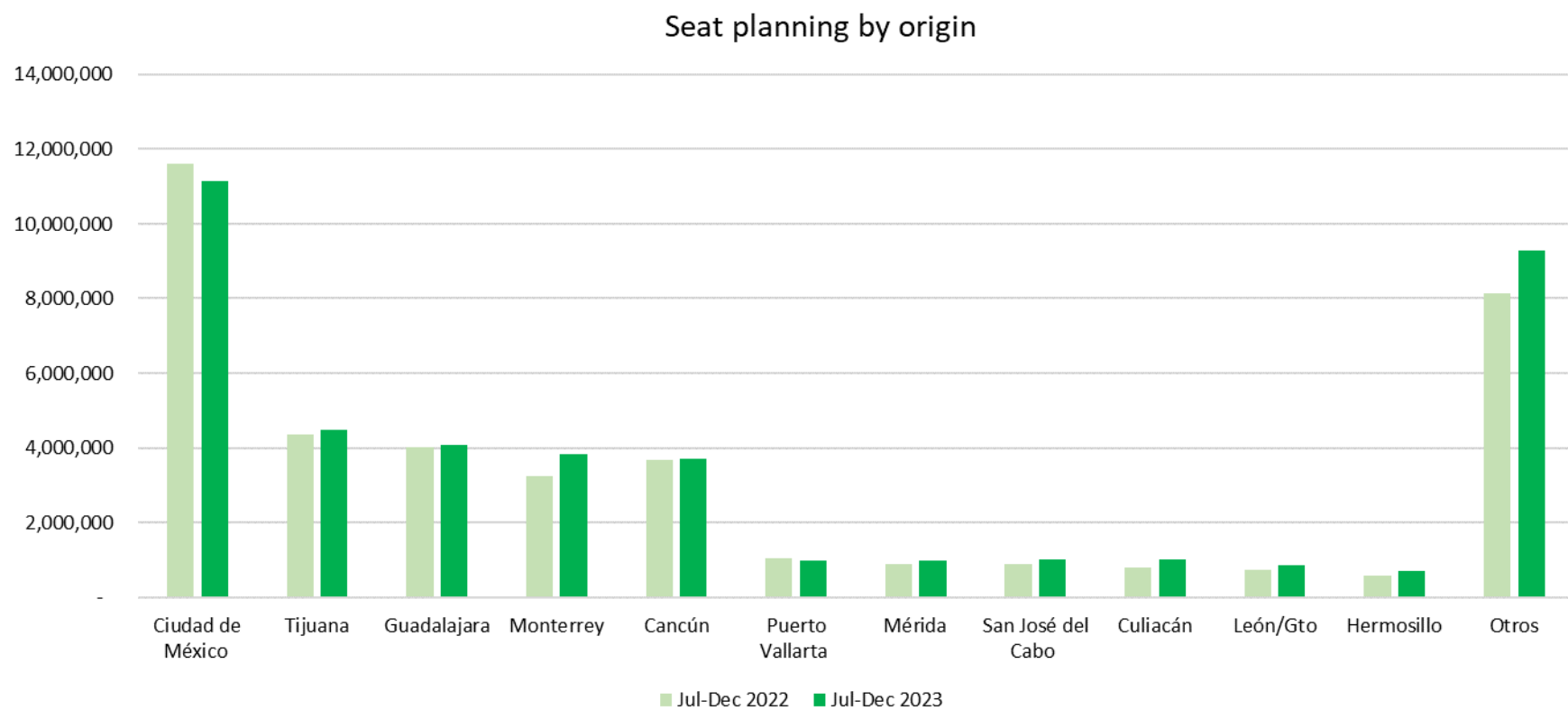
vs Jul-Dec 2022



SOURCE : OAG


SEAT PLANNING AS OF THE LAST WEEK OF MAY 2022 AND 2023, RESPECTIVELY.

Seat planning for Mexico



Domestic
Jul-Dec 2023:

CDMX
11.13 million
-4.1% 
vs Jul-Dec 2022

Tijuana:
4.47 million
+2.8% 
vs Jul-Dec 2022

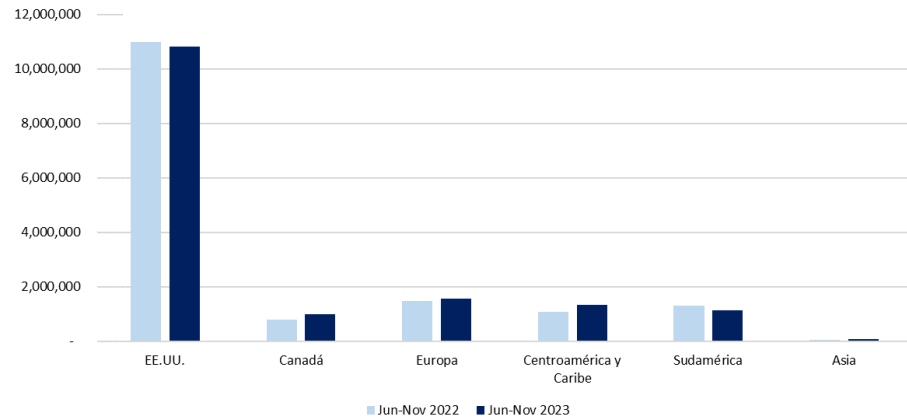
Guadalajara:
4.08 million
+1.2% 
vs Jul-Dec 2022

