



LOS CABOS TOURISM OBSERVATORY

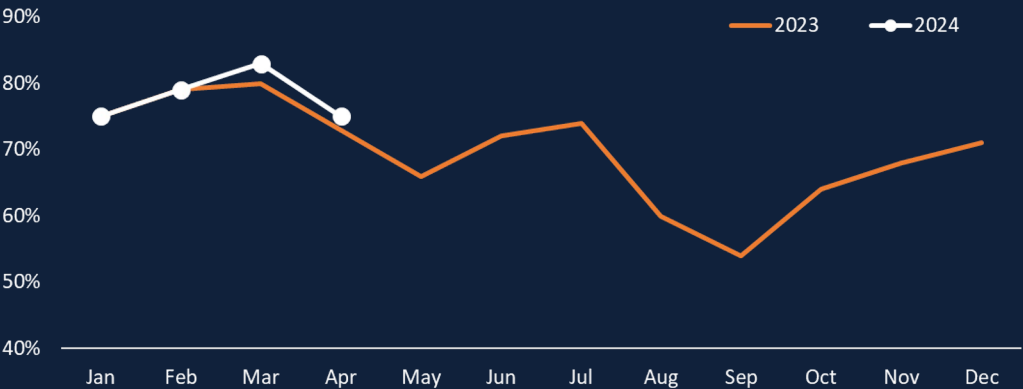
KEY PERFORMANCE INDICATORS

MAY 2024



Key Performance Indicators (Apr-2024)

Hotel Activity



Hotel Occupancy
(Avg. 2024):
78%
+1 pp
(vs Avg. 2023)

Average Daily Rate
(Avg. 2024):
\$533 USD
+3.5%
(vs Avg. 2023)

RevPAR
(Avg. 2024):
\$415 USD
+5%
(vs Avg. 2023)

Hotel Occupancy
(Apr-2024):
75%
+2 pp
(vs Apr-2023)

Average Daily Rate
(Apr-2024):
\$497 USD
-1%
(vs Apr-2023)

RevPAR
(Apr-2024):
\$372 USD
+2%
(vs Apr-2023)

SOURCE: AHLC

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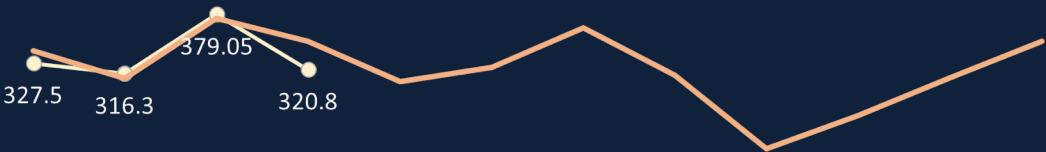
SOURCE: AHLC

Air Passenger Arrivals

Total Passengers
(Cum-2024):
1.34 million
-2.4%
(vs Cum-2023)

Domestic Passengers
(Cum-2024):
426.9 thousand
-8.2%
(vs Cum-2023)

International Passengers
(Cum-2024):
916.7 thousand
+0.6%
(vs Cum-2023)



SOURCE: GAP

Tourist Satisfaction:
More than Expected
(Apr-2024):
60%
-8 pp
(vs Apr-2023)
SOURCE: TOURIST SURVEY

Satisfaction with Public
Safety (Apr-2024):
1.2% bottom two
+0 pp
(vs Apr-2023)
SOURCE: TOURIST SURVEY

Satisfaction with the
Airport (Apr-2024):
2.8% bottom two
+7 pp
(vs Apr-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.

Executive Summary (Apr-2024)



HOTEL ACTIVITY: Occupancy, ADR and RevPAR in the traditional hotel industry remain at high levels and registering increases vs. the previous year. At the sub-destination level, San Jose del Cabo continues to consolidate in 2024 as a more expensive destination than Cabo San Lucas and with the highest growth of all subdestinations vs. 2023. Likewise, RevPAR is at its highest levels since the beginning of this observatory.

- Hotel occupancy in Los Cabos in Apr-2024 registered 75%, or 2pp higher than in Apr-2023. At the subdestination level, Cabo San Lucas recorded 78% (+1pp), San Jose del Cabo, 70% (-1pp), and El Corredor, 74% (+10pp) compared to Apr-2023.
 - The average rate at Los Cabos hotels during Apr-2024 was \$497 USD, 1% less than in Apr-2023. The highest rate is presented in El Corredor (\$711 USD), maintaining its upward trend (+4% vs previous year) and again registering the highest level since the beginning of the observatory; Cabo San Lucas reaches \$340, up 24% vs previous year, while San Jose del Cabo averages \$342 and raises its rate 12% (this increase comes hand in hand with a 19.2% reduction in the supply of available rooms in the subdestination). In Apr-2024 the RevPAR was \$372 USD; 2% higher than in Apr-2023.
- In Apr-2024, the supply of accommodation through online platforms increases 7.4%, reaching 6 thousand. However, occupancy fell 12 pp to 43%.
- In Apr-2024, its average daily rate is \$569 (1.1% less than Apr-2023) and 15% higher than traditional hotels.



TOURIST SATISFACTION: Satisfaction with public safety and the Los Cabos airport return to the high levels they had maintained during 2023 and 2024. However, satisfaction with the destination continues to show a negative trend since the beginning of the year. Meanwhile, the proportion of returning visitors and those traveling as part of a package continue to recover and show increases again.

- In Apr-2024, 60% of tourists rate Los Cabos as “more than expected” (-8pp versus Apr-2023), maintaining a negative trend compared to the first months of 2023. Satisfaction with safety in Los Cabos returns to high levels: 1.2% of tourists had a fair or poor perception (same level as in Apr-2023). Satisfaction with the airport also improves this month, reaching 2.8% with fair or poor perception, however, it drops 7 pp compared to the previous year.
- Returning tourists are up 4pp when compared to the previous year: 39% in Apr-2024; maintaining an upward trend this year.
- Package tourists also continue to improve and maintain a significant growth (+11pp), reaching 31%.



MEETINGS: RFP receipts for group events are up 8 units this month, remaining within the highest levels since a year ago.

- In Apr-2024, 62 RFPs are received (8 less than in Apr-2023).

Executive Summary (Apr-2024)



AIR ACTIVITY: The domestic market remains at high levels, although it continues to show decreases this month. U.S. tourist arrivals also continue to grow, along with a sustained increase in the participation of tourists reporting residency in states such as Washington. Vancouver, meanwhile, accounts for 40% of Canadian passengers, and remains the most important issuing airport in Canada. International tourists on private flights are at their peak since the beginning of the observatory.

- In Apr-2024, 320.8 thousand passengers arrived at Los Cabos airport (down 8.5% vs. Apr-2023).
 - Passengers on domestic flights (108.5 thousand) represent 34% of the total (and decrease 16.8% vs. the previous year). Of these, 38.5% came from CDMX (AICM, TLC and NLU), followed by Guadalajara with 22.1% and TIJ with 21.8%. Tijuana remains the Mexican market with the highest growth, while CDMX continues to lose market share (-8.2pp YoY).
 - Passengers on international flights (212.75 thousand) accounted for 66%, a decrease of 3.6% compared to the previous year. The main airports of origin are Los Angeles (13%, maintaining a decrease in its share), Dallas (11%) and Phoenix (10.7%).
 - Nevertheless, California and Texas continue to be the main U.S. tourism origins for travel to Los Cabos (26% and 14% of the total). These are followed by Washington (8%), which continues to increase its share and consolidate its position as the third largest origin of tourism to SJD within the USA. The average flight cost from LAX airports has generally been the cheapest option from the U.S. (this month, 38% cheaper than average).
 - From Canada, the leading origin this year and maintaining its growth vs 2023 was Vancouver (40%, and +5.2pp vs 2023), followed by Calgary (25.1%), and Toronto (14.3%).
 - 86.4% of inbound tourists in SJD, from Jan-Mar-2024 had U.S. residency and 10.5% Canadian. Inbound tourists with U.S. passports rose 5.7% versus Mar-2023 while those from Canada fell 1.9%.
 - Tourist arrivals from South and Central America are up 8.3% year-to-date. Germany increased 120%.
 - From Jan-Mar 2024, passenger traffic to Los Cabos airport decreased 2.1% compared to the same period in 2023. The domestic market shows a 3.9% accumulated decrease compared to 2023 and Canada a 14.8% decrease.
 - A total of 4,477 commercial operations (13% less than in Mar-2023) and 2,023 private operations (+14.7) were recorded at Los Cabos International Airport (SJD).
- ↓
- Additionally, 11.8 thousand international tourists arrived on private flights in Mar-2024 (+15.1% vs. Mar-2023). This is the highest level recorded since the beginning of the observatory (presenting a cumulative increase of 19% vs. 2023).

CRUISES AND YACHTS: Cruise ship activity to Los Cabos in Mar-2024 continues to record steep declines in both vessels and passengers.

- In Mar-2024, the Cabo San Lucas marina recorded the arrival of 16 cruise ships, a decrease of 16 ships compared to the same period in 2023. These vessels transported a total of 56.3 thousand passengers (-45% vs. Mar-2023).

Market Share

SOURCE TOURIST SURVEY

WASHINGTON: 8.1%

NEW YORK: 5.4%

ARIZONA: 4.7%

CALIFORNIA: 26.4%

BAJA CALIFORNIA: 9.2%

TEXAS: 13.5%

NUEVO LEÓN: 11.8%

JALISCO: 6.6%

MEXICO CITY + STATE: 32.9%

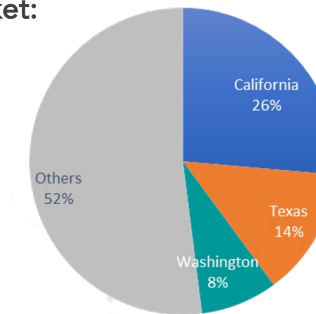
United States:
57.5%
+7.5 pp (vs Apr-2023)

Domestic:
32.1%
-6.3 pp (vs Apr-2023)

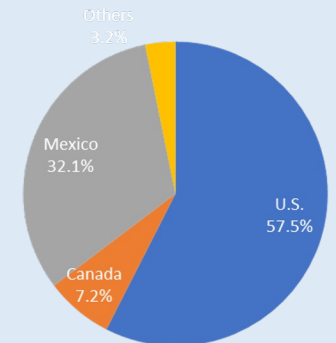
Canada:
7.2%
-2 pp (vs Apr-2023)

Others:
3.2%
+0.8 pp (vs Apr-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 TOURISM OBSERVATORY

AIR PASSENGER ARRIVALS



Key Indicators
(Apr-2024)

