

LOS  CABOS

LOS CABOS  
TOURISM OBSERVATORY

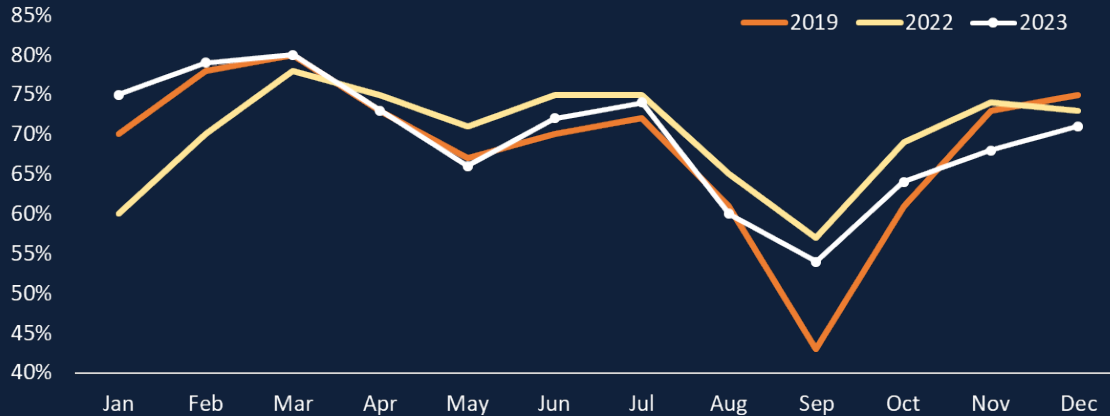
KEY PERFORMANCE INDICATORS

JANUARY 2024



# Key Performance Indicators (Dec-2023)

## Hotel Activity



**Hotel Occupancy**  
(Avg. 2023):  
**70%**  
**+0pp**  
(vs Avg. 2022)

**Average Daily Rate**  
(Avg. 2023):  
**\$458 USD**  
**+3.2%**  
(vs Avg. 2022)

**RevPAR**  
(Avg. 2023):  
**\$311 USD**  
**+3.4%**  
(vs Avg. 2022)

**Hotel Occupancy**  
(Dec-2023):  
**71%**  
**-2pp**  
(vs Dec-2022)

**Average Daily Rate**  
(Dec-2023):  
**\$517 USD**  
**+1%**  
(vs Dec-2022)

**RevPAR**  
(Dec-2023):  
**\$367 USD**  
**-2%**  
(vs Dec-2022)

SOURCE: AHLC

SOURCE: AHLC

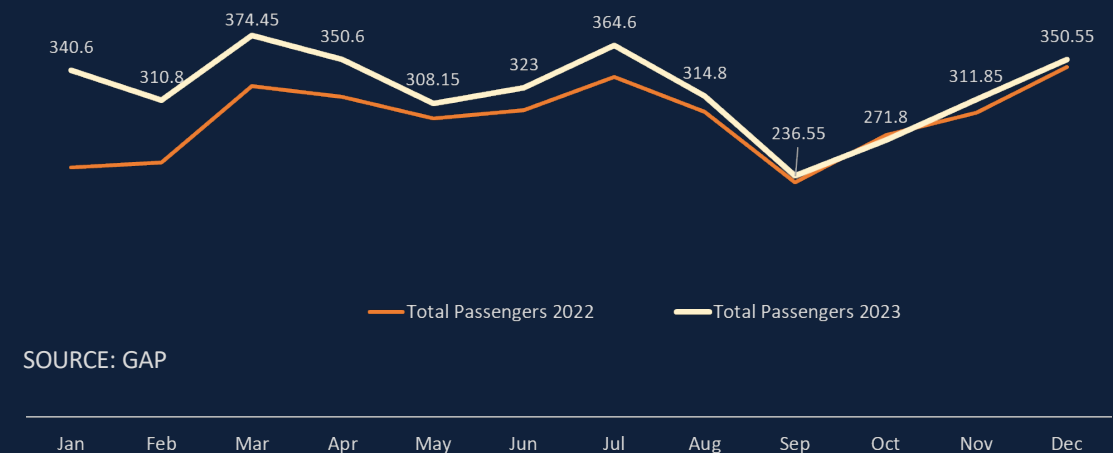
SOURCE: AHLC

## Air Passenger Arrivals

**Total Passengers**  
(Cum. 2023):  
**3.86 million**  
**+9.9%**  
(vs Cum. 2022)

**Domestic Passengers**  
(Cum. 2023):  
**1.48 million**  
**+15.1%**  
(vs Cum. 2022)

**International Passengers**  
(Cum. 2023):  
**2.38 million**  
**+6.9%**  
(vs Cum. 2022)



SOURCE: GAP

**Tourist Satisfaction:**  
**More than Expected**  
(Dec-2023):  
**73%**  
**+4.5 pp**  
(vs Dec-2022)  
SOURCE: TOURIST SURVEY

**Satisfaction with Public Safety**  
(Dec-2023):  
**1.4% bottom two**  
**-0.6 pp**  
(vs Dec-2022)  
SOURCE: TOURIST SURVEY

**Satisfaction with the Airport**  
(Dec-2023):  
**1% bottom two**  
**-1.6pp**  
(vs Dec-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 (Dec-2023)

**HOTEL ACTIVITY:** Occupancy in both hotels and online properties (AirBnB and similar) decreased this month compared to the previous year, however, the average rate continues to increase; and for the first time, the hotel rate exceeds that of AirBnB properties. The Corridor recorded the third highest rate since the beginning of this observatory. Average occupancy during 2023 closes at 70%, the same level as in 2022.

- Hotel occupancy in Los Cabos in Dec-2023 registered 71%, or -2 pp difference with Dec-2022. At the sub-destination level Cabo San Lucas records 75% (+2pp), San Jose del Cabo, 73% (+0pp), and El Corredor, 63% (+0pp) compared to Dec-2022. Cumulative occupancy in Los Cabos in 2023 records 70%; same level as 2022.
- The average hotel rate in Los Cabos during Dec-2023 was \$517 USD; \$3USD more than in Dec-2022. The highest rate is at El Corredor (\$727USD), the highest since Feb-2023 and the third highest on record (up 17% compared to the previous year); Cabo San Lucas recorded \$338 and is up another 17% while San Jose del Cabo recorded \$350 and reduced its rate by 2%. In Dec-2023 the RevPAR was \$367 USD; -2% versus Dec-2022. The average rate in Los Cabos during 2023 was \$458 (+3.8%) and RevPAR \$332 (+3.4% vs. 2022).
- The volume of available rooms in Los Cabos decreases 3.9% vs. Dec-2022, with decreases especially in San Jose del Cabo, which loses 15.7%.
- However, the supply of lodging through online platforms has 7,696 in Dec-2023 (up 9.1% compared to Dec-2022). Meanwhile, occupancy reached 51% (a decrease of 15pp vs. 2022). The average daily rate in this type of accommodation is usually higher than in hotels, however, this month it is exceeded (\$517USD versus \$499).

**TOURIST SATISFACTION:** All tourist satisfaction indicators, including satisfaction with the destination, security and the airport remain up and within the highest levels on record. However, package tourists recorded their lowest levels and the proportion of repeat tourists fell.

- In Dec-2023, 73% of tourists rate Los Cabos as "more than expected" (+4.5pp versus Dec-2022). Satisfaction with the Los Cabos airport rises 1.6 pp to 1% with fair or poor perception, while satisfaction with safety remains at the same level as the previous year 0.6 pp to 1.4%.
- Repetitive tourists fall 5.2pp when compared to 2022: 28.8% in Dec-2023; while tourists who traveled in packages register 20% (same level as the previous year).
- The length of stay in Los Cabos returns to 6.7 days, losing the 0.5 increase achieved during Nov-2023.

**MEETINGS:** Receipt of RFP's for group events decreases in Dec-2023, although the year-to-date closes at high levels and higher than those recorded in 2022.

- In Dec-2023, 32 RFPs are received (14 less than in Dec-2022), while cumulative 2023 closes at 631, or 4% higher than the previous year.



# Executive Summary (Dec-2023)

**AIR ACTIVITY:** The domestic market maintains the growth of its flows to SJD, driven by growth from TIJ and QRO; although CDMX decreases. Meanwhile, the international market resumes its growth, mainly from the U.S., Canadian and European markets. Nov-2023 sees an increase in passenger arrivals on private flights - the first increase of 2023 after falling throughout the year.

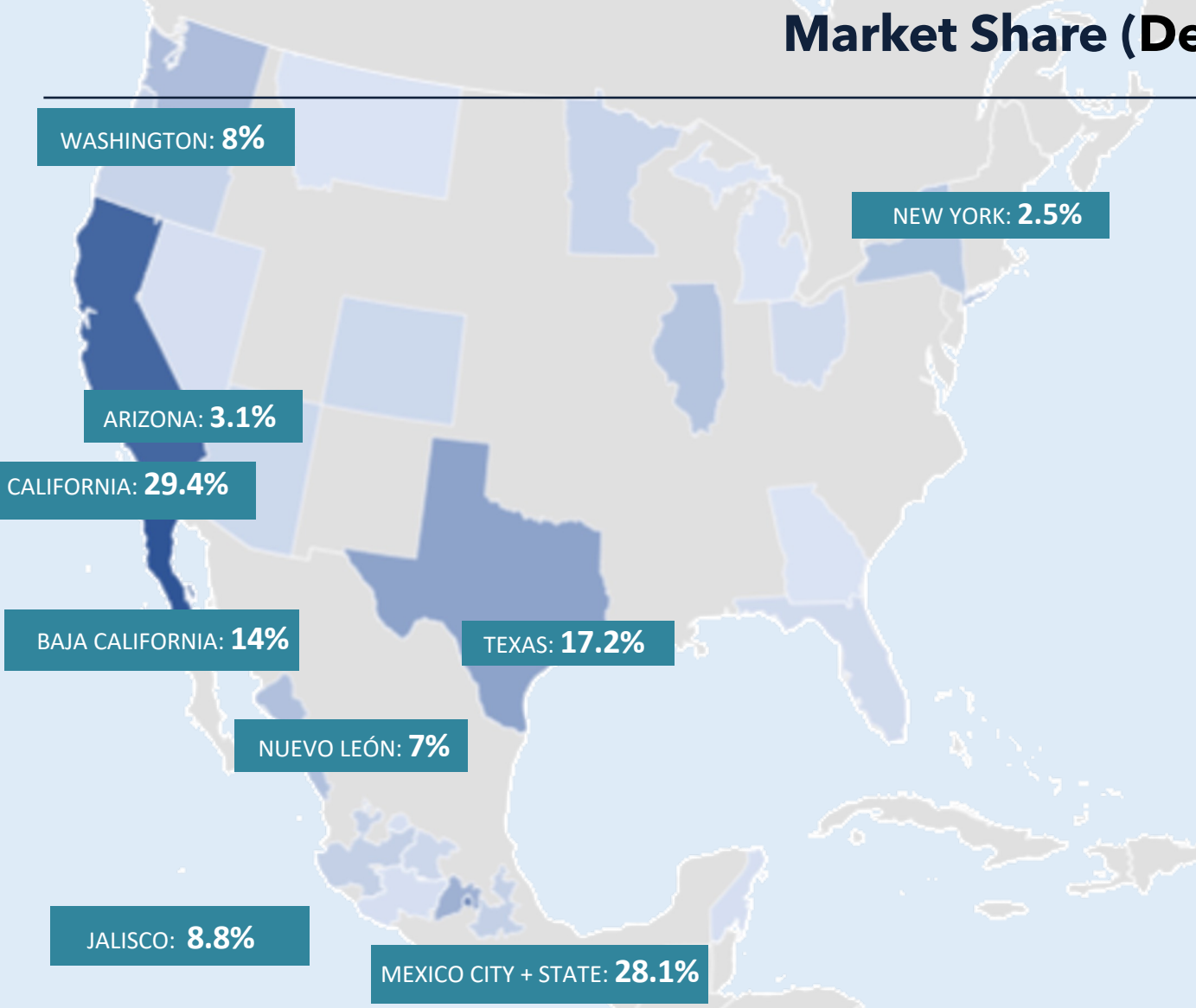
- In Dec-2023, 350.6 thousand passengers arrived at Los Cabos airport (2% increase over 2022). The cumulative figure for 2023 is 3.86 million, an increase of 9.9%. Cumulative domestic passengers reached 1.48 (+15.1%) and international passengers 2.38 (+6.9%).
  - Passengers on domestic flights (126.5 thousand) represent 36% of the total (1.9% increase vs. Dec-2022).
    - Of these, 42% came from Mexico City, followed by Guadalajara with 21.5% and TIJ with 20%.
    - Tijuana remains the Mexican market with the highest growth, while CDMX loses 7.5pp of market share.
  - Passengers on international flights (224 thousand) represent 64%, with an increase of 2.1% compared to the previous year.
    - The main airports of origin are Los Angeles (18.1%), Dallas (11.5%) and Phoenix (10.6%).
    - California continues to be the main source state for U.S. tourism to Los Cabos (29% of the total), especially from Los Angeles and San Francisco, although losing share. The average cost of a flight from LAX to San Jose del Cabo continues to be the cheapest option in the United States (24% cheaper than the average, that is, \$407 versus \$533), while Chicago is the most expensive option.
    - From Canada, the main issuer in this period is Vancouver (36.2%), followed by Calgary (27.5%), and Toronto (16.9%).
- 93.8% of foreign tourists who entered in Nov-2023 through SJD had U.S. residency and 2.6% Canadian.
  - The strategic markets of Australia, South Korea and the United Kingdom together show 14% growth in Nov-2023 vs. previous year; while the Europe region is up 10.3% this month.
- From Jan-Nov 2023 passenger traffic to Los Cabos airport shows an increase of 6.7% vs. the same period in 2022.
  - Among foreign markets, the United Kingdom is the 3rd most important outbound market, representing 0.4% of the total received.
- A total of 4,700 commercial operations (-7.3% vs. Dec-2022) and 1,622 private operations (-12%) were registered at Los Cabos International Airport (SJD).
- Additionally, in Nov-2023, 9.9 thousand international tourists arrived on private flights (+9.3% vs. Nov-2022). The Cabo San Lucas (CSL) aerodrome received 37.3% of these.

**CRUISES AND YACHTS:** Cruise ship activity to Los Cabos in Nov-2023 is reduced compared to the previous year, both in vessel and passenger volume. However, there is still a 44.7% increase in cumulative passenger volume vs. 2022.

- In Nov-2023, 28 cruise ships arrived at the Cabo San Lucas marina; a decrease of 4 ships compared to the same period in 2022. These vessels transported a total of 87.5 thousand passengers (-3.9% vs. Oct-2022).

# Market Share (Dec-2023)

SOURCE TOURIST SURVEY



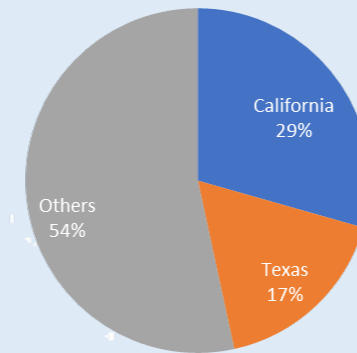
**United States:**  
**55.2%**  
**+2 pp (vs Dec-2022)**

**Canada:**  
**6%**  
**-4 pp (vs Dec-2022)**

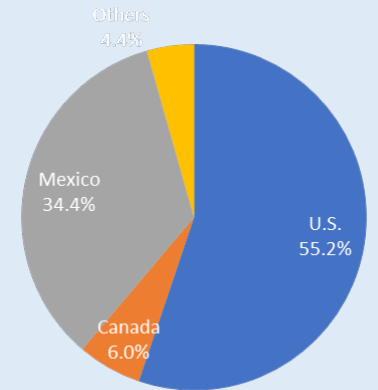
**Domestic:**  
**34.4%**  
**-0.4 pp (vs Dec-2022)**

**Others:**  
**4.4%**  
**+2.4 pp (vs Dec-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  
(Dec-2023)

Total Passengers  
(Dec-2023):  
**350.6 thousand**   
+2% vs Dec-2022

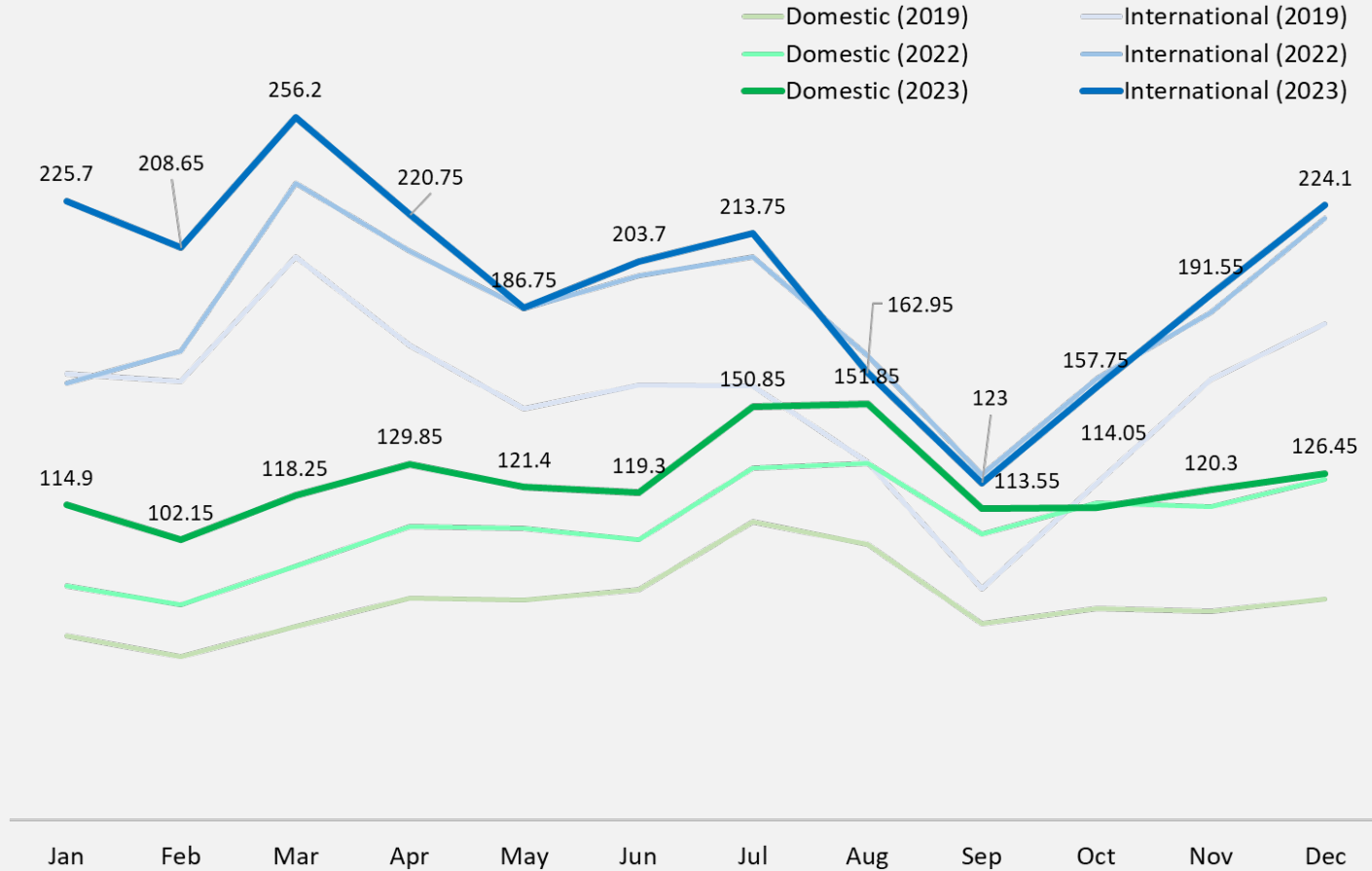
Domestic Passengers  
(Dec-2023):  
**126.5 thousand**   
+1.9% vs Dec-2022


