LOS CABOS

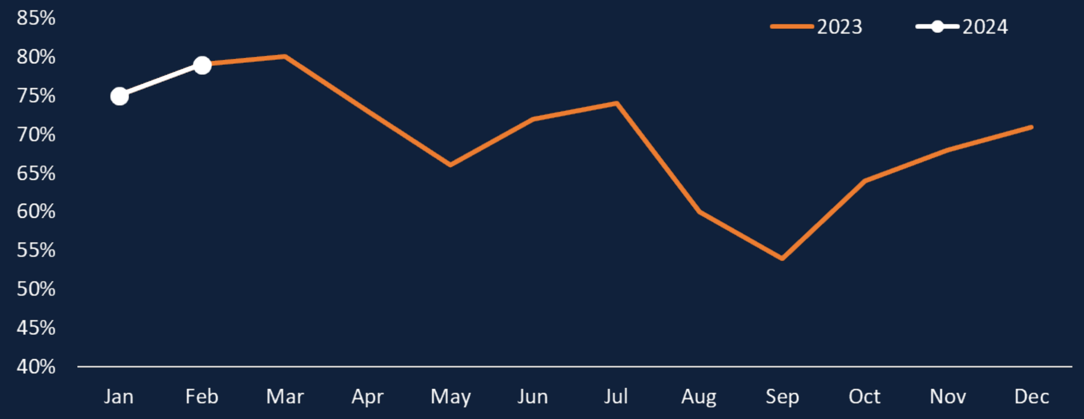
# LOS CABOS
# TOURISM OBSERVATORY

## KEY PERFORMANCE INDICATORS

MARCH 2024

# Key Perfomance Indicators (Mar-2024)

## Hotel Activity




**Hotel Occupancy (Avg. 2024):**
77%
+0 pp
(vs Avg. 2023)

**Average Daily Rate (Avg. 2024):**
$541 USD
+3%
(vs Avg. 2023)

**RevPAR (Avg. 2024):**
$414 USD
+2.5%
(vs Avg. 2023)

**Hotel Occupancy (Feb-2024):**
79%
+0 pp
(vs Feb-2023)

SOURCE: AHLC

**Average Daily Rate (Feb-2024):**
$549 USD
+6%
(vs Feb-2023)

SOURCE: AHLC

**RevPAR (Feb-2024):**
$428 USD
+5%
(vs Feb-2023)

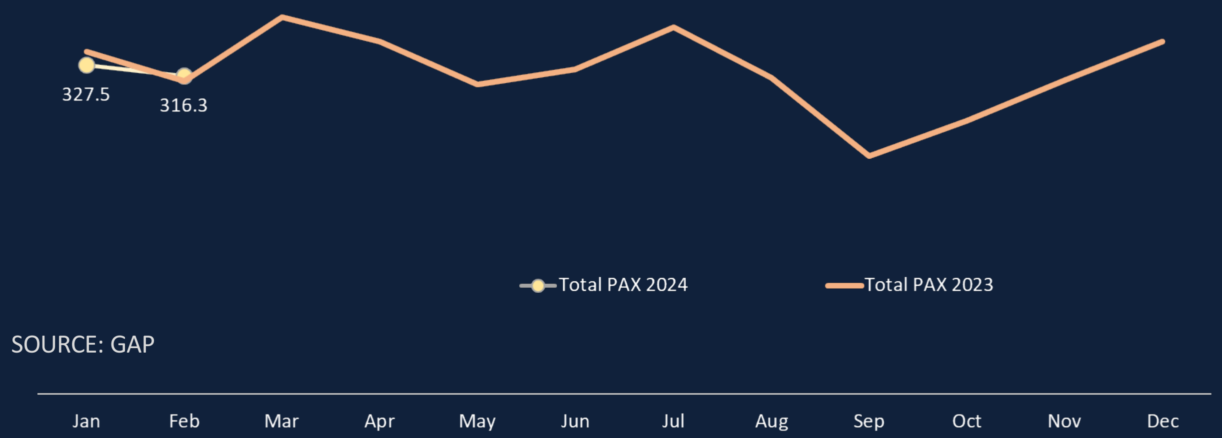
SOURCE: AHLC

## Air Passenger Arrivals

**Total Passengers (Cum-2024):**
643.8 thousand
-1.2%
(vs Cum-2023)

**Domestic Passengers (Cum-2024):**
209.15 thousand
-3.6%
(vs Cum-2023)

**International Passengers (Cum-2024):**
434.65 thousand
+0.1%
(vs Cum-2023)




**Tourist Satisfaction: More than Expected (Feb-2024):**
66%
-11 pp
(vs Feb-2023)
SOURCE: TURIST SURVEY

**Satisfaction with Public Safety (Feb-2024):**
0.9% bottom two
+0.5 pp
(vs Feb-2023)

SOURCE: TOURIST SURVEY

**Satisfaction with the Airport (Feb-2024):**
1.2% bottom two
-1.6 pp
(vs Feb-2023)
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 (Mar-2024)

**HOTEL ACTIVITY: Occupancy, rate and RevPAR in the traditional hotel industry remain at high levels, with the latter two even registering increases over the previous year. At the sub-destination level, San José del Cabo shows a significant increase in its rates, maintaining an upward trend, while El Corredor registers one of its highest rates since 2019.  Properties offered online (AirBnB and similar) show a high growth in their supply during this month.**

- Hotel occupancy in Los Cabos in Feb-2024 registered 79%, the same level as in Feb-2023. At the sub-destination level Cabo San Lucas registered 83% (+3pp), San Jose del Cabo, 71% (-6pp), and El Corredor, 76% (-2pp) compared to Feb-2023.
- The average daily rate at Los Cabos hotels during Feb-2024 was $549 USD, 6% higher than in Feb-2023. The highest rate is presented in El Corredor ($752USD), the highest rate recorded since a year ago and the third highest on record (however, 8% lower Feb-2023, which registered record with $813); Cabo San Lucas reaches $327, down 7% vs previous year, while San Jose del Cabo averages $452 and raises its rate 16%, maintaining upward trend. In Feb-2024 the RevPAR was $428 USD; 5% more than in Feb-2023.
- This month, the supply of lodging through online platforms increased 59%, reaching 9.7 thousand. However, occupancy fell 16pp to 57%.
    - The average daily rate in this type of lodging is usually higher than in hotels, however, since Dec-2023 it continues to register lower levels.  In Feb-2024 it is $510 (24.9% less than Feb-2023) and ($39 less than traditional hotels). The increase in supply has gone hand in hand with the decrease in prices in this type of properties.

**TOURIST SATISFACTION: Tourist satisfaction with safety and the Los Cabos airport remain among the highest levels on record. Satisfaction with the destination drops this month; however, the proportion of repetitive tourists shows a considerable increase.**

- In Feb-2024, 66% of tourists rate Los Cabos as "more than expected" (-11pp versus Feb-2023). Satisfaction with safety in Los Cabos decreases 0.5pp, and 0.9% of tourists had a fair or poor perception (however, these levels continue to be among the lowest on record). Satisfaction with the airport is up 1.6 pp compared to the previous year, reaching 1.2%.
- Repetitive tourists are up 3pp when compared to 2023: 40% in Feb-2024; which also represents an increase of 14pp compared to Jan-2024.
- Travel package tourists also presented a significant growth (+12pp) and reached 28%.

**MEETINGS: Received RFP's meetings decrease in Feb-2024 although they still represent the highest level in the last 6 months.**

- In Feb-2024, 59 RFPs are received (16 less than in Feb-2023) although this is the highest in the last 6 months.

LOS CABOS

# Executive Summary (Mar-2024)

**AIR ACTIVITY: The domestic market remains at high levels, although this month shows a decrease. The U.S. market grew, mainly driven by arrivals from Dallas and San Francisco airports. However, the participation of tourists reporting residency in states such as Washington, Oregon and Colorado increases. Cumulative inbound arrivals for 2023 show a growth in the participation of other nationalities (other than USA and CA) and a diversification of the destination. In particular, there is growth in key markets.**

- In Feb-2024, 316.3 thousand passengers arrived at Los Cabos airport (up 1.8% vs. Feb-2023).
    - Domestic passengers (98.45 thousand) accounted for 31% of the total (and decreased 1.8% vs. the previous year).
        - Of these, 40.5% came from Mexico City (AICM, TLC and NLU), followed by Guadalajara with 21.7% and TIJ with 20.6%.
        - Tijuana remains the Mexican market with the highest growth, while CDMX continues to lose market share (-9pp y-o-y).
    - Passengers on international flights (217.85 thousand) represent 68.9%, with an increase of 4.4% compared to the previous year.
        - The main origin airports are Los Angeles (12.2%), Dallas (10.7%) and Phoenix (10.6%). This month LAX continues to decrease its share, while PHX increases it, (becoming the second largest isssuing airport last month).
        - Nonetheless, California and Texas continue to be the main U.S. outbound markets to Los Cabos (25% and 9% of the total). The average flight cost from LAX and DFW airports to San Jose del Cabo has generally been the most economical option for travel to SJD from the United States (this month, DFW is 22% cheaper than the average), while Chicago is the most expensive option (19% more expensive than the average). However, the share from these states is decreasing, and other states such as Washington, Oregon and Colorado have been increasing.
    - From Canada, the main origin in this period is Vancouver (38.1%), followed by Calgary (25.2%), and Toronto (14.1%).
    - 83.8% of foreign tourists who entered in Jan-Dec-2023 through SJD had U.S. residency and 13% had Canadian residency. Inbound tourists with U.S. passports fell 3.5% versus Jan-2023 while those from Canada fell 15.8% (although when compared to Jan-2022 there was 131% growth).
        - In contrast, the strategic markets of Australia, South Korea, Spain, Germany and the United Kingdom together show growth of 6% in Jan-2024 vs. previous year.
- A total of 4,422 commercial operations (1.8% less than in Feb-2023) and 1,891 private operations (+31.3) were recorded at Los Cabos International Airport (SJD).
- Additionally, 9.1 thousand international tourists arrived on private flights in Jan-2024 (+25.5% vs. Jan-2023). This is the highest level recorded in the month of January in recent years and one of the highest since a year ago.

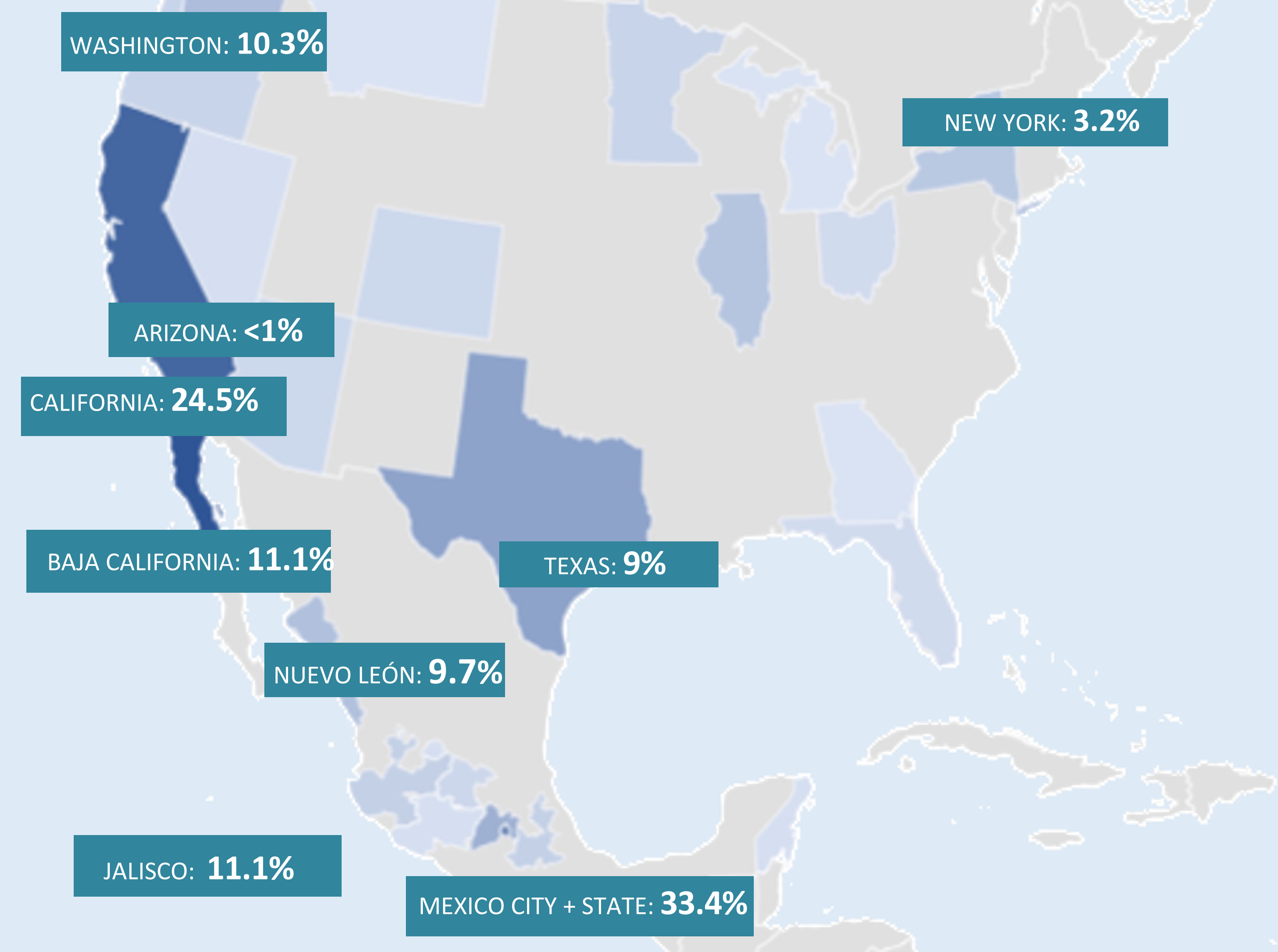
**CRUISES AND YACHTS: Cruise ship activity to Los Cabos in Jan-2024 slows its growth and shows declines in both vessels and passengers. The number of passengers per vessel also decreases, suggesting a possible arrival of smaller vessels or lower occupancy.**

- In Jan-2024, 26 cruise ships arrived at the Cabo San Lucas marina; a decrease of 10 ships compared to the same period in 2023. These vessels transported a total of 73.2 thousand passengers (-19.5% vs. Jan-2023).

LOS CABOS

# Market Share (Feb-2024)

SOURCE TOURIST SURVEY



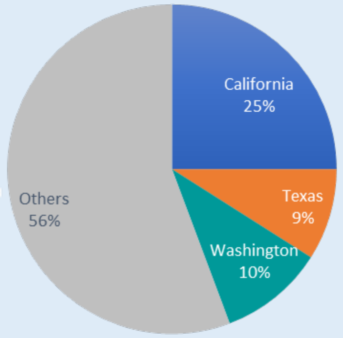

**United States:**
**61%**
**+9.8 pp (vs Feb-2023)**

**Canada:**
**8%**
**-6 pp (vs Feb-2023)**

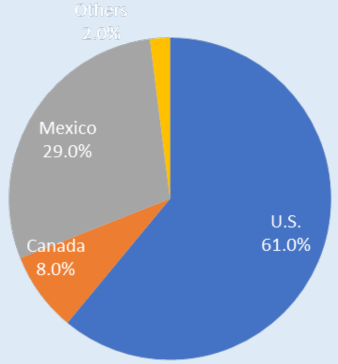
**Domestic:**
**29%**
**-1.8 pp (vs Feb-2023)**

**Others:**
**1%**
**-2 pp (vs Feb-2023)**

**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

# LOS CABOS
# TOURISM OBSERVATORY

## AIR PASSENGER ARRIVALS

# Passenger Arrivals at Los Cabos Airport, 2022-2024

Key Indicators
(Feb-2024)

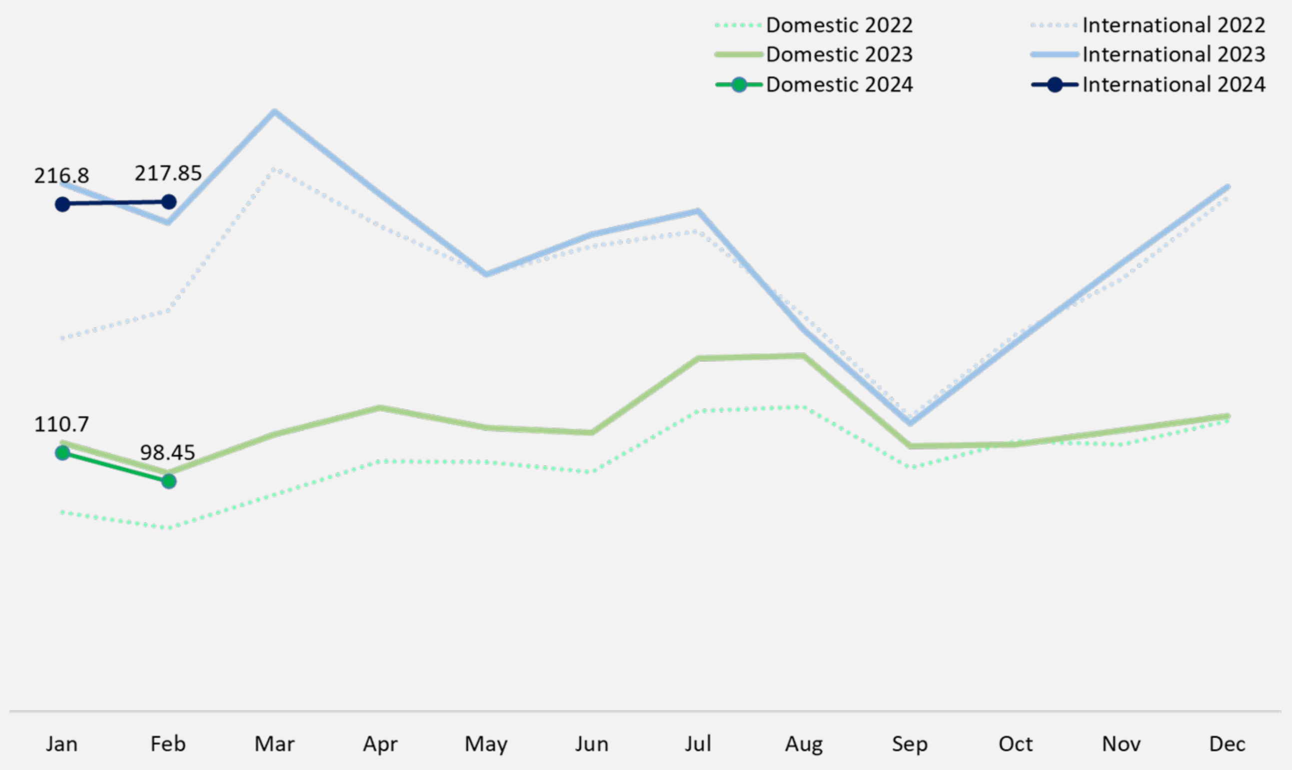
Total Passengers (Feb-2024):
**316.3 thousand**
+1.8% vs Feb-2023