Total Passengers
(Apr-2024):
320.80
thousand
-8.5% vs Apr-2023

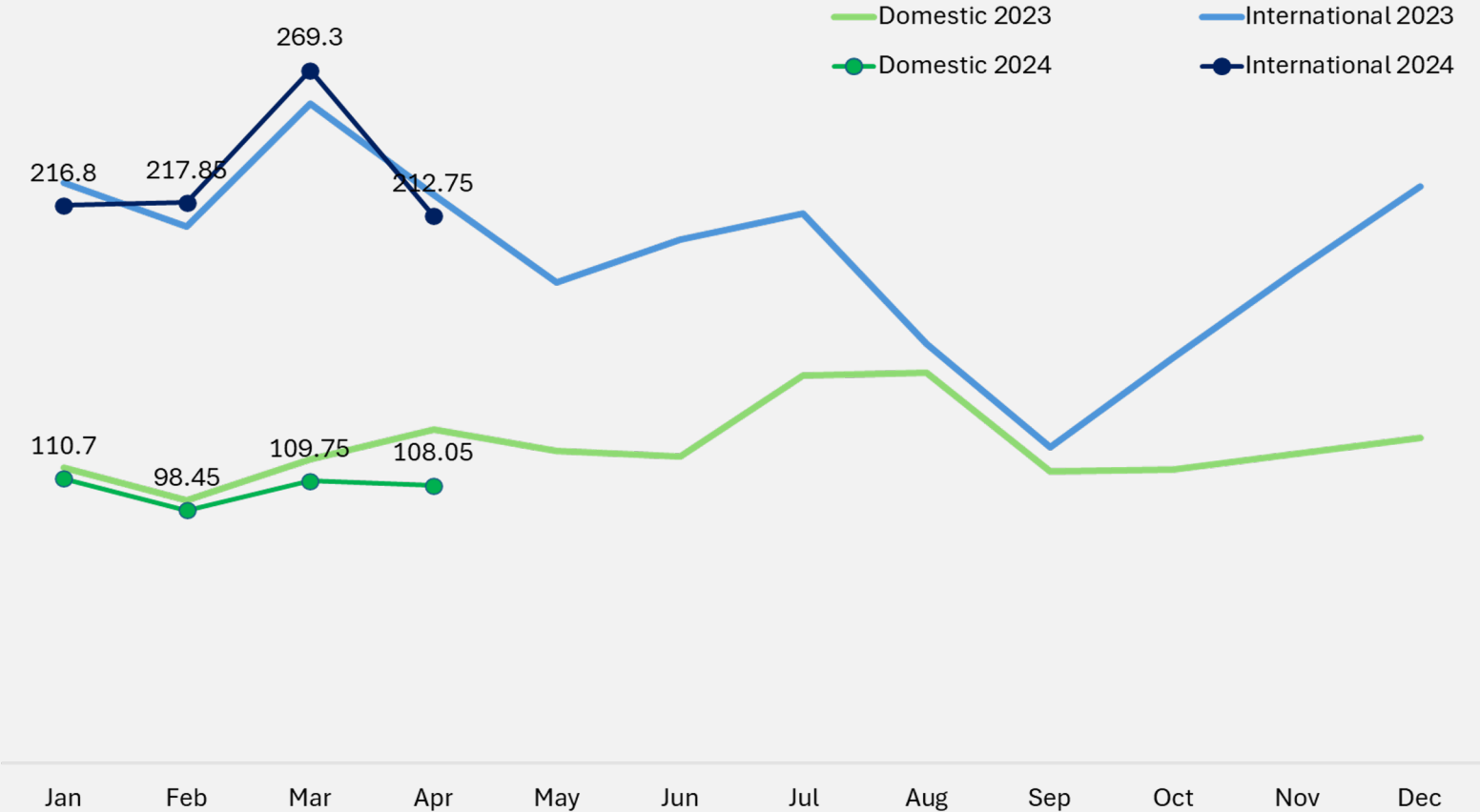
Domestic Passengers
(Apr-2024):
108.50 thousand
-16.8% vs Apr-2023

International Passengers
(Apr-2024):
212.75 thousand
-3.6% vs Apr-2023

Domestic: **34%**
Intern.: **66%**

Source: GAP

Passenger Arrivals at Los Cabos Airport



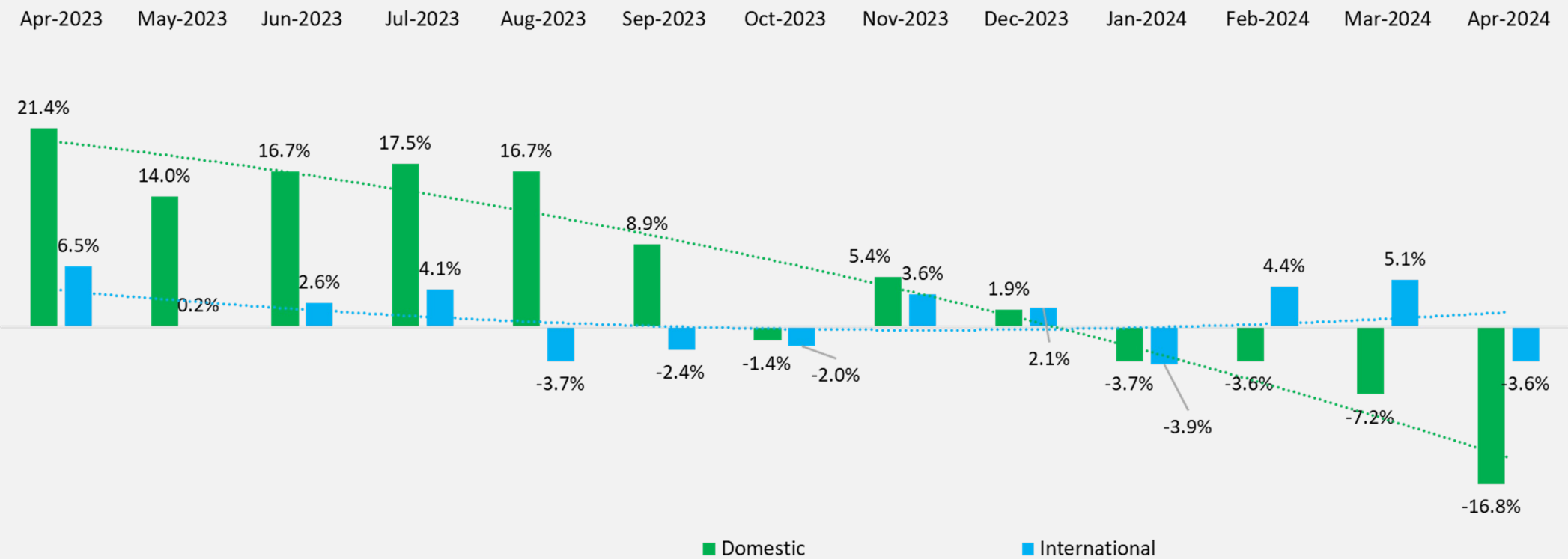
Total Passengers
(Jan-Apr 2024):
1.34 million
-2.4% vs Jan-Apr 2023

Domestic Passengers
(Jan-Apr 2024):
426.9 thousand
-8.2% vs Jan-Apr 2023

International Passengers
(Jan-Apr 2024):
916.7 thousand
0.6% vs Jan-Apr 2023

Passenger Arrivals at Los Cabos Airport

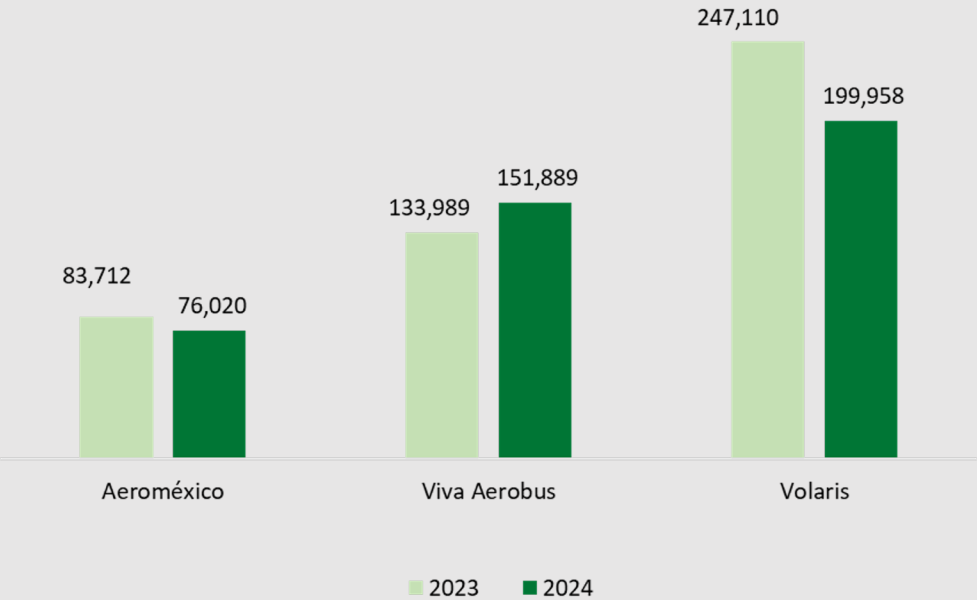
Percentual change from previous year



SOURCE: GAP

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


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



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



SOURCE: PAXIS

Cumulative PAX:
318.49 thousand 
-4.9% vs 2023



Per origin:

GDL: **22.1%** +1 pp vs 2023
CDMX: **38.5%** -8.2 pp vs 2023
TIJ: **22.4%** +3.9 pp vs 2023
MTY: **7%** +1.3 pp vs 2023

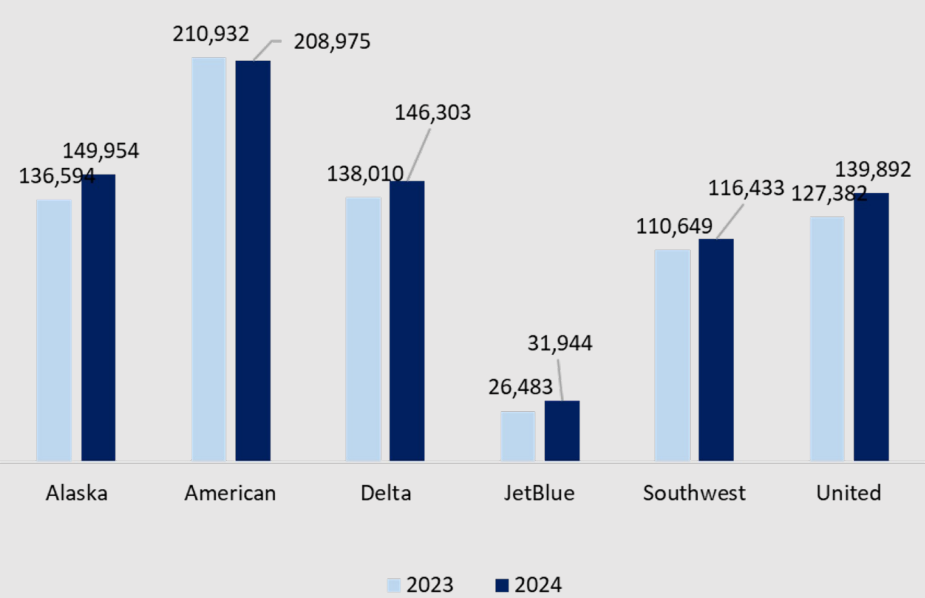
Per airline:

AM: **18.1%** -0.2 pp vs 2023
VIV: **34.4%** +6.2 pp vs 2023
VOI: **47.4%** -5.6 pp vs 2023

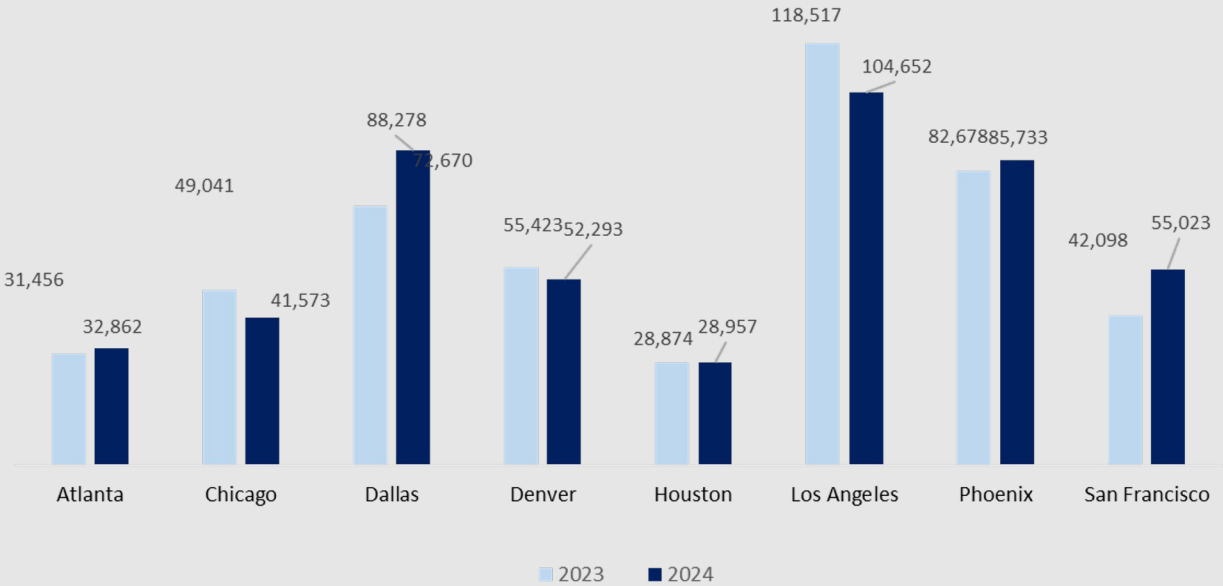


Cumulative Passenger Arrivals at Los Cabos airport, U.S. Flights, cumulative Jan-Apr-2024

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



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



SOURCE: PAXIS

Cumulative PAX:
614.2
thousand
+5.3% vs 2023



Per origin:

DFW: **11%** +1.6 pp vs 2023
LAX: **13%** -2.3 pp vs 2023
PHX: **10.7%** +0.0 pp vs 2023
DEN: **6.5%** -0.6 pp vs 2023

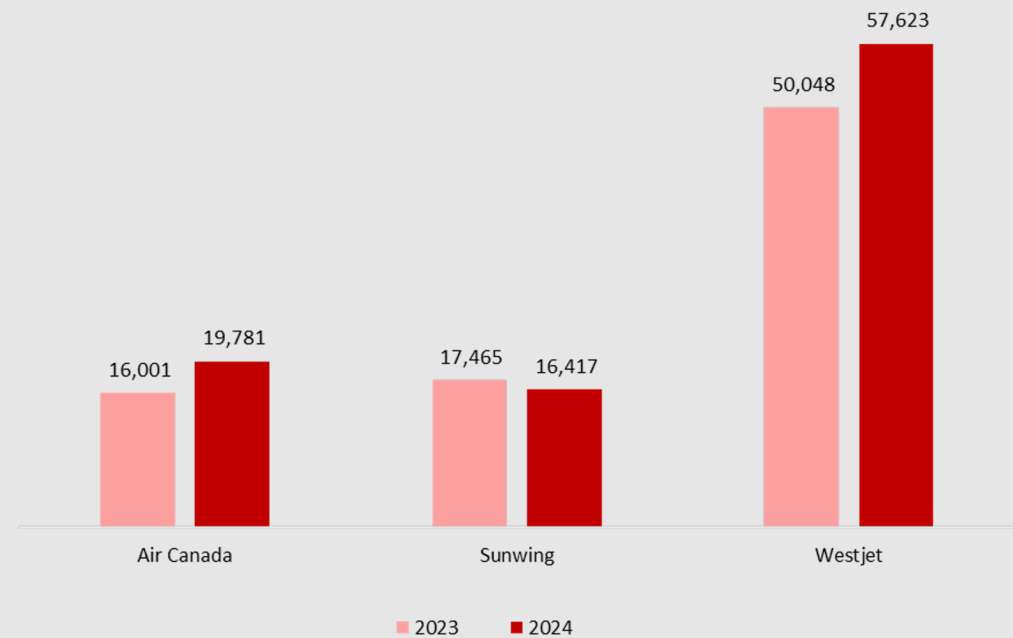
Per airline:

AS: **18.7%** +1 pp vs 2023
AA: **26%** -1.2 pp vs 2023
DL: **18.2%** +0.4 pp vs 2023
UA: **17.4** +1 pp vs 2023

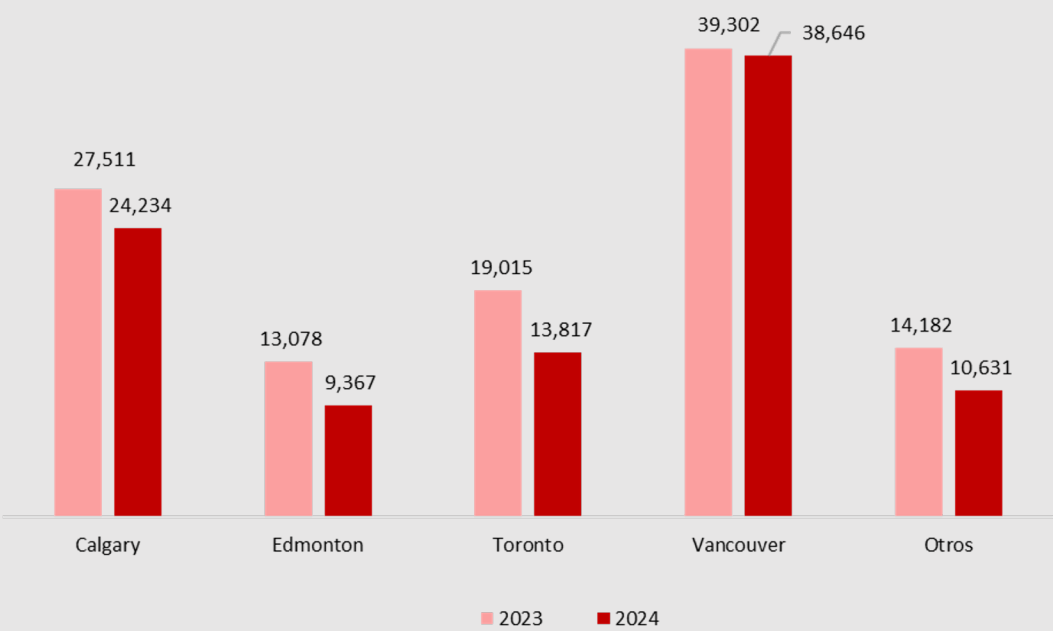


Cumulative Passenger Arrivals at Los Cabos airport, **Canadian Flights**, cumulative Jan-Apr-2024


International passenger arrivals at San José del Cabo airport, by airline, Canada (Jan-Apr-2023-2024)



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



SOURCE: PAXIS

Cumulative PAX:
96.7 thousand 
-14.5% vs 2022



Per origin:

YYC: **25.1%** +0.7 pp vs 2023
YVR: **40%** +5.2 pp vs 2023
YEG: **9.7%** **-1.9 pp** vs 2023
YYZ: **14.3%** **-2.5 pp** vs 2023

Per airline:

AC: **20.5%** +6.3 pp vs 2023
WG: **17%** +1.5 pp vs 2023
WS: **59.6%** +15.3 pp vs 2023






LOS CABOS TOURISM OBSERVATORY

PASSENGER ARRIVALS
BY NATIONALITY



Key Indicators
(Mar-2024)

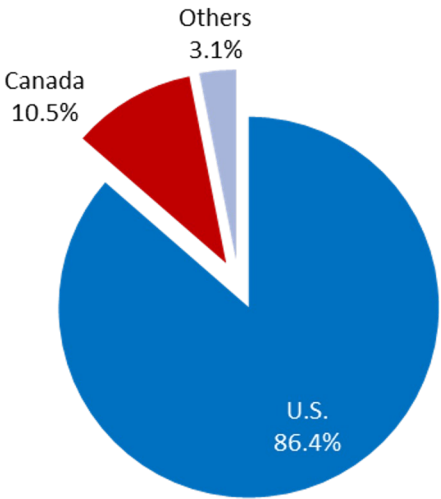
International
Arrivals (Mar-2024):
264,772 
+5% vs Mar-2023

 U.S.: **86.4%**
Canada.: **10.5%**
Others.: **3.1%**

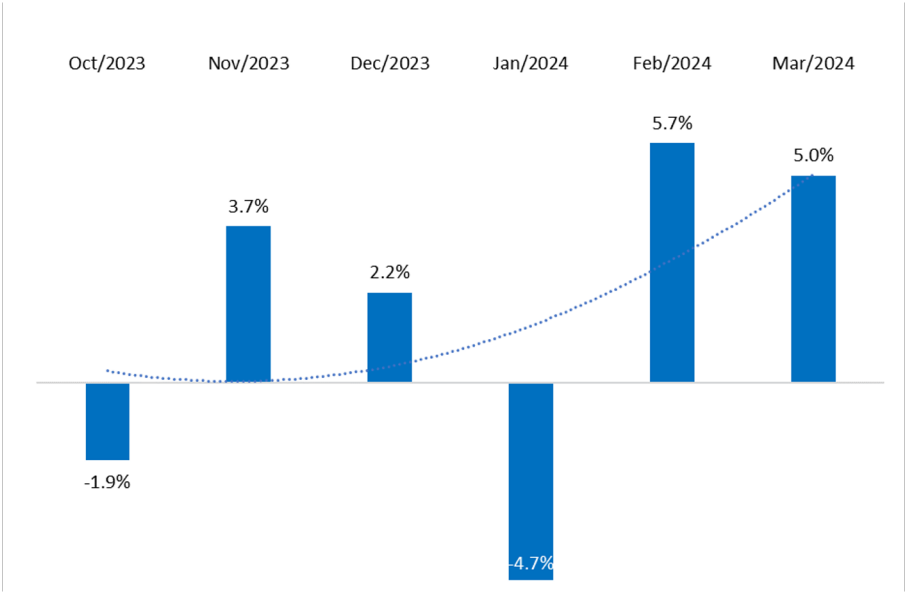
SOURCE: INM- SIOM

Foreign Tourist Admittances through SJD per Nationality

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



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



*** Explanatory note:** The source of data used to account for tourist arrivals changed since September 2023. 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.