International Passengers  
(Dec-2023):  
**224.1 thousand**   
+2.1% vs Dec-2022


 Domestic: **36%**  
Intern.: **64%**

Source: GAP

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



Total Passengers  
(Jan-Dec 2023):  
**3.86 million**   
+9.9% vs Jan-Dec-2022

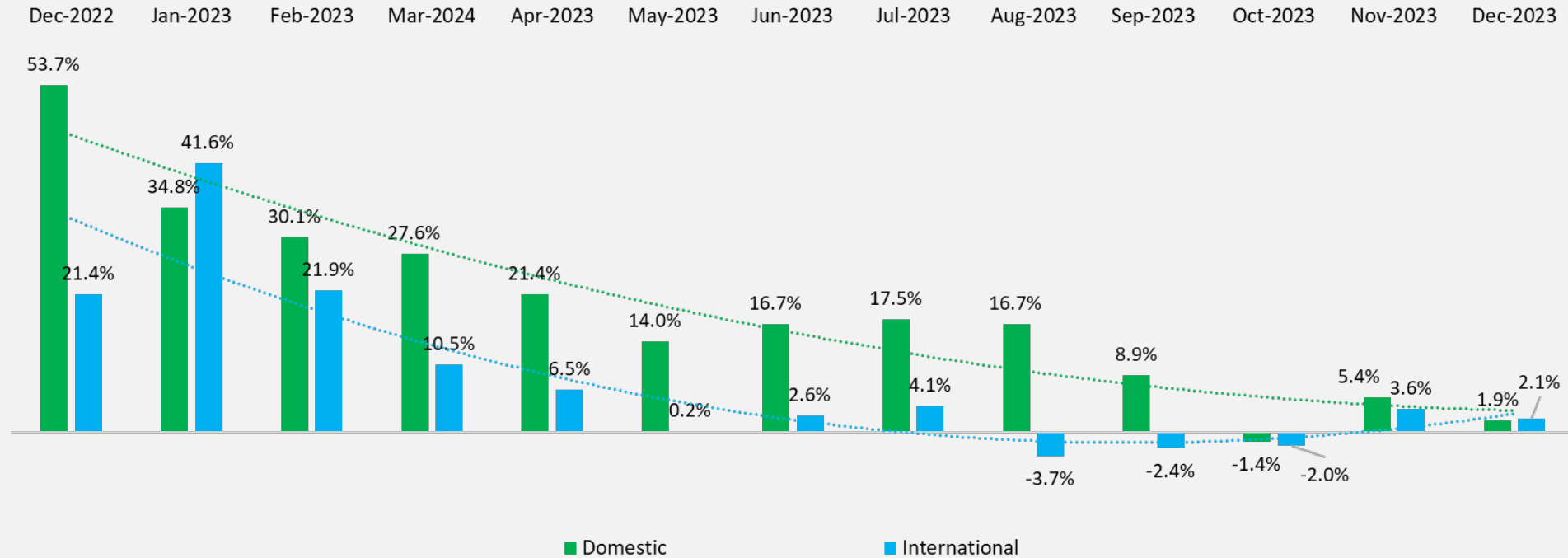
Domestic Passengers  
(Jan-Dec 2023):  
**1.48 million**   
+15.1% vs Jan-Dec-2022

International  
Passengers (Jan-Dec  
2023):  
**2.38 million**   
+6.9% vs Jan-Dec-2022



# Passenger Arrivals at Los Cabos Airport

## Percentual change from previous year (2023 vs. 2022)

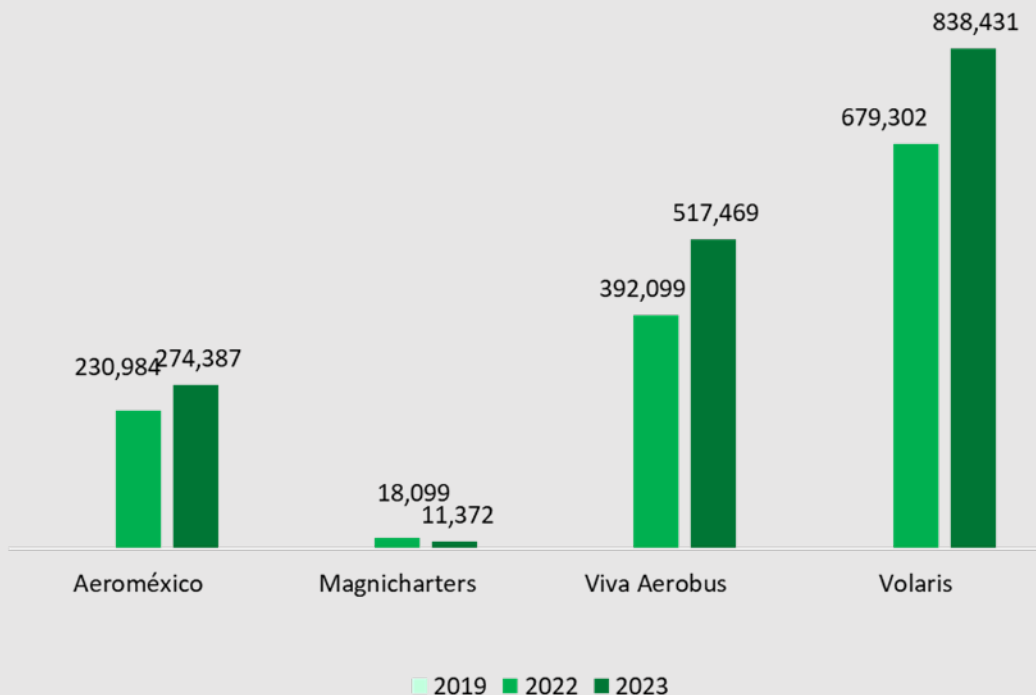


SOURCE: GAP

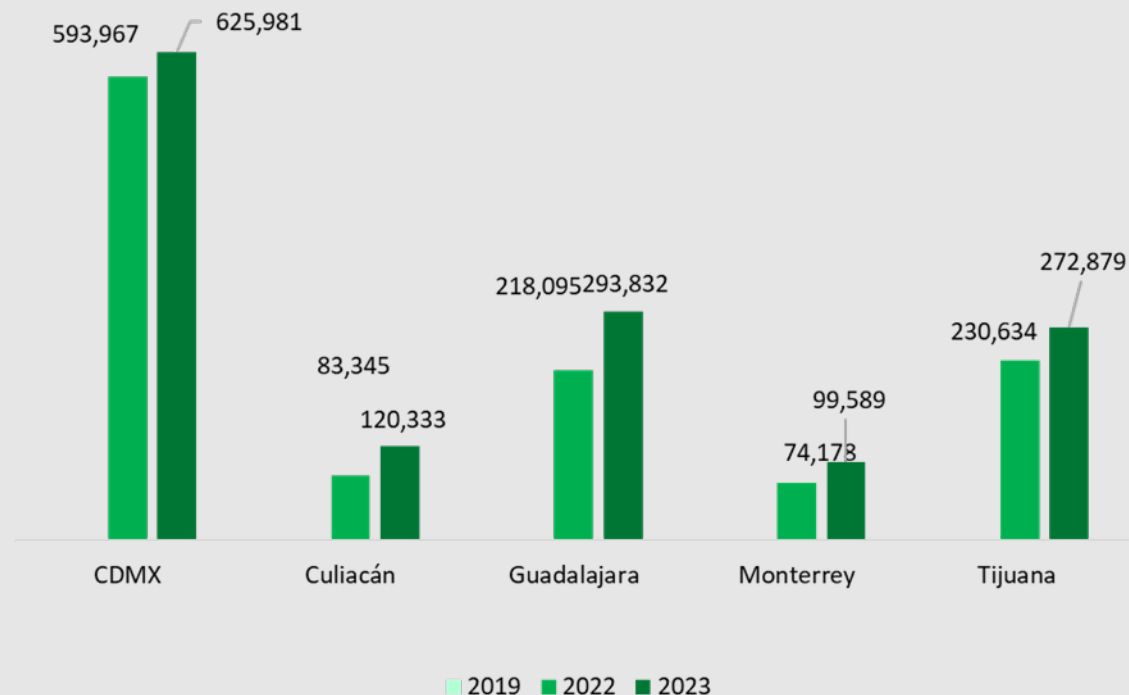


# Cumulative Passenger Arrivals at Los Cabos airport, Domestic Flights, cumulative Jan-Dec-2023

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



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



SOURCE: PAXIS

Cumulative PAX:  
**1.48 million**  
+15.1% vs 2022



Per origin:

GDL: **21.5%** +3.3 pp vs 2022  
 CDMX: **42%** -7.5 pp vs 2022  
 TIJ: **20%** +0.8 pp vs 2022  
 MTY: **7.3%** +1.1 pp vs 2022

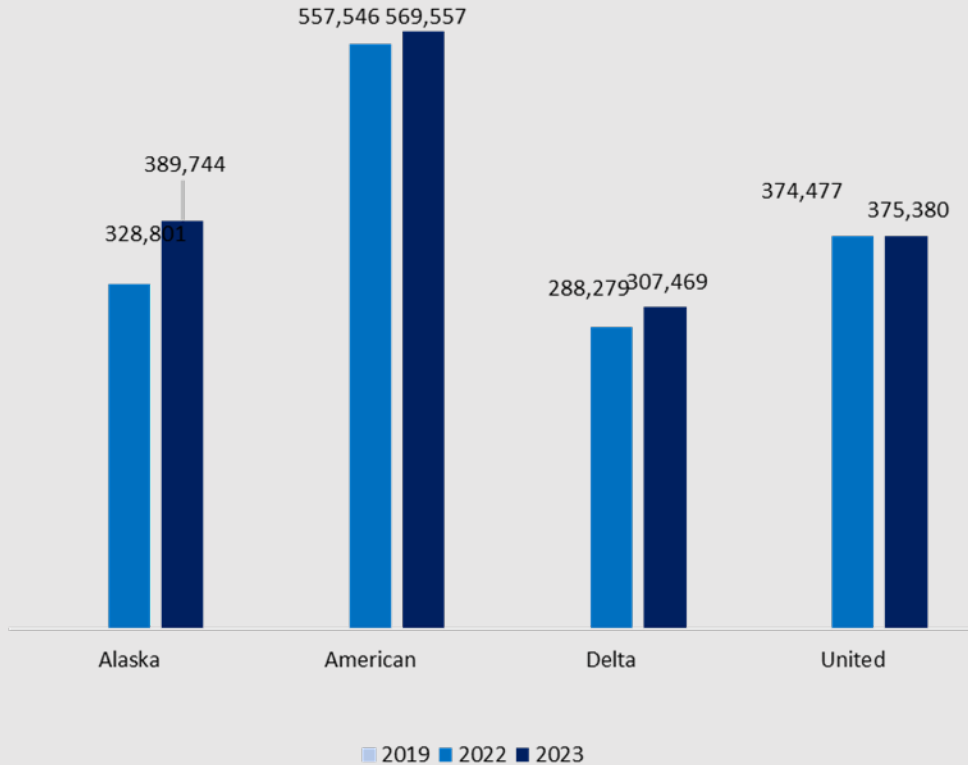
Per airline:

AM: **16.2%** -1.3pp vs 2022  
 GMT: **0.5%** -0.9 pp vs 2022  
 VIV: **32%** +2.3 pp vs 2022  
 VOI: **51.3%** -0.2 pp vs 2022

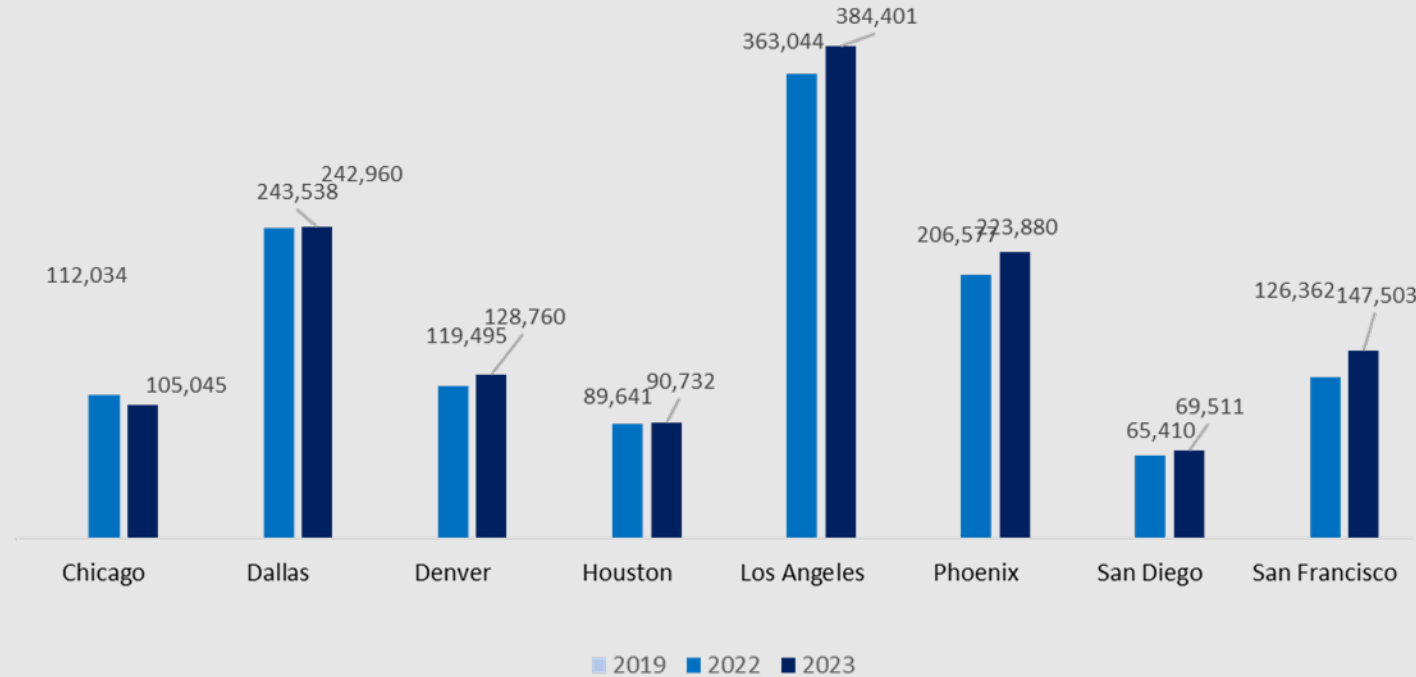


# Cumulative Passenger Arrivals at Los Cabos airport, U.S. Flights, cumulative Jan-Dec-2023

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



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



SOURCE: PAXIS

Cumulative PAX:  
**2.12 million**  
 +5% vs 2022



Per origin:

DFW: **11.5%** -0.5 pp vs 2022  
 LAX: **18.1%** +0.2pp vs 2022  
 PHX: **10.6%** +0.3 pp vs 2022  
 DEN: **6.1%** +0.2 pp vs 2022

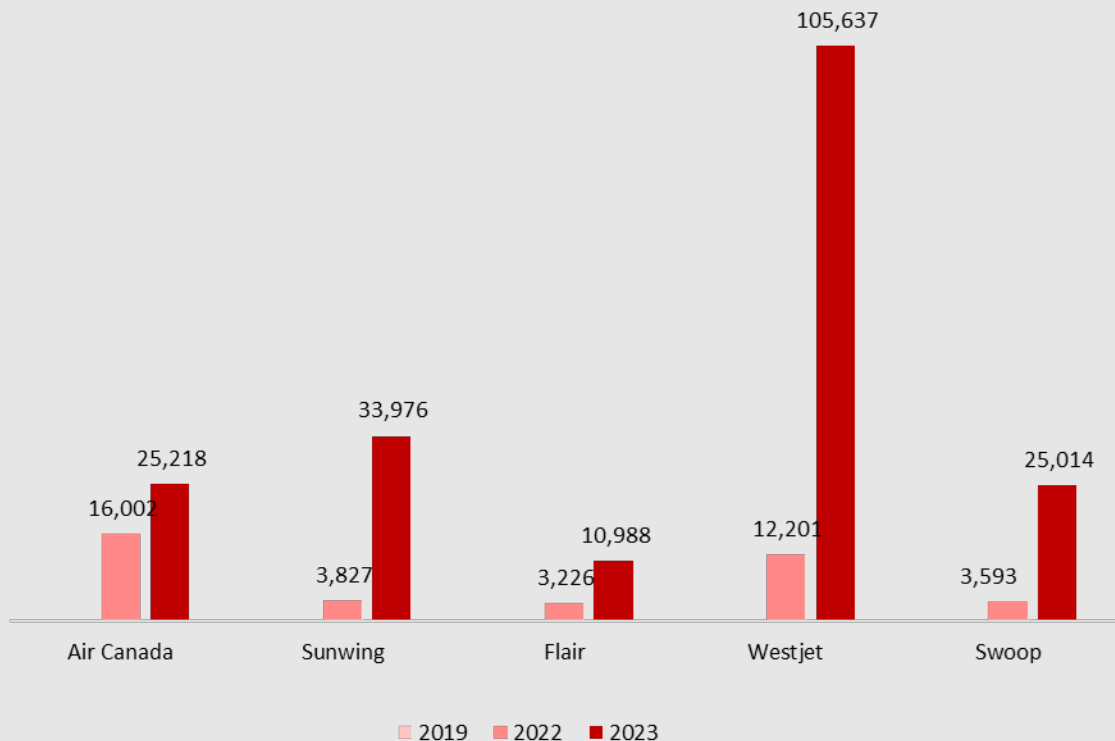
Per airline:

AS: **18.4%** +2.1 pp vs 2022  
 AA: **26.8%** -0.7 pp vs 2022  
 DL: **14.5%** +0.2 pp vs 2022  
 UA: **17.7%** -0.8 pp vs 2022

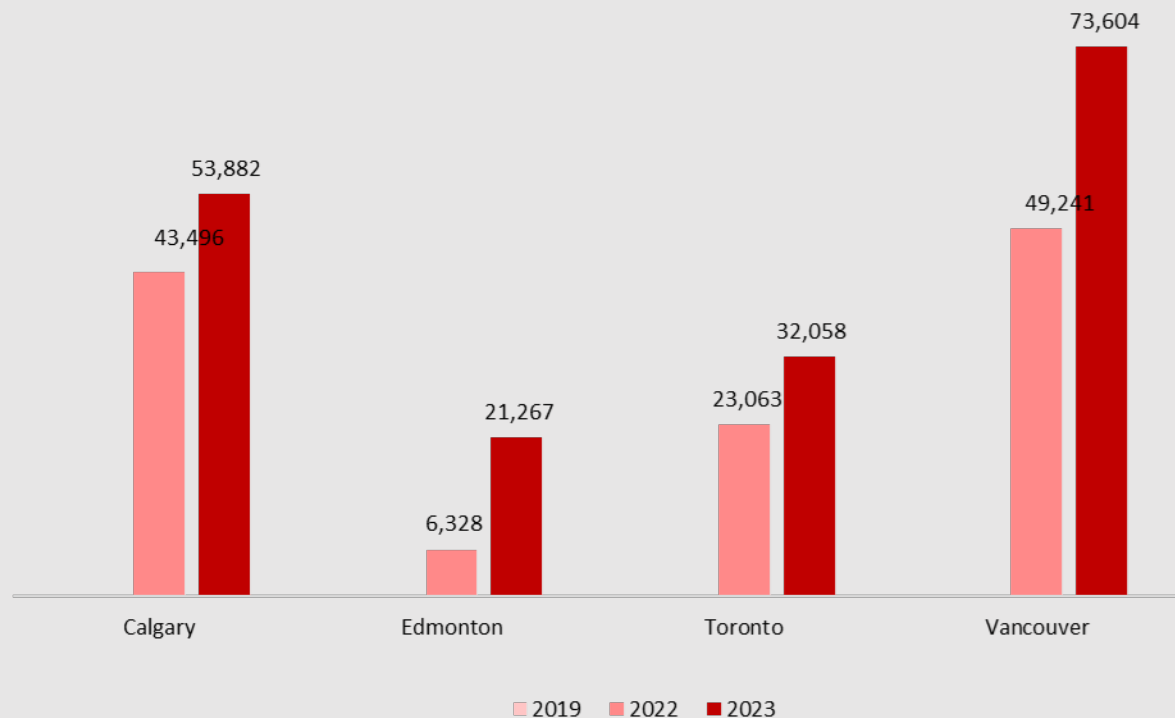


# Cumulative Passenger Arrivals at Los Cabos airport, **Canadian Flights**, cumulative Jan-Dec-2023


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



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



SOURCE: PAXIS

Cumulative PAX:  
**208.3 thousand**   
 +52.6% vs 2022



Per origin:

YYC: **27.5%** -5.6 pp vs 2022  
 YVR: **36.2%** -1.2 pp vs 2022  
 YEG: **10.1%** +5.3 pp vs 2022  
 YYZ: **16.9%** -0.6 pp vs 2022

Per airline:

AC: **12.3%** -28.6pp vs 2022  
 WG: **16.9%** +7.1 pp vs 2022  
 WS: **52.6%** +21.2 pp vs 2022  
 WO: **12.6%** +3.2 pp vs 2022



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PASSENGER ARRIVALS  
BY NATIONALITY





## Key Indicators (Nov-2023)

International Arrivals  
(Nov-2023):

**190,084**

+3.7% vs Nov-2022



International Arrivals (Cum):

**2.07million**

+6.7% vs 2022

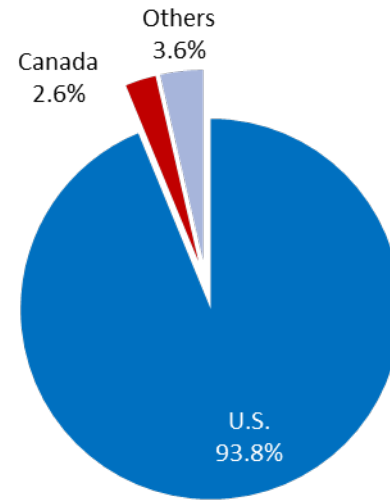


U.S.: **93.8%**

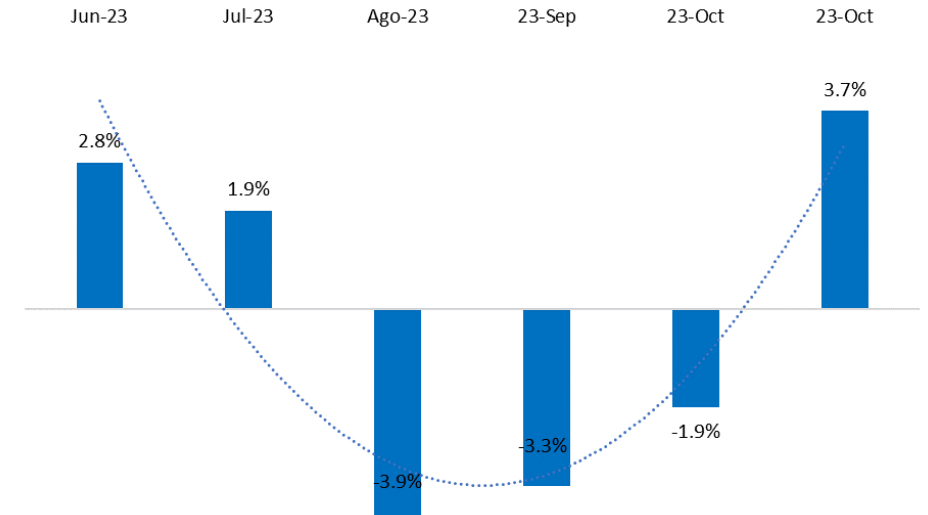
Canada.: **2.6%**

# Foreign Tourist Admittances through SJD per Nationality

### Foreign Tourist Arrivals in San Jose del Cabo International Airport, per Nationality (Nov-2023)



### Annual change in foreign tourist arrivals to San Jose del Cabo airport (Jun-Nov 2023 vs. 2022)



\* **Explanatory note:** Beginning September 2023, it has been decided to modify the source of data used to account for tourist arrivals. Previously, the accounting was based on the residence reported by tourists upon entering national territory; however, the nationality of the passport presented is now reported. This modification improves accuracy in the measurement of volumes and origins of foreign tourists, although it prevents direct comparison with previous data based on residence.

SOURCE: INM- SIOM

Key Indicators  
(Nov-2023)



U.S. Arrivals  
(Nov-2023):  
**160,012**  
+2.9% vs Nov-2022



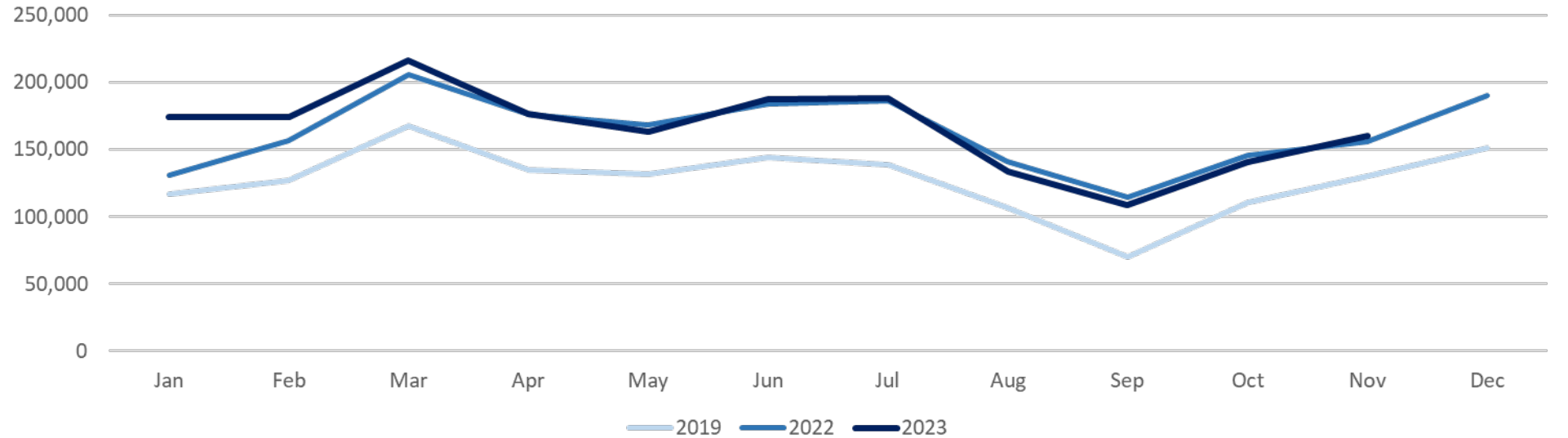
U.S. Arrivals  
(Cum. 2023):  
**1.82 million**  
+3.4% vs 2022



SOURCE: INM- SIOM

# International Arrivals in SJD, monthly, U.S. (Nationality)

U.S.A.	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	116,768	126,889	167,789	134,996	131,702	143,761	138,450	106,630	70,362	110,410	130,268	150,759
2022	130,868	156,938	205,552	176,019	168,295	183,796	185,903	140,663	114,496	145,383	155,561	189,828
2023	174,428	174,010	216,342	176,471	163,585	187,229	188,202	133,631	108,633	140,429	160,012	-



**\* Explanatory note:** Beginning September 2023, it has been decided to modify the source of data used to account for tourist arrivals. Previously, the accounting was based on the residence reported by tourists upon entering national territory; however, the nationality of the passport presented is now reported. This modification improves accuracy in the measurement of volumes and origins of foreign tourists, although it prevents direct comparison with previous data based on residence.

Key Indicators  
(Nov-2023)



Canadian Arrivals  
(Nov-2023):  
**22,664**  
+4.8% vs Nov-2022



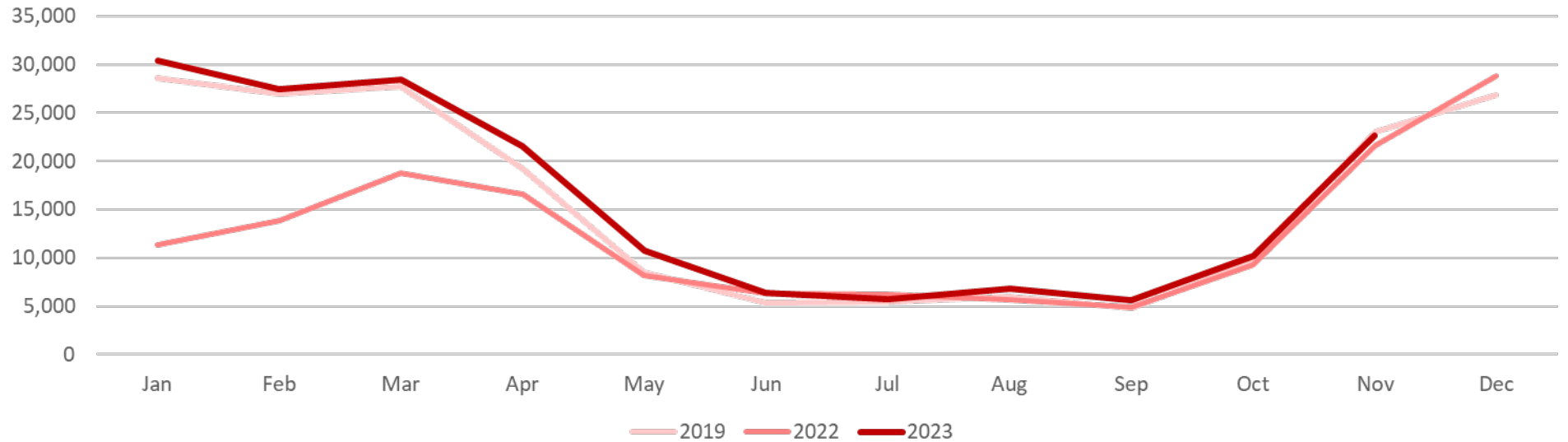
Canadian Arrivals  
(Cum. 2023):  
**175.7 thousand**  
+42.9% vs 2022



SOURCE: INM- SIOM

# International Arrivals in SJD, monthly, Canada (Nationality)

Canada	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	28,530	26,956	27,728	19,168	8,507	5,348	5,492	6,028	4,758	9,618	23,065	26,854
2022	11,350	13,856	18,778	16,595	8,222	6,300	6,260	5,707	4,891	9,302	21,635	28,846
2023	30,352	27,397	28,412	21,566	10,683	6,328	5,719	6,831	5,567	10,148	22,664	-

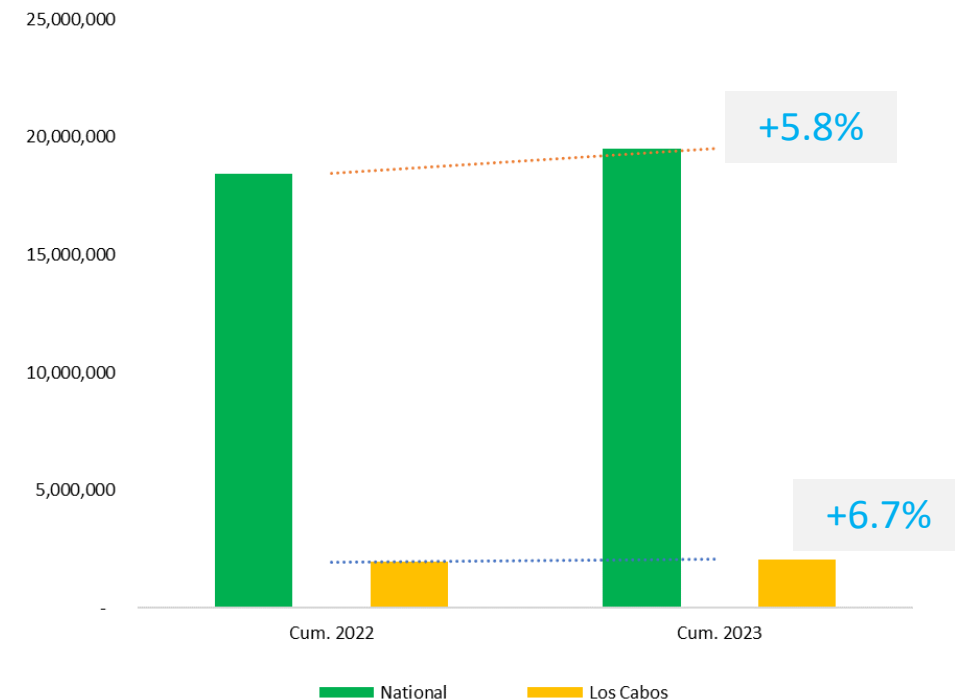


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# Foreign Tourist Admittance through SJD by Nationality, cumulative

Region	National			Los Cabos		
	Cum. 2022	Cum. 2023	Δ 2023/2022	Cum. 2022	Cum. 2023	Δ 2023/2022
United States	11,706,418	12,088,595	3.3%	1,763,474	1,822,972	3.4%
Canada	1,454,589	2,113,655	45.3%	122,896	175,667	42.9%
Europe	2,065,870	2,030,805	-1.7%	23,908	26,864	12.4%
Caribbean, South and Central A.	2,618,271	2,513,599	-4.0%	8,636	9,393	8.8%
Rest	594,088	764,231	28.6%	25,434	38,822	52.6%
<b>Total</b>	<b>18,439,236</b>	<b>19,510,885</b>	<b>5.8%</b>	<b>1,944,348</b>	<b>2,073,718</b>	<b>6.7%</b>

Key Market	National			Los Cabos		
	Cum. 2022	Cum. 2023	Δ 2023/2022	Cum. 2022	Cum. 2023	Δ 2023/2022
United Kingdom	522,502	454,901	-12.9%	8,011	8,961	11.9%
Australia	37,095	55,906	50.7%	4,492	6,312	40.5%
South Korea	53,040	84,247	58.8%	2,332	3,976	70.5%
<b>Total</b>	<b>612,637</b>	<b>595,054</b>	<b>-2.9%</b>	<b>14,835</b>	<b>19,249</b>	<b>29.8%</b>



SOURCE: INM- SIOM

International Arrivals, all Mexico (Cum.):

**19.5 million**

+5.8% vs 2022



Key Markets, all Mexico (Cum.):

**595 thousand**

-2.9% vs 2022



International Arrivals, SJD (Cum.):

**2 million**

+6.7% vs 2022



Key Markets, SJD (Cum.):

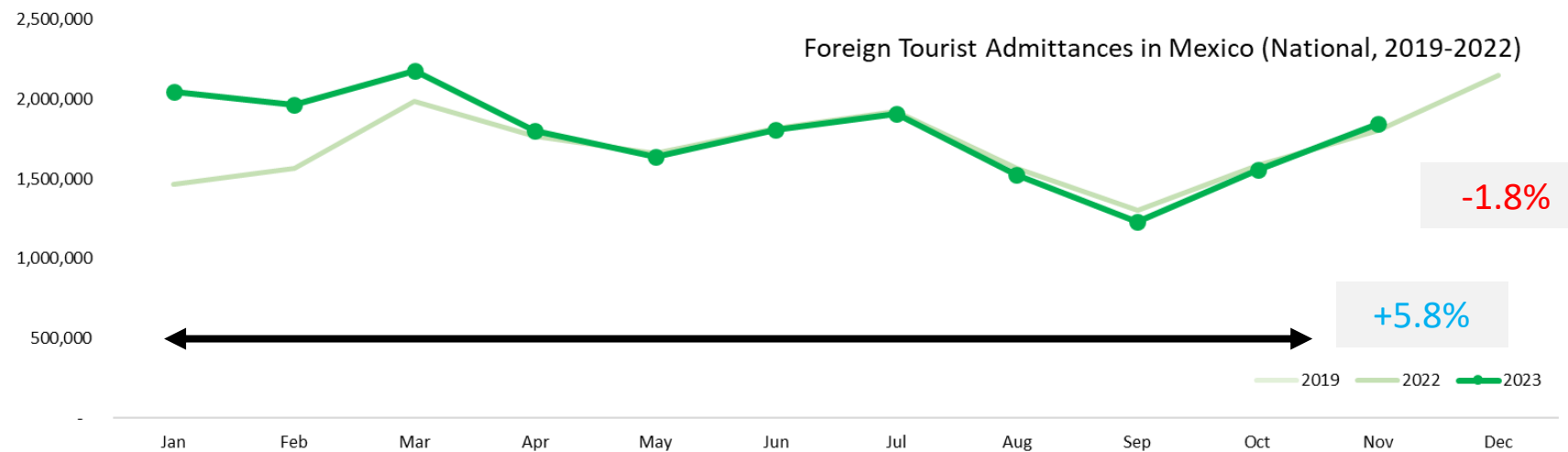
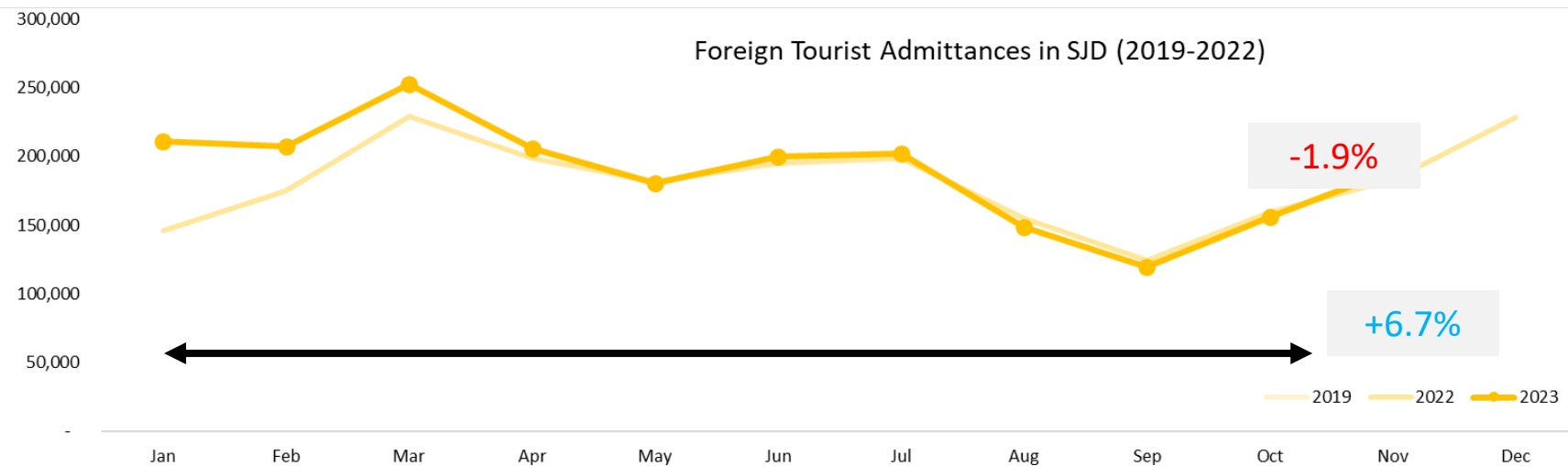
**19.2 thousand**

+29.8% vs 2022





# Foreign Tourist Admittances through SJD by Nationality, cumulative (cont.)



SOURCE: INM- SIOM

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CRUISE AND YACHT ACTIVITY



## Key Indicators (Nov-2022)

Vessels (month)

**28**

(-4 vs Nov-2022)



Vessels (cum.)

**206**

(+5.1% vs 2022)



PAX (month)

**87,051**

(-3.9% vs Nov-2022)



PAX (cum.)