Domestic Passengers (Feb-2024):
**98.45 thousand**
-3.6% vs Feb-2023

International Passengers (Feb-2024):
**217.85 thousand**
+4.4% vs Feb-2023

Domestic: **31.1%**
Intern.: **68.9%**

Source: GAP



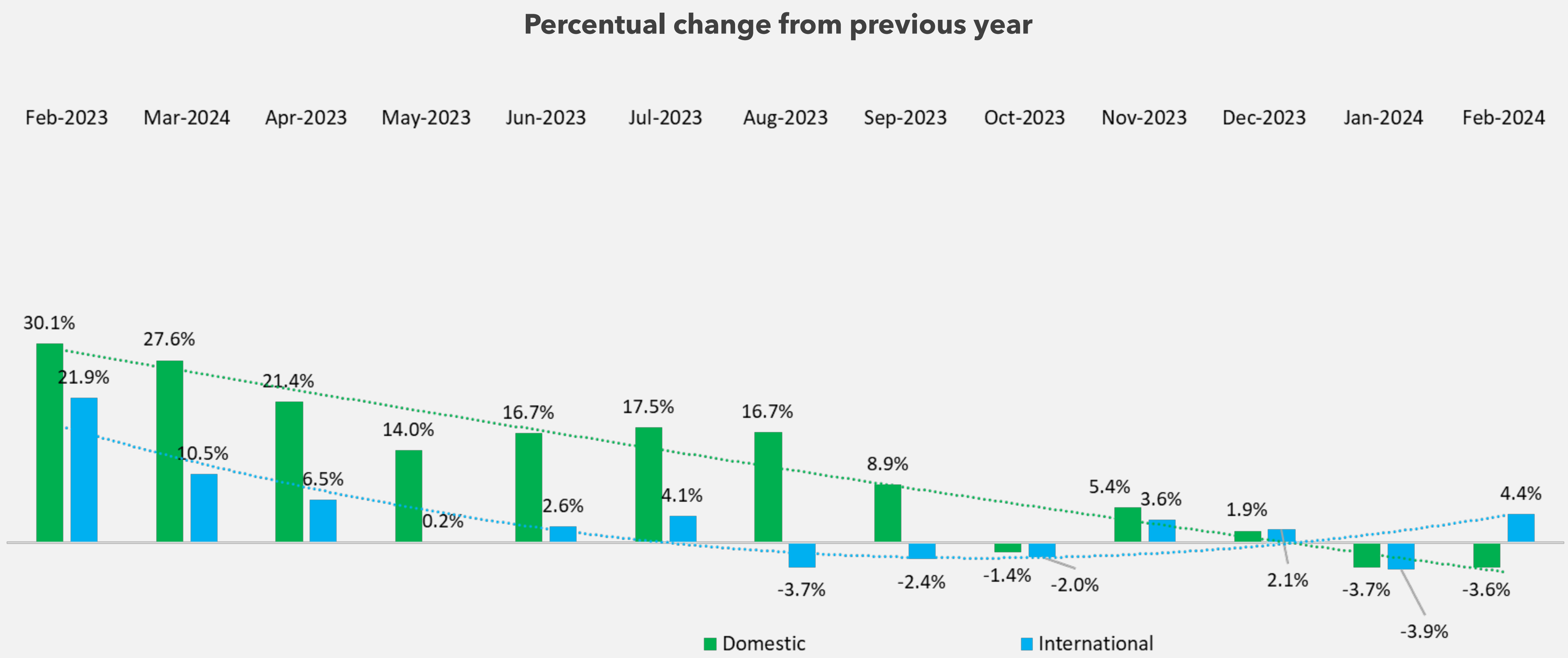

Total Passengers (Jan-Feb 2024):
**643.8 million**
-1.2% vs Jan-Feb-2023

Domestic Passengers (Jan-Feb 2024):
**209.15 million**
-3.6% vs Jan-Feb-2023

International Passengers (Jan-Feb 2024):
**434.65 million**
+0.1% vs Jan-Feb-2023

LOS CABOS

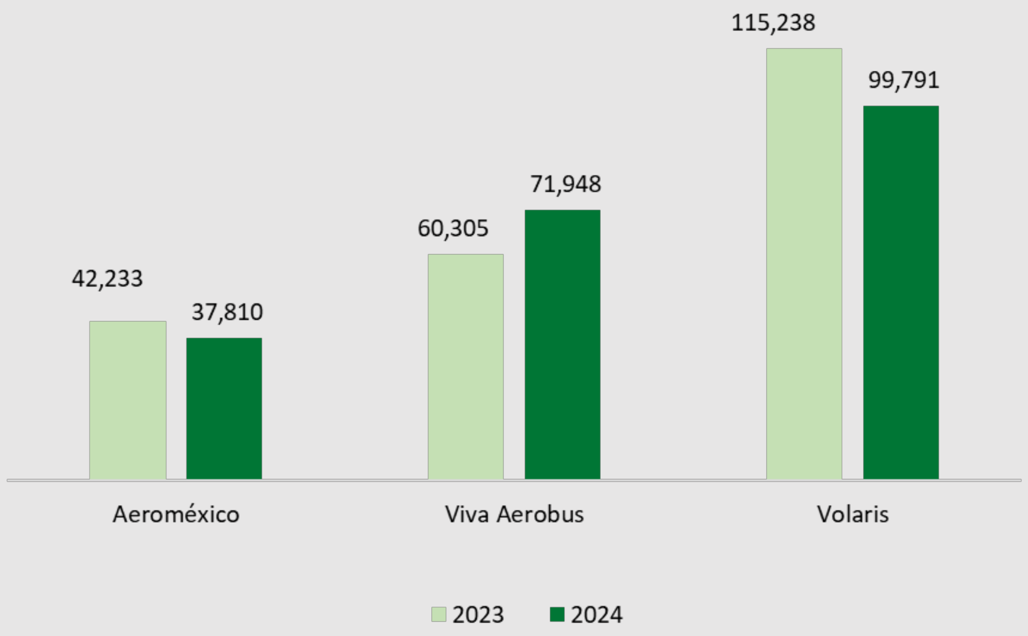
# Passenger Arrivals at Los Cabos Airport



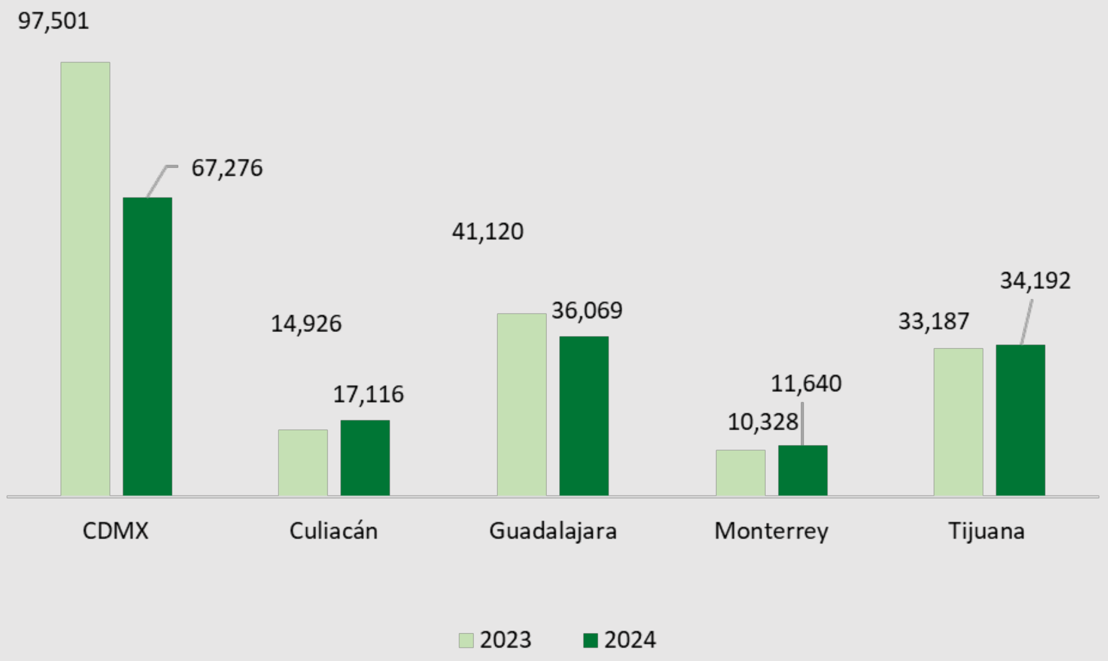

SOURCE: GAP

# Cumulative Passenger Arrivals at Los Cabos airport, Domestic Flights, cumulative Jan-Feb-2024

**Domestic passenger arrivals at San José del Cabo airport, by airline (Jan-Feb-2023-2024)**




**Passenger arrivals on international flights to San José del Cabo airport, by origin - Domestic (Jan-Feb-2023-2024)**




SOURCE: PAXIS

Cumulative PAX:
**209.15 thousand**
-4.1% vs 2023

Per origin:

GDL: **21.7%** +0.8 pp vs 2023
CDMX: **40.5%** -9 pp vs 2023
TIJ: **20.6%** +3.7 pp vs 2023
MTY: **7%** +1.8 pp vs 2023

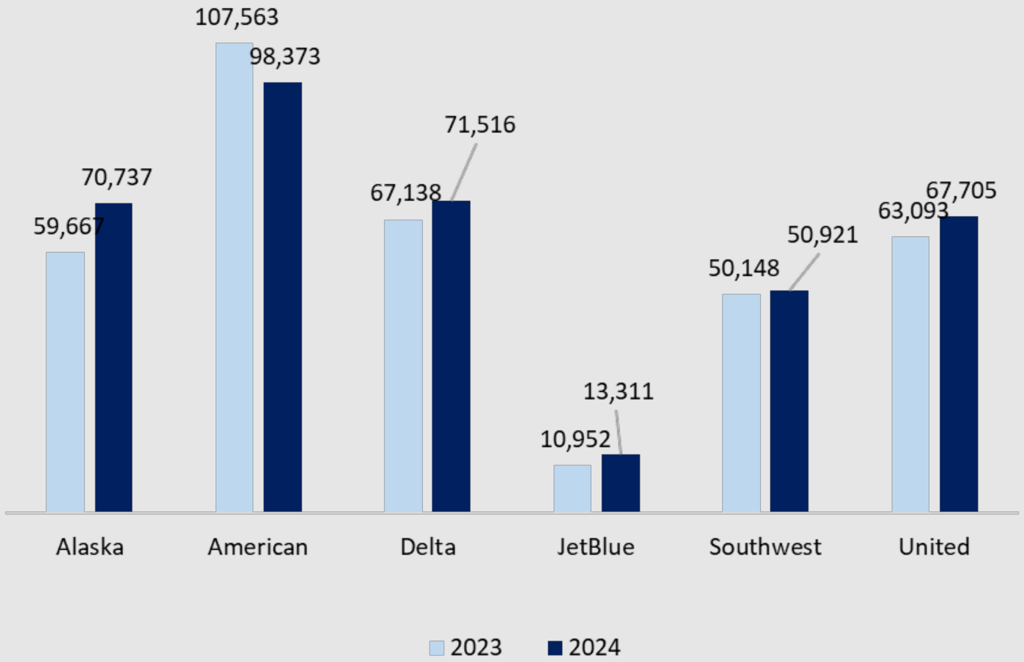
Per airline:

AM: **18%** -1.3pp vs 2023
VIV: **34.4%** +6.7 pp vs 2023
VOI: **47.6%** -5.1 pp vs 2023

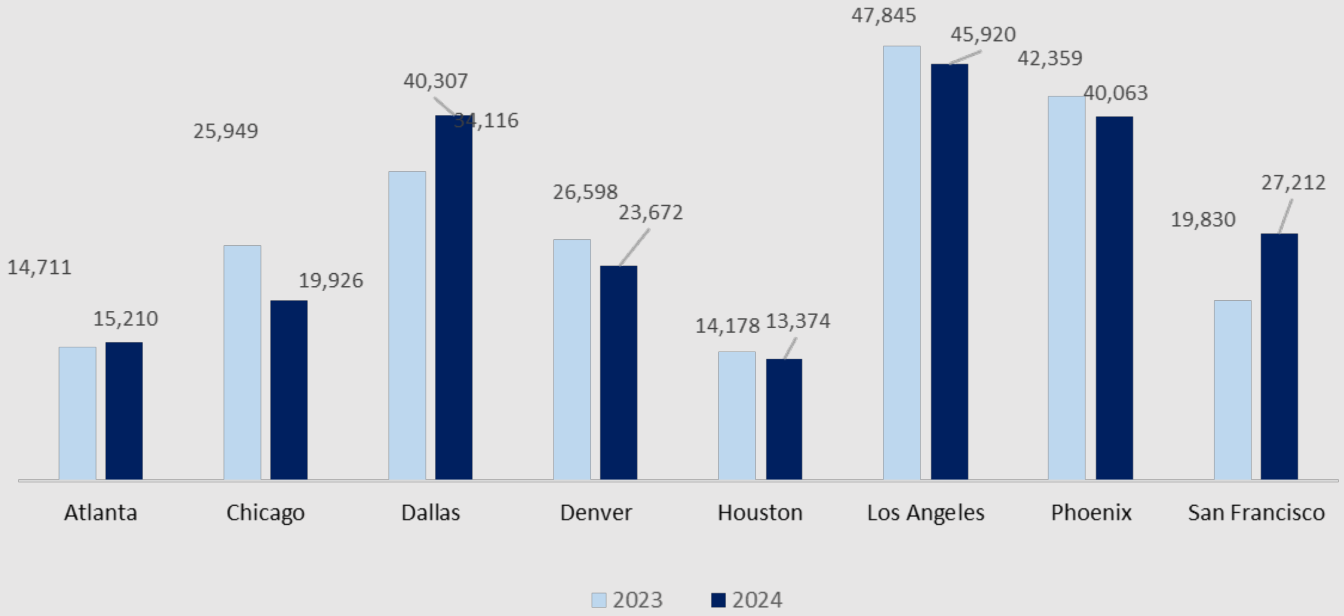
LOS CABOS

# Cumulative Passenger Arrivals at Los Cabos airport, U.S. Flights, cumulative Jan-Feb-2024

### International passenger arrivals at San José del Cabo airport, by airline, U.S. (Jan-Feb-2023-2024)




### Passenger arrivals on international flights to San José del Cabo airport, by origin – U.S. (Jan-Feb-2023-2024)




SOURCE: PAXIS

Cumulative PAX: **377 thousand** +2.1% vs 2023

Per origin:

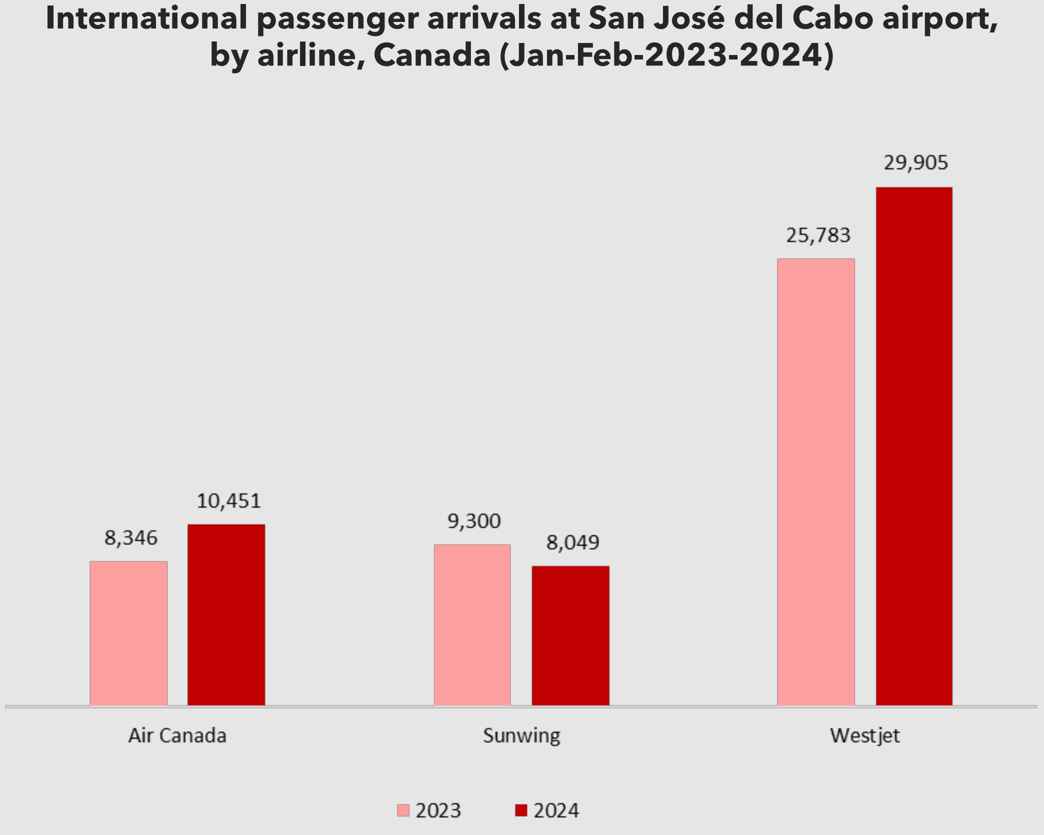
DFW: **10.7%** +1.4 pp vs 2023
LAX: **12.2%** -0.8 pp vs 2023
PHX: **10.6%** -0.8 pp vs 2023
DEN: **6.3%** -0.9 pp vs 2023

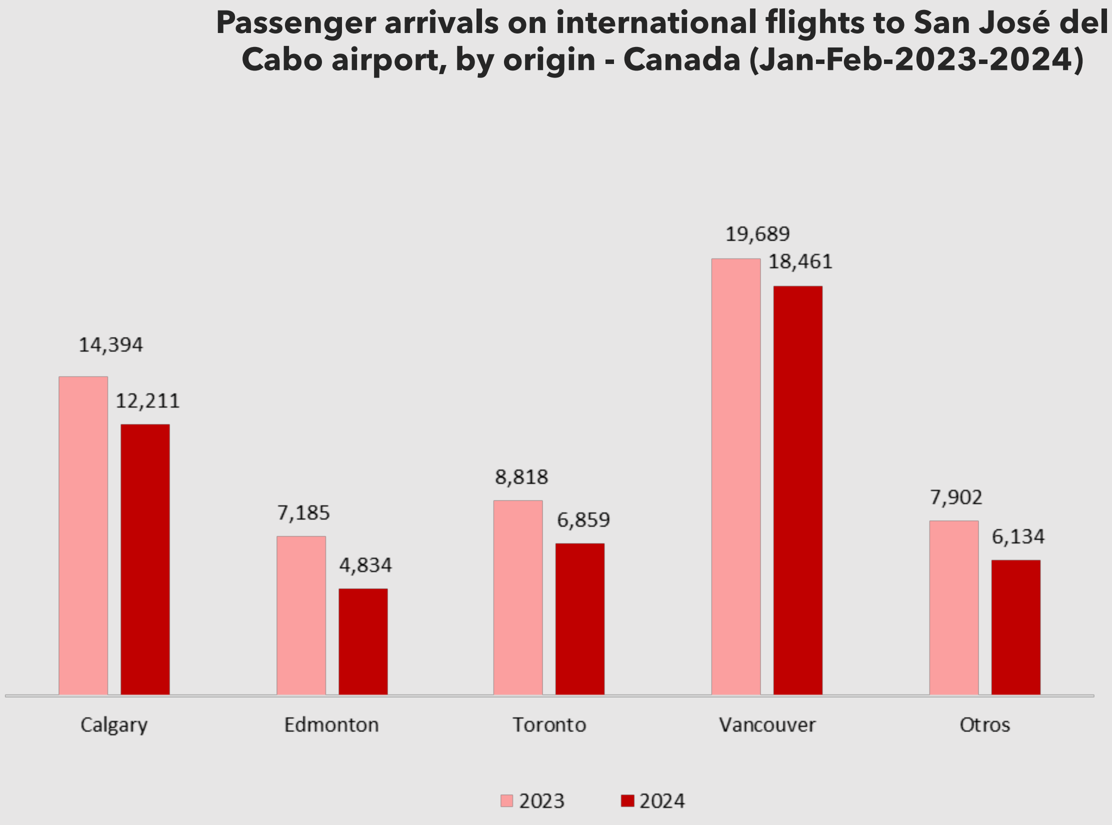
Per airline:

AS: **18.8%** +2.6 pp vs 2023
AA: **25.8%** -3 pp vs 2023
DL: **19%** +0.8 pp vs 2023
UA: **18** +0.9 pp vs 2023

LOS CABOS

# Cumulative Passenger Arrivals at Los Cabos airport, Canadian Flights, cumulative Jan-Feb-2024




SOURCE: PAXIS

Cumulative PAX:
**48.5 thousand**
-16.4% vs 2022

Per origin:

YYC: **25.2%** +0.4 pp vs 2023
YVR: **38.1%** +4.1 pp vs 2023
YEG: **10%** -2.4 pp vs 2023
YYZ: **14.1%** -1.1 pp vs 2023

Per airline:

AC: **21.5%** +7.2 pp vs 2023
WG: **16.6%** +0.6 pp vs 2023
WS: **61.7%** +17.2 pp vs 2023

LOS CABOS

LOS CABOS

# LOS CABOS
# TOURISM OBSERVATORY

## PASSENGER ARRIVALS
## BY NATIONALITY

# Foreign Tourist Admittances through SJD per Nationality

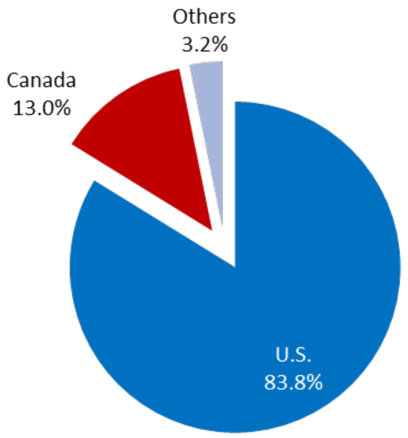
Key Indicators
(Jan-2024)

International Arrivals
(Jan-2024):
**200,991**
-4.7% vs Jan-2023

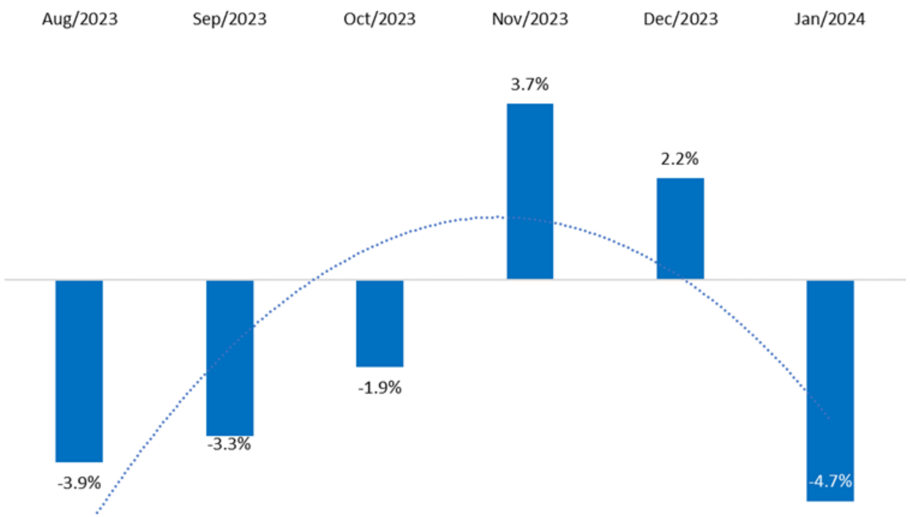
U.S.: **83.8%**
Canada.: **13%**

SOURCE: INM- SIOM

**Foreign Tourist Arrivals in San Jose del Cabo International Airport, per Nationality (Jan-2024)**




**Annual change in foreign tourist arrivals to San Jose del Cabo airport (Aug-2023 to Jan-2024 vs. previous year)**



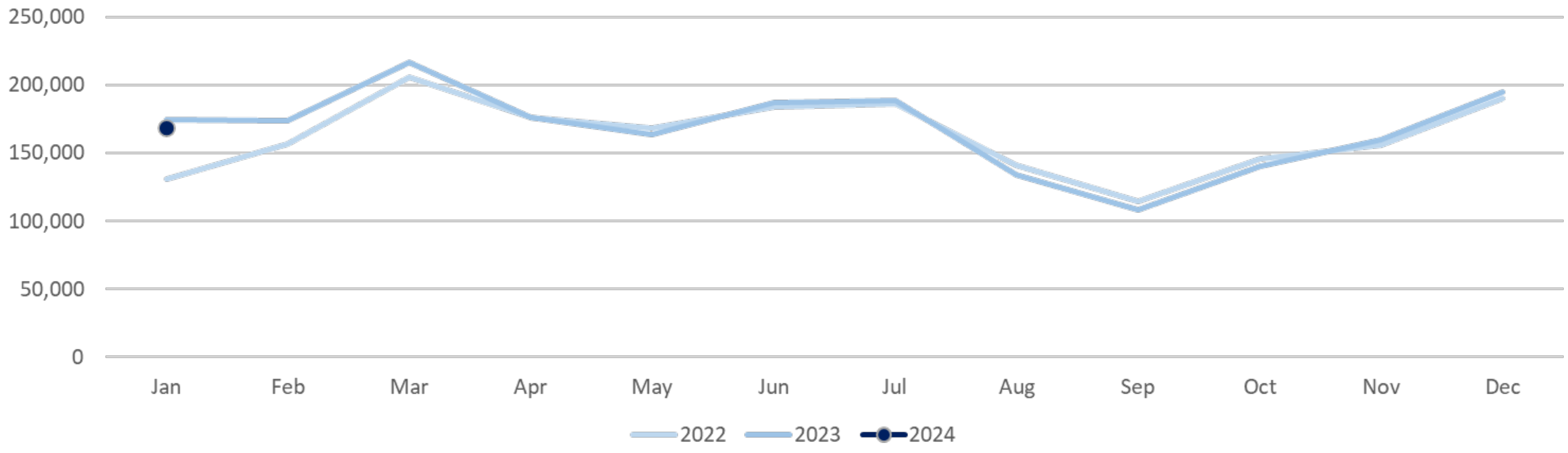

*** Explanatory note:** Since September 2023, the source of data used to account for tourist arrivals was changed. Previously, the accounting was based on the residence reported by tourists upon entering national territory; currently, this accounting is based on the nationality of the passport presented at the port of entry. 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
(Jan-2024)

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

U.S. Arrivals (Jan-2024):
**168,391**
-3.5% vs Jan-2023

| U.S.A. | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 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 | 1,953,302 |
| 2023 | 174,428 | 174,010 | 216,342 | 176,471 | 163,585 | 187,229 | 188,202 | 133,631 | 108,633 | 140,429 | 160,012 | 194,977 | 2,017,949 |
| 2024 | 168,391 | - | | | | | | | | | | | 168,391 |




* **Explanatory note: Explanatory note:** Since September 2023, the source of data used to account for tourist arrivals was changed. Previously, the accounting was based on the residence reported by tourists upon entering national territory; currently, this accounting is based on the nationality of the passport presented at the port of entry. 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

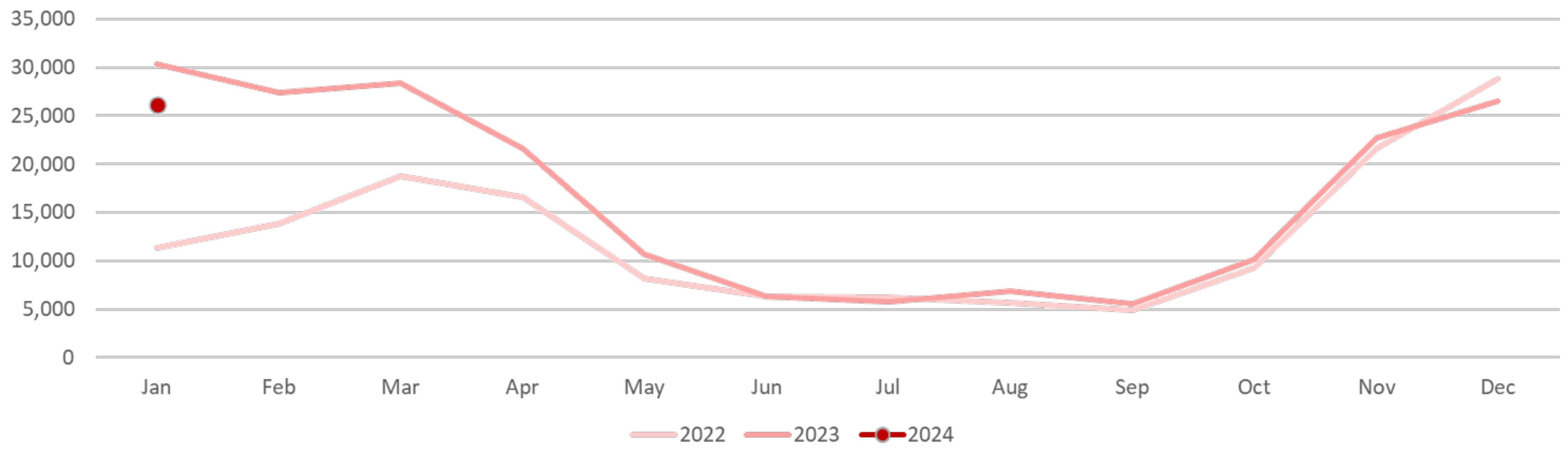
3 see note

LOS CABOS

Key Indicators
(Jan-2024)

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

| Canada | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 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 | 151,742 |
| 2023 | 30,352 | 27,397 | 28,412 | 21,566 | 10,683 | 6,328 | 5,719 | 6,831 | 5,567 | 10,148 | 22,664 | 26,514 | 202,181 |
| 2024 | 26,170 | - | | | | | | | | | | | 26,170 |




Canadian Arrivals (Jan-2024):
**26,170**
-13.8% vs Jan-2023

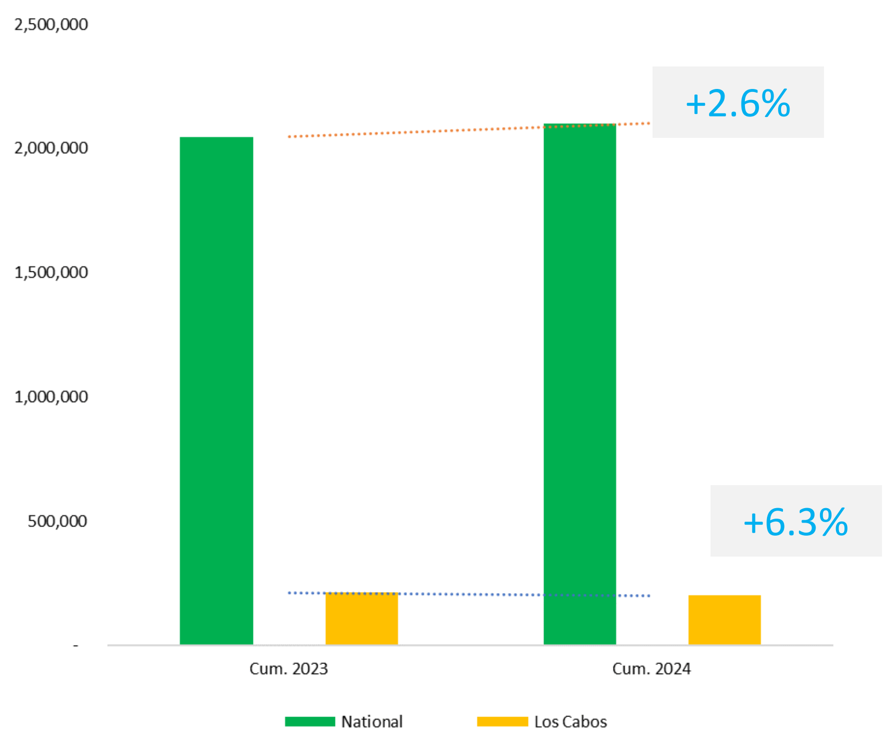
SOURCE: INM- SIOM

* **Explanatory note:** Since September 2023, the source of data used to account for tourist arrivals was changed. Previously, the accounting was based on the residence reported by tourists upon entering national territory; currently, this accounting is based on the nationality of the passport presented at the port of entry. 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.

# Foreign Tourist Admittance through SJD by Nationality, cumulative

| Region | National | | | Los Cabos | | |
|---|---|---|---|---|---|---|
| | Cum. 2023 | Cum. 2024 | Δ 2024/2023 | Cum. 2023 | Cum. 2024 | Δ 2024/2023 |
| United States | 1,151,953 | 1,185,582 | 2.9% | 174,428 | 168,391 | -3.5% |
| Canada | 358,510 | 397,324 | 10.8% | 30,352 | 26,170 | -13.8% |
| Europe | 202,485 | 195,637 | -3.4% | 2,251 | 2,284 | 1.5% |
| Caribbean, South and Central A. | 265,165 | 244,659 | -7.7% | 670 | 700 | 4.5% |
| Rest | 68,817 | 77,838 | 13.1% | 3,241 | 3,446 | 6.3% |
| **Total** | **2,046,930** | **2,101,040** | **2.6%** | **210,942** | **200,991** | **-4.7%** |

| Key Market | National | | | Los Cabos | | |
|---|---|---|---|---|---|---|
| | Cum. 2023 | Cum. 2024 | Δ 2024/2023 | Cum. 2023 | Cum. 2024 | Δ 2024/2023 |
| United Kingdom | 34,397 | 35,254 | 2.5% | 775 | 774 | -0.1% |
| Spain | 26,313 | 27,089 | 2.9% | 255 | 269 | 5.5% |
| Germany | 24,133 | 23,308 | -3.4% | 81 | 133 | 64.2% |
| Australia | 6,400 | 6,381 | -0.3% | 649 | 773 | 19.1% |
| South Korea | 7,614 | 10,184 | 33.8% | 452 | 395 | -12.6% |
| **Total** | **98,857** | **102,216** | **3.4%** | **2,212** | **2,344** | **6.0%** |




SOURCE: INM- SIOM

International Arrivals, all Mexico (Cum.):
**2.1 million**
+2.6% vs 2023

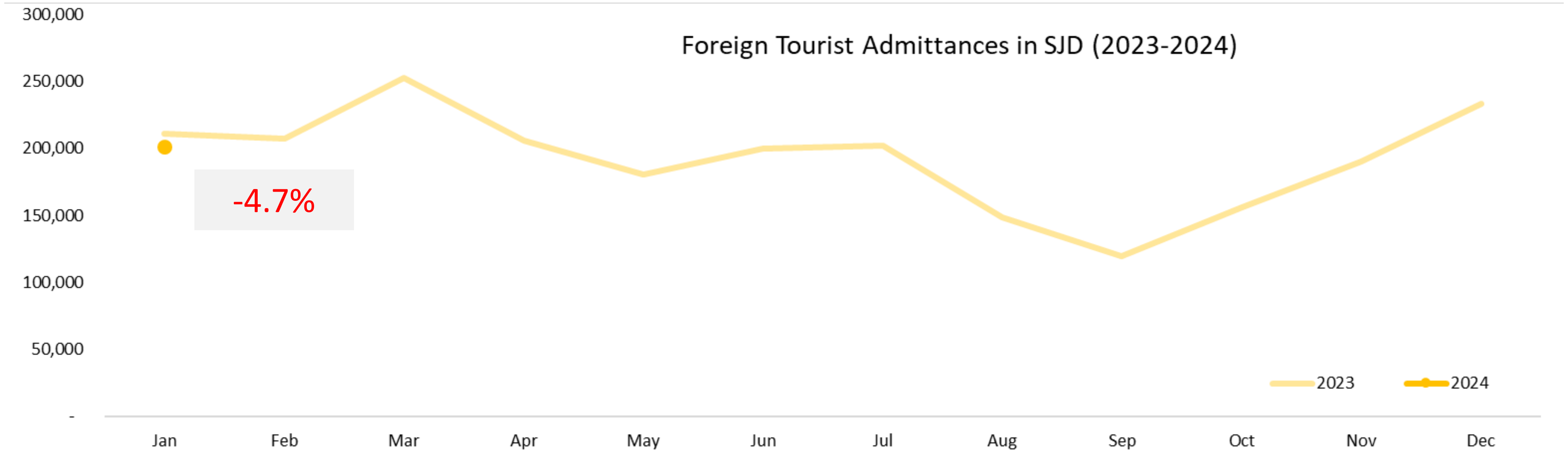
Key Markets, all Mexico (Cum.):
**102.2 thousand**
+3.4% vs 2023

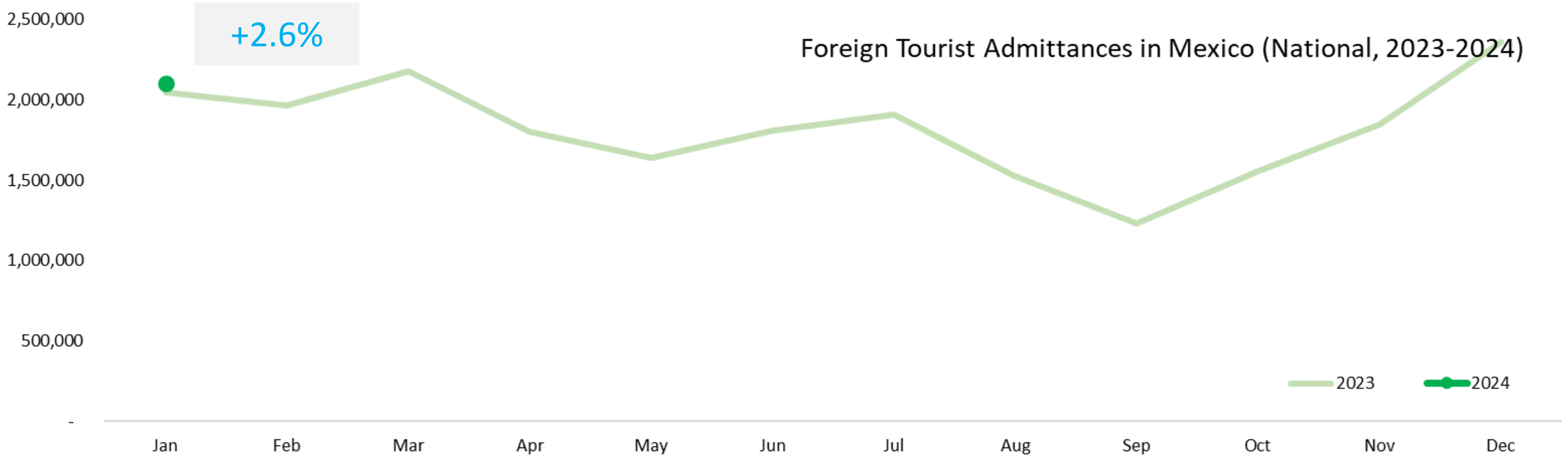
International Arrivals, SJD (Cum.):
**200.9 thousand**
-4.7% vs 2023