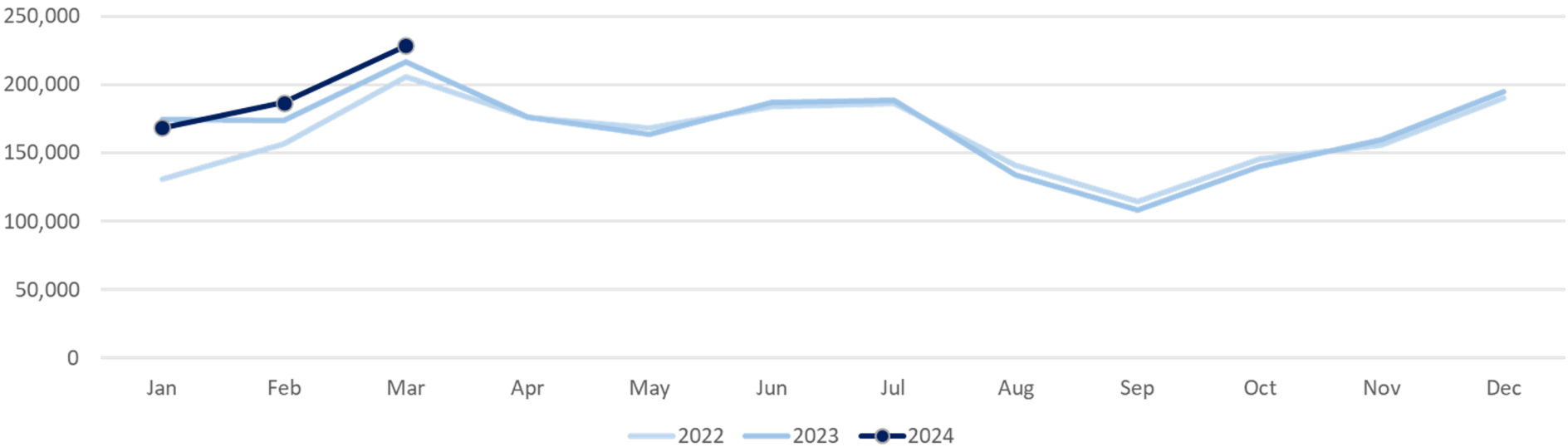
U.S. Arrivals
(Mar-2024):
228,708
+5.7% vs Mar-2023



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	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	186,769	228,708										583,868



*** 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.



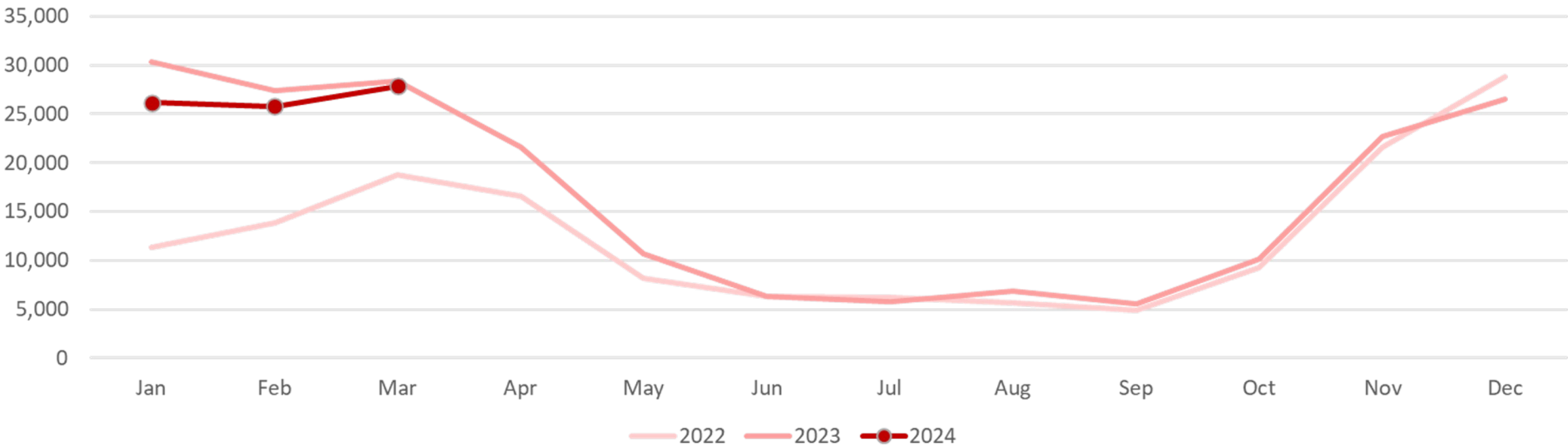
Canadian Arrivals
(Mar-2024):
27,862
-1.9% vs Mar-2023



SOURCE: INM- SIOM

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	25,788	27,862										79,820

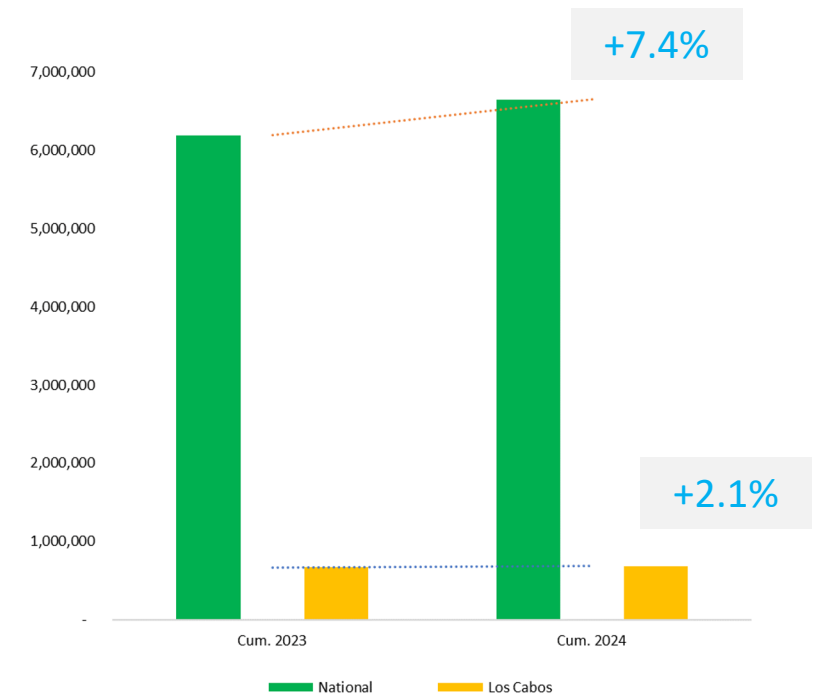


*** Explanatory note:** Since September 2023, the source of data used to account for tourist arrivals was changed. Previously, the accounting was based on the residence reported by tourists upon entering national territory; currently, this accounting is based on the nationality of the passport presented 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	3,650,812	3,978,762	9.0%	564,780	583,868	3.4%
Canada	1,021,387	1,158,944	13.5%	86,161	79,820	-7.4%
Europe	601,255	606,333	0.8%	7,635	7,629	-0.1%
Caribbean, South and Central A.	710,602	662,952	-6.7%	2,082	2,254	8.3%
Rest	206,398	239,394	16.0%	9,578	11,057	15.4%
Total	6,190,454	6,646,385	7.4%	670,236	684,628	2.1%

Key Market	National			Los Cabos		
	Cum. 2023	Cum. 2024	Δ 2024/2023	Cum. 2023	Cum. 2024	Δ 2024/2023
United Kingdom	104,895	109,987	4.9%	2,641	2,677	1.4%
Spain	77,763	84,320	8.4%	898	556	-38.1%
Germany	77,438	80,278	3.7%	360	792	120.0%
Australia	15,577	16,384	5.2%	1,545	2,011	30.2%
South Korea	20,905	28,772	37.6%	1,039	1,067	2.7%
Total	296,578	319,741	7.8%	6,483	7,103	9.6%



SOURCE: INM- SIOM

International Arrivals, all Mexico (Cum. 2024):

6.6 million

+7.4% vs 2023



Key Markets, all Mexico (Cum. 2024):

319.7 thousand

+7.8% vs 2023



International Arrivals, SJD (Cum. 2024):