**647.8 thousand**

(+44.7% vs 2022)



PAX/Vessel

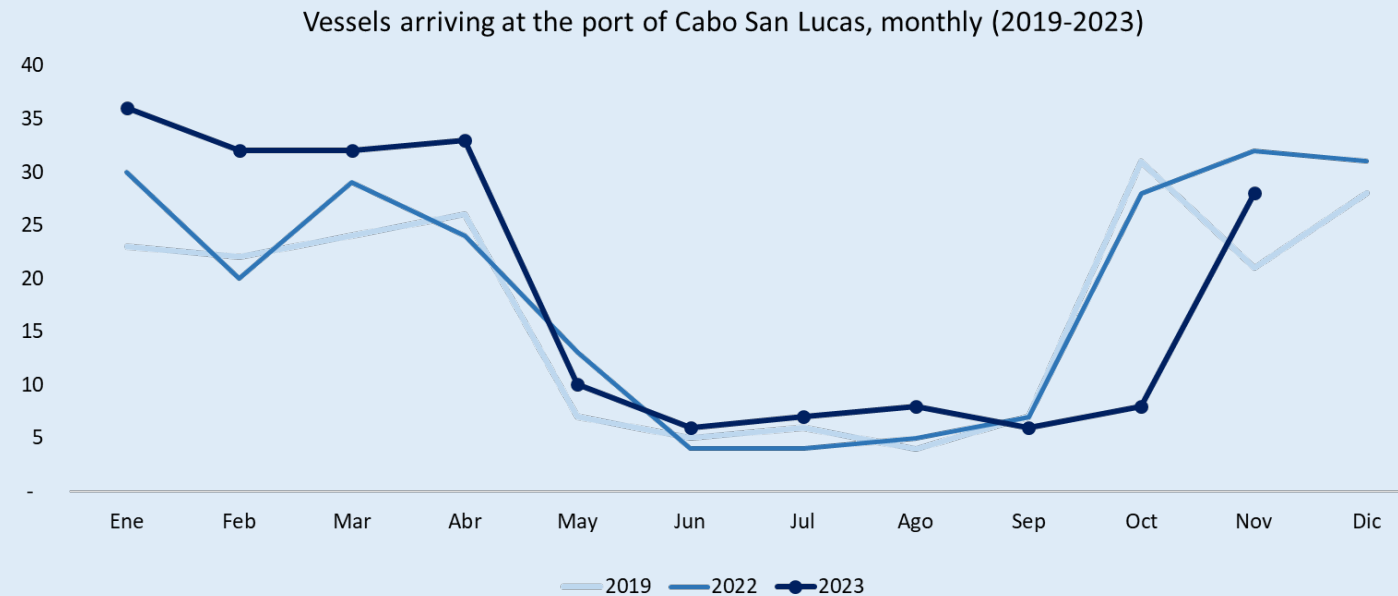
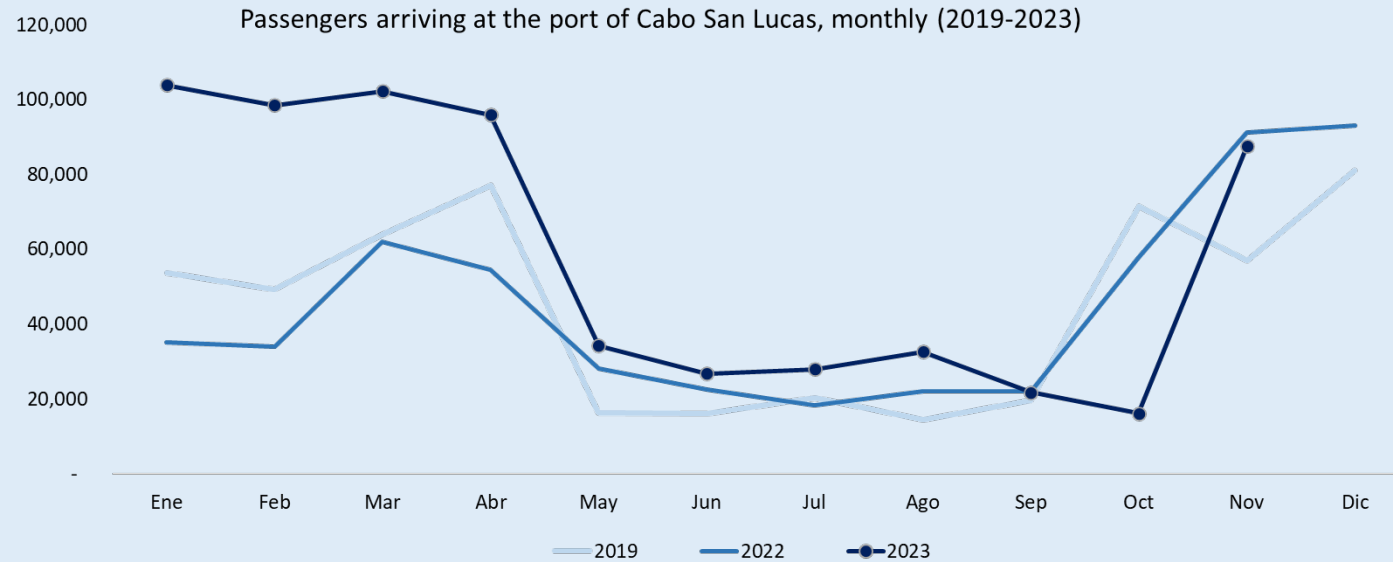
**3,127**

(+9.8% vs Nov-2022)



Source: DATATUR-SCT

# Cruise Activity (Nov-2022)



# Yacht Arrivals in Cabo San Lucas (Dec-2023)

## Key Indicators (Dec-2023)

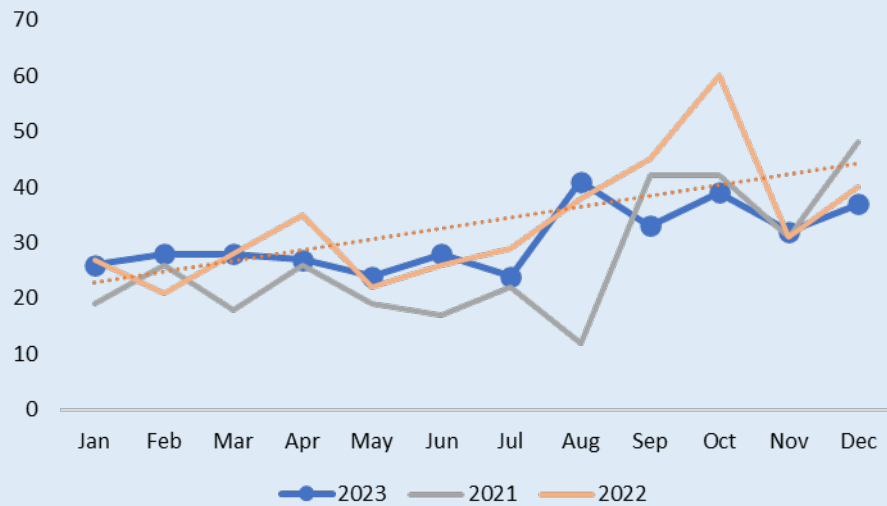
Yachts  
(current month)  
**37**  
(-7.5% vs Dec-2022)



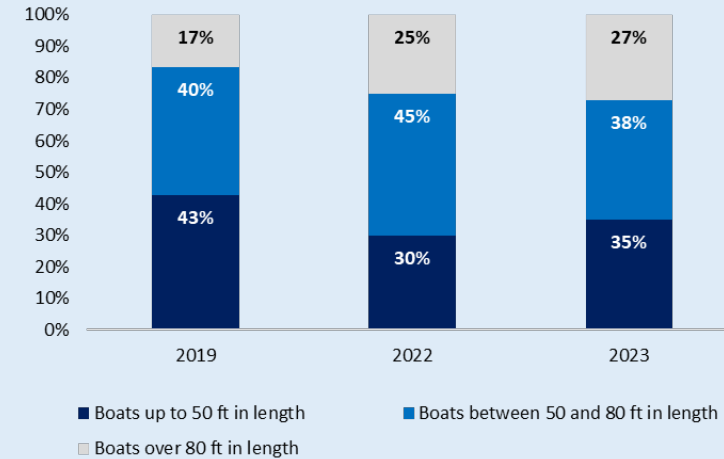
Yachts  
(cumulative 2023)  
**367**  
(-9% vs 2022)



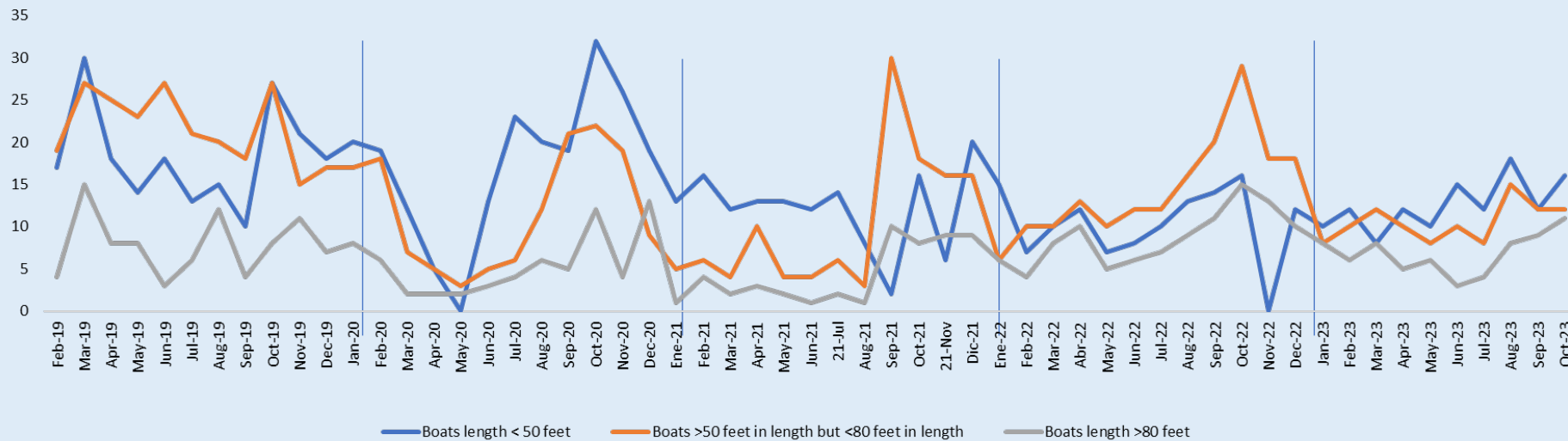
Monthly Yacht Arrivals (2019-2023)



Arrivals per Vessel Size



Monthly Arrivals per Vessel Size (2019-2023)



Source: API Cabo San Lucas



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TOURIST SURVEYS AND  
MEETINGS



Key Indicators  
(Dec-2023)

RFPs (month)

**32**

(-14 vs Dic-2022)



RFPs  
(cumulative)

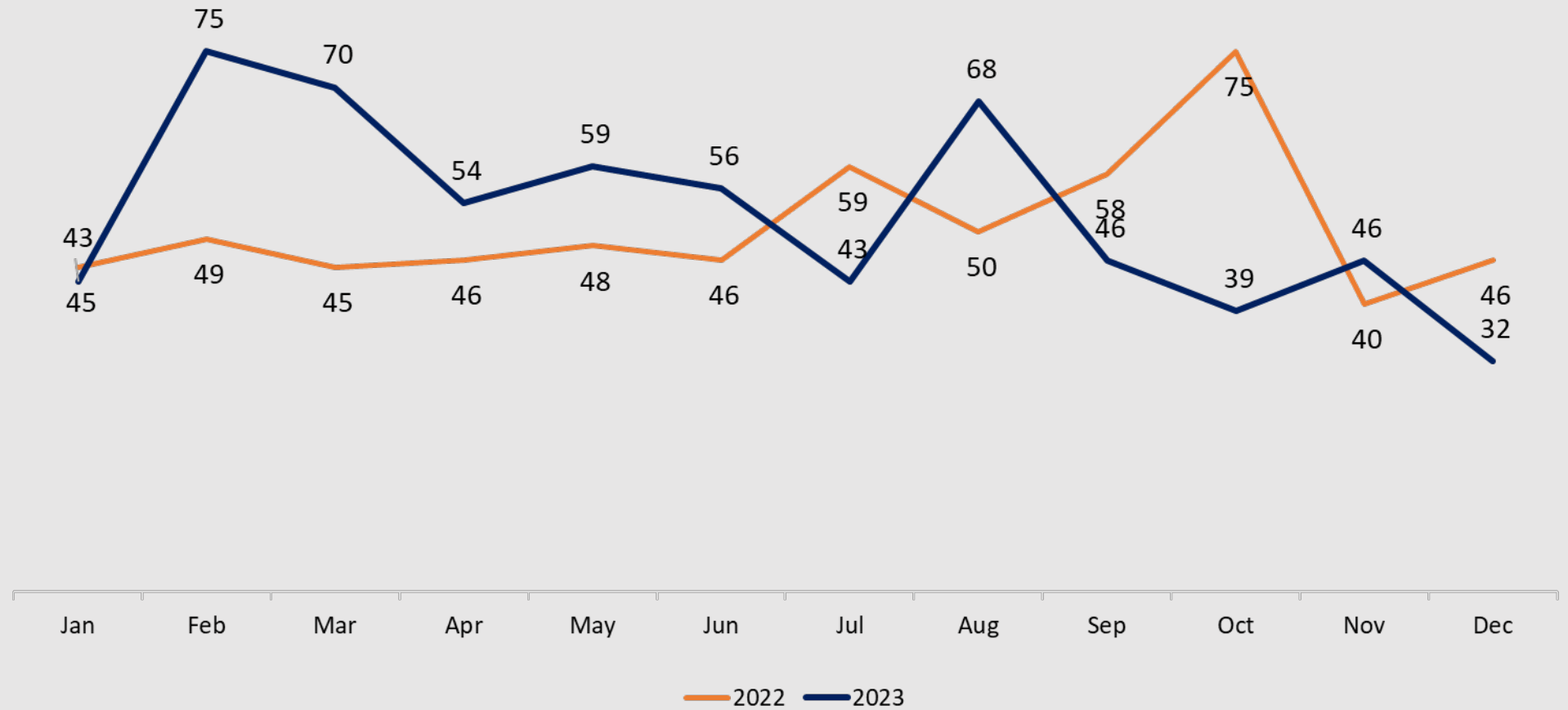
**631**

(+4% vs 2022)



# Meetings

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



SOURCE: CVENT

# Returning Tourists

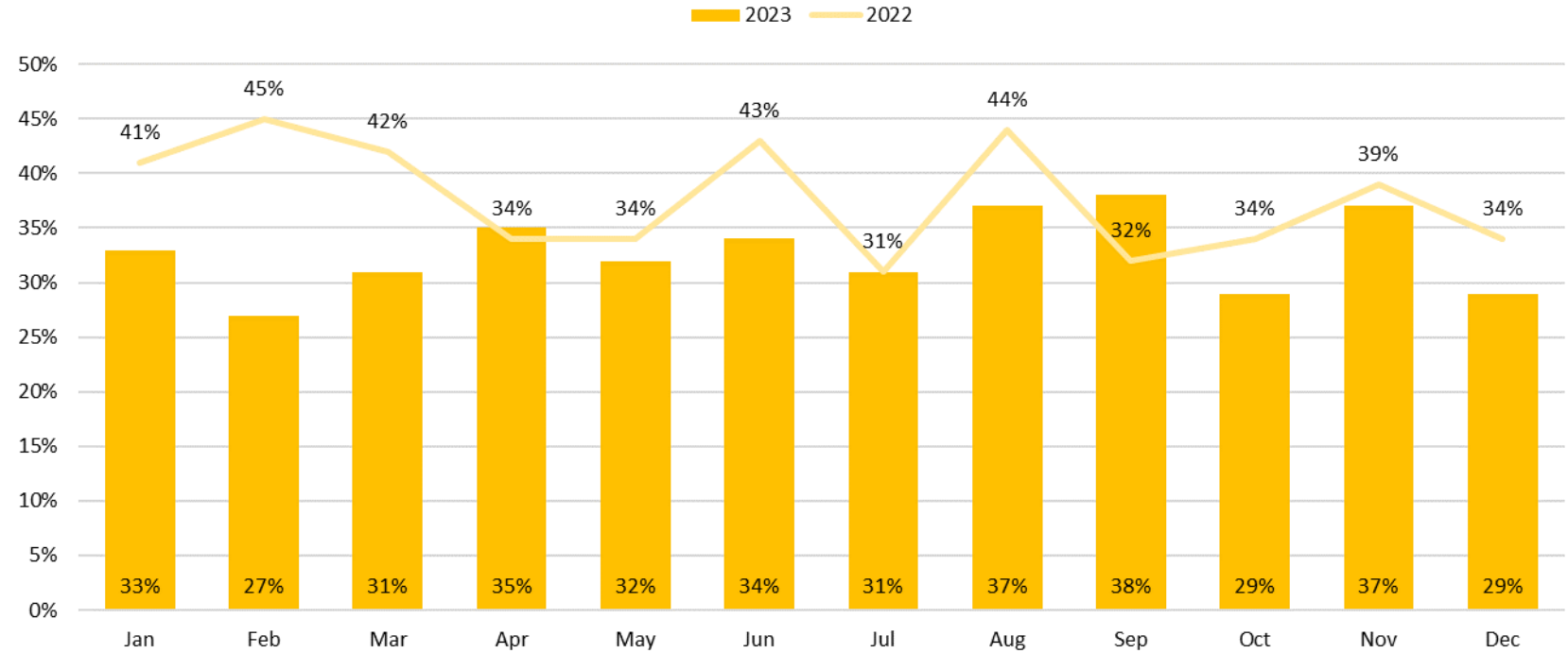
## Repetitive Tourists

Dec-2023:

9%

-5 pp

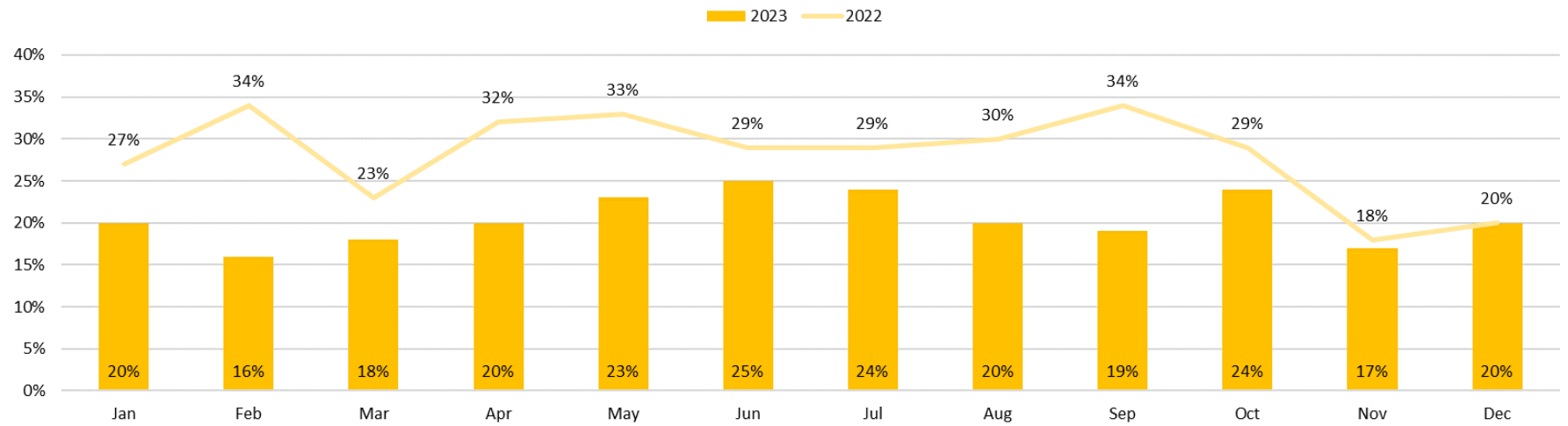
Vs Dec-2022



SOURCE: TOURIST SURVEY

# Package Tours

Package Tourse  
Dec-2023 :  
**20%** →  
No variation  
vs Dec-2022



SOURCE: TOURIST SURVEY

# Timeshares

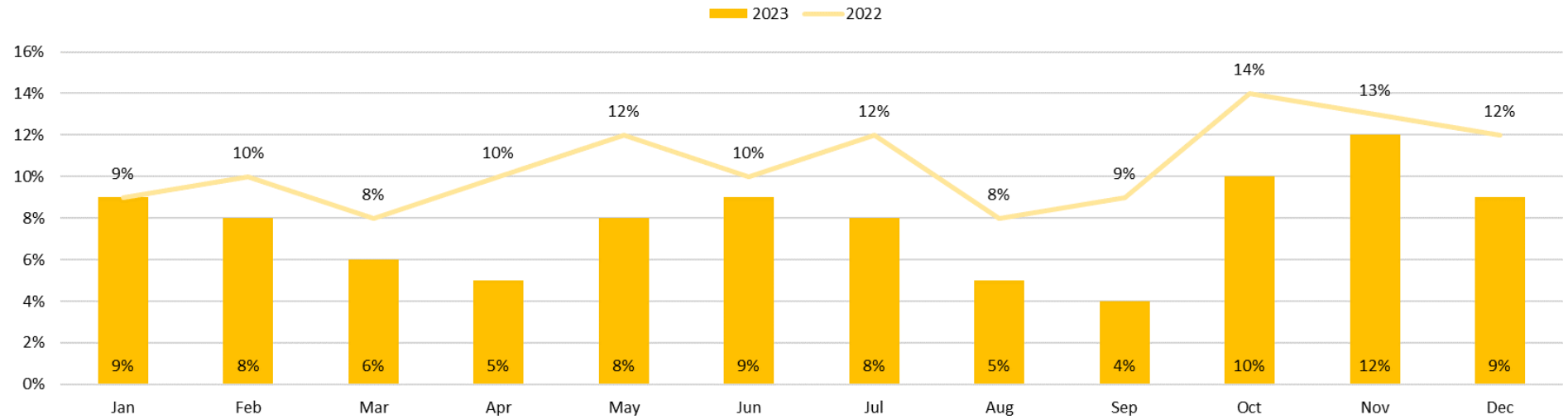
## Timeshare Use

Dec-2023 :