Key Markets, SJD (Cum.):
**2.3 thousand**
+6% vs 2023

LOS CABOS

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




SOURCE: INM- SIOM

# LOS CABOS
# TOURISM OBSERVATORY

## CRUISE AND YACHT ACTIVITY

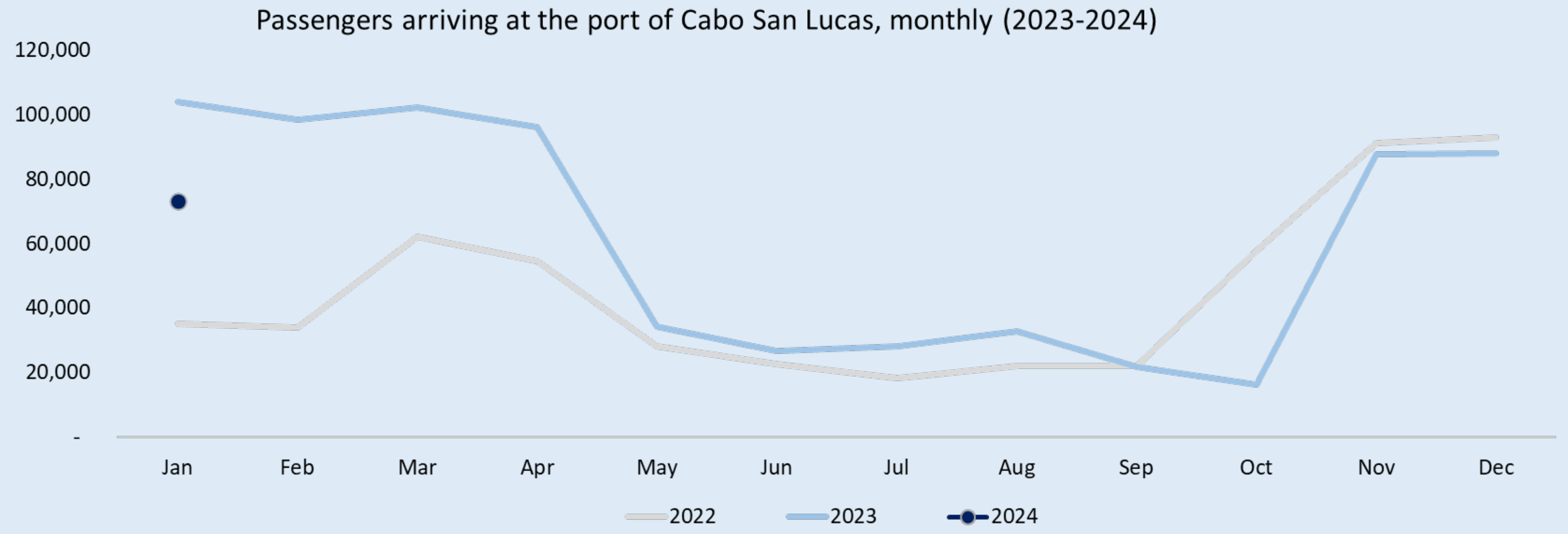
# Cruise Activity

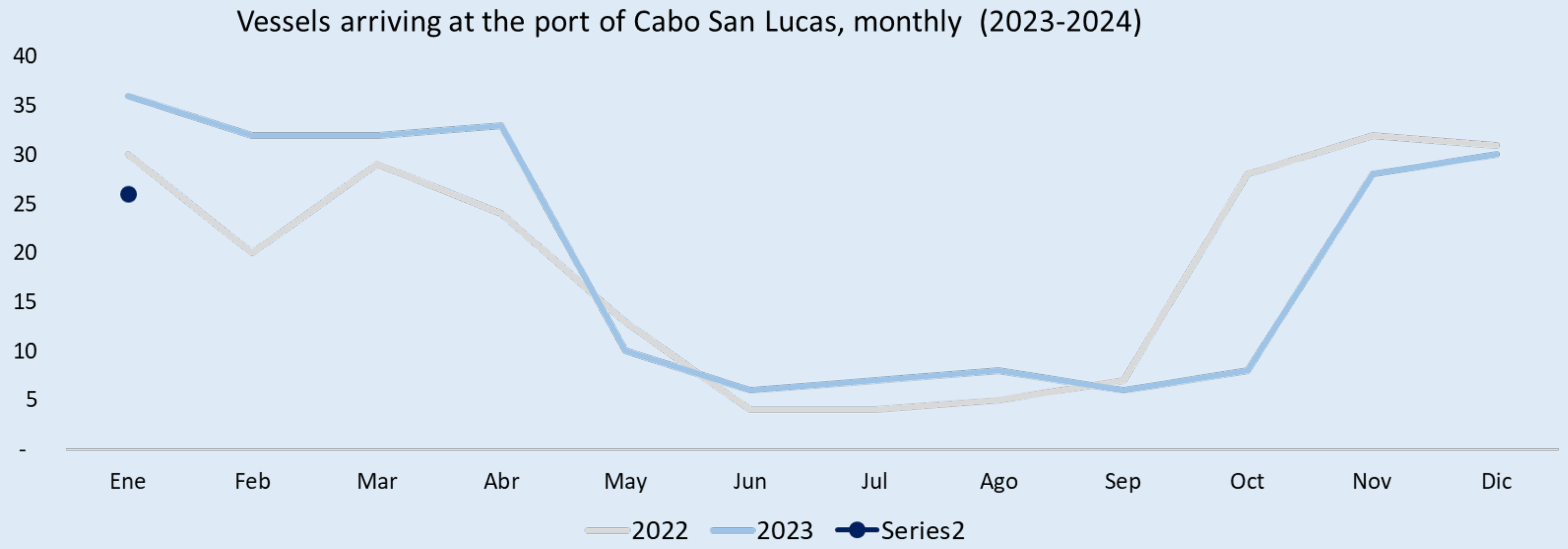
Key Indicators
(Jan-2024)

Vessels (month)
**26**
(-10 vs Jan-2023)

PAX (month)
**73,199**
(-29.5% vs Jan-2023)

PAX/Vessel
**2,815**
(-2.4% vs Jan-2023)




Source: DATATUR-SCT

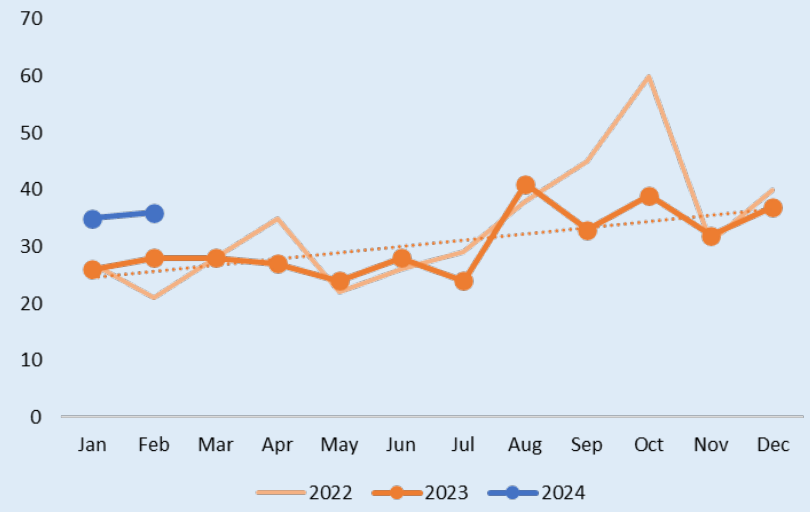
# Yacht Arrivals in Cabo San Lucas

## Key Indicators (Feb-2024)

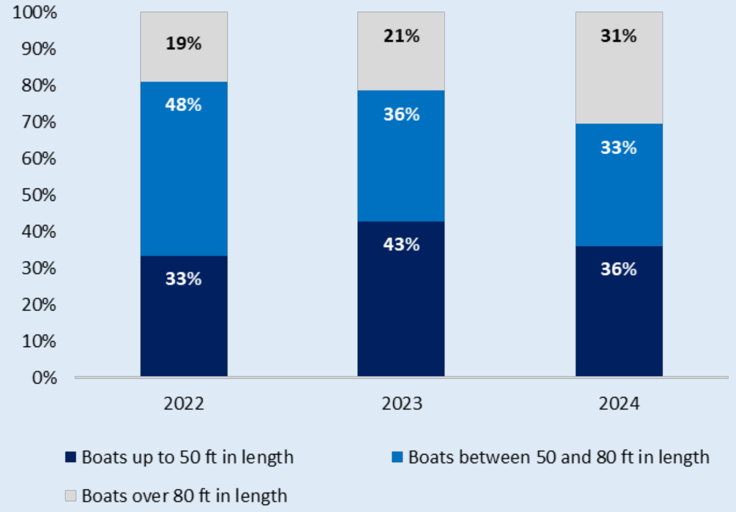
**Yachts** (current month)
**36**
(+28.6% vs Feb-2023)

**Yachts** (cumulative 2024)
**71**
(+31.5% vs 2023)

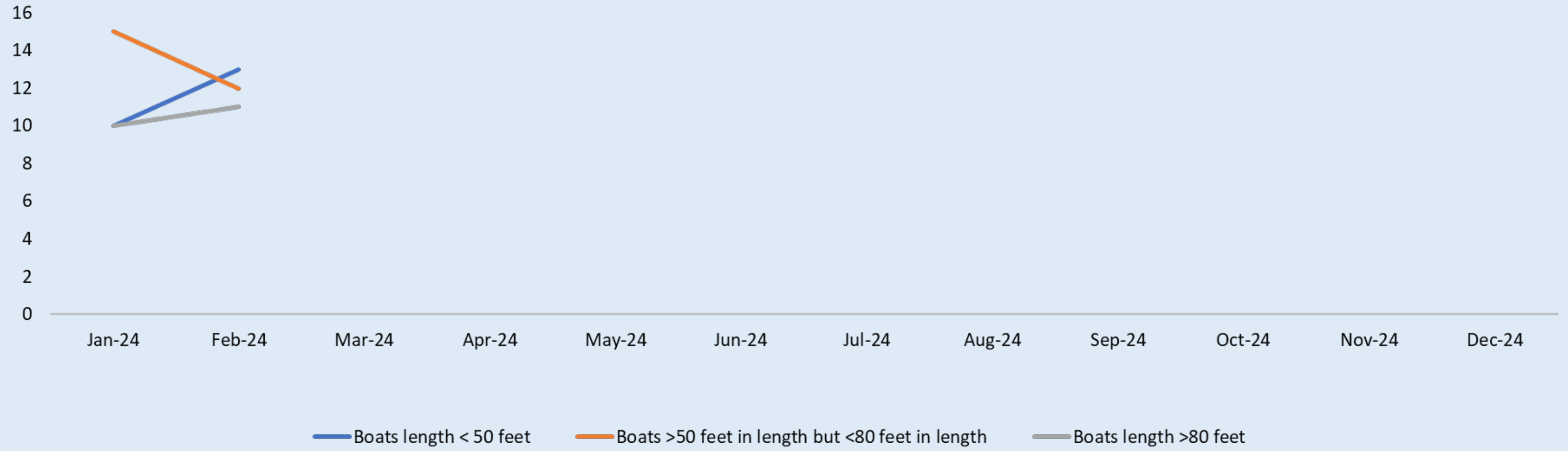
Monthly Yacht Arrivals (2019-2023)




Arrivals per Vessel Size




Monthly Arrivals per Vessel Size




Source: API Cabo San Lucas

LOS CABOS

# LOS CABOS
# TOURISM OBSERVATORY

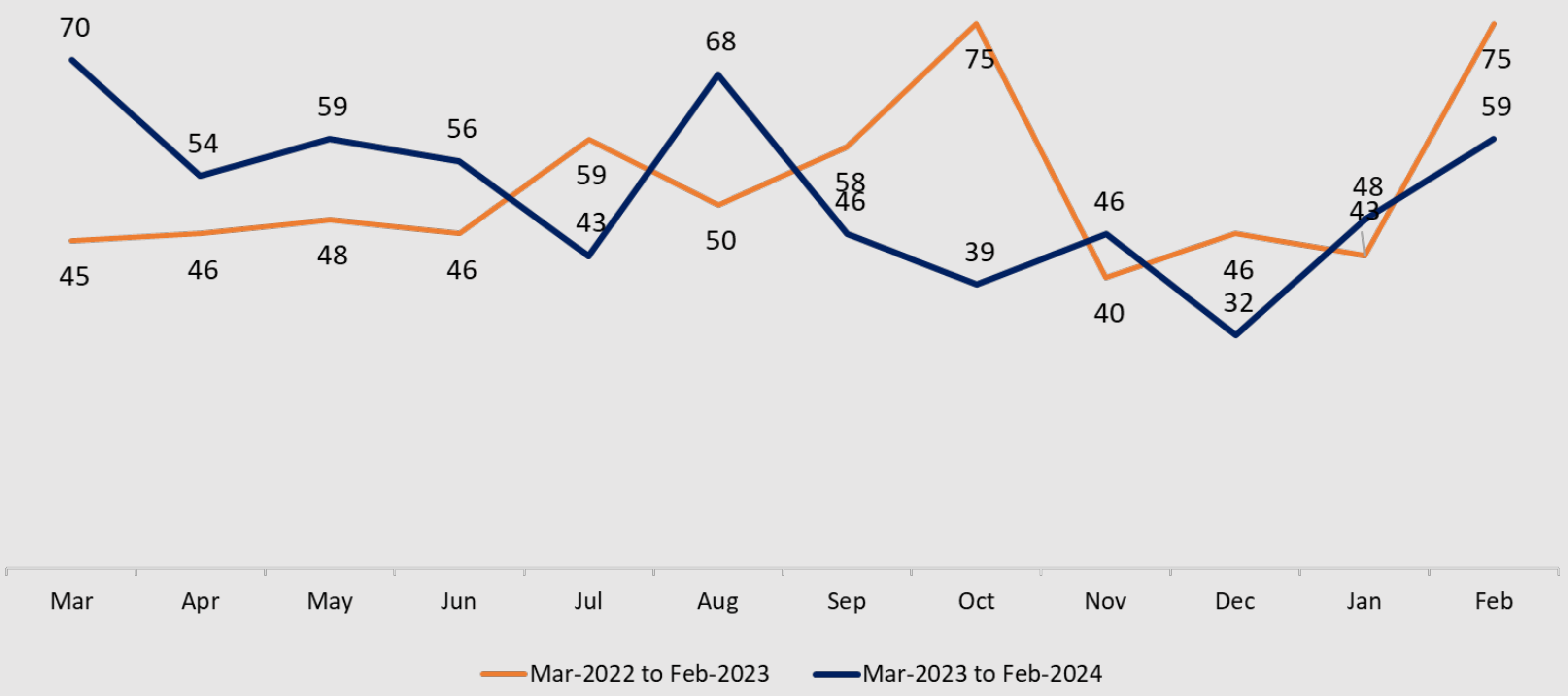
## TOURIST SURVEYS AND MEETINGS

# Meetings

Key Indicators
(Feb-2024)

RFPs (month)
**59**
(-16 vs Feb-2023)

Received RFPs for Meetings and Group Events, 2023-2024 (CVENT)

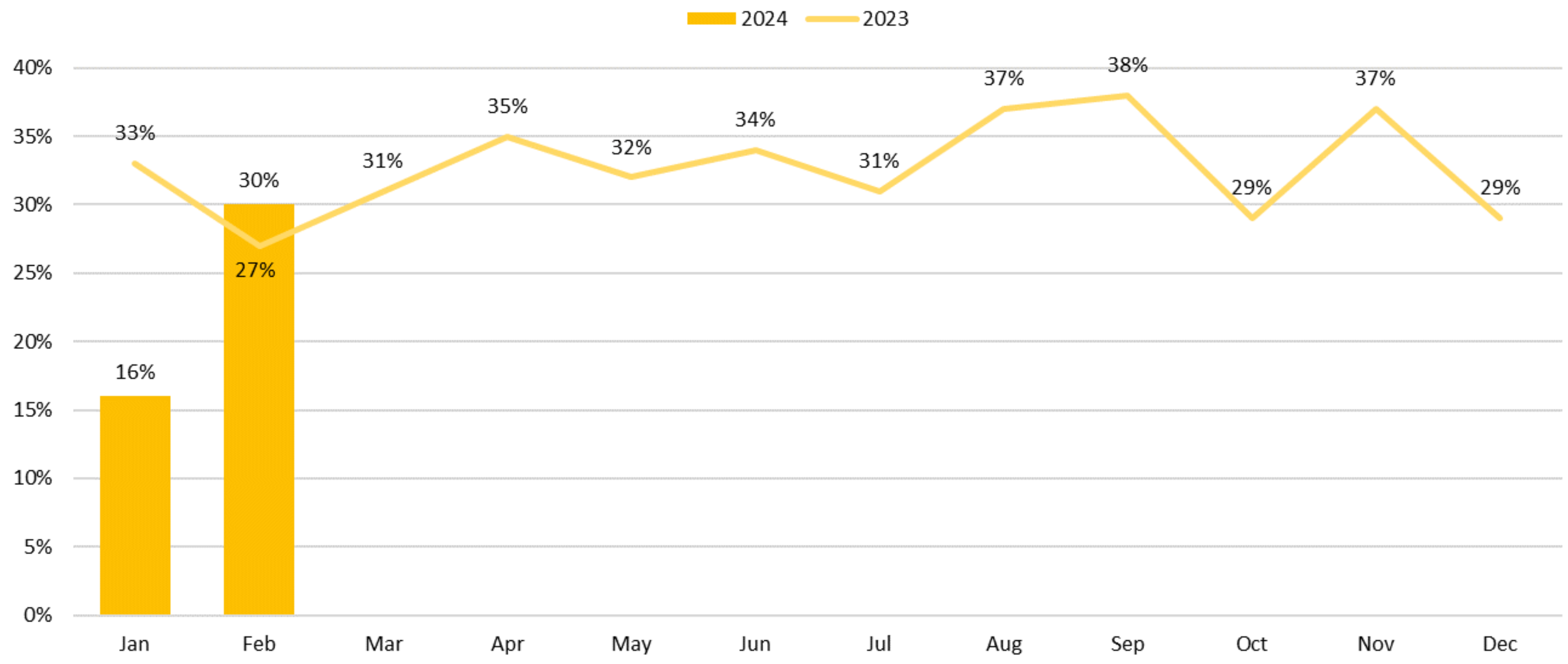



SOURCE: CVENT

LOS CABOS

# Repetitive Tourists

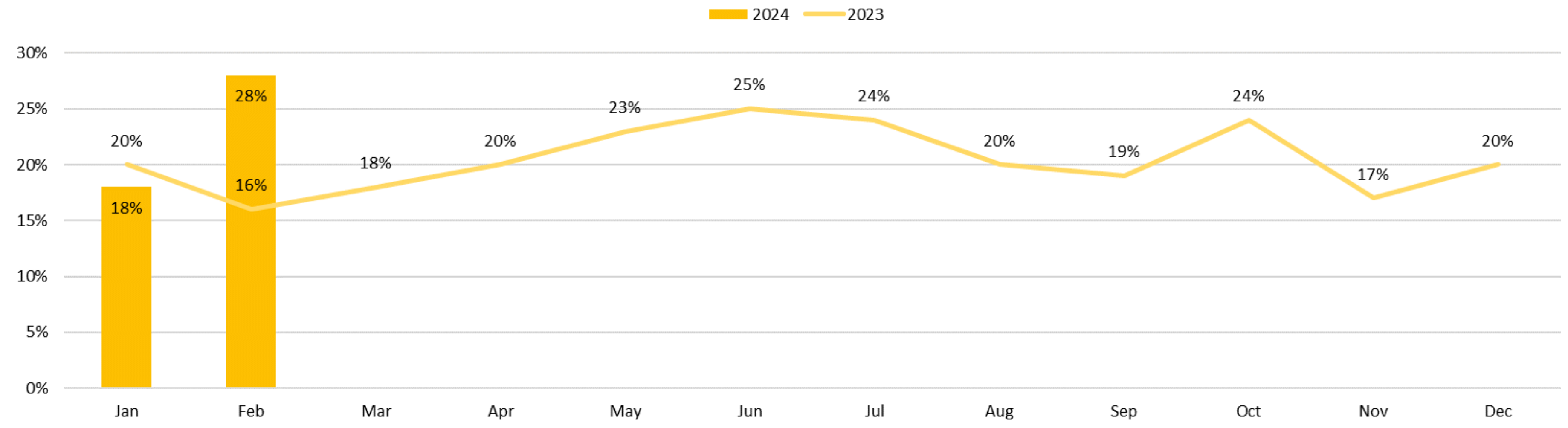
**Repetitive Tourists**
**Feb-2024:**
**30%**
**+3pp**
Vs Feb-2023