684.6 thousand

+2.1% vs 2023



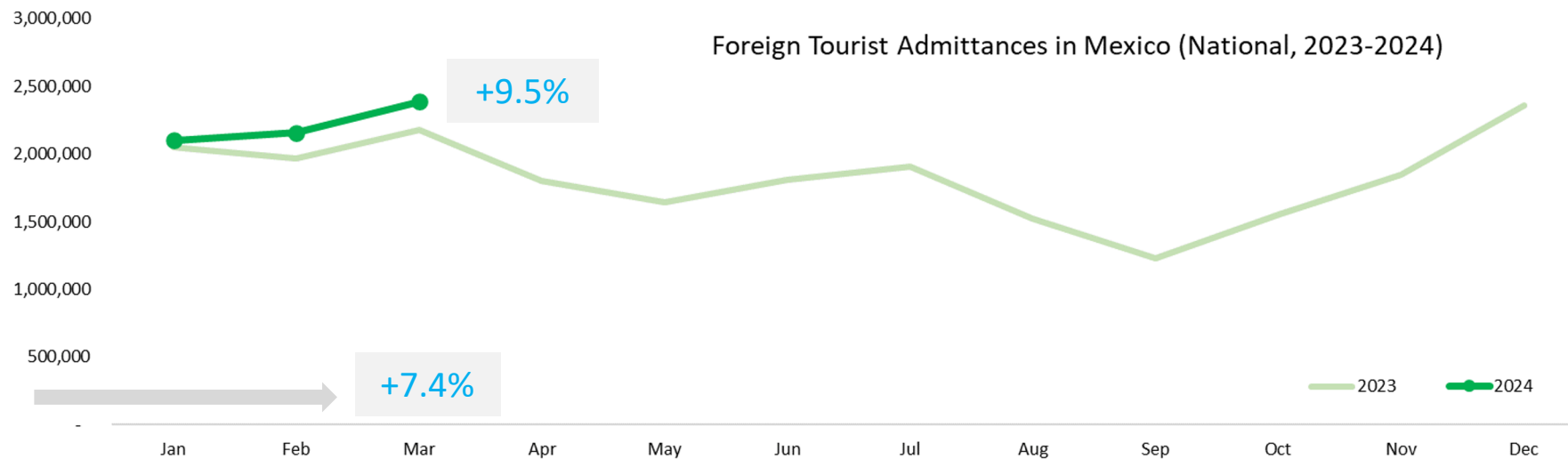
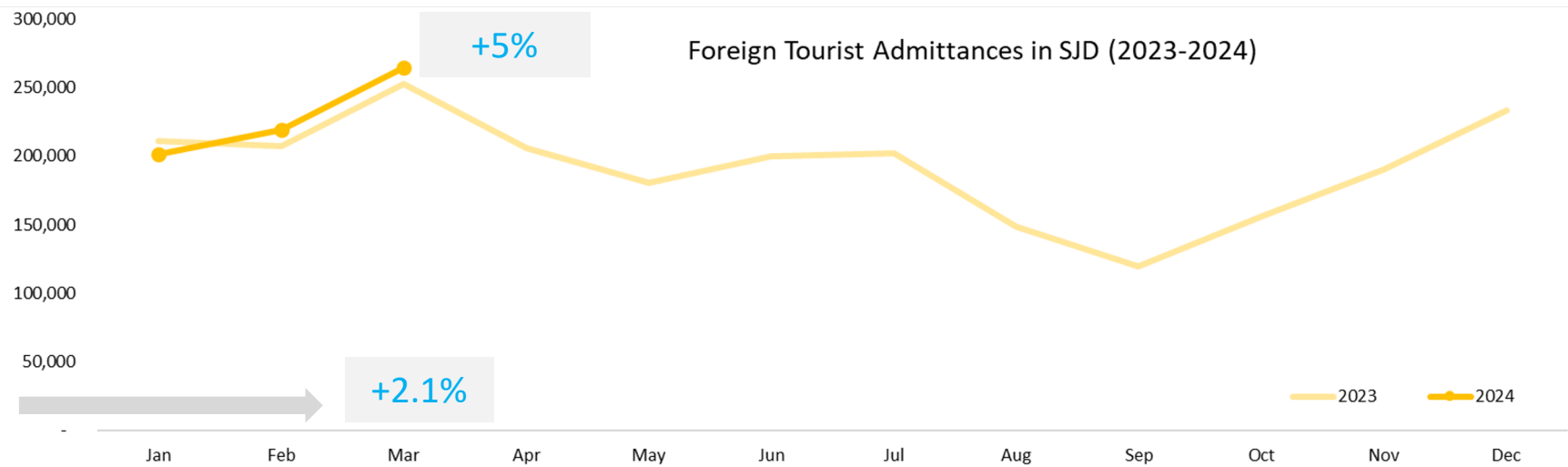
Key Markets, SJD (Cum. 2024):

7.1 thousand

+9.6% vs 2023



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



SOURCE: INM- SIOM



LOS CABOS TOURISM OBSERVATORY

CRUISE AND YACHT ACTIVITY



Key Indicators
(Mar-2024)

Vessels (month)

16

(-16 vs Mar-2023)



PAX (month)

56,267

(-45% vs Feb-2023)



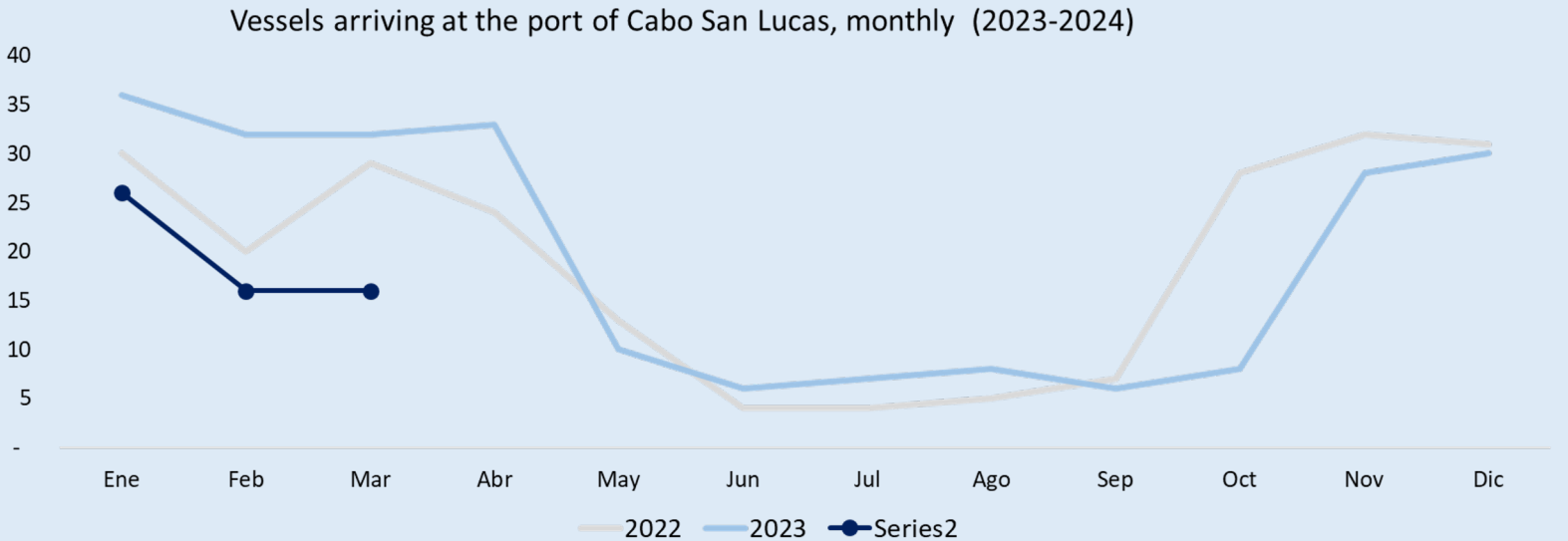
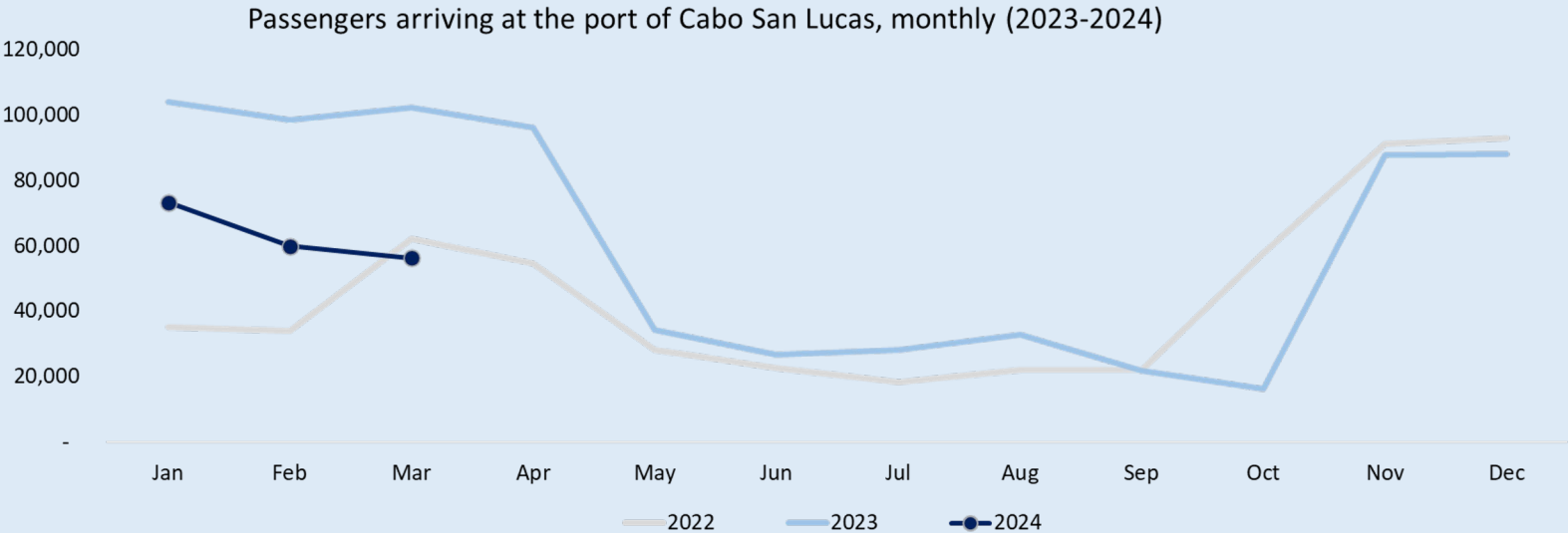
PAX/Vessel

3,517

(+49.5% vs Mar-2023)

Source: DATATUR-SCT

Cruise Activity



Key Indicators
(Feb-2024)