San José del Cabo:
1.02 million
+14.2% 
vs Jul-Dec 2022

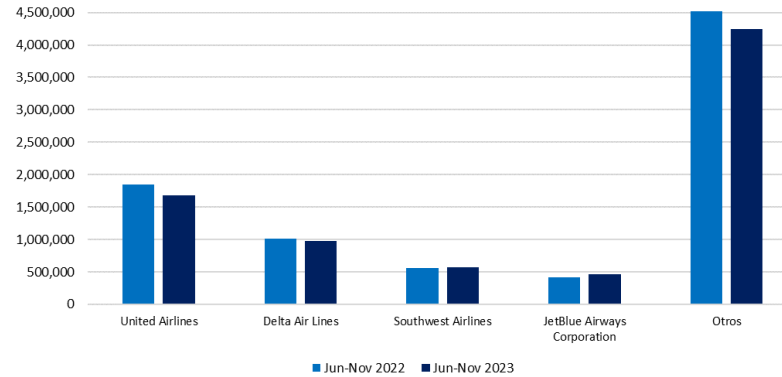
SOURCE : OAG
SEAT PLANNING AS OF THE LAST WEEK OF MAY 2022 AND 2023, RESPECTIVELY.

Seat Planning for Mexico for the Coming Months

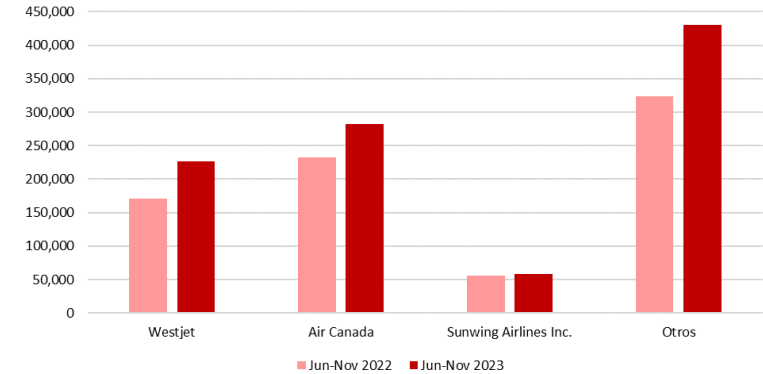
Seat planning per region



Seat planning per airline, U.S.



Seat planning per airline, Canada.