SOURCE: TOURIST SURVEY

# Package Tours

**Package Tours**
**Feb-2024 :**
**28%**
**+12 pp**
Vs Feb-2023




SOURCE: TOURIST SURVEY

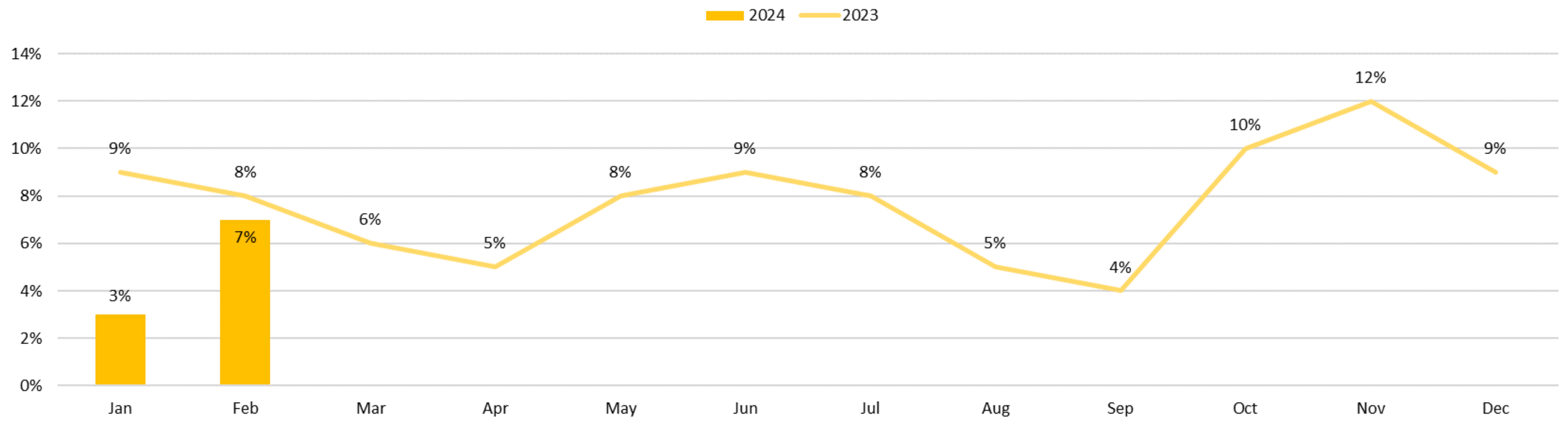
# Timeshares

**Timeshare Use Feb-2024 :**

**7%**

**-1pp**

Vs Feb-2023

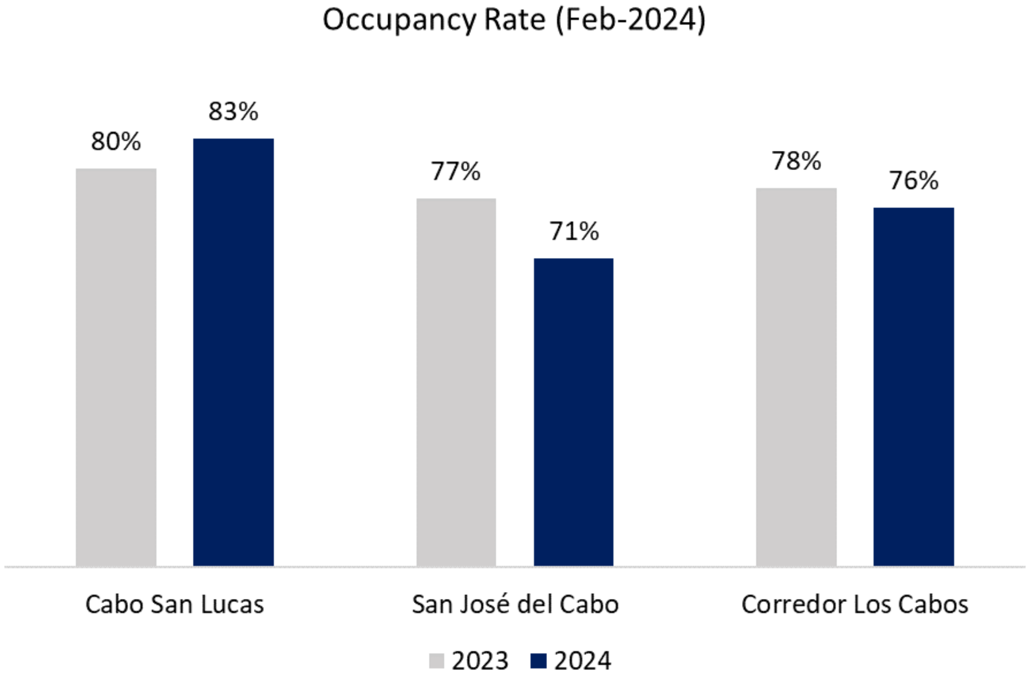


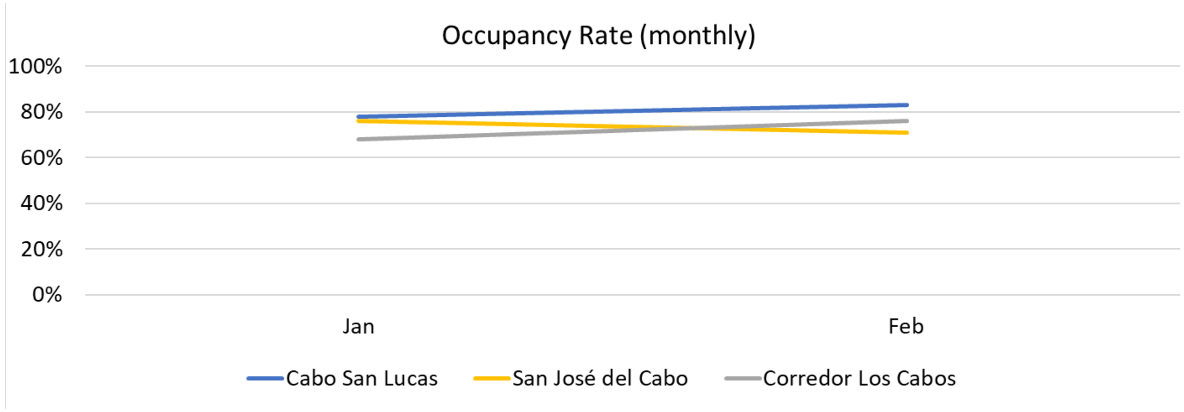

SOURCE: TOURIST SURVEY

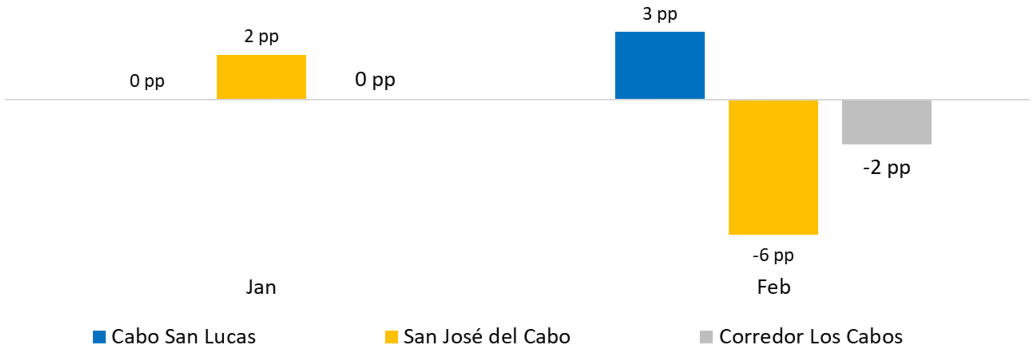
# LOS CABOS
# TOURISM OBSERVATORY

## HOTEL ACTIVITY

# Hotel Occupancy Rates for Los Cabos and Sub-destinations




Cabo San Lucas:
(Feb-2024):
**83%**
+3 pp vs Feb-2023

San José del Cabo:
(Feb-2024)
**71%**
-6 pp vs Feb-2023

El Corredor:
(Feb-2024)
**76%**
-2 pp vs Feb-2023

SOURCE: AHLC

LOS CABOS

# Hotel Activity

Key Indicators
(Jan-2024)

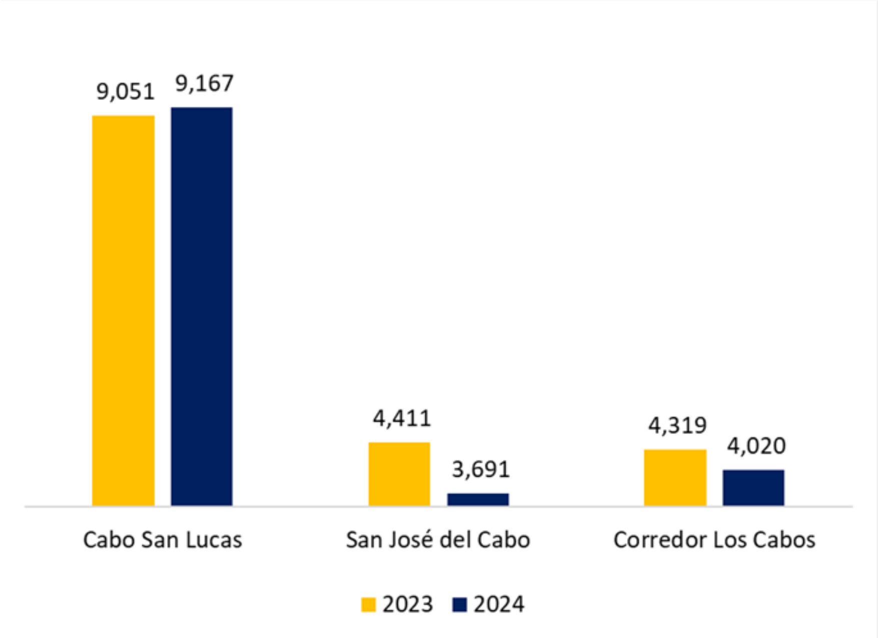
Cabo San Lucas
(Supply)
**9,167 rooms**
(+1.5% vs Jan-2023)

San José del Cabo
(Supply)
**3,691 rooms**
(-16.3% vs Jan-2023)

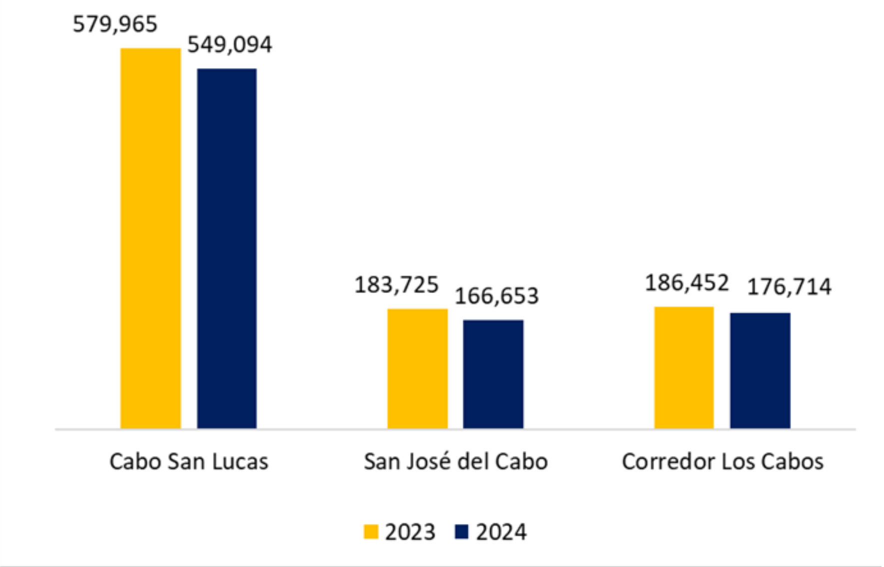
El Corredor
(Supply)
**4,020 rooms**
(-6.9% vs Jan-2023)

Source: DATATUR

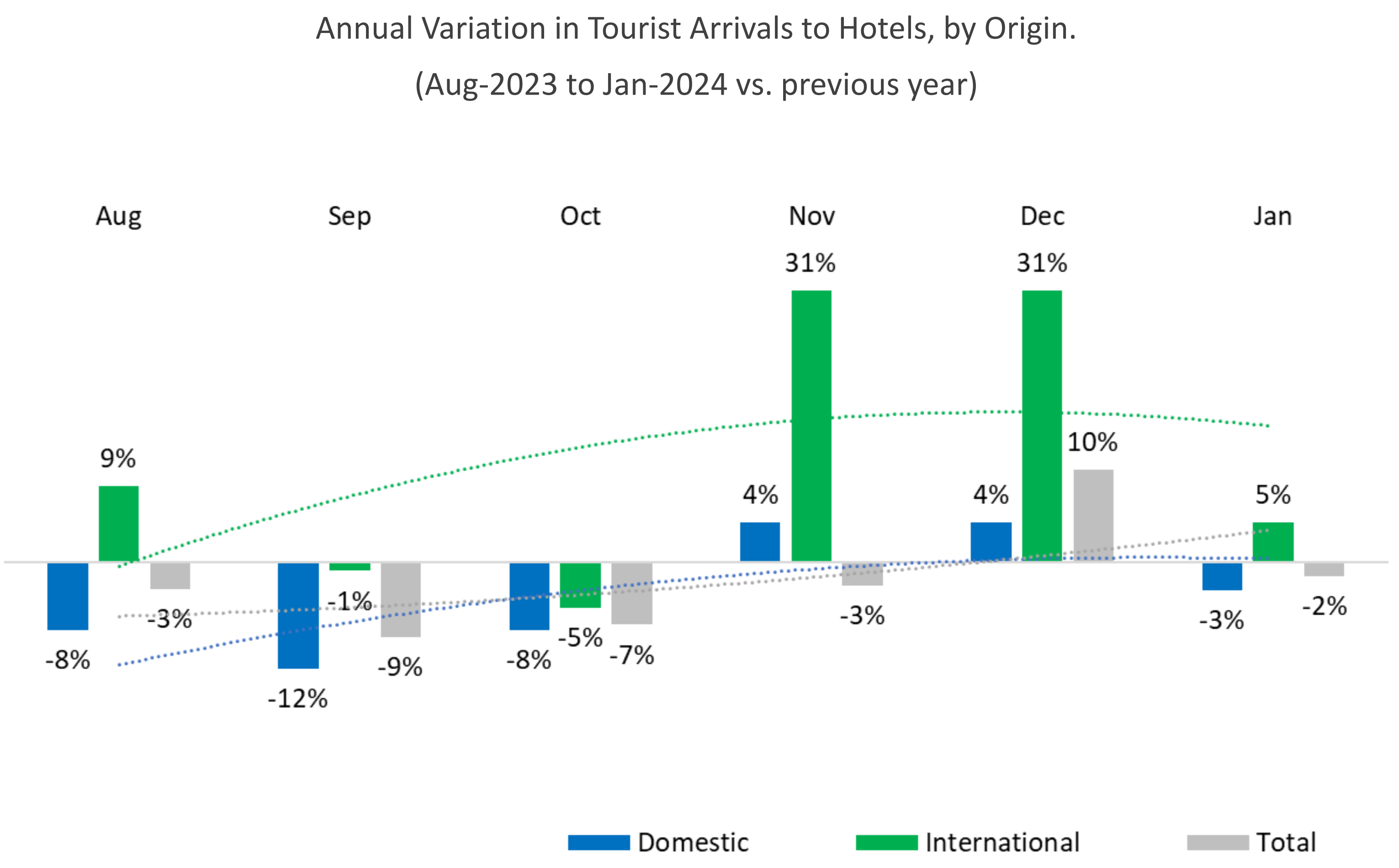
Available Rooms (2023-2024)




Room Nights (2023-2024)



# Annual Variations in Hotel Occupancy and Tourist Arrivals




SOURCE: DATATUR

# Average Daily Rate and RevPAR

Key Indicators
(Feb-2024)

ADR (Los Cabos)
**$549**
(+6% vs Feb-2023)

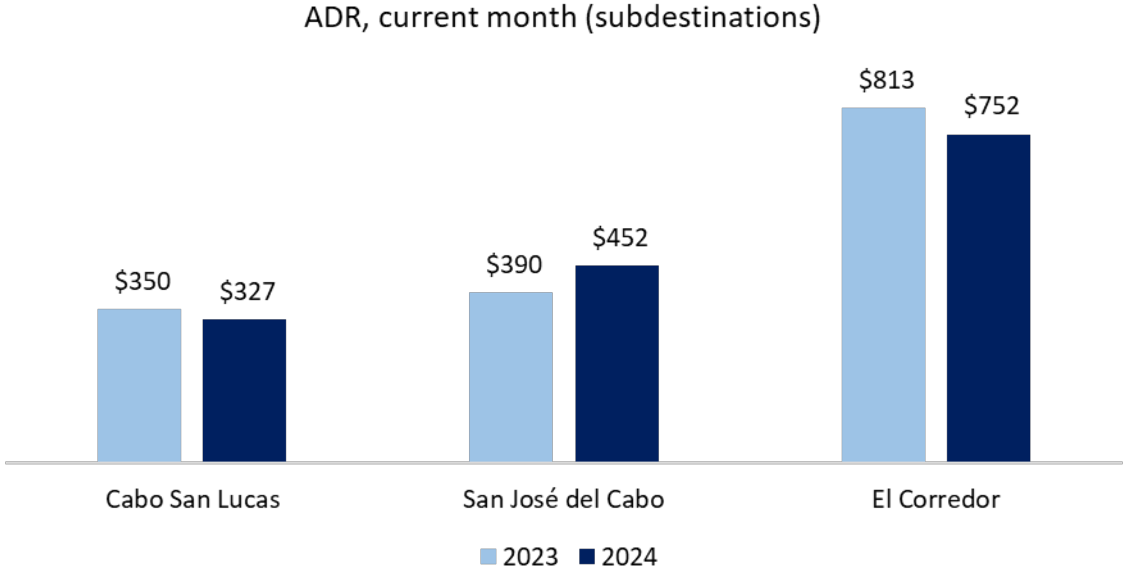
ADR (Cabo San Lucas)
**$327**
(-7% vs Feb-2023)