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

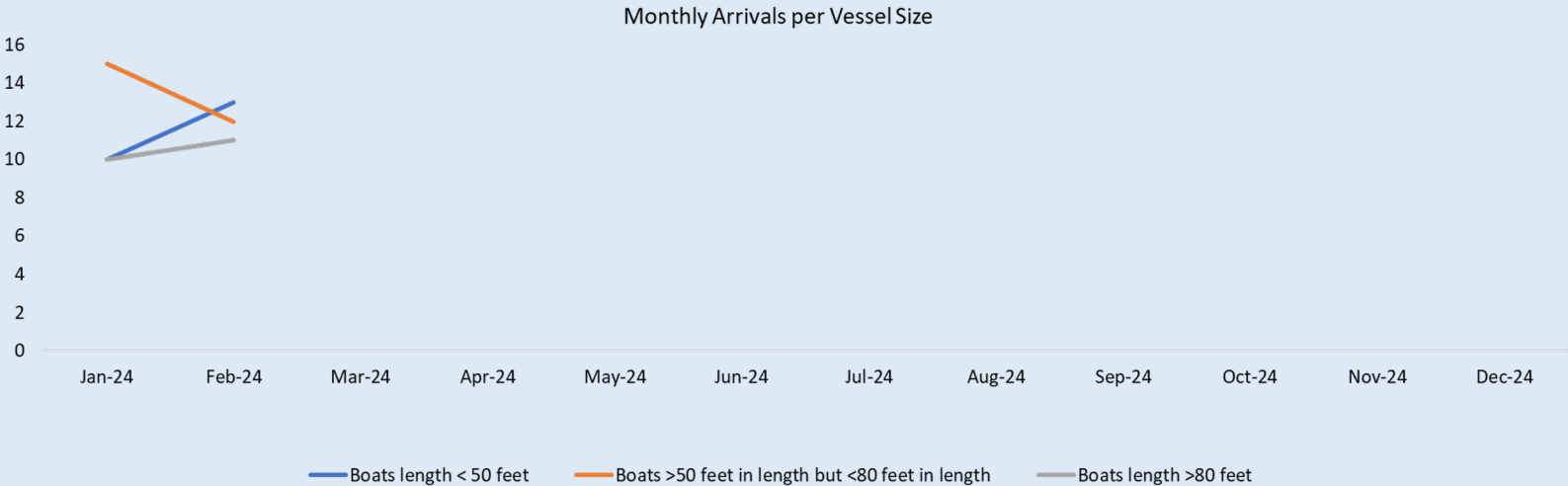
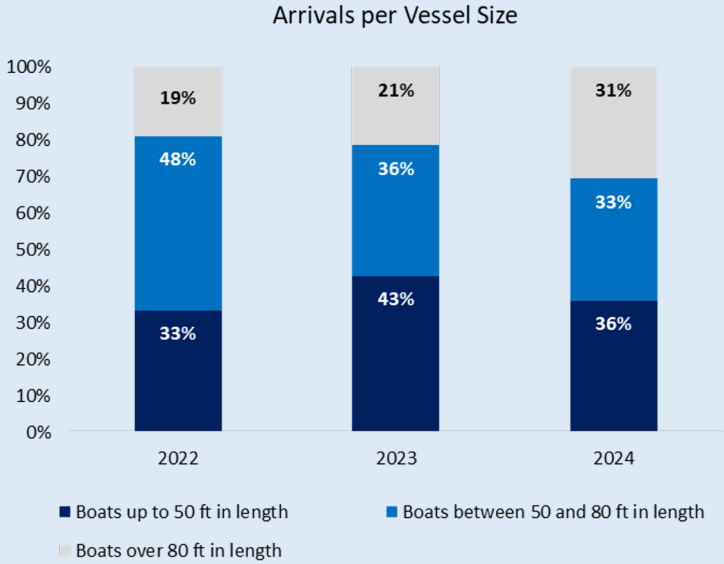
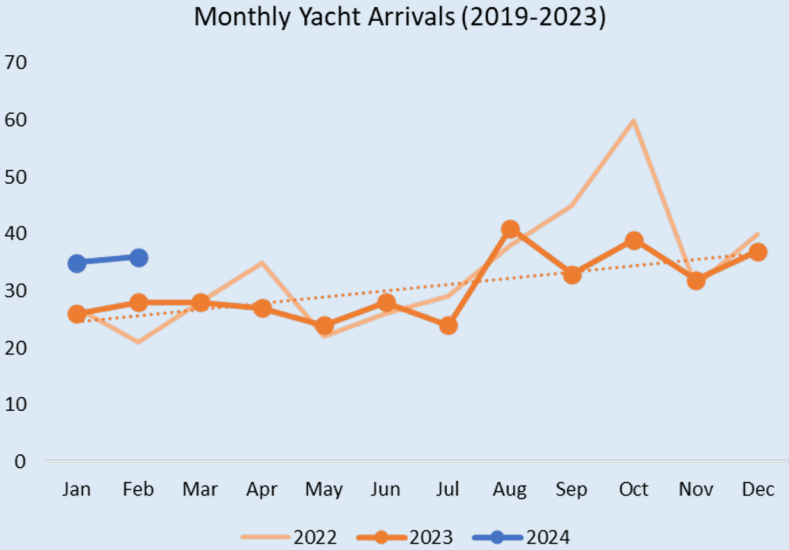


Yachts
(cumulative 2024)
71
(+31.5% vs 2023)



Source: API Cabo San Lucas

Yacht Arrivals in Cabo San Lucas





LOS CABOS TOURISM OBSERVATORY

TOURIST SURVEYS AND
MEETINGS



Key Indicators
(May-2024)

RFPs (current month)
62
(+14.8% vs Apr-2023)

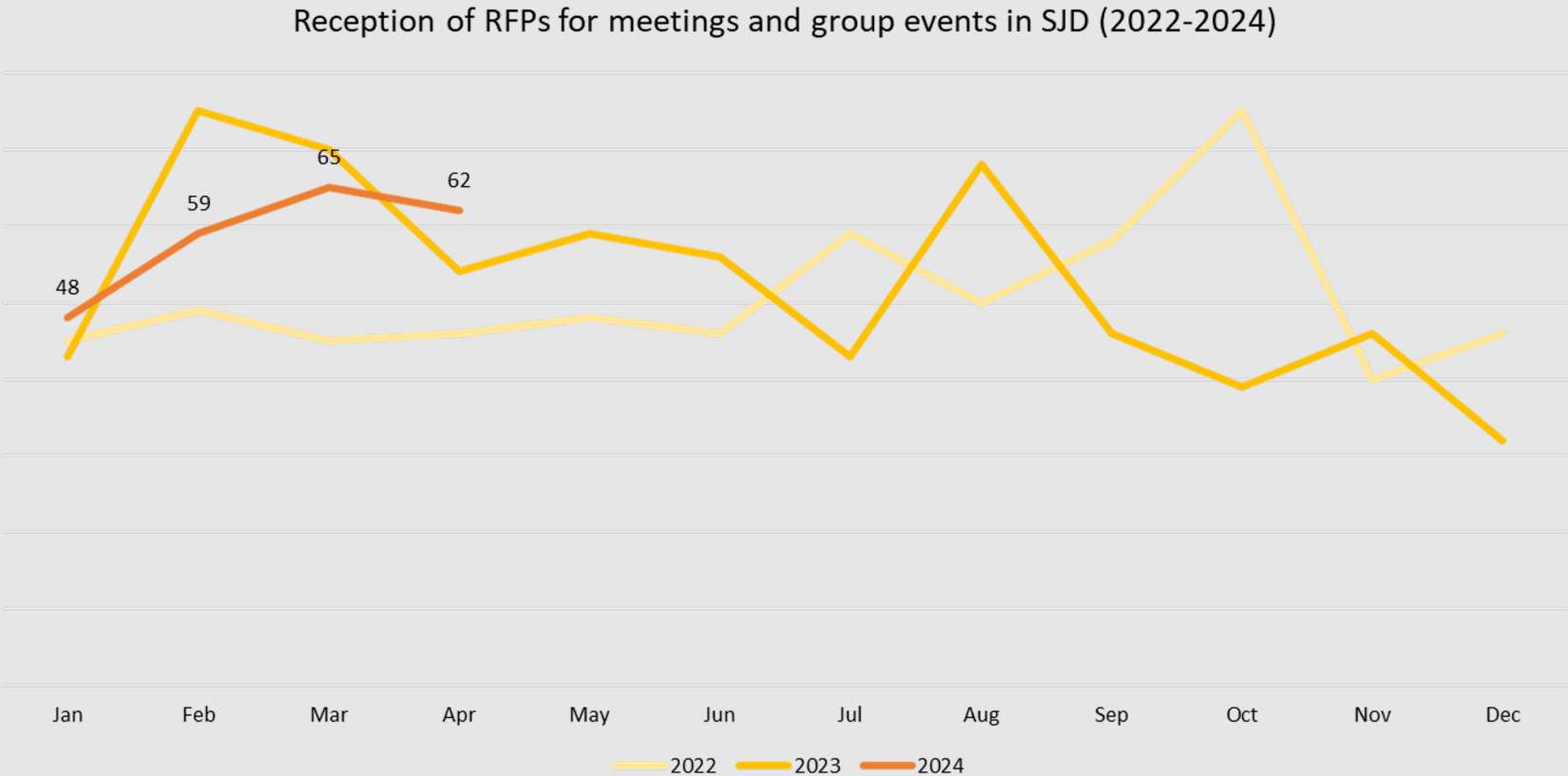


RFPs (Cum. 2024)
234
(-3.3% vs 2023)