U.S.
11.13 million seats
-1.2%
 vs Jul-Dec 2022



67.5%

%VAR planned seats

Dallas:
1.5 million
-3%

Houston:
1.4 million
-5.3%

vs Jul-Dec 2022

Los Angeles:
1.4 million
+5.1%
Chicago:
866 thousand
+2.4%



Canada
1.21 million
+19.8%
 vs Jun-Nov 2022



7.3%

%VAR planned seats

Toronto:
449 thousand
+21.2%
Vancouver:
256 thousand
+26.5%

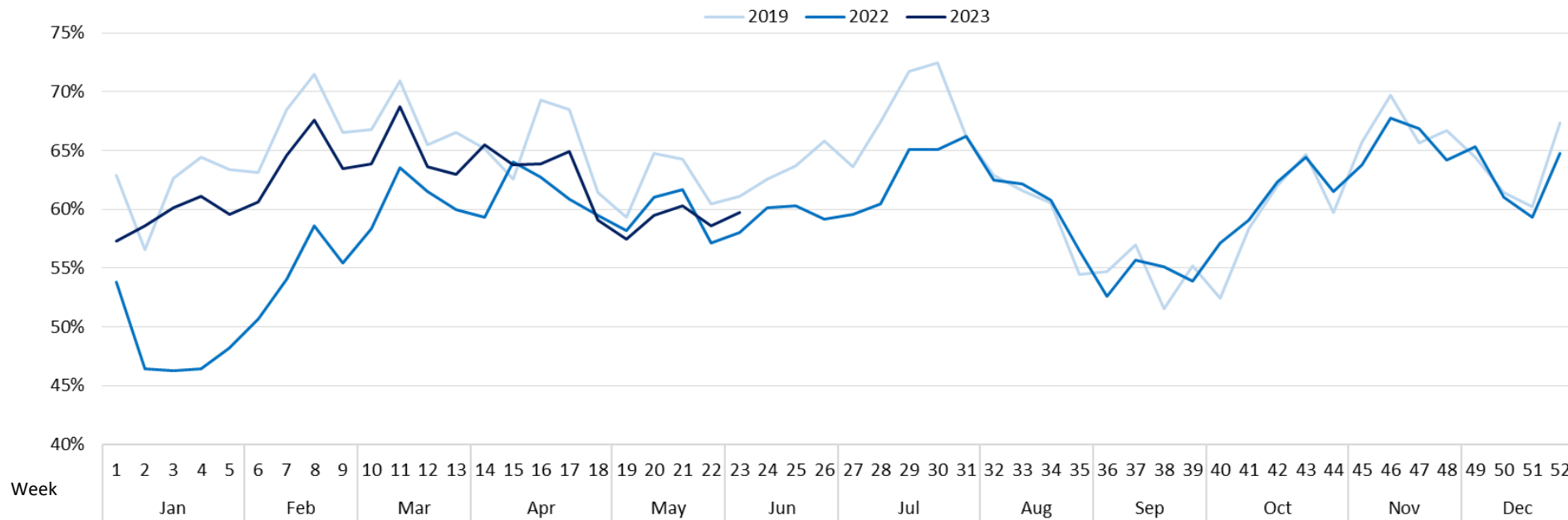
vs Jul-Dec 2022


Montreal:
242 thousand
+10.3%
Calgary:
152 thousand
+25.6%

SOURCE : OAG
SEAT PLANNING AS OF THE LAST WEEK OF MAY 2022 AND 2023, RESPECTIVELY.

Hotel Indicators in Mexico

Hotel occupancy in Mexico (average 12 resorts)



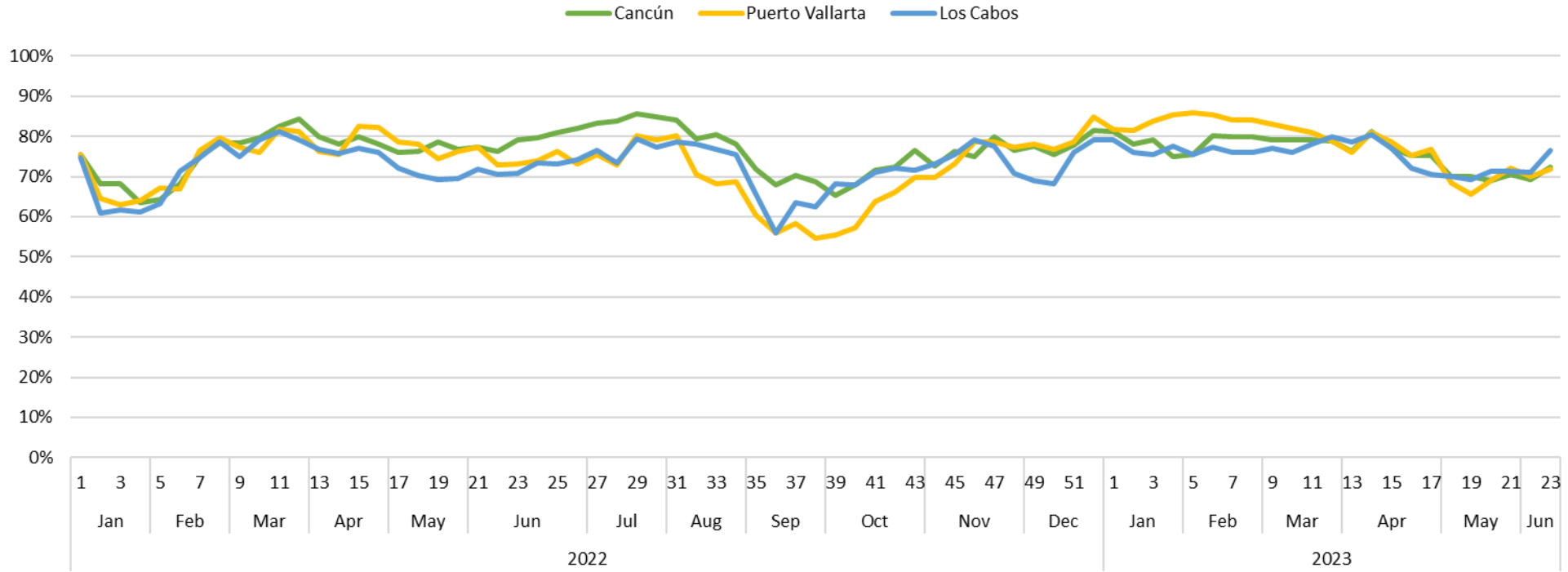
Average Occupancy, week 23:
59.7% 
+1.6pp
 vs same week of 2022

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

Hotel occupancy in Cancun, Puerto Vallarta and Los Cabos



Cancún:
72.3%

Puerto Vallarta:
71.7%

Los Cabos:
76.6%
+4.3pp vs Cancún
+4.9pp vs Puerto Vallarta
Week 23 (Jun 5-11 2023)

SOURCE : DATATUR

LOS  CABOS

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TOURISM OBSERVATORY

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: $RevPAR = It / \Sigma Ht$, 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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