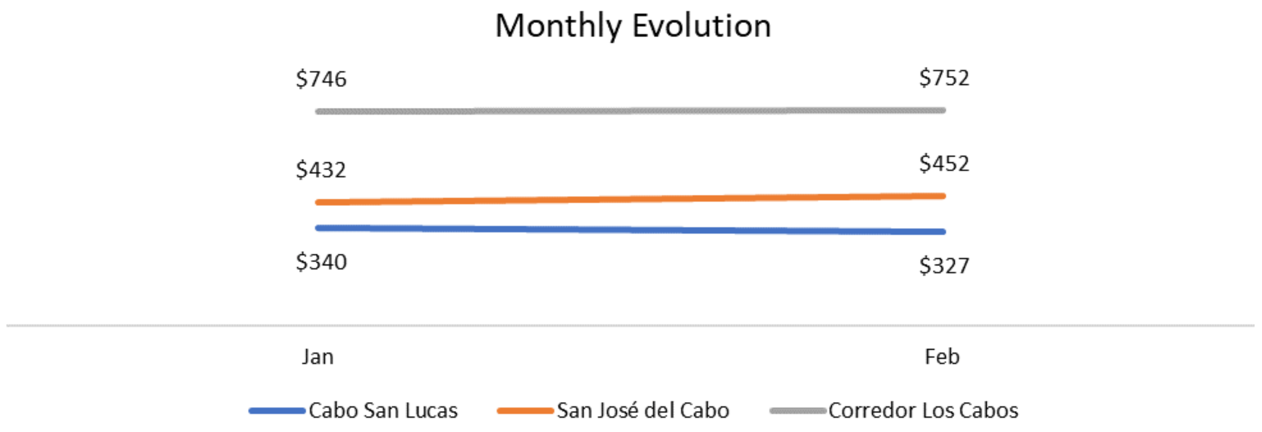
ADR (San José del Cabo)
**$452**
(+16% vs Feb-2023)

ADR (El Corredor)
**$752**
(-8% vs Feb-2023)

RevPAR (Los Cabos)
**$428**
(+5% vs Feb-2023)

SOURCE: AHLC



LOS CABOS

# LOS CABOS TOURISM OBSERVATORY

## AIR TRAVEL CONNECTIVITY

# Domestic Air Connectivity

## Key Indicators

Scheduled Air Seats (next 6 months):
**833.5 thousand**
(-11.3% vs 2023)

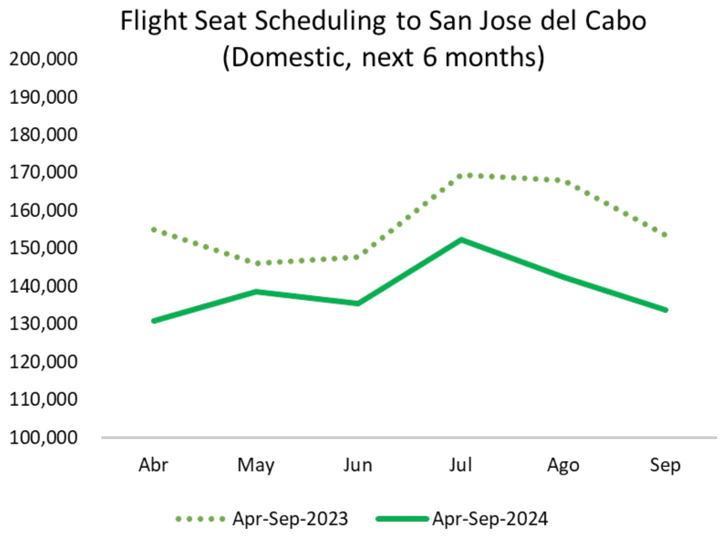
Scheduled Air Seats (Apr-2024):
**131 thousand**
(-15.5% vs Apr-2023)

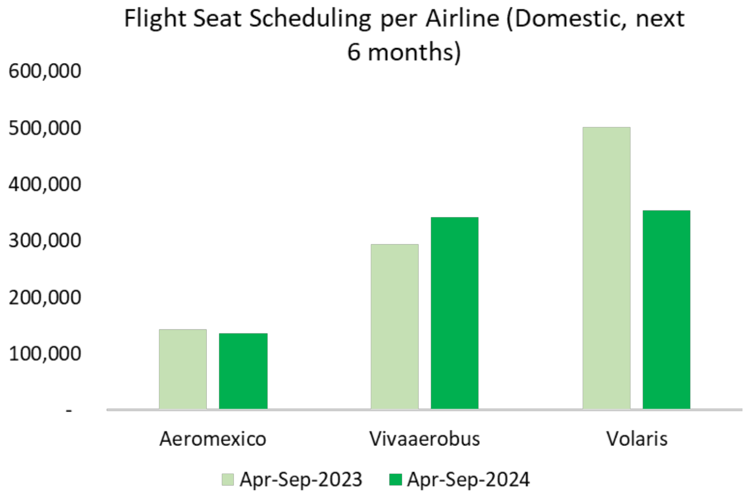
CDMX:
**354.5 thousand**
(-7% vs 2023)

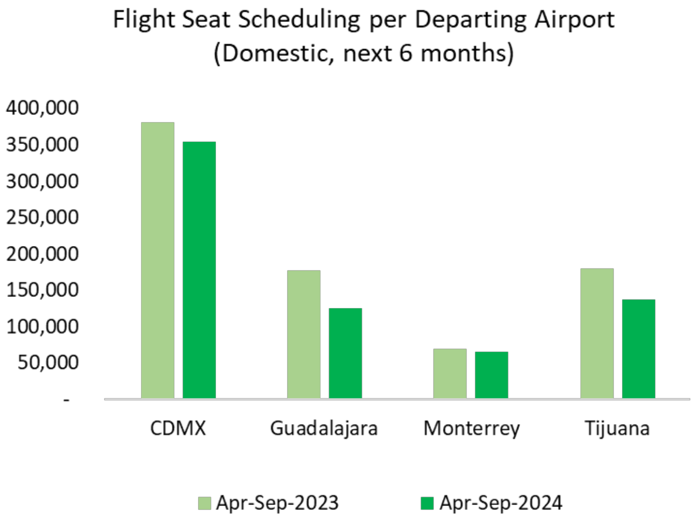
GDL:
**125.9 thousand**
(-29.2% vs 2023)

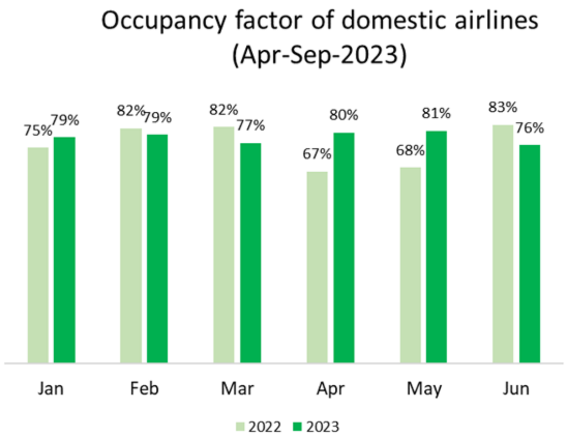
MTY:
**65.3 thousand**
(-6.5% vs 2023)

TIJ:
**137.3 thousand**
(-23.9% vs 2023)




SOURCE: OAG

LOS CABOS

# Air Connectivity: U.S.

## Key Indicators

Scheduled Air Seats (next 6 months):
**1.1 million**
(-8.7% vs 2023)

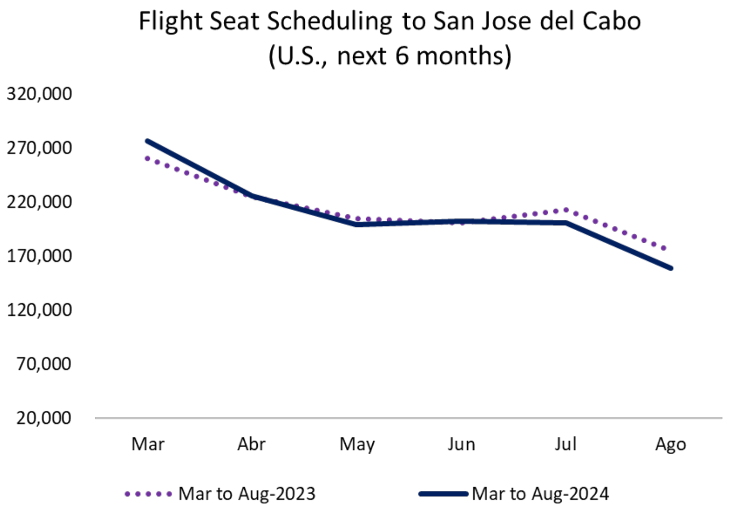
Scheduled Air Seats (Apr-2023):
**225.5 thousand**
(+0.2% vs Apr-2023)

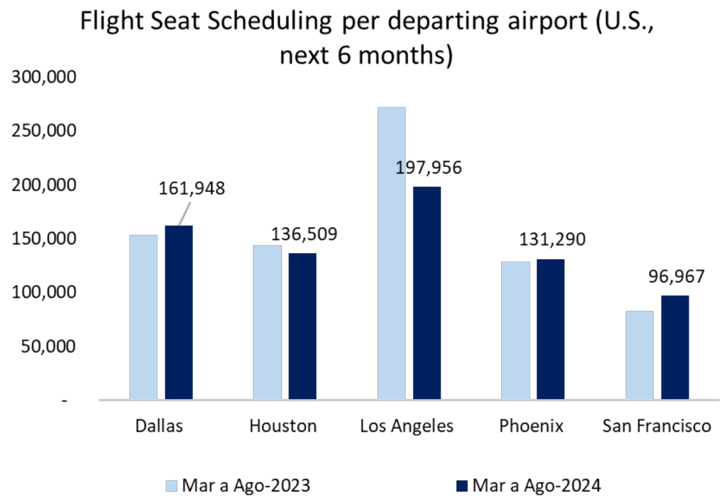
LAX:
**185 thousand**
(-30.1% vs 2023)

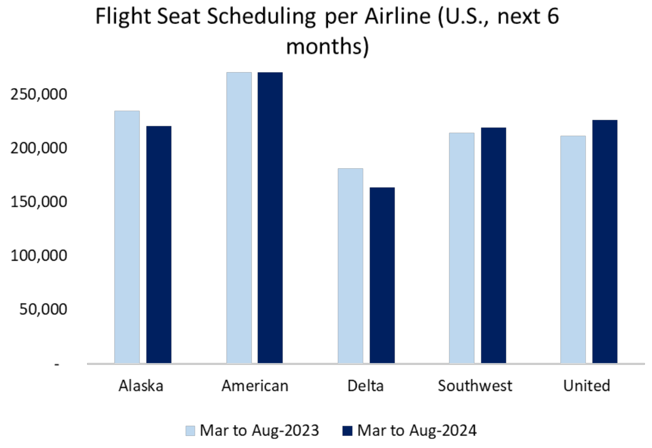
HOU:
**131 thousand**
(-10.3% vs 2022)

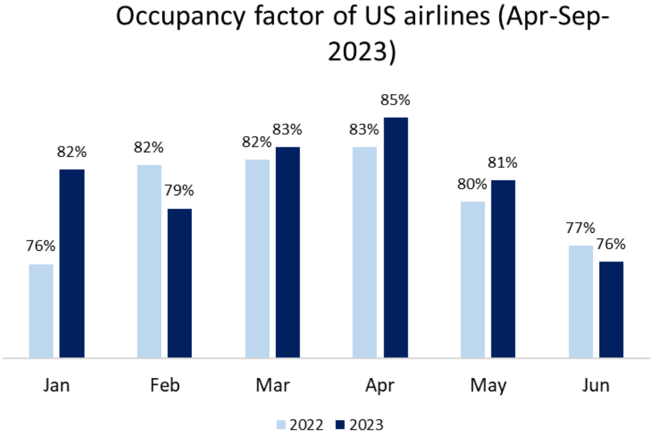
DFW:
**151.2 thousand**
(+0.4% vs 2022)

PHX:
**124.7 thousand**
(+6.5% vs 2022)




SOURCE: OAG

LOS CABOS

# Air Connectivity: Canada

## Key Indicators

Scheduled Air Seats (next 6 months):
**56.6 thousand**
(-18.8% vs 2023)

Scheduled Air Seats (Apr-2024):
**24.3 thousand**
(-20.2% vs Apr-2023)

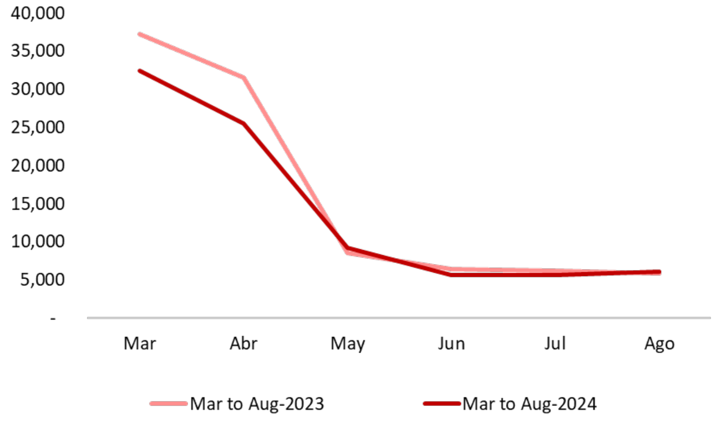
YYZ (Toronto):
**5.4 thousand**
(-45.9% vs 2023)

YVR (Vancouver):
**30.2 thousand**
(-0.8% vs 2023)

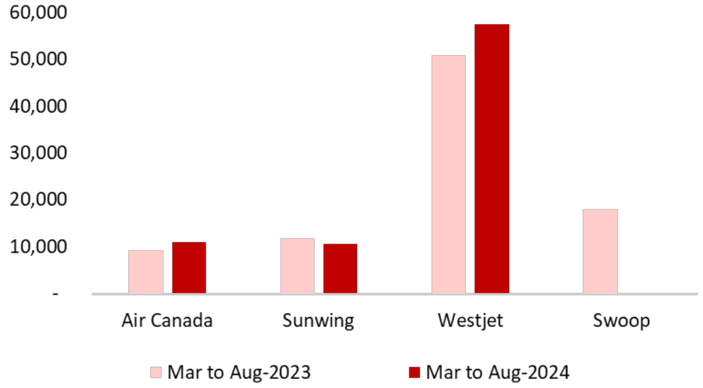
YYC (Calgary):
**15.8 thousand**
(-22% vs 2023)

YYG (Edmonton):
**2.7 thousand**
(-61.5% vs 2023)

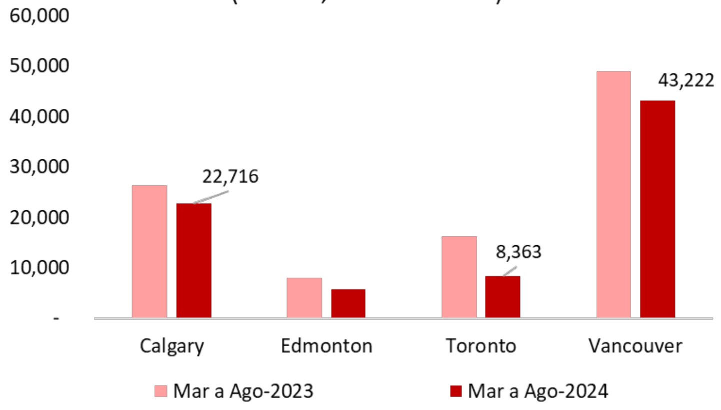
Flight Seat Scheduling to San Jose del Cabo (Canada, next 6 months)



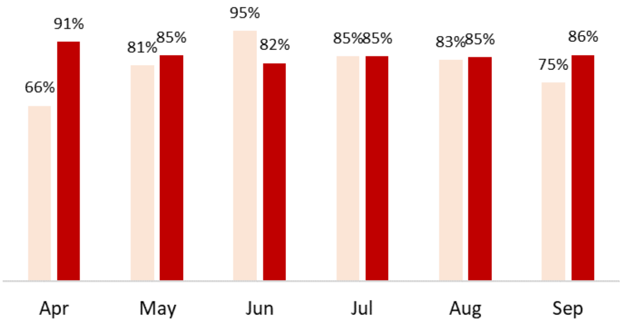

Flight Seat Scheduling per Airline (Canada, next 6 months)




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




Occupancy factor of Canadian airlines (Abr-Sep-2023)




SOURCE: OAG

LOS CABOS

# LOS CABOS
# TOURISM OBSERVATORY

## PUBLIC RELATIONS

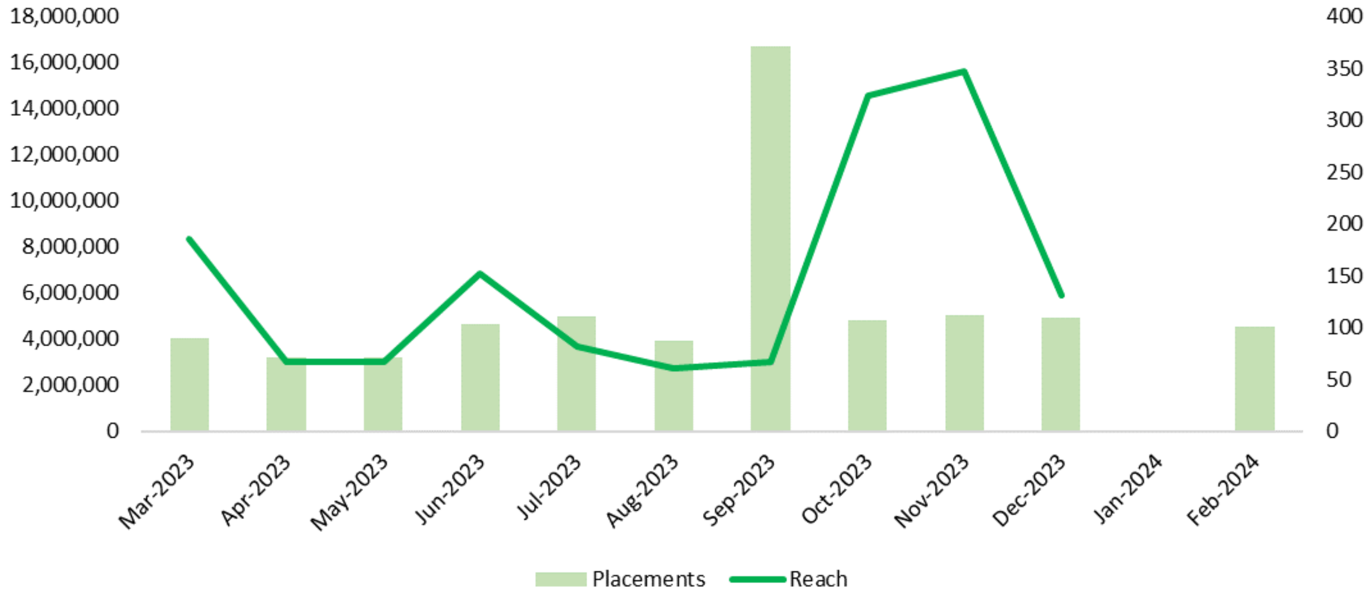
Key Indicators
(Feb-2024)

Placements:
**101**
(-48% vs trailing 12-month average)

Reach:
**3.3 million**
(-17% vs trailing 12-month average)