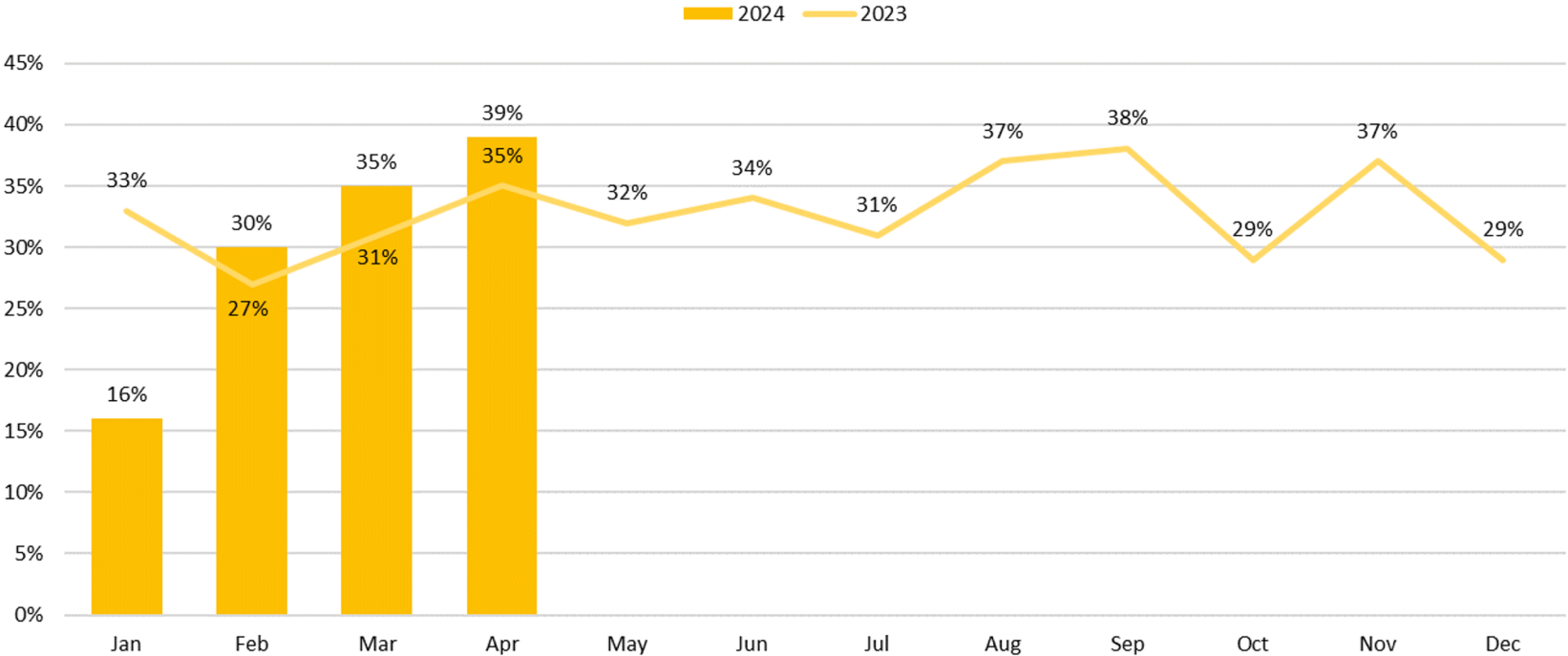
Fuente: CVENT

Meetings



Returning Tourists

Returning Tourists
Apr-2024:
39%
+4pp
Vs Apr-2023



SOURCE: TOURIST SURVEY

Package Tours

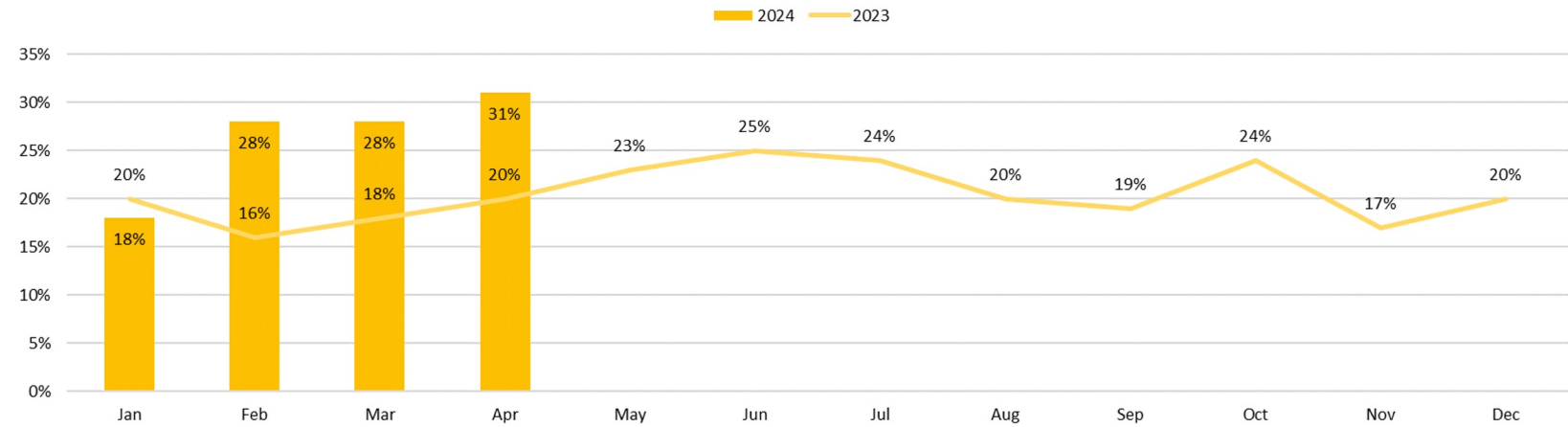
Package Tours

Apr-2024 :

31%

+11 pp

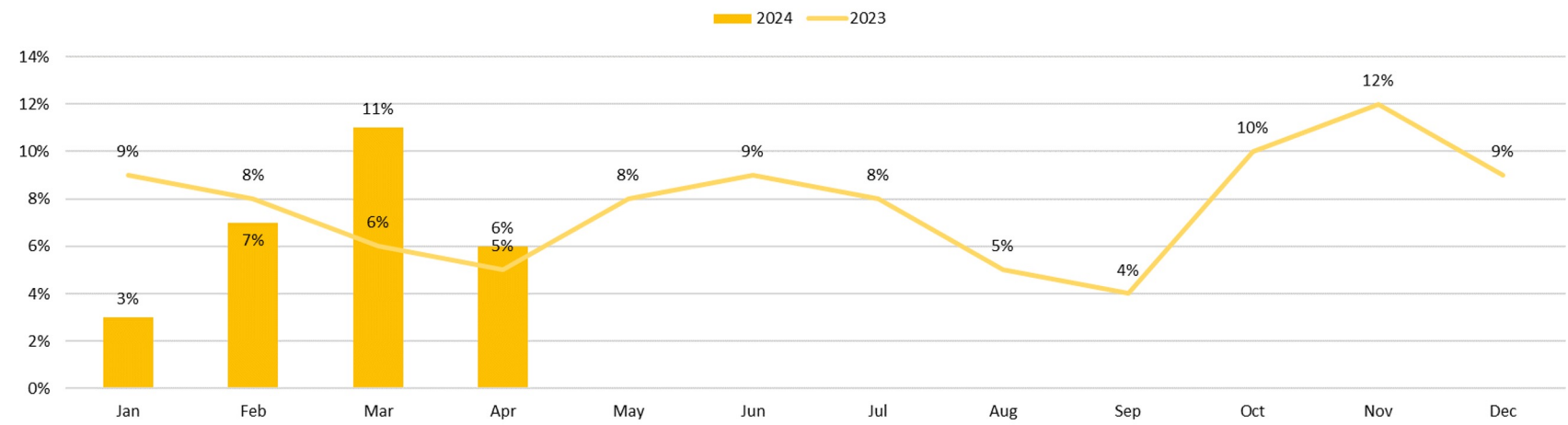
Vs Apr-2023



SOURCE: TOURIST SURVEY

Timeshares

Timeshare Use
Apr-2024 :
6%
+1pp
Vs Apr-2023



SOURCE: TOURIST SURVEY



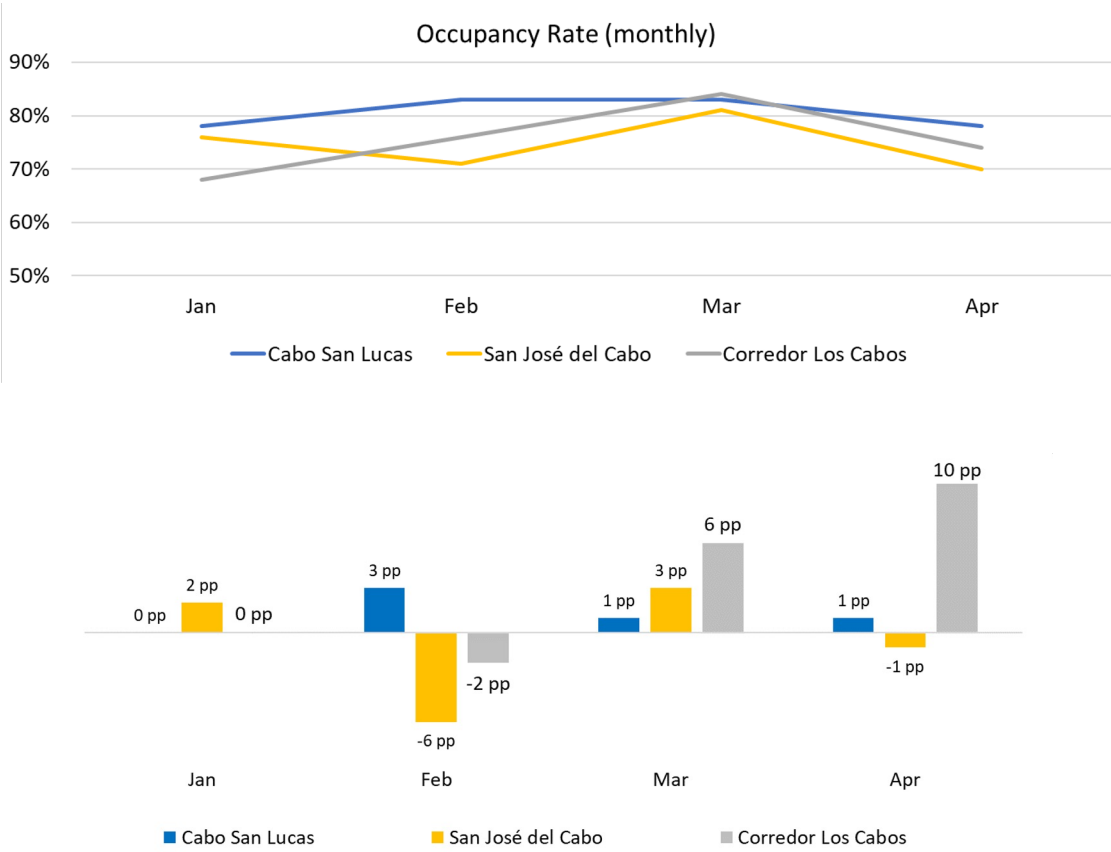
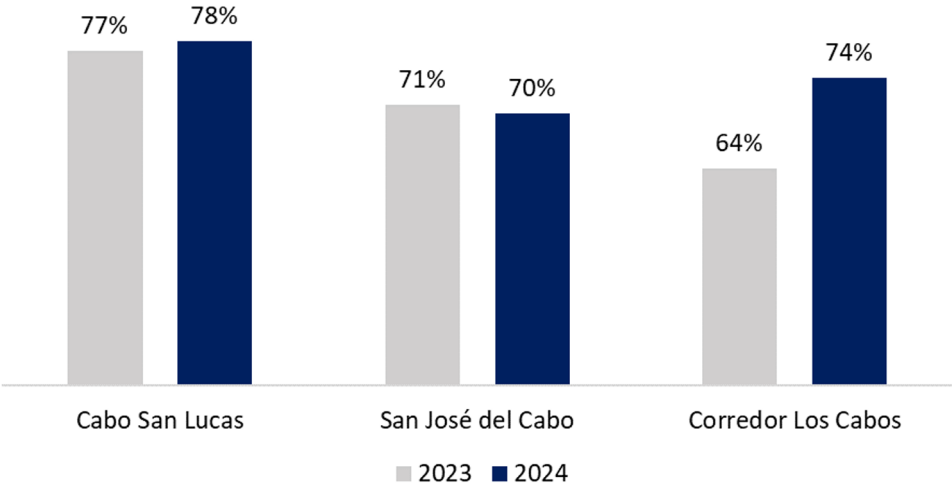
LOS CABOS TOURISM OBSERVATORY

HOTEL ACTIVITY



Hotel Occupancy Rates for Los Cabos and Sub-destinations

Occupancy Rate (Apr-2024)



Cabo San Lucas:

(Apr-2024):

78%

+1 pp vs Apr-2023



San José del Cabo:

(Apr-2024)

70%

-1 pp vs Apr-2023



El Corredor:

(Apr-2024)

74%

+10 pp vs Apr-2023



Key Indicators
(Mar-2024)

Cabo San Lucas
(Supply)
9,349 rooms
(+2.2% vs Mar-2023)



San José del Cabo
(Supply)
3,587 rooms
(-19.2% vs Mar-2023)