9%

-3pp

Vs Dec-2022



SOURCE: TOURIST SURVEY



LOS  CABOS

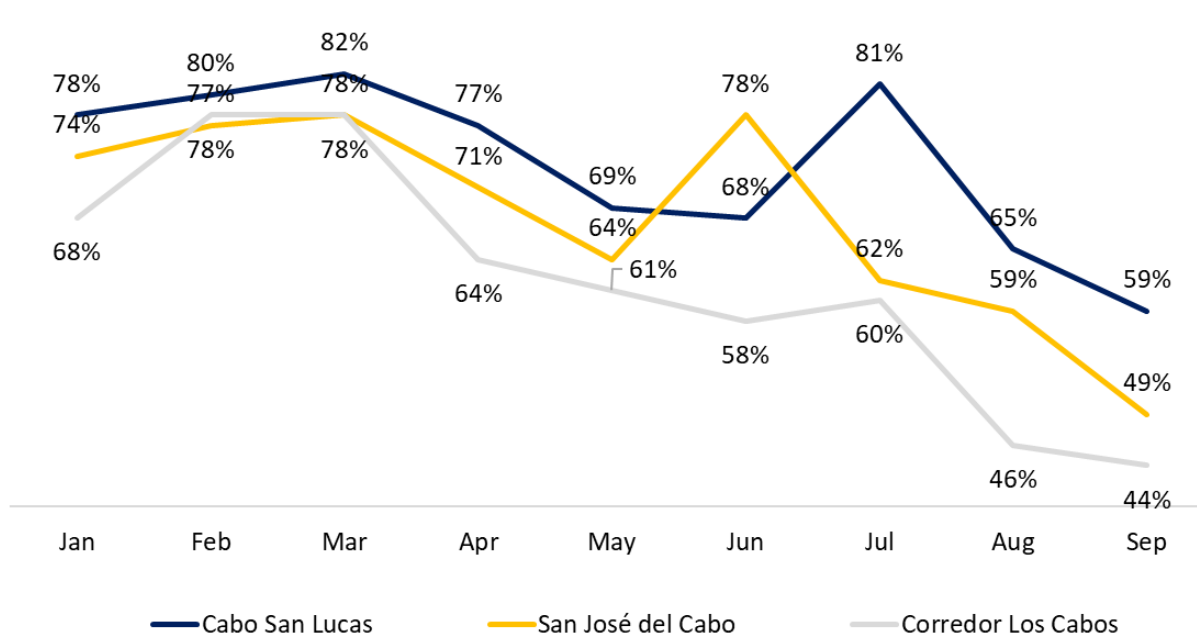
LOS CABOS  
TOURISM OBSERVATORY

HOTEL ACTIVITY

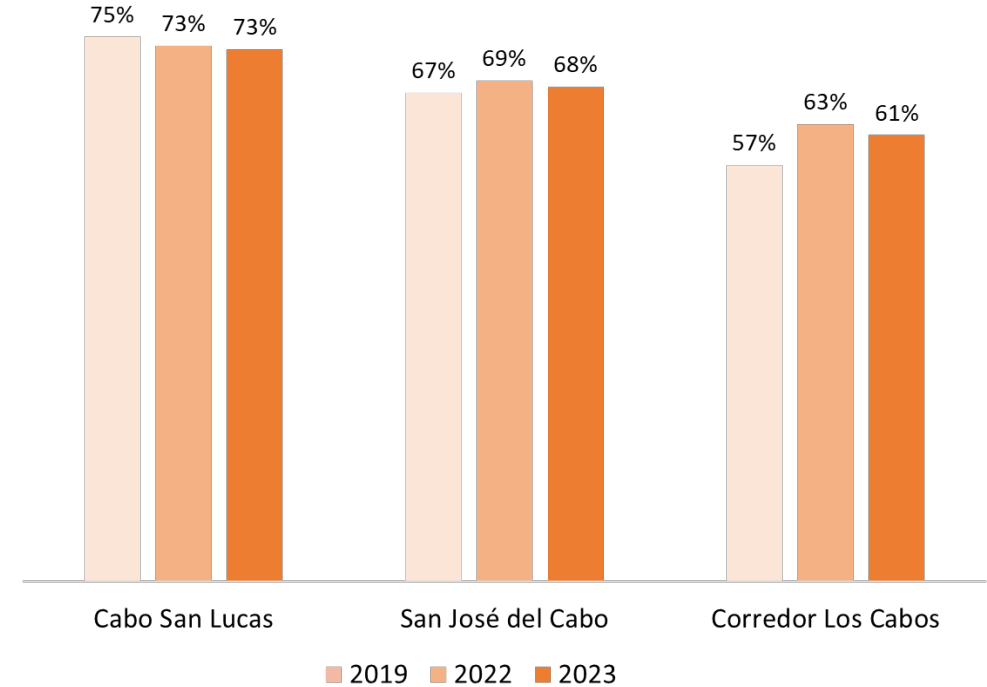


# Hotel Occupancy for Los Cabos and Sub-destinations (Dec-2023)

Hotel Occupancy, Monthly (2023)



Hotel Occupancy (Cumulative 2019-2023)



SOURCE: AHLC

Cabo San Lucas:  
(Dec-2023):  
**74%**  
+2pp vs Dec-2022



San José del Cabo:  
(Dec-2023):  
**73%**  
+0 pp vs Dec-2022



El Corredor:  
(Dec-2023):  
**63%**  
+0pp vs Dec-2022



# Hotel Activity

## Key Indicators (Dec-2023)

Cabo San Lucas  
(Supply)

**9,347**

**rooms**

(+3.3% vs Dec-2022)



San José del Cabo  
(Supply)

**3,718 rooms**

(-15.7% vs Dec-2022)



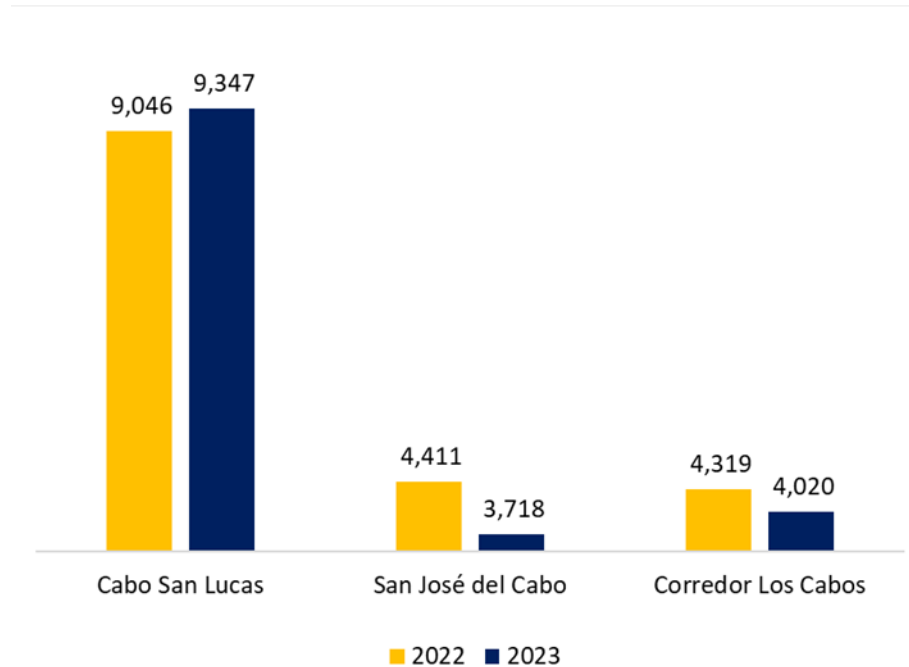
El Corredor  
(Supply)

**4,020 rooms**

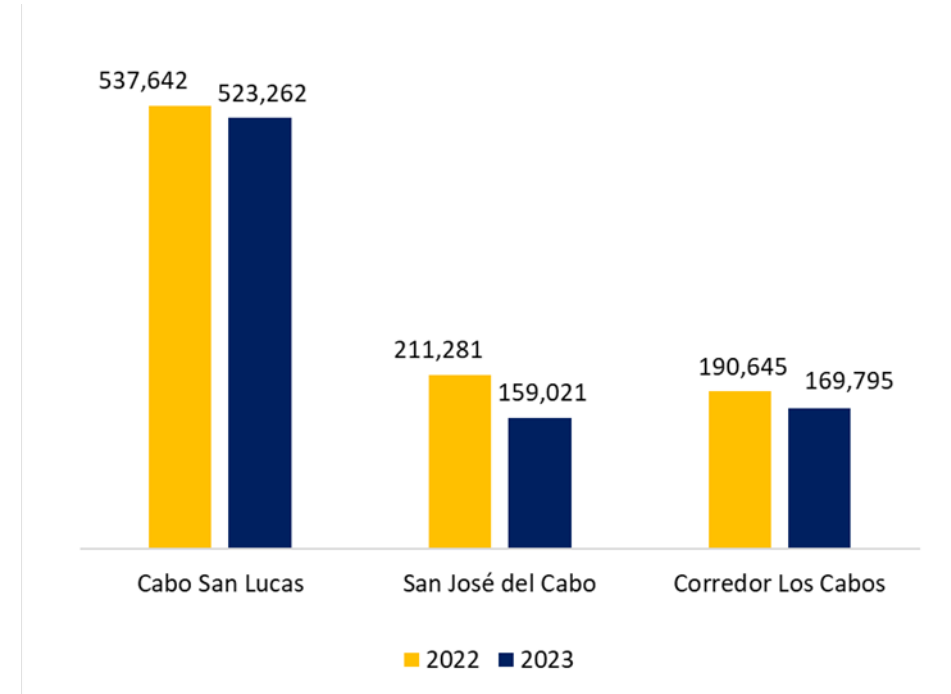
(-3.9% vs Dec-2022)



### Available Rooms (2019-2022)



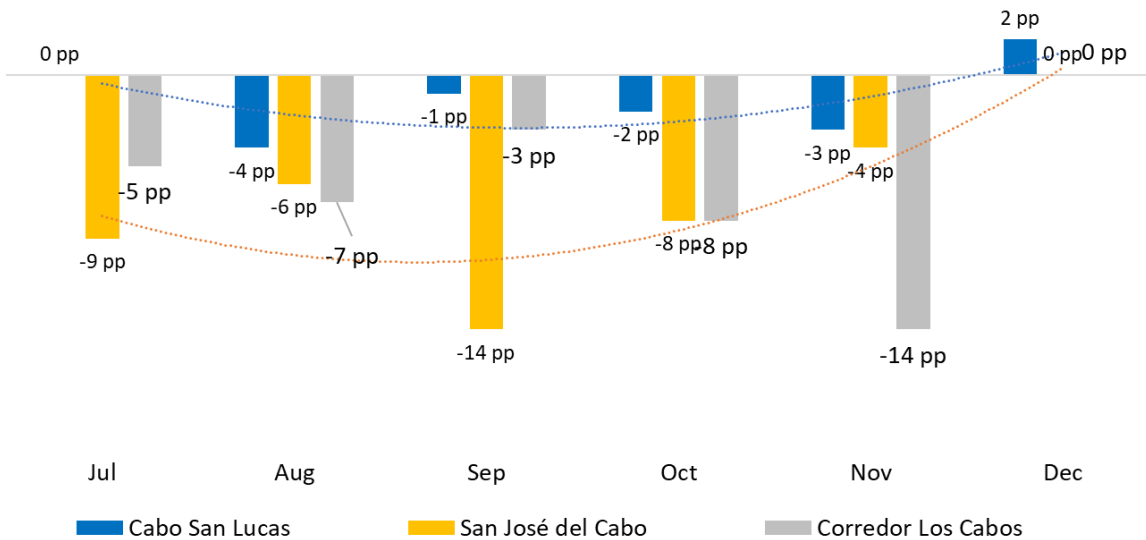
### Room Nights (2019-2022)



Source: DATATUR

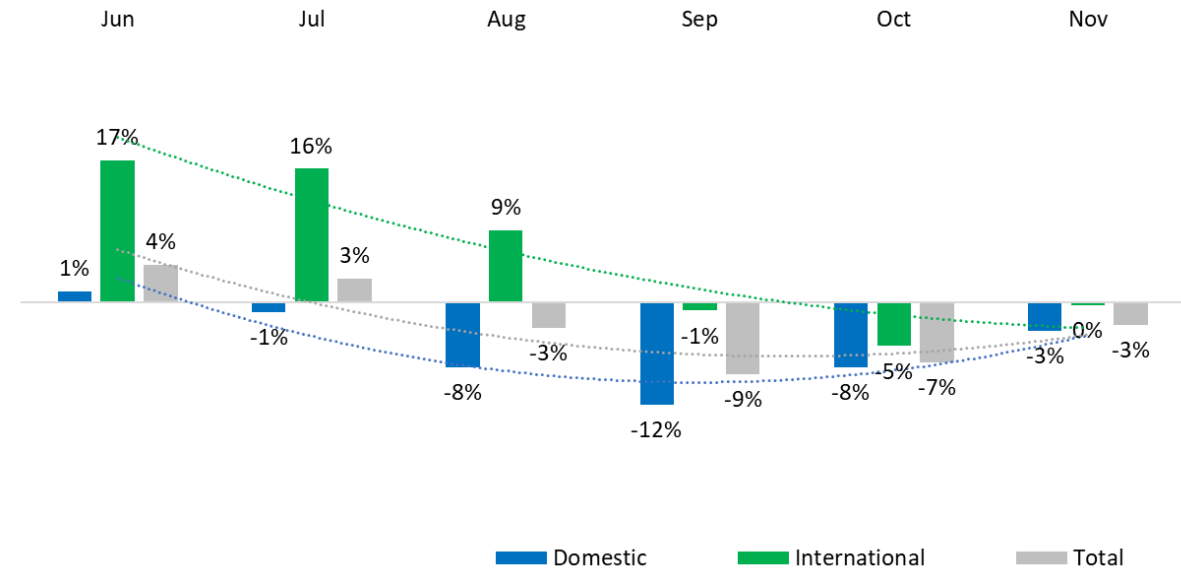
# Annual Variations in Hotel Occupancy and Tourist Arrivals

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



SOURCE: AHLC

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



SOURCE: DATATUR

# Average Daily Rate and RevPAR

## Key Indicators (Dec-2023)

ADR (Los Cabos)

**\$421**

(+1% vs Dec-2022)



ADR (Cabo San Lucas)

**\$338**

(+17% vs Dec-2022)



ADR (San José del Cabo)

**\$350**

(-2% vs Dec-2022)



ADR (El Corredor)

**\$727**

(+17% vs Dec-2022)



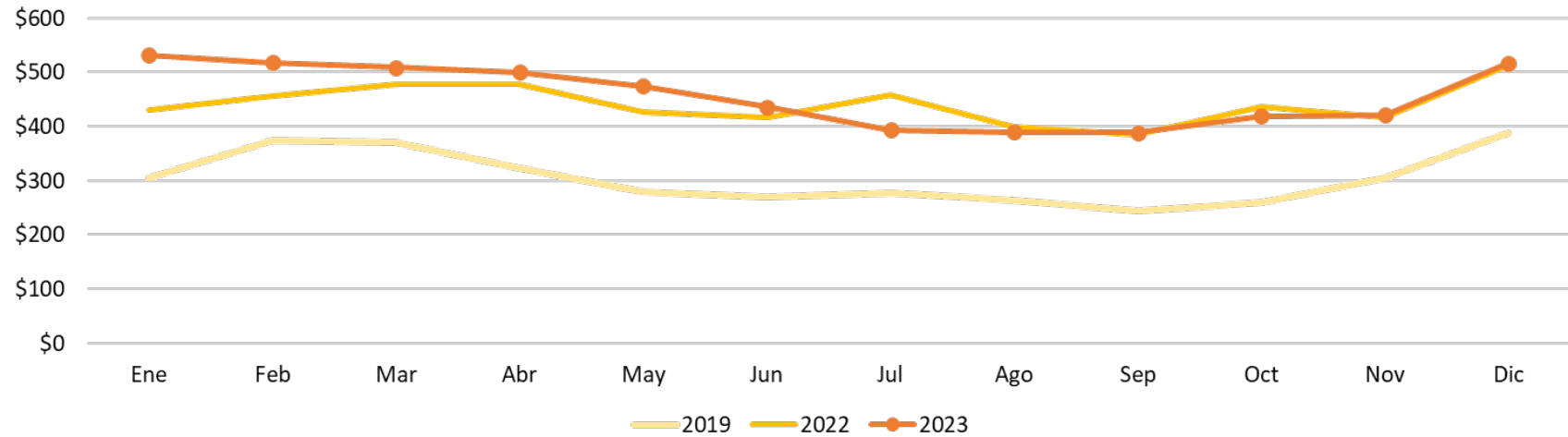
RevPAR (Los Cabos)

**\$367**

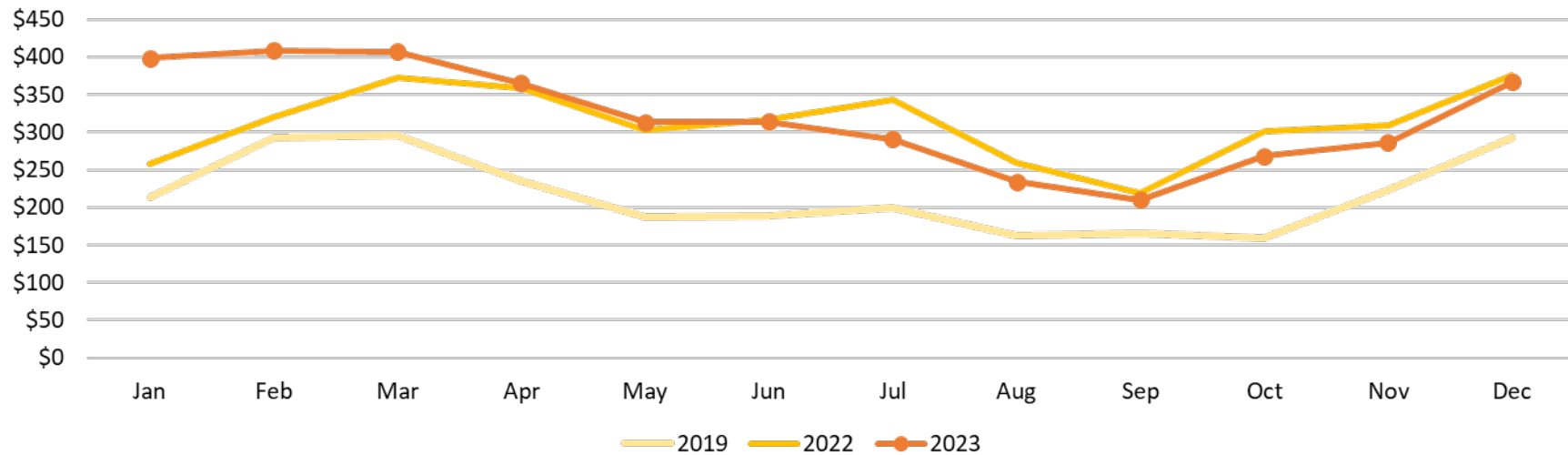
(-2% vs Dec-2022)