SOURCE:
LLORENTE Y CUENCA

# Public Relations: Placements and Reach (National)



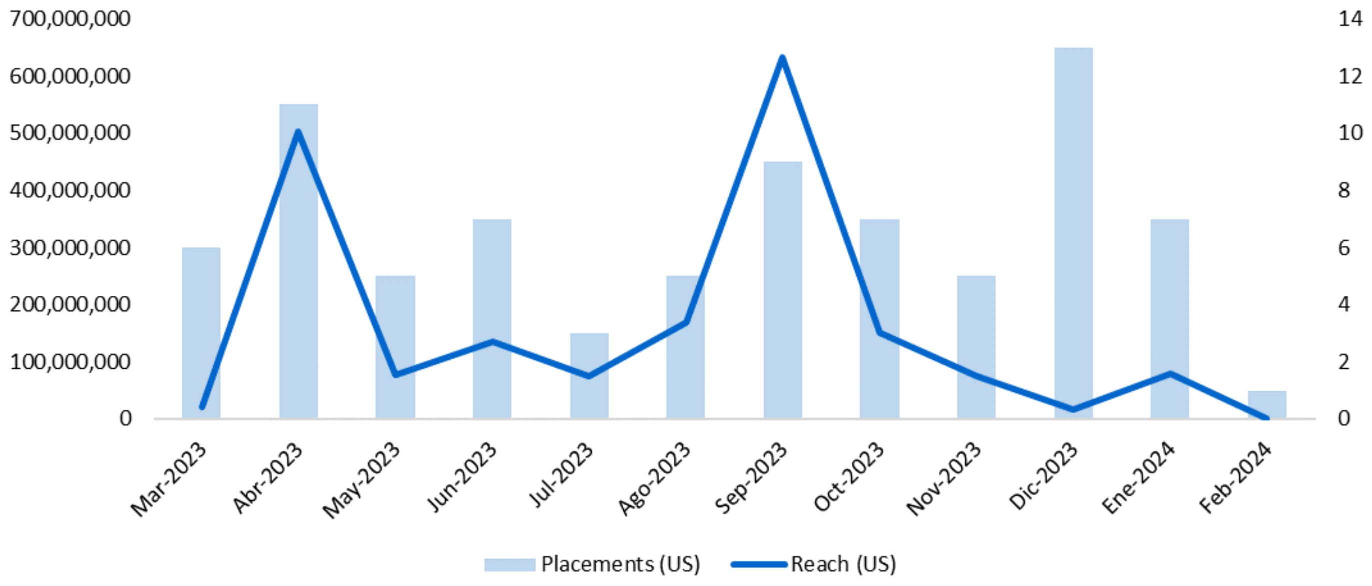
Indicadores clave
(Feb-2024)

Placements:
**1**
(-99% vs trailing 12-month average)

Reach:
**130 thousand**
(-85% vs trailing 12-month average)

SOURCE:
OGILVY

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



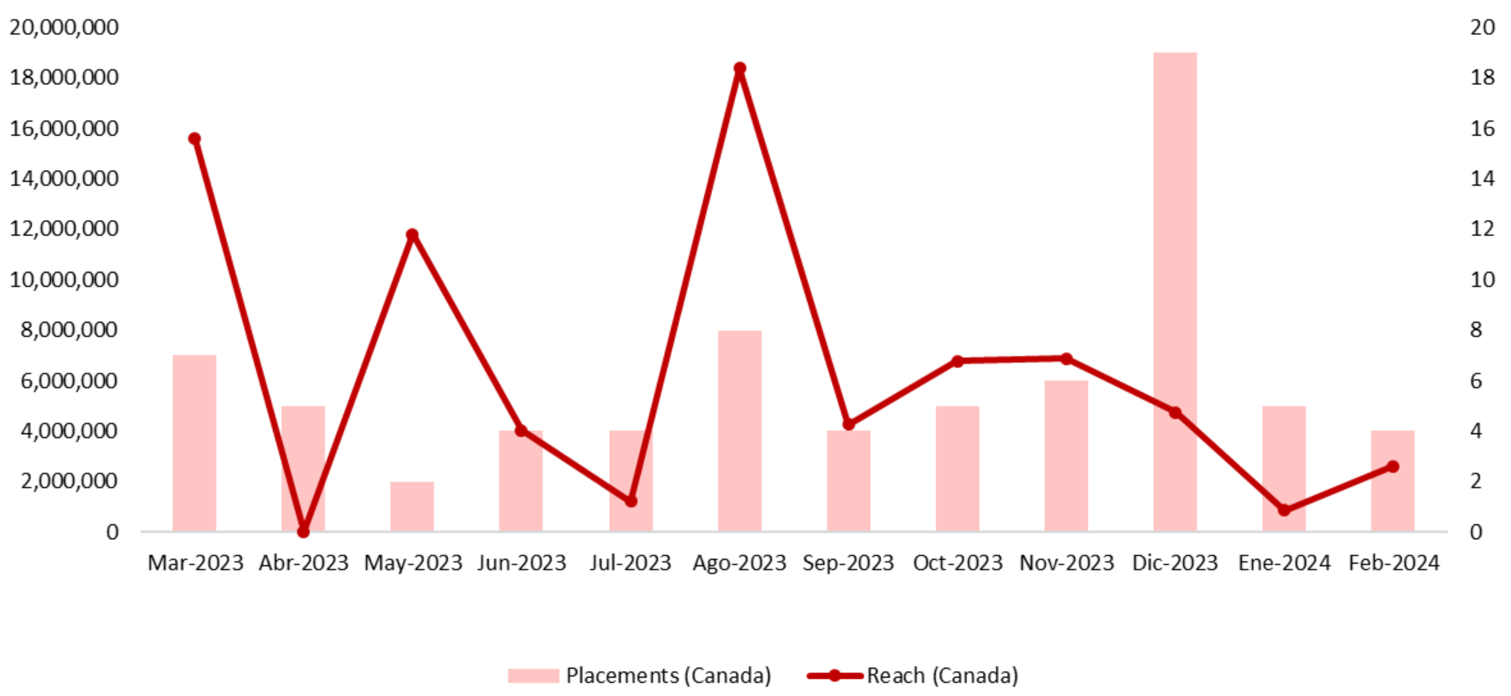

LOS CABOS

# Public Relations: Placements and Reach (Canada)

Key Indicators
(Feb-2024)

**Placements:**
**4**
(-60% vs trailing 12-month average)

**Reach:**
**2.6 million**
(-34% vs trailing 12-month average)




SOURCE:
JESSON + CO

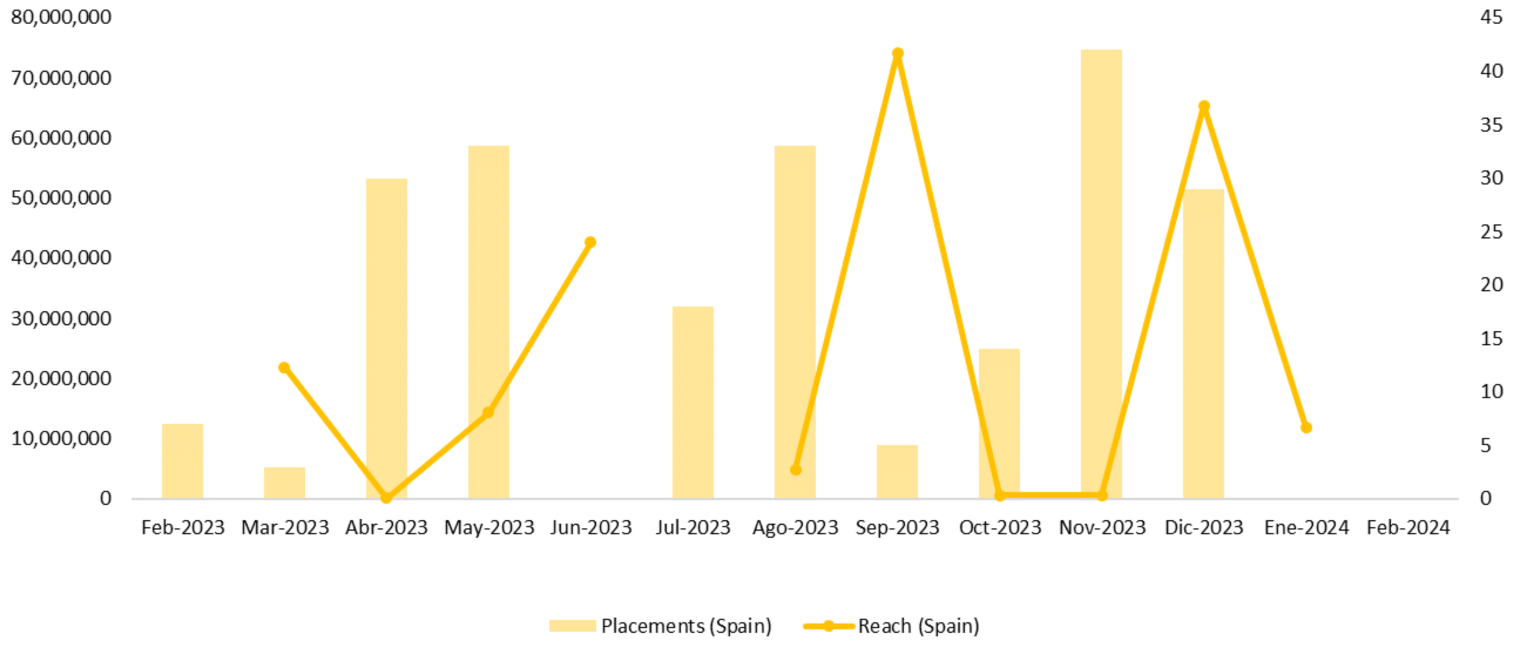
# Public Relations: Placements and Reach (Spain)

Indicadores clave
(Jan-2024)

Placements:
**29**
(+36% vs trailing
12-month average)

Reach:
**11.9 million**
(-50% vs trailing
12-month average)

FUENTE:
ROMAN



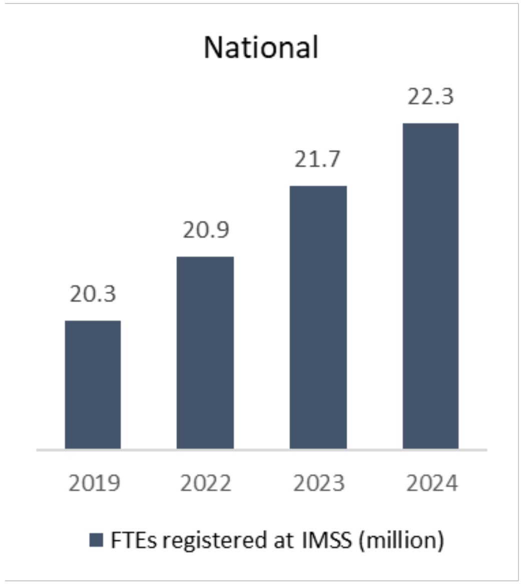
LOS CABOS

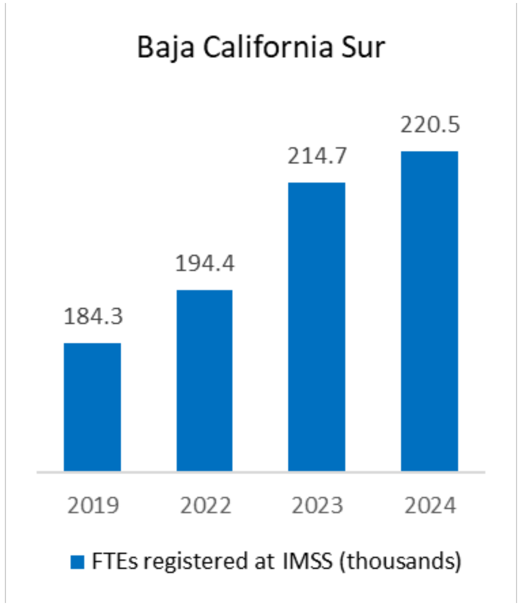
# LOS CABOS
# TOURISM OBSERVATORY

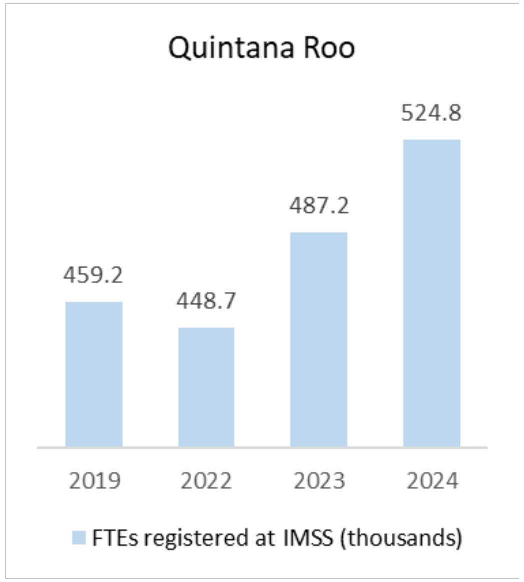
## NATIONAL CONTEXT

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

# Impact on Employment in Mexico




**Employment (National):**
**22.3 million**
**+2.9%**
vs Feb-2023

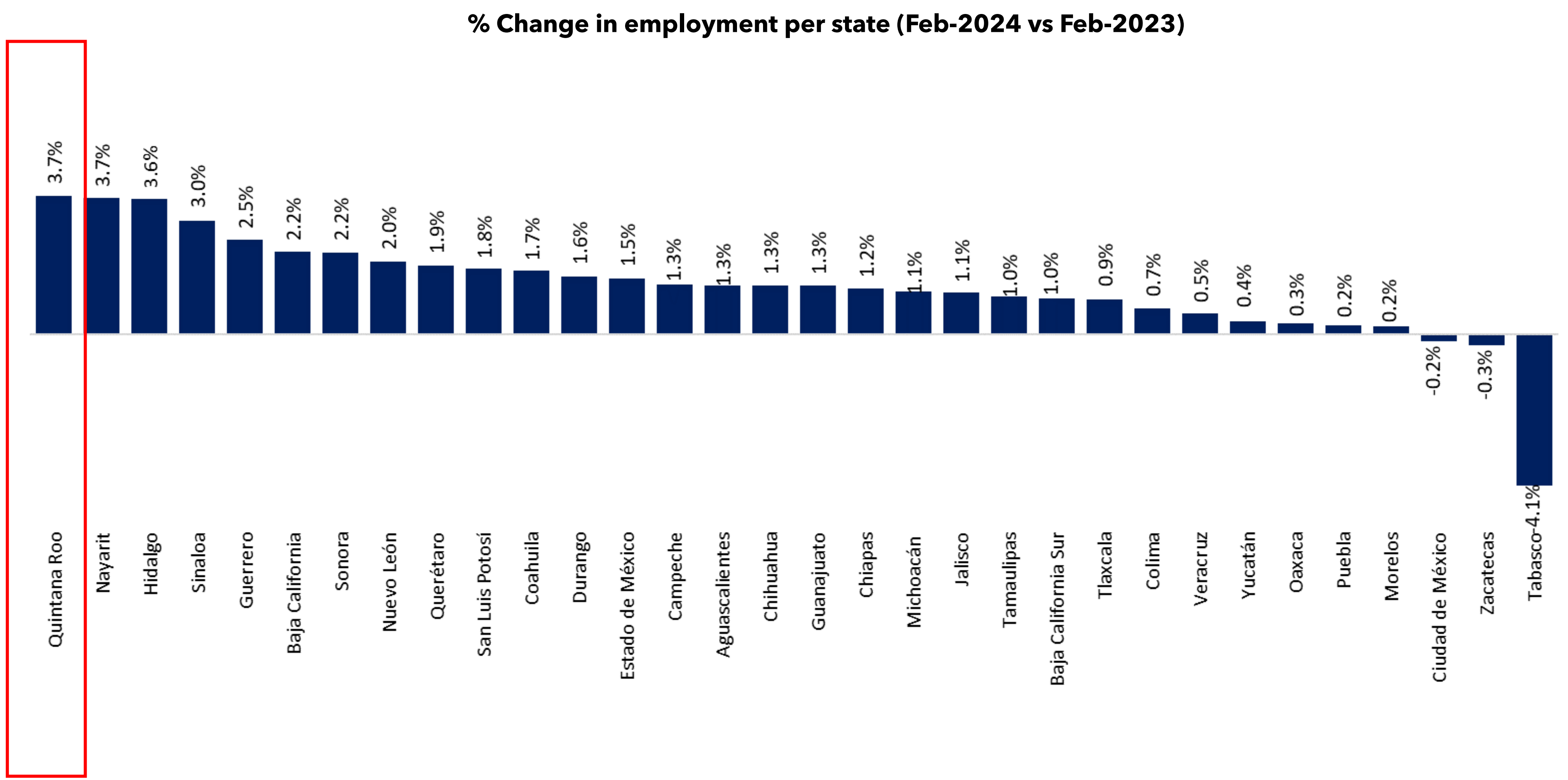
**Employment (Baja California Sur):**
**220.5 thousand**
**+2.7%**
vs Feb-2023

**Employment (Quintana Roo):**
**524.8 thousand**
**+7.7%**
vs Feb-2023

**SOURCE: IMSS**

LOS CABOS

# Impact on Employment in Mexico




SOURCE : IMSS

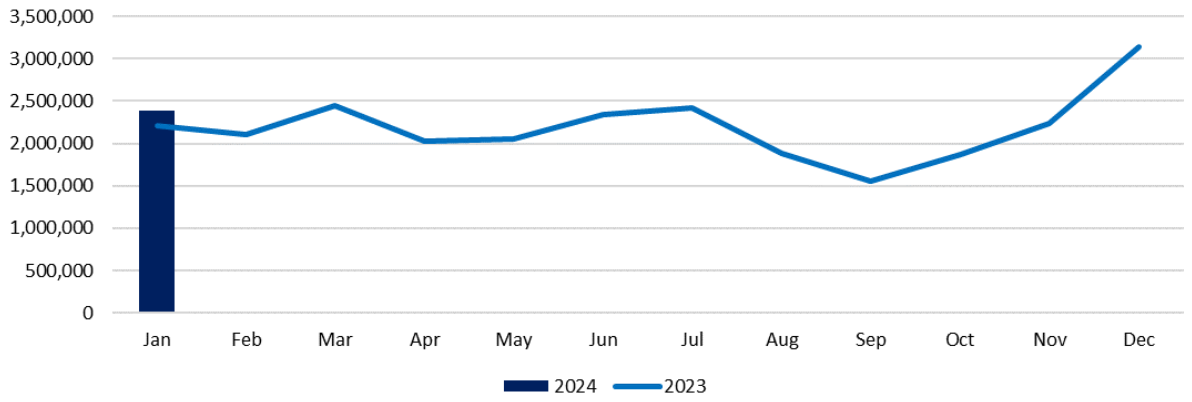
# International Tourist Arrivals in Mexico

# Air Activity in Mexico - Airport Groups

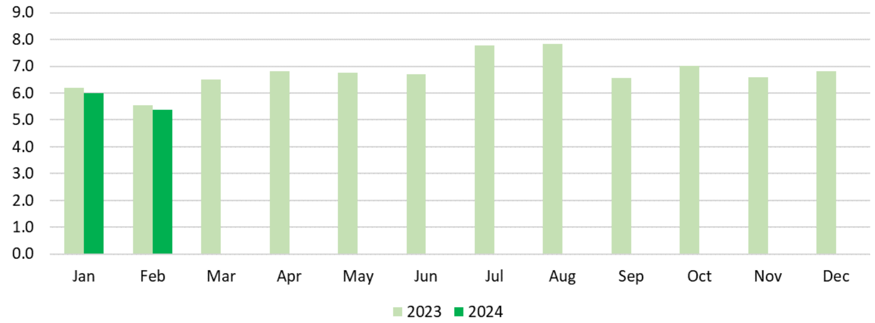
International Tourist Arrivals


| Jan-2023 | Jan-2024 | VAR |
|---|---|---|
| 3,397,200 | 3,637,676 | 7.1% |

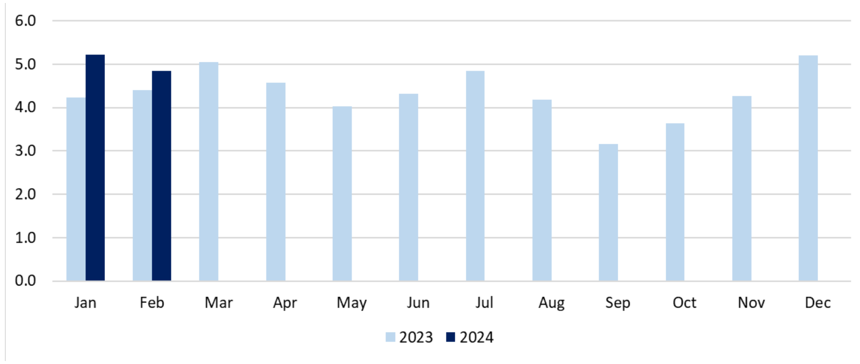
Inbound Tourists




Passenger traffic in domestic operations (millions)




Passenger traffic in international operations (millions)




**International tourist arrivals:**
Jan-2024
**3.64 million**
**+7.1%**
vs Jan-2023

**International admittances:**
Jan-2024
**2.38 million**
**+7.6%**
vs Jan-2023

**Average expenditure of inbound tourists by air:** Jan-2024
**$1,262 USD**
**+2.9%**
vs Jan-2023

**PAX In domestic operations:**
Feb-2024
**5.4 million**
**-3%**
vs Feb-2023

**PAX in international operations:**
Feb-2024
**4.84 million**
**+10%**
vs Feb-2023

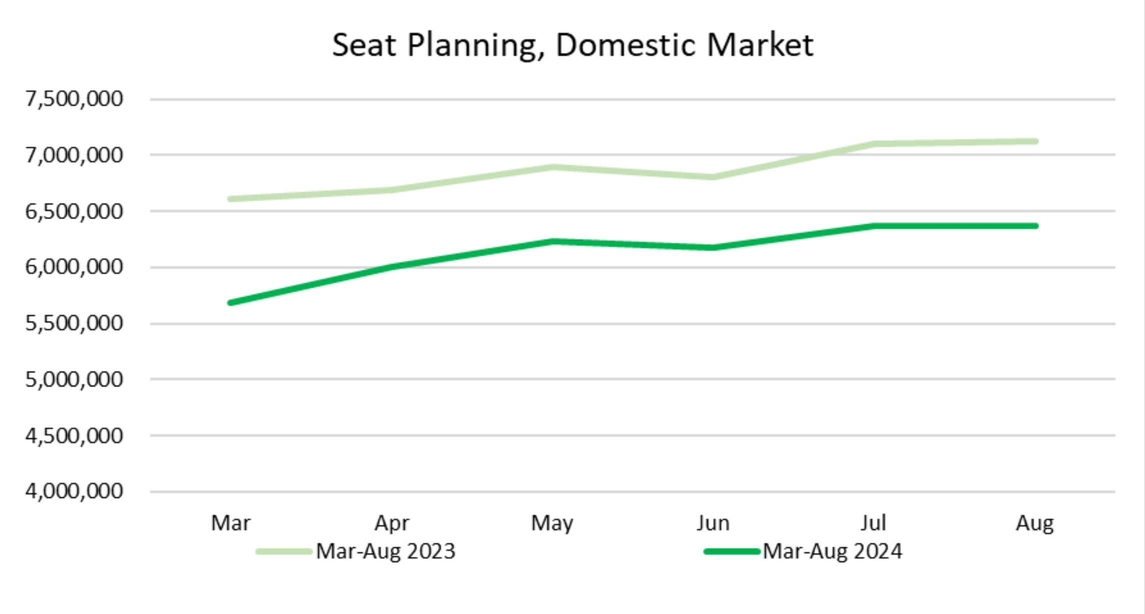
***TOTAL TRAFFIC OF THE THREE AIRPORT GROUPS (ARRIVALS AND DEPARTURES), INFORMATION FROM MEXICO CITY IS NOT INCLUDED.**

**SOURCE : ASUR, OMA,GAP**

**SOURCE: INTERNATIONAL TOURIST SURVEY. INEGI**

LOS CABOS

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





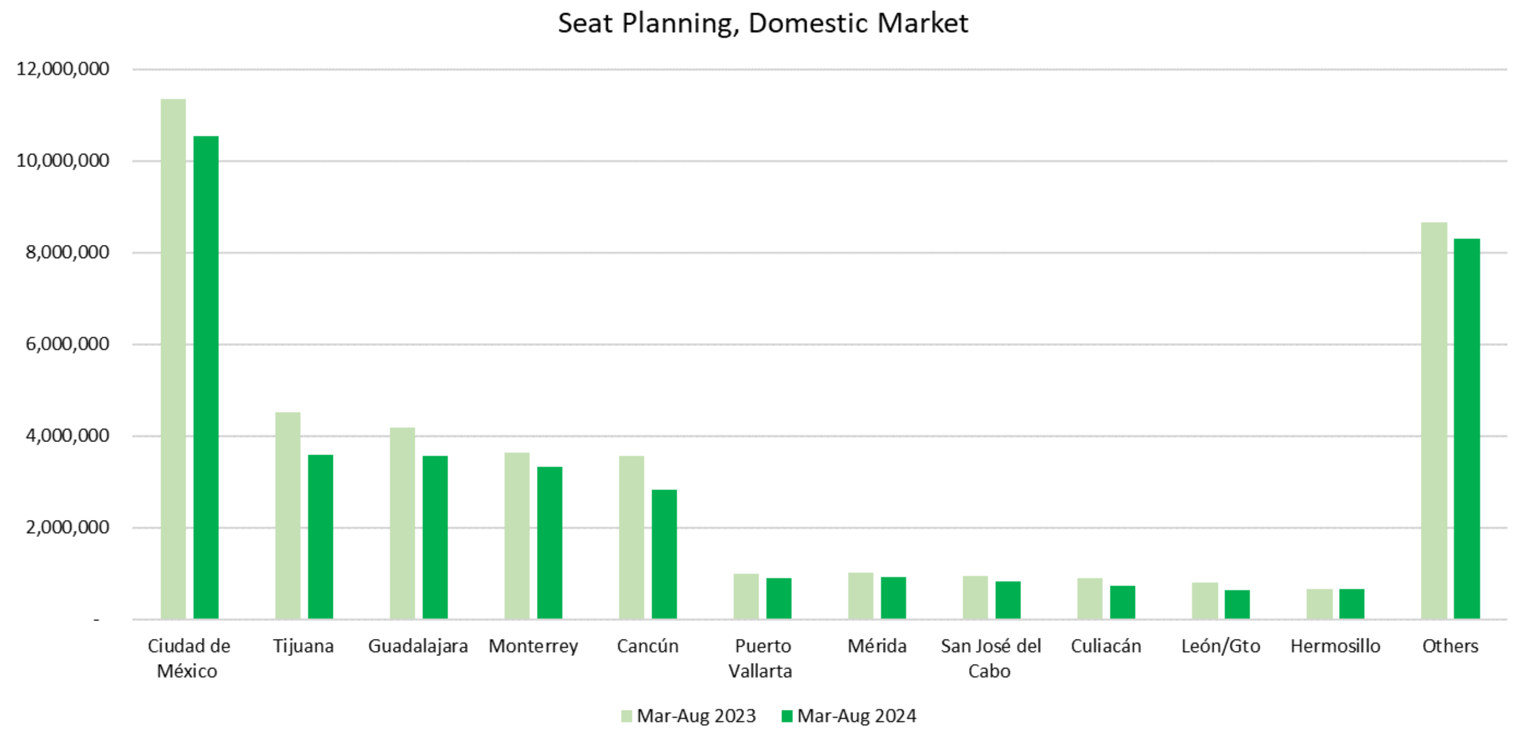
**Domestic Seats**:
**36.8 million**
**-10.7%**
vs Mar-Ago 2023

**International Seats:**
**18.4 million**
**+8.2%**
vs Mar-Ago 2023

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

LOS CABOS

# Seat planning for Mexico




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

**Domestic**
(Mar-Aug 2024):

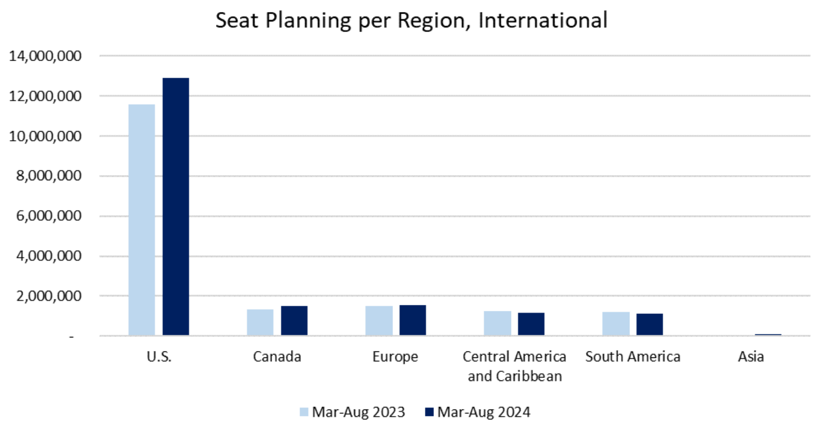
**CDMX**
**10.53 million**
(-7.3% vs Mar-Aug 2023)

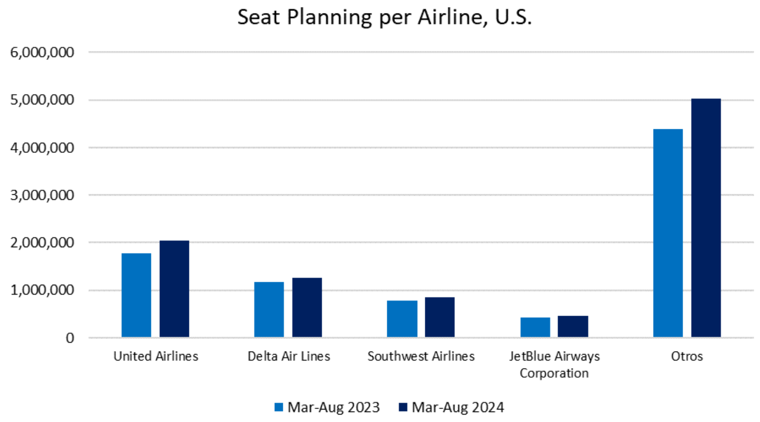
**Tijuana:**
**3.6 million**
(-20.4% vs Mar-Aug 2023)

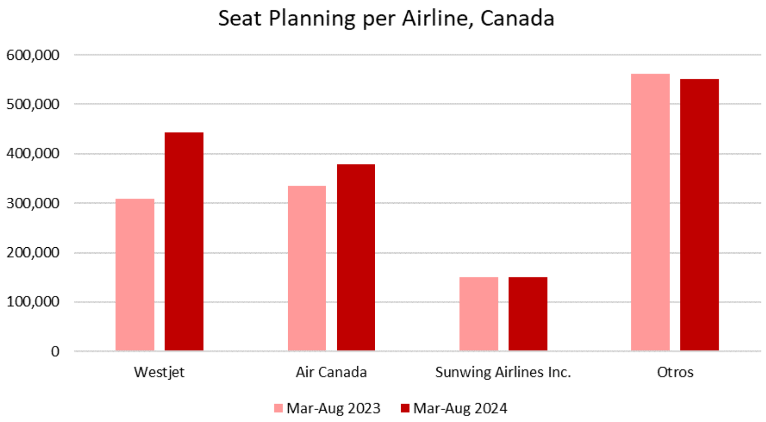
**Guadalajara:**
**3.57 million**
(-14.5% vs Mar-Aug 2023)

**San José del Cabo:**
**820 million**
(-14% vs Mar-Aug 2023)

# Seat Planning for Mexico for the Coming Months




**U.S.**
**12.9 million seats**
**+11.6%**
vs Mar-Aug 2023

**70.3%**

## %VAR planned seats

**Dallas:**
**1.7 million**
**+15.1%**

**Los Angeles:**
**1.3 million**
**-6.7%**

**Houston:**
**1.6 million**
**+12.9%**

**Chicago:**
**1.1 thousand**
**+17%**

Mar-Aug 2023

**Canada**
**1.52 million**
**+12.2%**
vs Mar-Aug 2023

**19.7%**

## %VAR planned seats

**Toronto:**
**549 thousand**
**+18.1%**

**Montreal:**
**276 thousand**
**+2.9%**

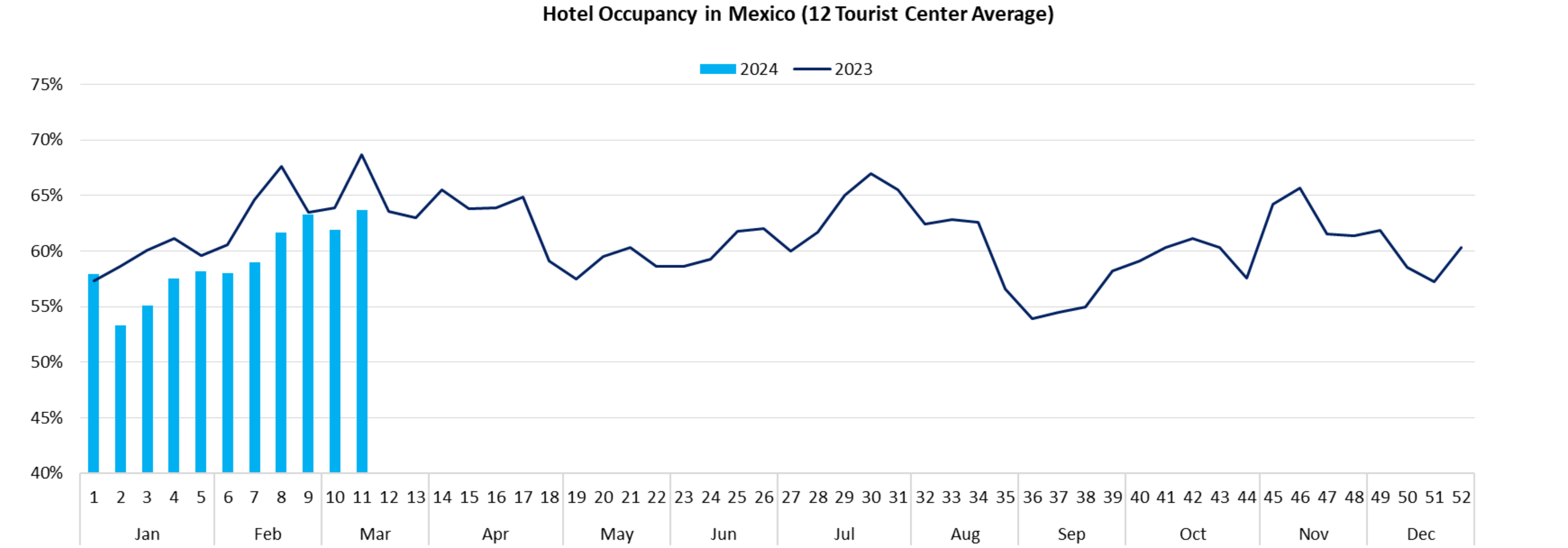
**Vancouver:**
**310 thousand**
**+5.7%**

**Calgary:**
**167 thousand**
**+10.1%**

vs Mar-Aug 2023

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

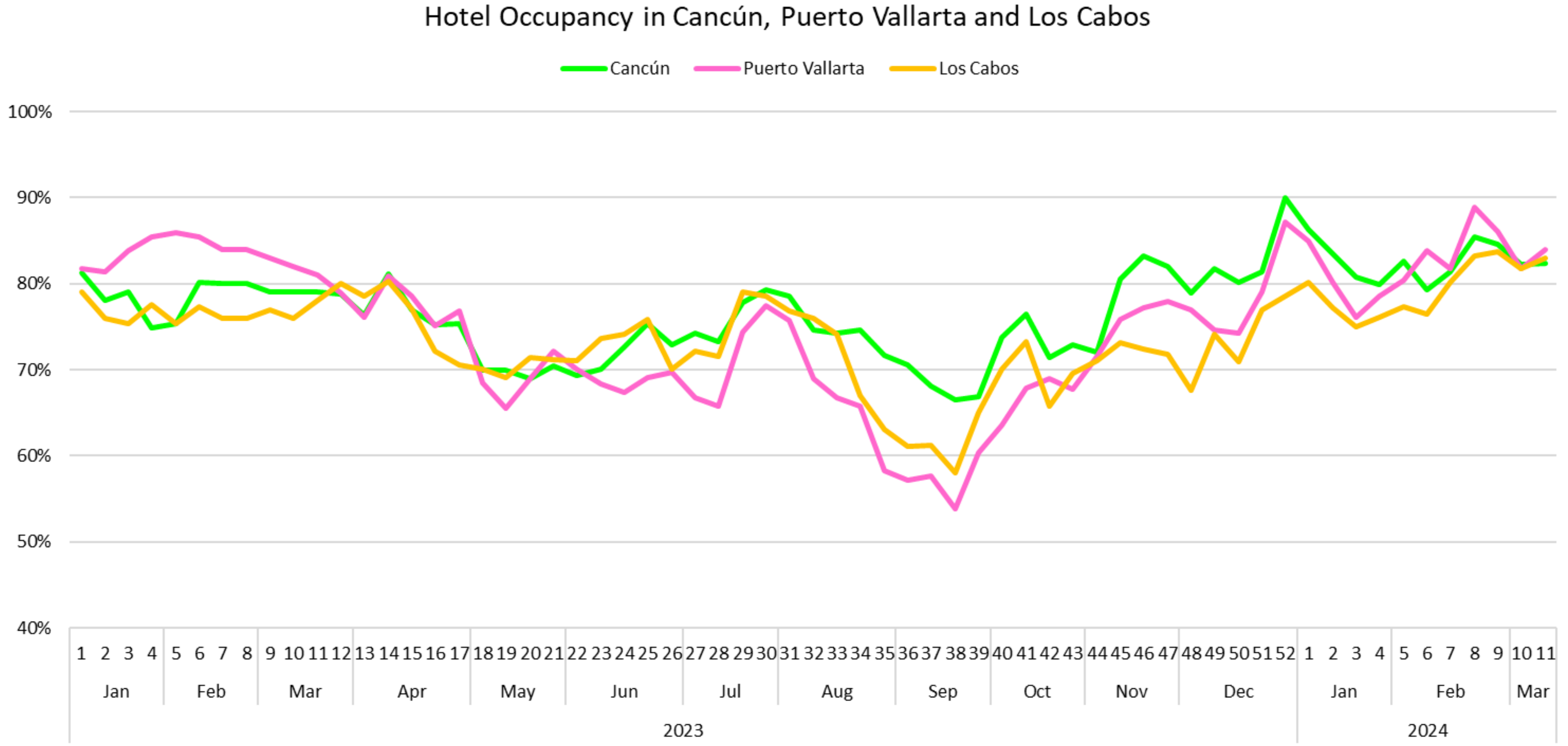
# Hotel Indicators in Mexico




**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.**

**Average Occupancy, week 11**
**63.7%**
**-54pp**
vs same week of 2023

# Hotel Indicators in Mexico




**Cancún:**
**82.4%**

**Puerto Vallarta:**
**83.9%**

**Los Cabos:**
**83%**
**+0.6pp** vs Cancún
**-0.9pp** vs Puerto Vallarta

Week 1 (Mar 11 – 17, 2024)

**SOURCE : DATATUR**

LOS CABOS

LOS CABOS

# LOS CABOS 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/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.

LOS CABOS

# LOS CABOS TOURISM OBSERVATORY