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



### RevPAR, Los Cabos (USD, 2019 - 2022)



Source: AHLC



LOS  CABOS

LOS CABOS  
TOURISM OBSERVATORY

AIR TRAVEL CONNECTIVITY



## Key Indicators



### Scheduled Air Seats

(next 6 months):

**950.5 thousand**



(+1.4% vs 2023)

### Scheduled Air Seats

(Feb-2024):

**140.2 thousand**



(+4.2% vs Feb-2023)

### CDMX:

**393.8 thousand**



(-5.9% vs 2023)

### GDL:

**157.9 thousand**



(-10.5% vs 2023)

### MTY:

**53.4 thousand**



(-1.8% vs 2023)

### TIJ:

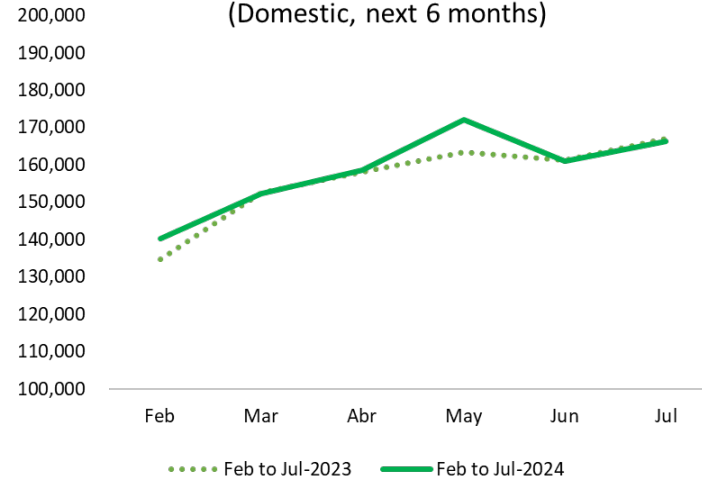
**165.7 thousand**



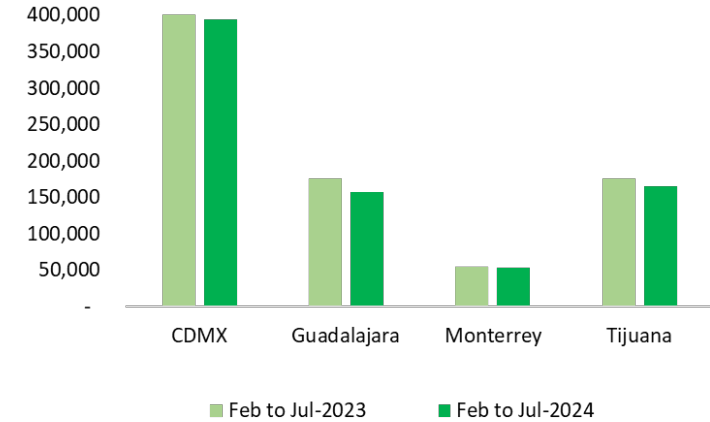
(-6% vs 2023)

# Domestic Air Connectivity

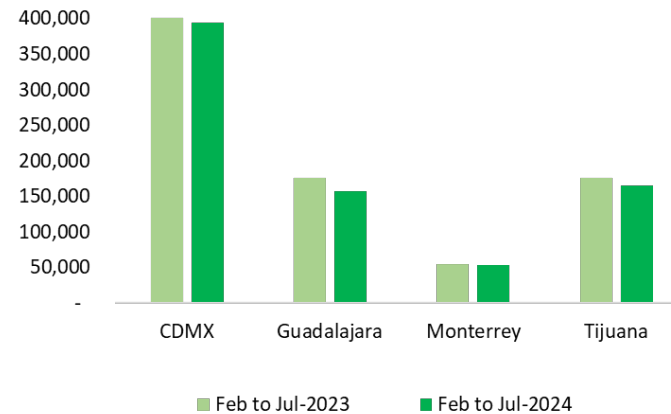
Flight Seat Scheduling to San Jose del Cabo  
(Domestic, next 6 months)



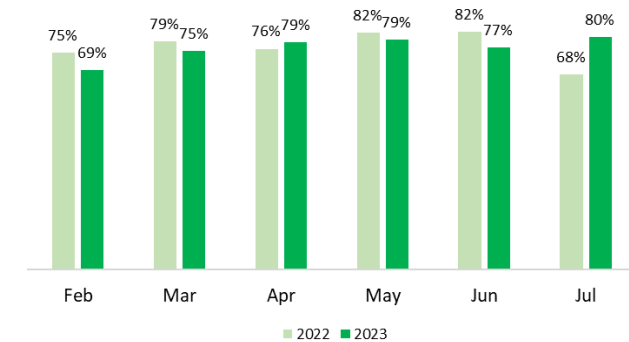
Flight Seat Scheduling per Departing Airport  
(Domestic, next 6 months)



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



Occupancy factor of domestic airlines (Feb to Jul-2023)



# Air Connectivity: U.S.

## Key Indicators



Scheduled Air Seats

(next 6 months):

**1.35 million** ↑

(+2.3% vs 2022)

Scheduled Air Seats

(Feb-2022):

**253 thousand** ↑

(+4.5% vs Feb-2022)

LAX:

**211.4 thousand** ↓

(-20.9% vs 2022)

HOU:

**132.5 thousand** ↓

(-0.7% vs 2022)

DFW:

**168.5 thousand** ↑

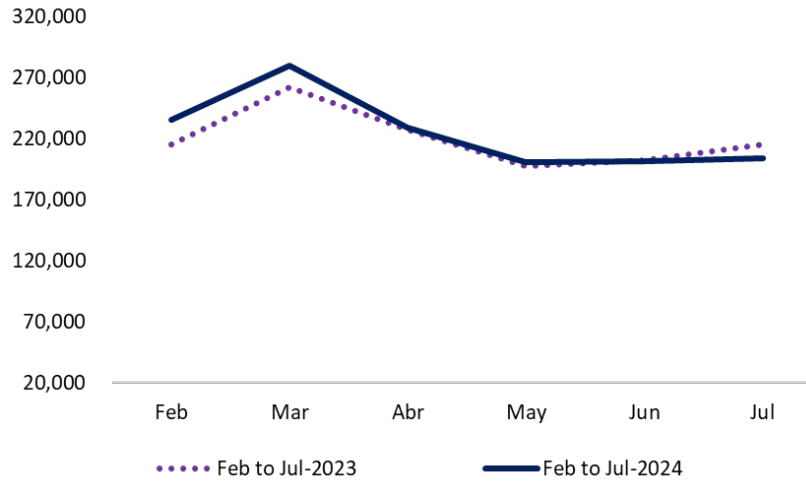
(+25% vs 2022)

PHX:

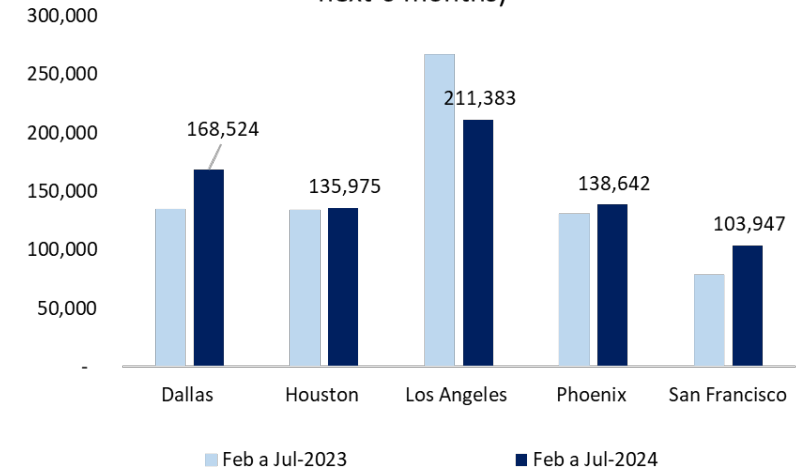
**138.6 thousand** ↑

(+5.7% vs 2022)

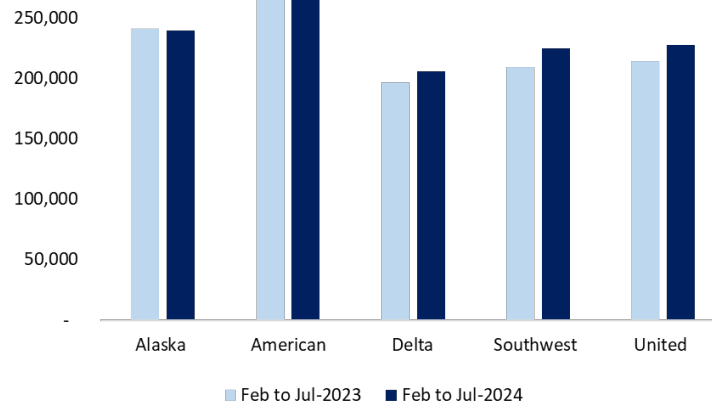
Flight Seat Scheduling to San Jose del Cabo (U.S., next 6 months)



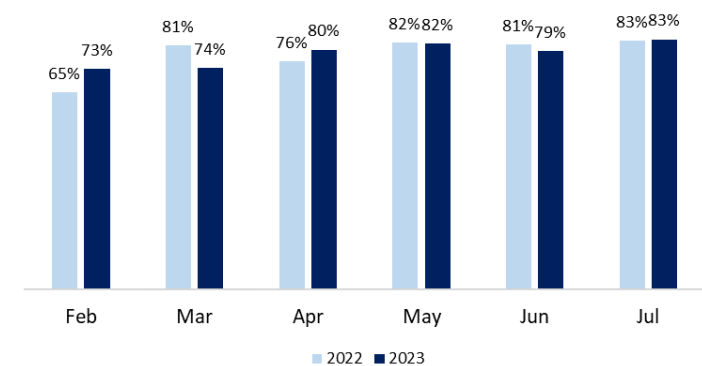
Flight Seat Scheduling per departing airport (U.S., next 6 months)



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



Occupancy factor of US airlines (Feb to Jul-2023)



## Key Indicators



Scheduled Air Seats  
(next 6 months): **103.5 thousand**  
(-11.5% vs 2023)



Scheduled Air Seats  
(Feb-2024): **26.4 thousand**  
(-24% vs Feb-2023)



YYZ (Toronto): **10 thousand**  
(-50% vs 2023)



YVR (Vancouver): **51.2 thousand**  
(-15.7% vs 2023)



YYC (Calgary): **27 thousand**  
(-7.9% vs 2023)

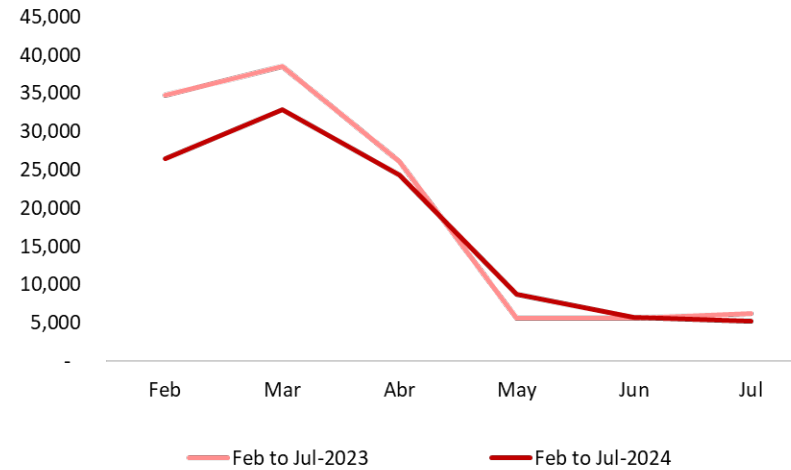


YYG (Edmonton): **7.5 thousand**  
(-38.5% vs 2023)

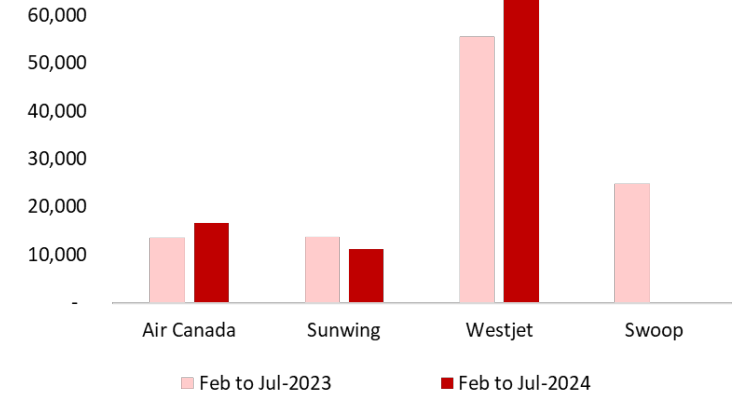


# Air Connectivity: Canada

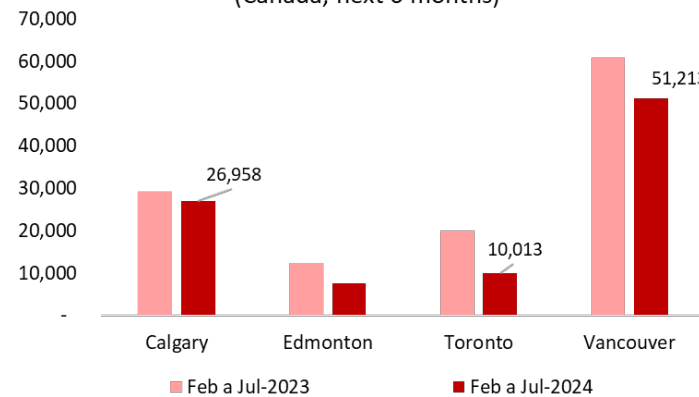
Flight Seat Scheduling to San Jose del Cabo  
(Canada, next 6 months)



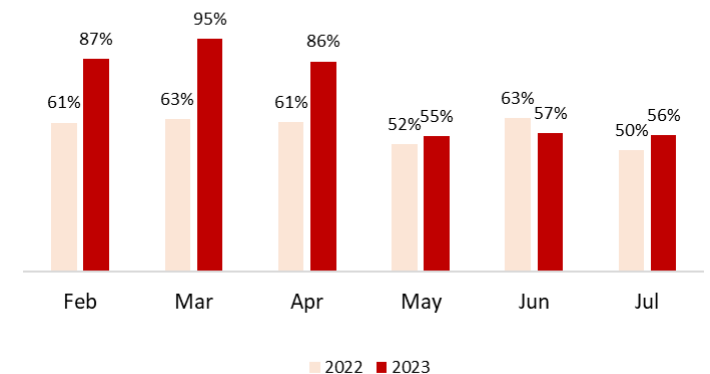
Flight Seat Scheduling per Airline (Canada, next 6 months)



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



Occupancy factor of Canadian airlines  
(Feb to Jul-2023)





LOS  CABOS

LOS CABOS  
TOURISM OBSERVATORY

PUBLIC RELATIONS






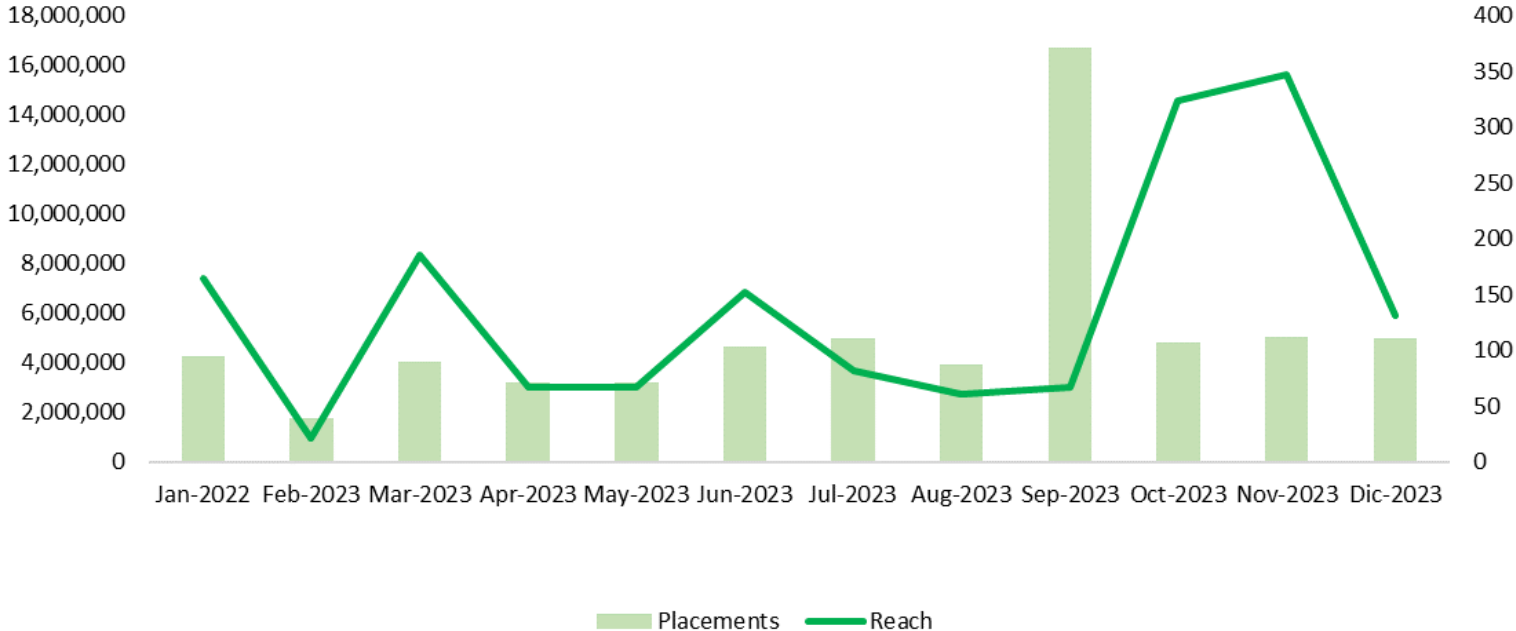
# Public Relations: Placements and Reach (National)

Key Indicators  
(Dec-2023)



Placements:  
**110**   
(-3% vs trailing 12-month average)

Reach:  
**5.9 million**   
(-6% vs trailing 12-month average)



SOURCE:  
LLORENTE Y CUENCA

Indicadores clave  
(Dec-2023)



Placements:  
**13**  
(+46% vs trailing 12-month average)

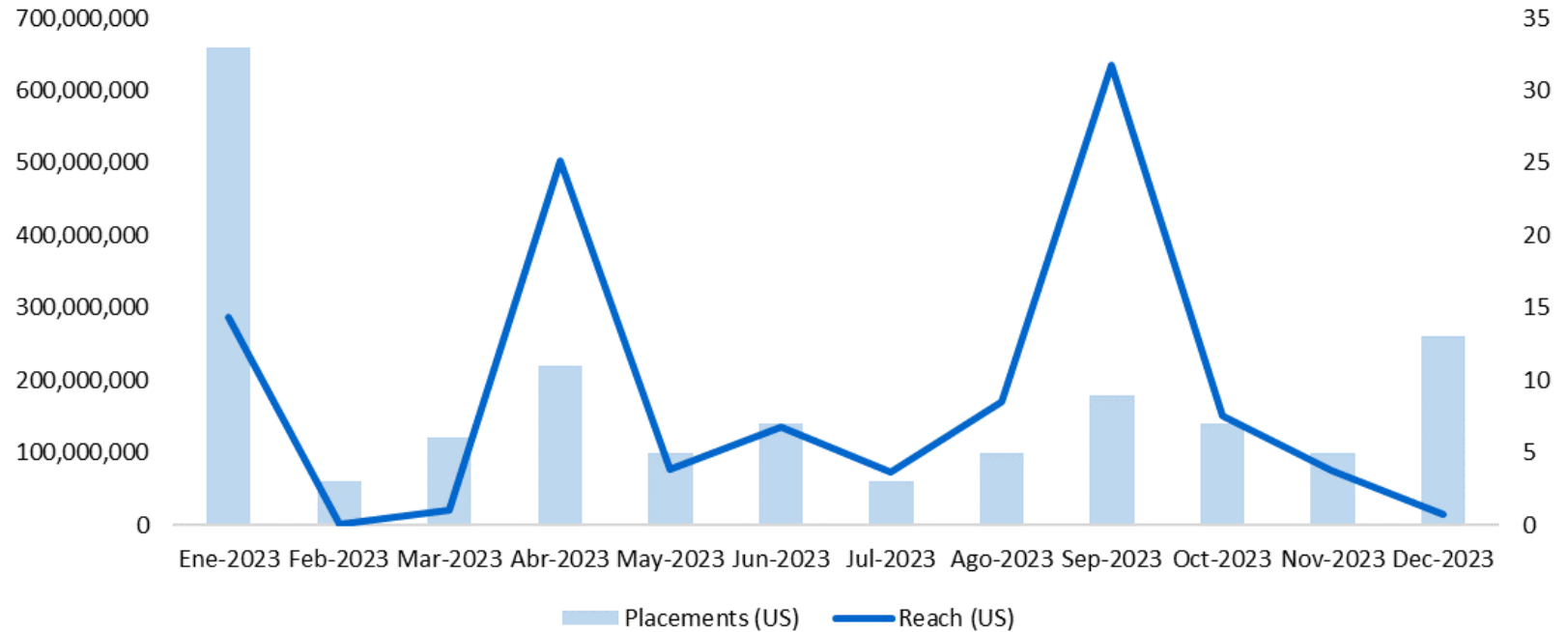


Reach:  
**15.6 million**  
(-91% vs trailing 12-month average)



SOURCE:  
OGILVY

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



## Key Indicators (Dec-2023)



Placements:

**19**

(+208% vs trailing  
12-month average)



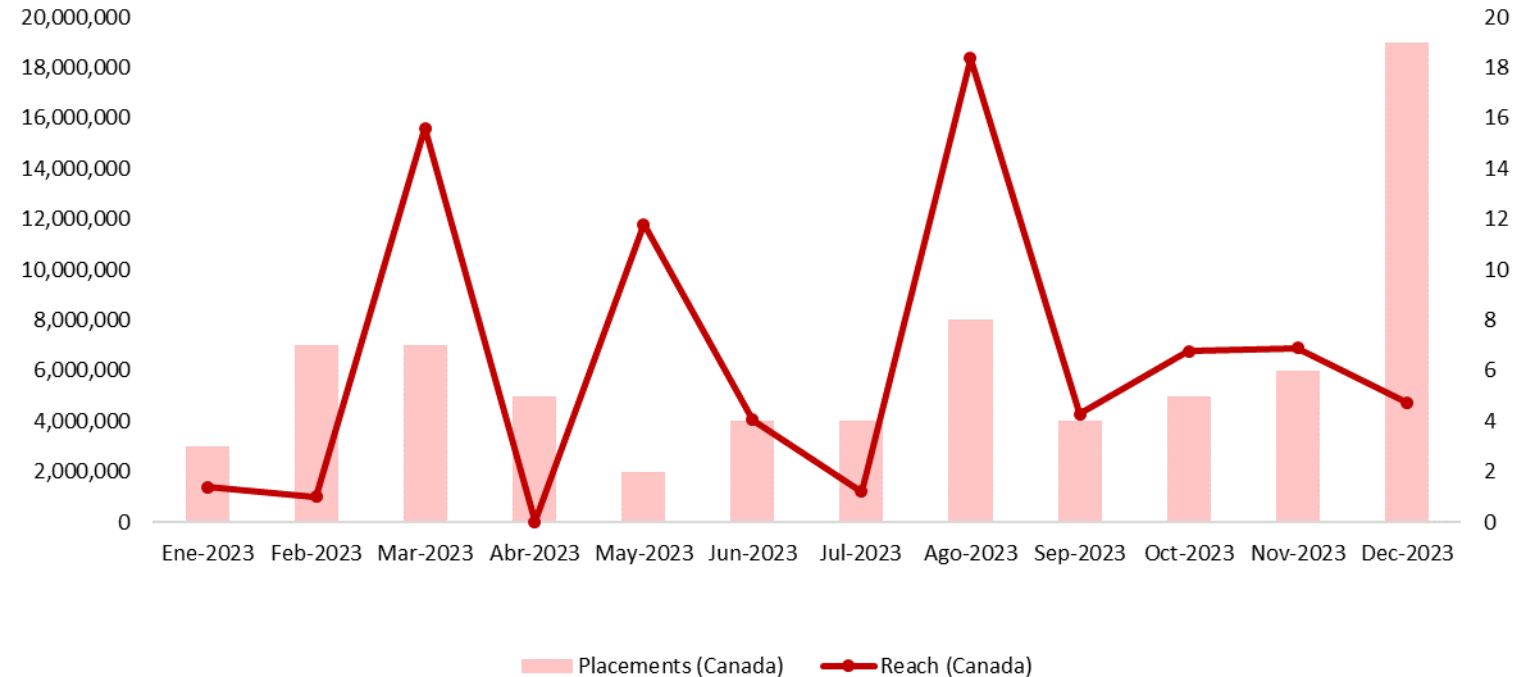
Reach:

**4.7 million**

(-25% vs trailing  
12-month average)



# Public Relations: Placements and Reach (Canada)



SOURCE:  
JESSON + CO

# Public Relations: Placements and Reach (Spain)

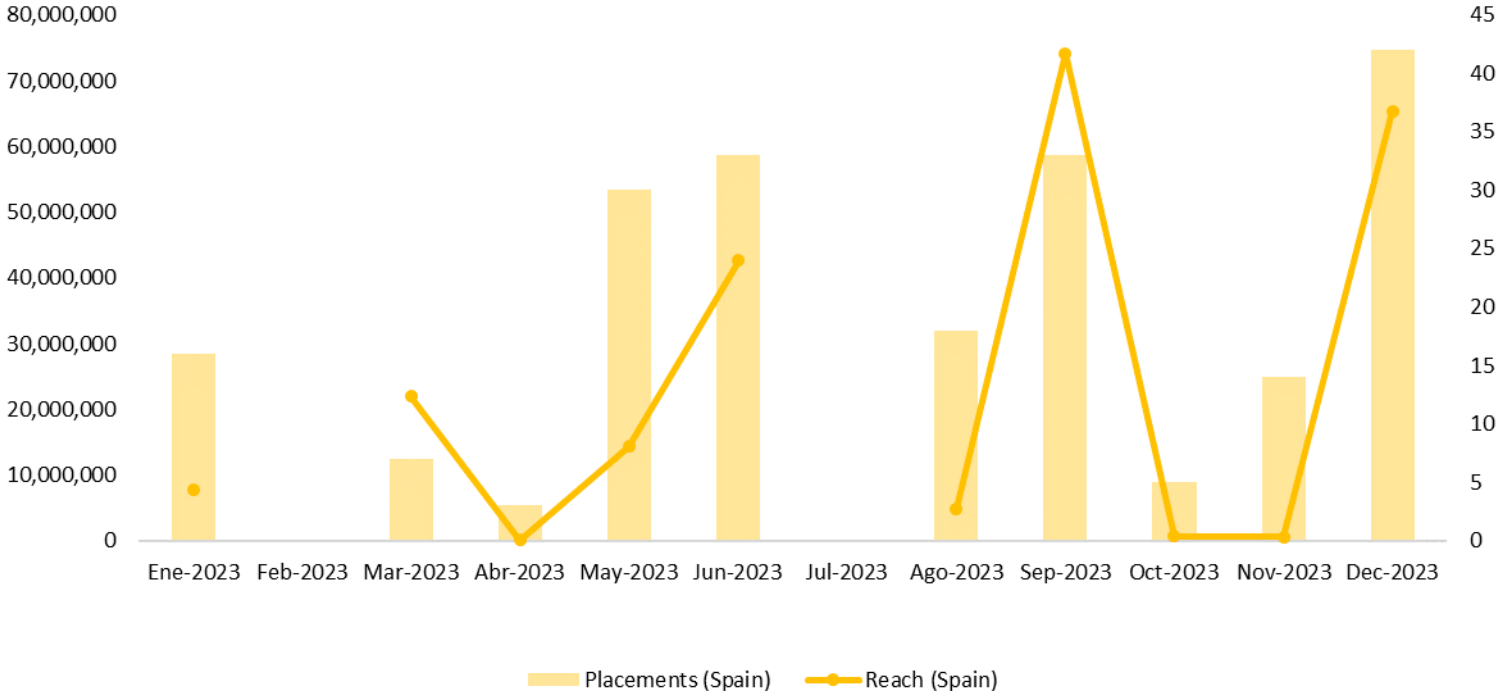
Indicadores clave  
(Dec-2023)



Placements:  
**42**  
(+109% vs trailing  
12-month average)



Reach:  
**65.4 million**  
(+181% vs trailing  
12-month average)



FUENTE:  
ROMAN



# LOS CABOS TOURISM OBSERVATORY

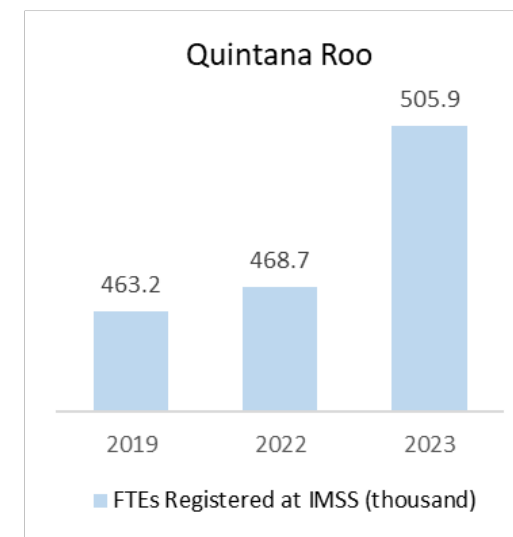
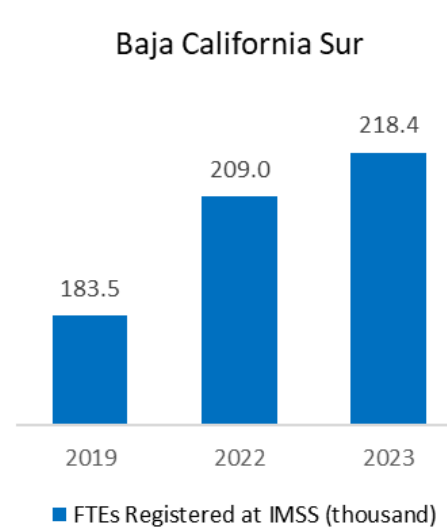
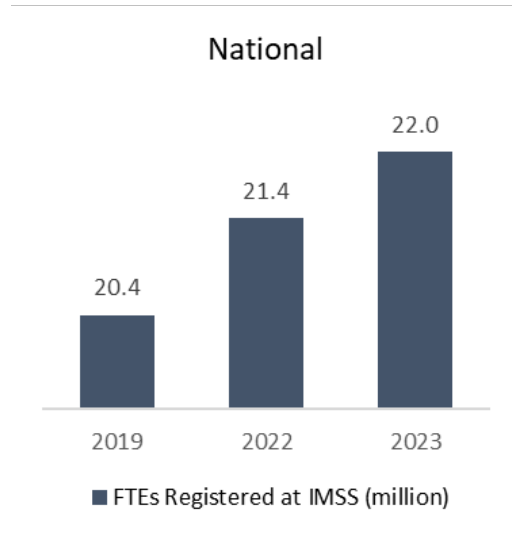
## NATIONAL CONTEXT

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





# Impact on Employment in Mexico



Employment (National):

**22 million**

**+3%**

vs Dec-2022



Employment (Baja California Sur):

**218.4 thousand**

**+4.5%**

vs Dec-2022



Employment (Quintana Roo):

**505.9 thousand**

**+7.9%**

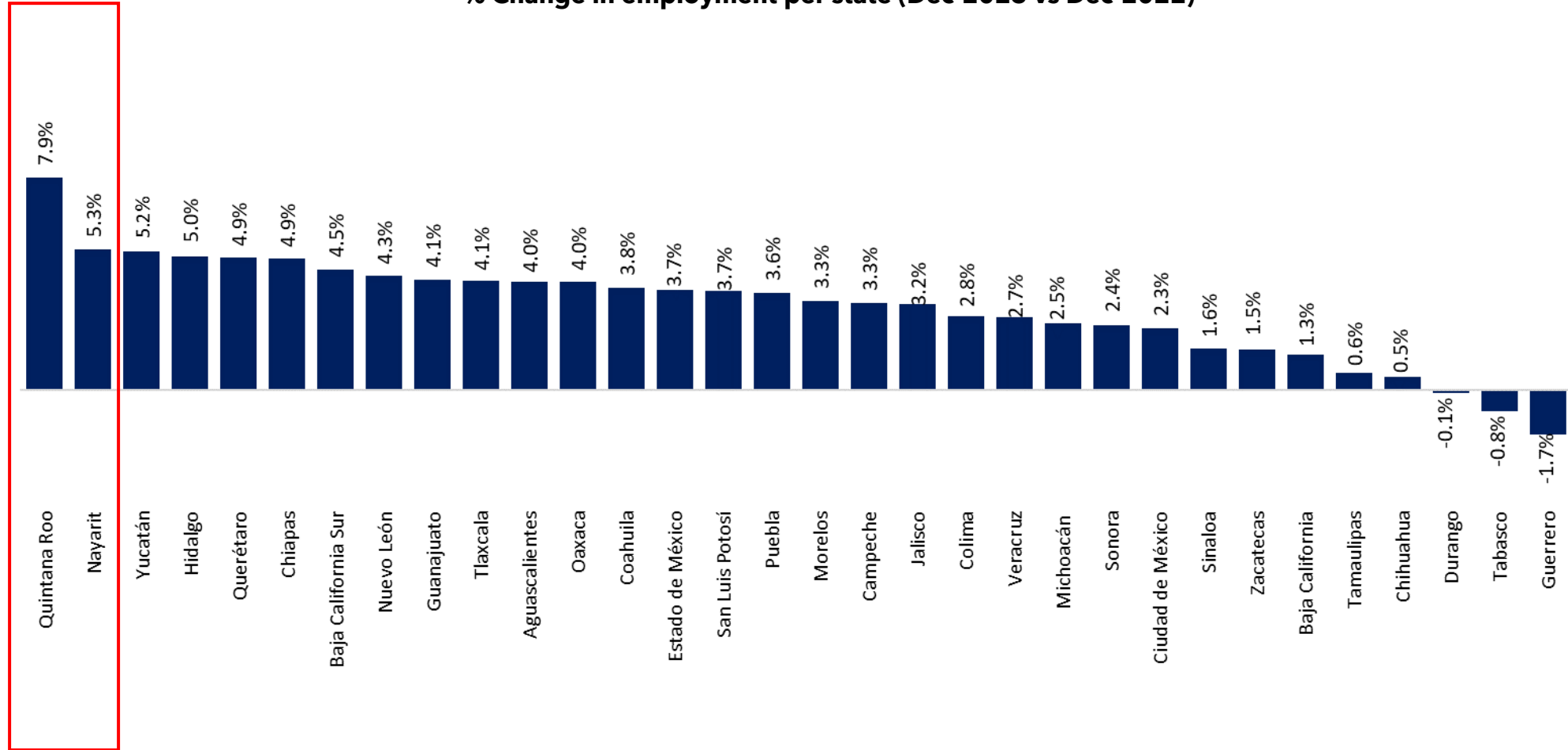
vs Dec-2022



SOURCE: IMSS

# Impact on Employment in Mexico

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



SOURCE : IMSS

# International Tourist Arrivals in Mexico

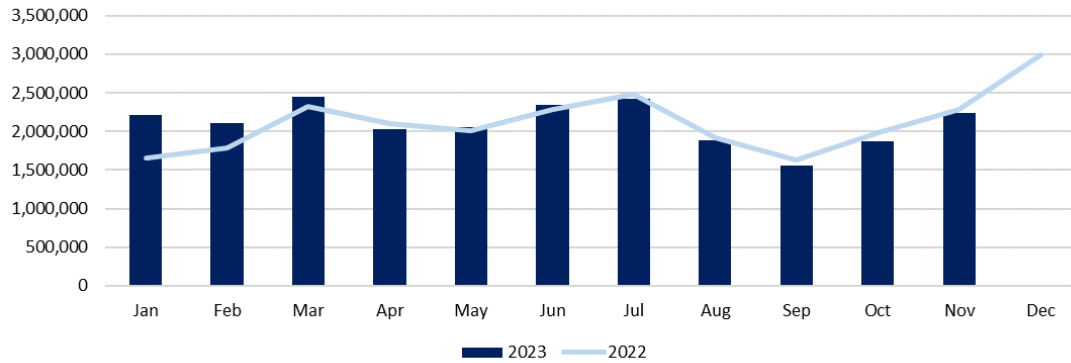
# Air Activity in Mexico - Airport Groups

International Tourist Arrivals

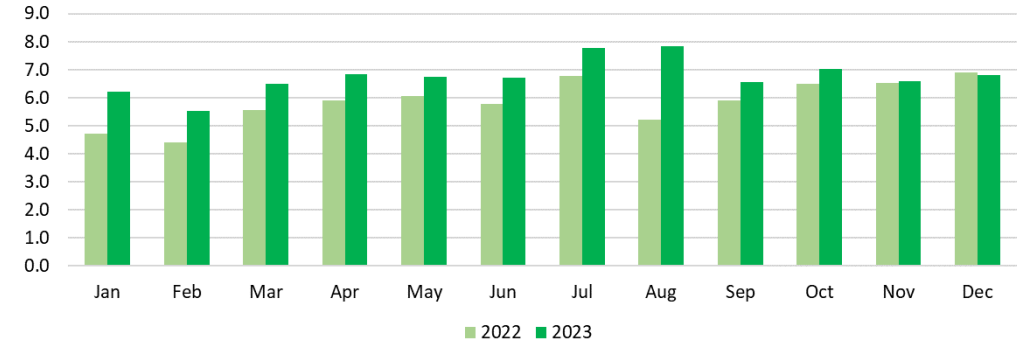


Nov-2022	Nov-2023	VAR
3,174,054	3,214,737	1.3%

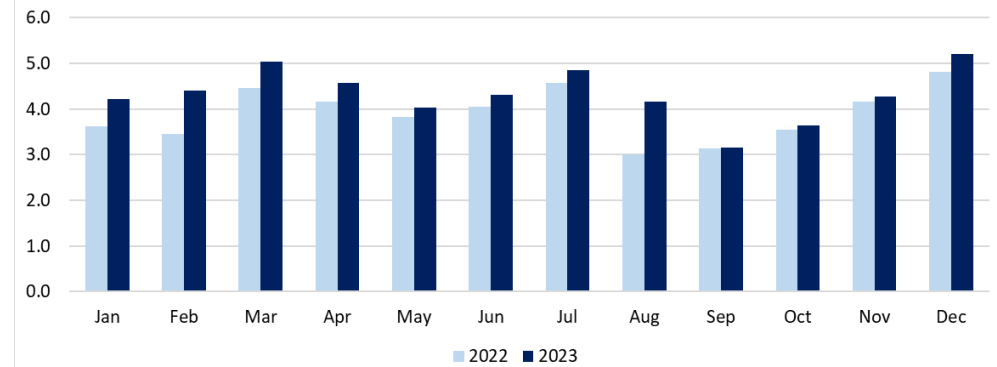
Turistas de internación



Passenger traffic in domestic operations (millions)



Passenger traffic in international operations (millions)



International tourist arrivals:

**3.48 million**

+3.8%

vs Nov-2022



International admittances:

**2.24 million**

-1.7%

vs Nov-2022



Average expenditure of inbound tourists by air:

**\$1,077 USD**

-0.4%

vs Nov-2022



PAX In domestic operations:

**6.8 million**

+2%

vs Dec-2022



PAX in international operations:

**5.3 million**

+3%

vs Dec-2022



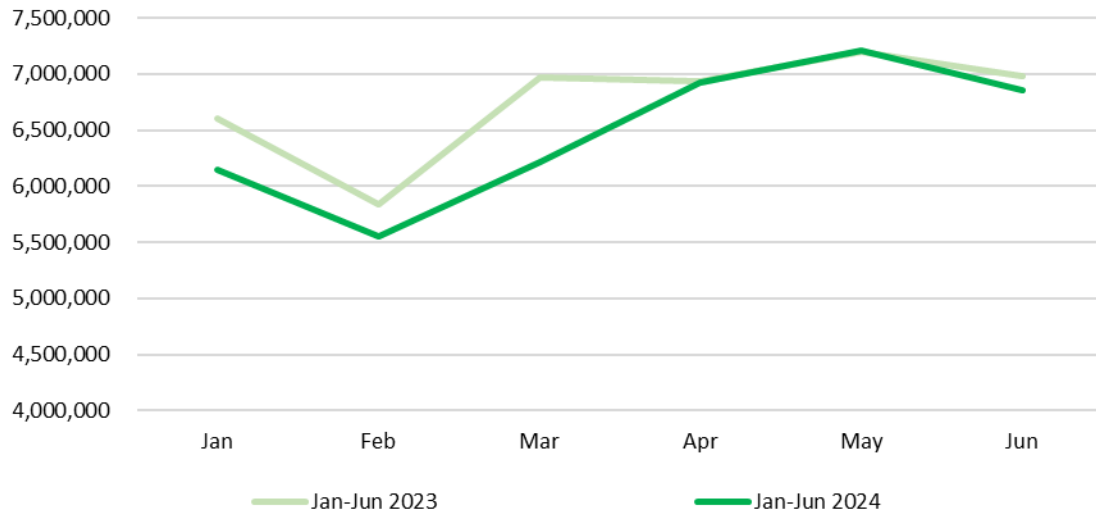
\*TOTAL TRAFFIC OF THE THREE AIRPORT GROUPS (ARRIVALS AND DEPARTURES), INFORMATION FROM MEXICO CITY IS NOT INCLUDED.

SOURCE: INTERNATIONAL TOURIST SURVEY. INEGI

SOURCE : ASUR, OMA,GAP

# Seat planning for Mexico (Jan-2024 and beyond)

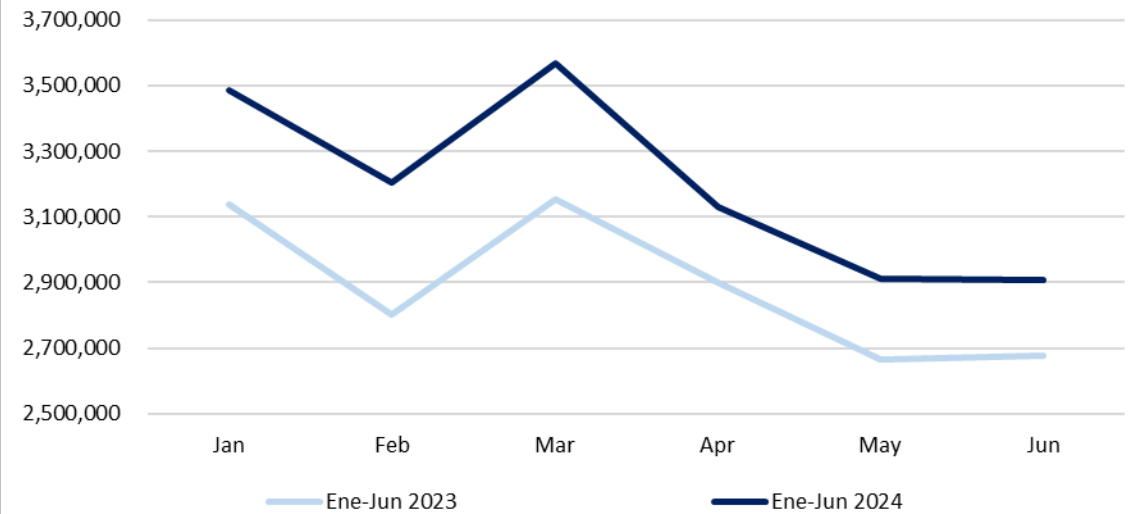
Seat planning. Domestic market.



**Domestic Seats:**  
**38.9 million**  
**-4%**  
 vs Jan-Jun 2023



Seat planning. International market to Mexico.



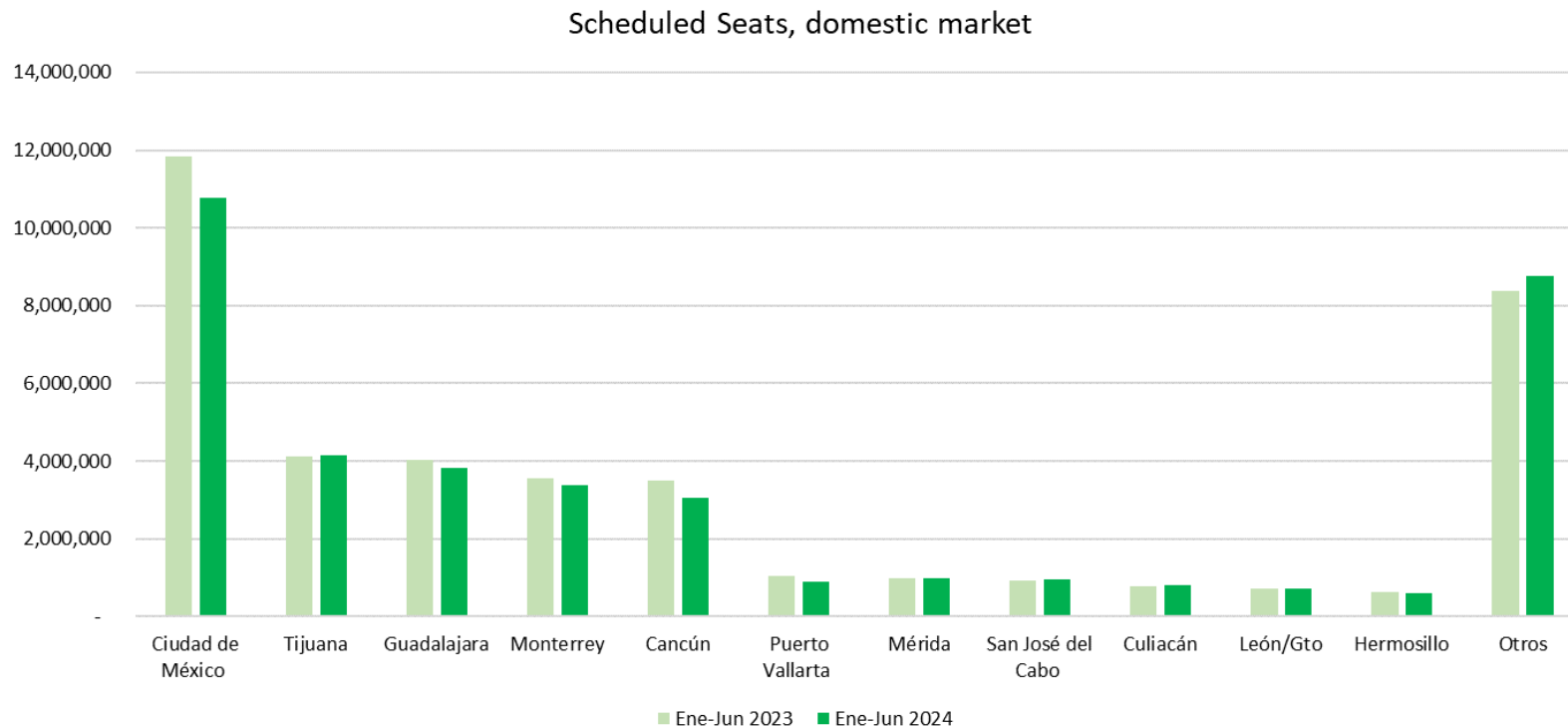
**International Seats:**  
**19.2 million**  
**+10.9%**  
 vs Jan-Jun 2022



SOURCE : OAG

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

# Seat planning for Mexico



Domestic  
(Jan-Jun2024):

CDMX  
**10.78 million**  
(-7.3% vs Jan-Jun2023)



Tijuana:  
**4.15 million**  
(-3.1% vs Jan-Jun2023)



Guadalajara:  
**3.82 million**  
(-8.1% vs Jan-Jun2023)



San José del Cabo:  
**952 million**  
(+3.8% vs Jan-Jun2023)

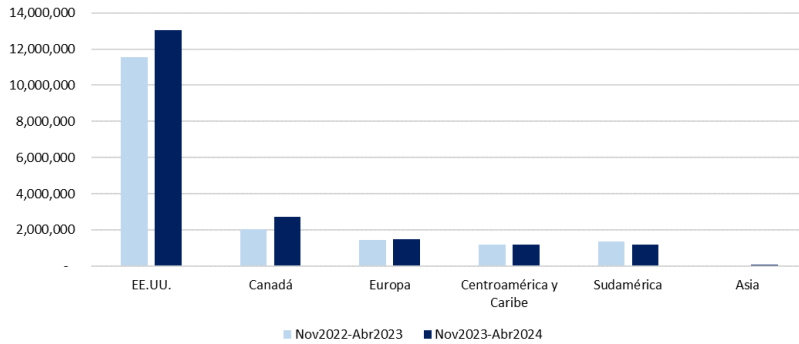


SOURCE : OAG  
SEAT PLANNING AS OF THE LAST WEEK OF MAY 2022 AND 2023, RESPECTIVELY.

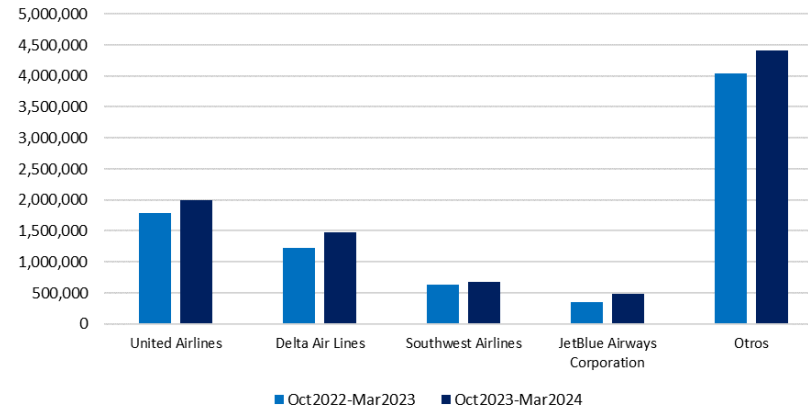


# Seat Planning for Mexico for the Coming Months

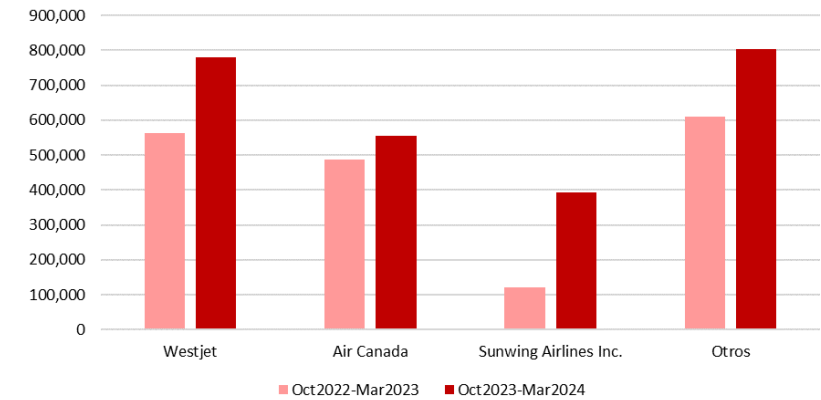
Seat scheduling per region, international market



Seat Scheduling per Airline: US



Seat Scheduling per Airline: Canada



**U.S.**  
**13.05 million seats**  
**+13.2%**

vs Jan-Jun2023



**67.9%**

## %VAR planned seats

**Dallas:**  
**1.6 million**  
**+13.9%**

**Houston:**  
**1.5 million**  
**+10%**  
 Jan-Jun2023

**Los Angeles:**  
**1.4 million**  
**+4.6%**  
**Chicago:**  
**1.1 thousand**  
**+11.9%**



**Canada**  
**2.19 million**  
**+23.4%**

vs Jan-Jun2023



**11.4%**

## %VAR planned seats

**Toronto:**  
**696 thousand**  
**+35.4%**  
**Vancouver:**  
**433 thousand**  
**+17.8%**  
 vs Jan-Jun2023

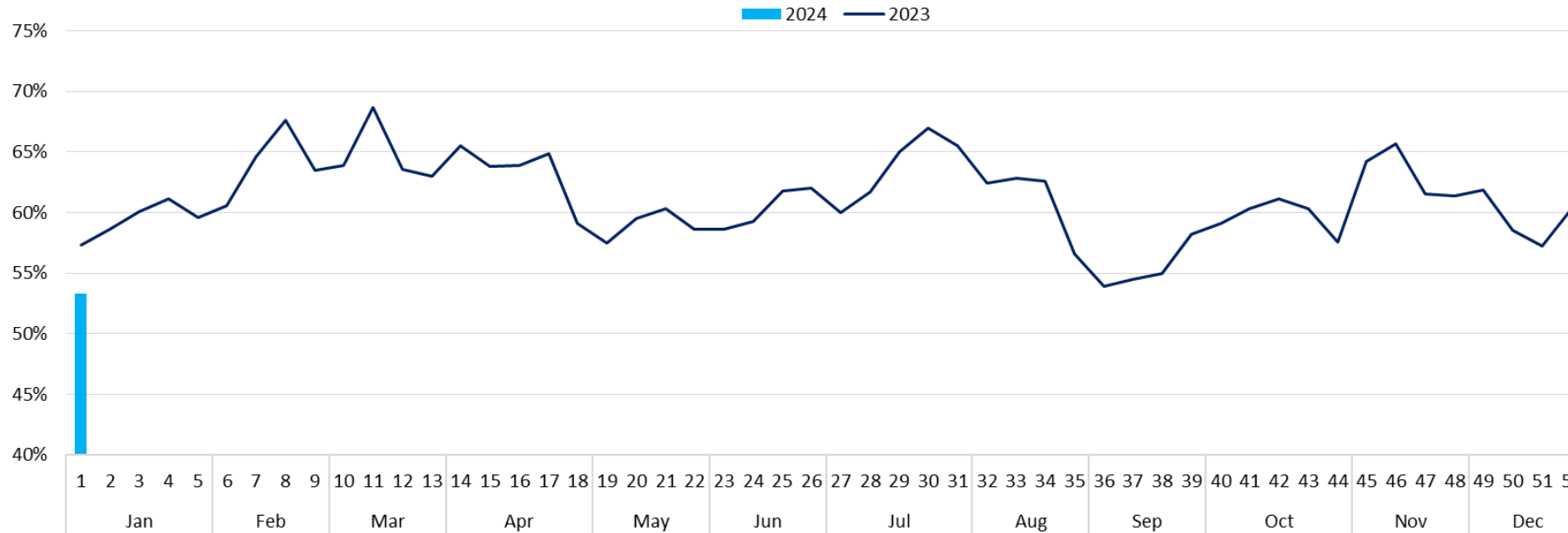
**Montreal:**  
**382 thousand**  
**+13.8%**  
**Calgary:**  
**264 thousand**  
**+11.8%**

**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 Tourist Centers)

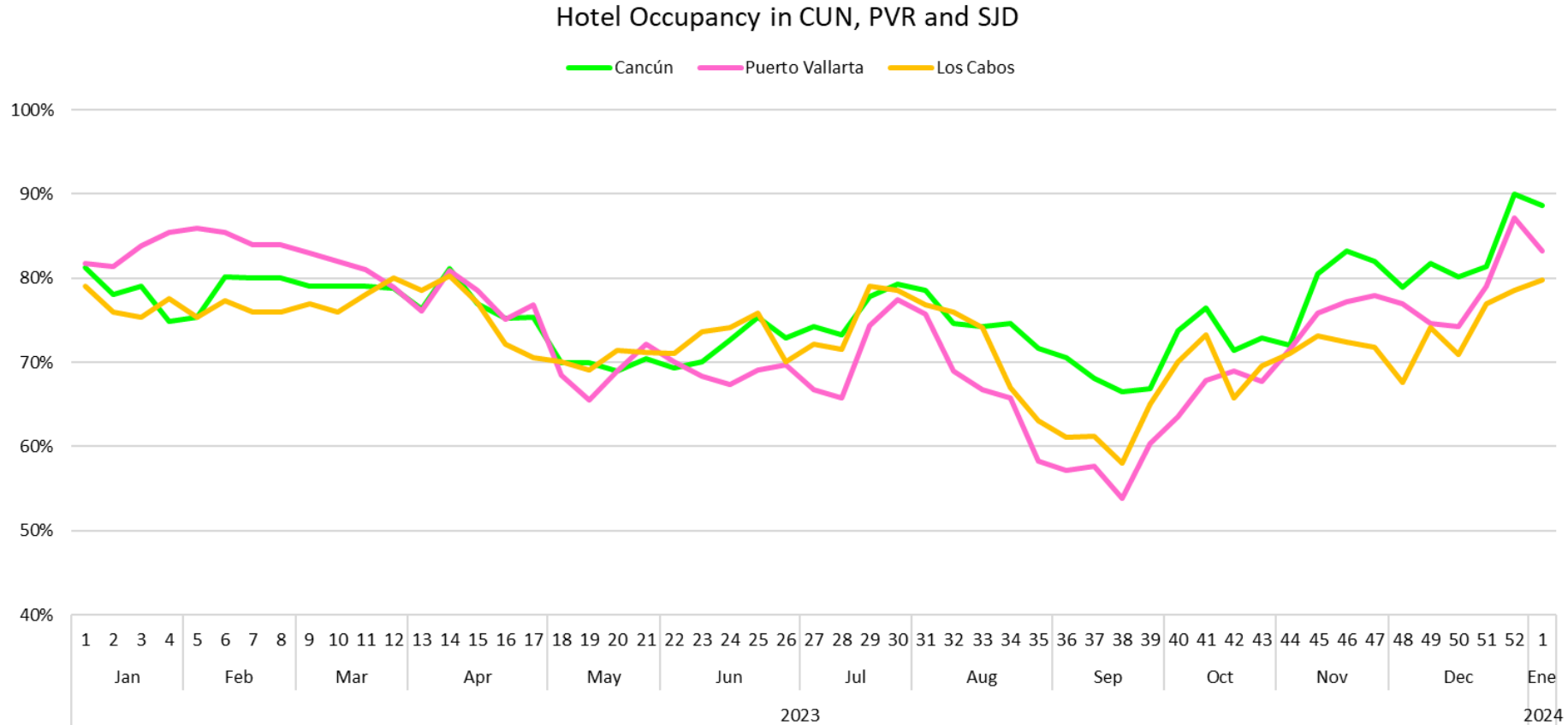


Average Occupancy, week 1  
**53.3%**  
**-4pp**  
 vs same week of 2023



**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



**Cancún:**  
**88.6%**

**Puerto Vallarta:**  
**83.2%**

**Los Cabos:**  
**79.8%**  
**-8.8pp** vs Cancún  
**-3.4pp** vs Puerto Vallarta  
Week 1 (Jan 1 – 7, 2024)

SOURCE : DATATUR

LOS  CABOS

LOS CABOS  
TOURISM OBSERVATORY

GLOSSARY





# Glossary

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- **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

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- **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  $\Sigma Ht$  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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