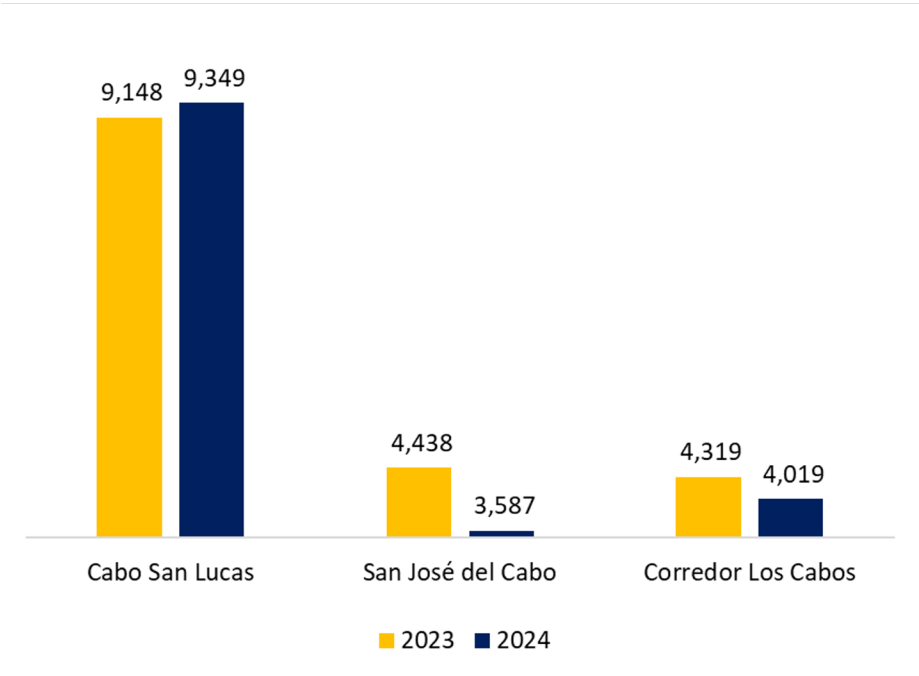


El Corredor
(Supply)
4,019 rooms
(-6.9% vs Mar-2023)

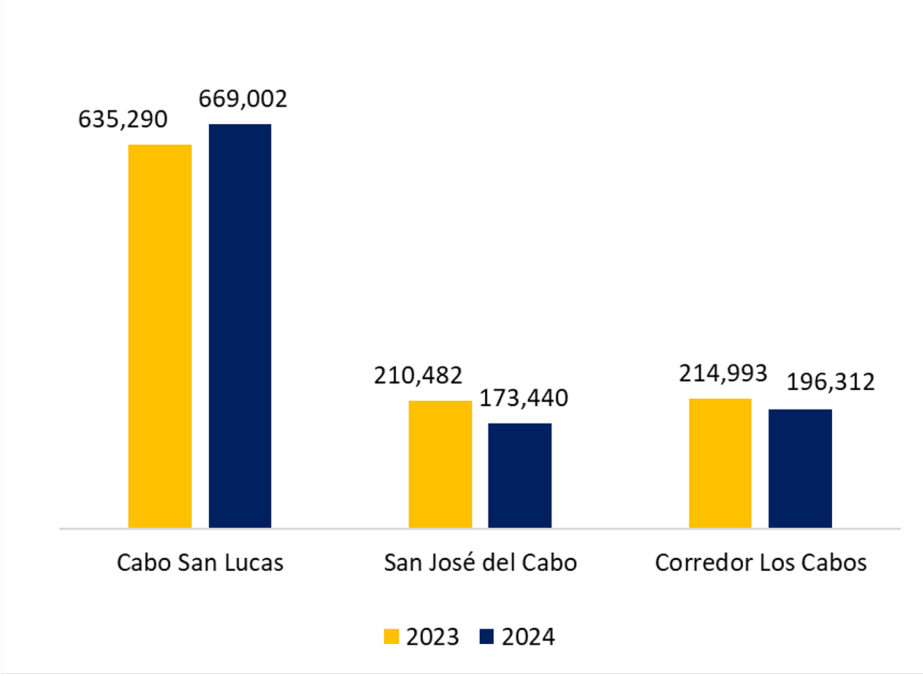


Hotel Activity

Available Rooms (2023-2024)



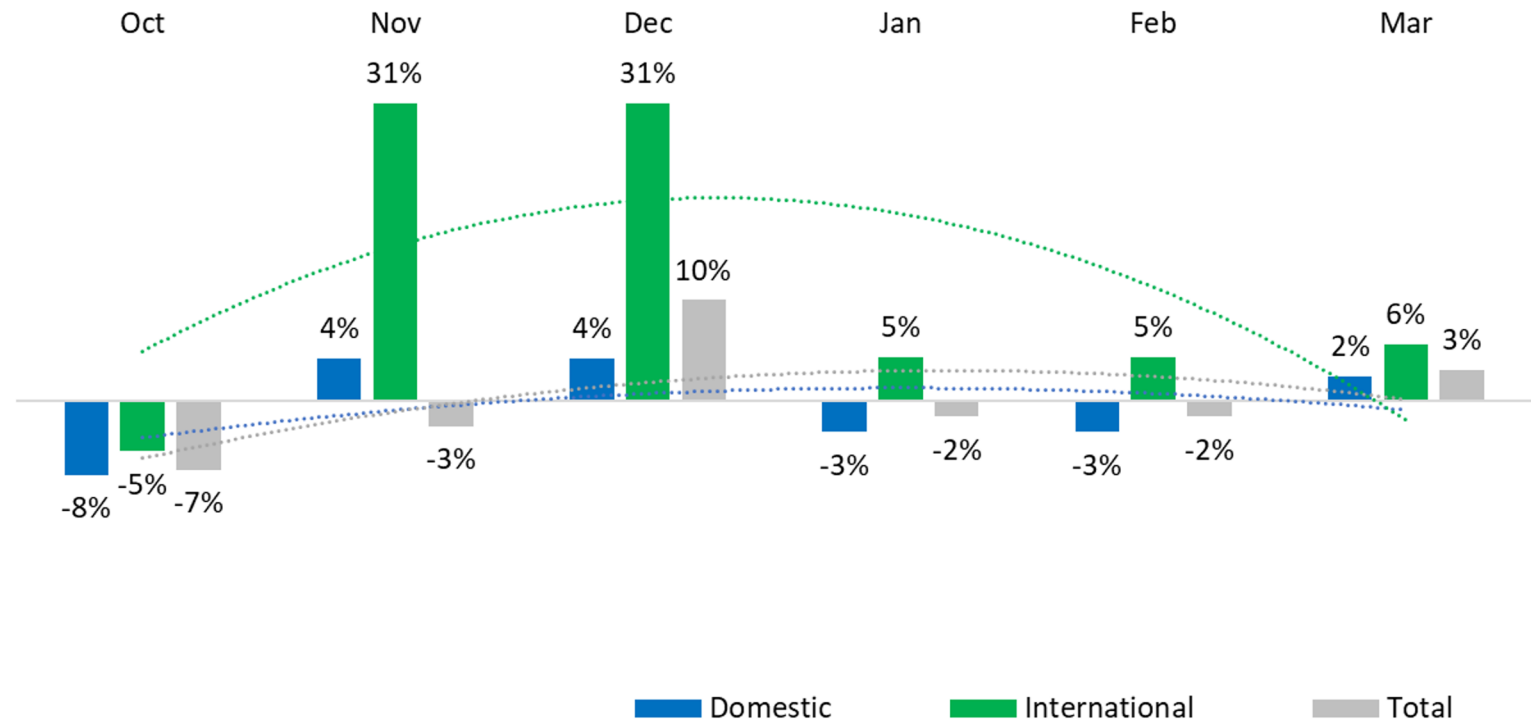
Room Nights (2023-2024)



Source: DATATUR

Annual Variations in Hotel Occupancy and Tourist Arrivals

Annual Variation in Tourist Arrivals to Hotels, by Origin.
(Oct-2023 to Mar-2024 vs. previous year)



SOURCE: DATATUR

Key Indicators
(Apr-2024)

ADR (Los Cabos)

\$597

(-1% vs Apr-2023)



ADR (Cabo San Lucas)

\$340

(+24% vs Apr-2023)



ADR (San José del Cabo)

\$342

(+12% vs Apr-2023)



ADR (El Corredor)

\$711

(+4% vs Apr-2023)



RevPAR (Los Cabos)

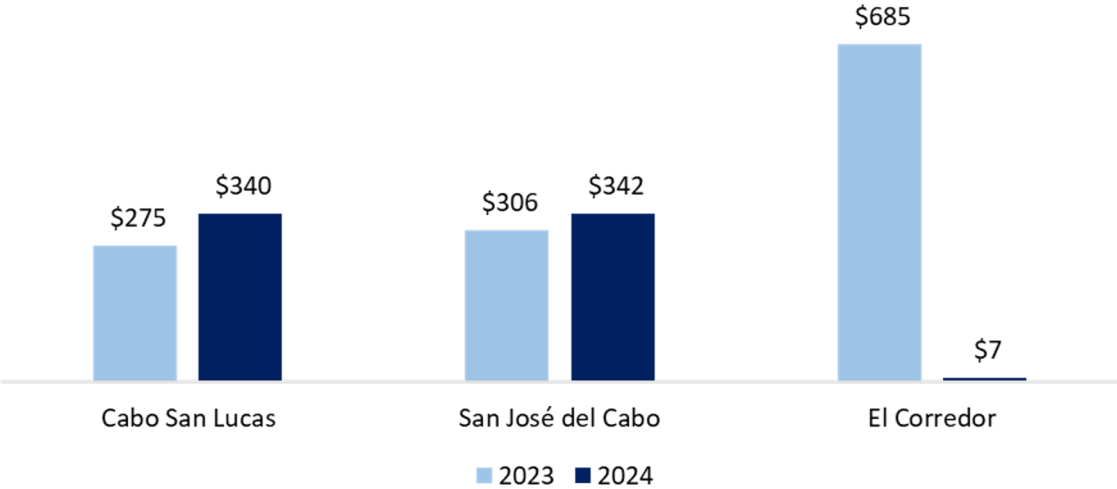
\$272

(+2% vs Apr-2023)

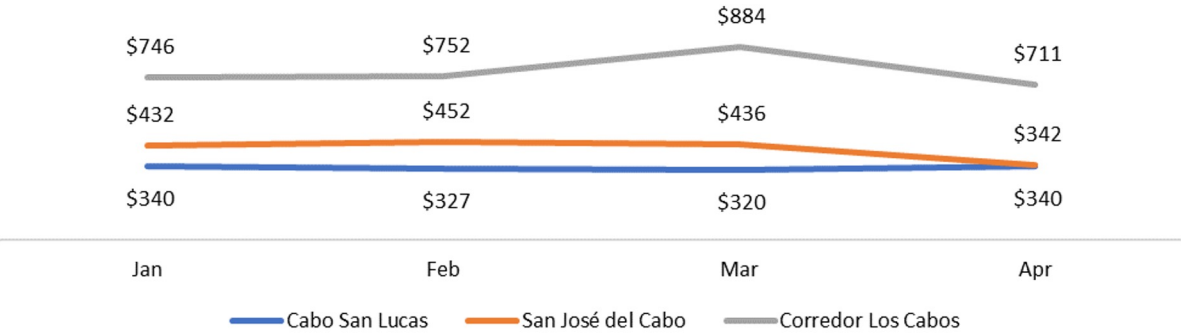


Average Daily Rate and RevPAR

ADR, current month (subdestinations)



Monthly Evolution



SOURCE: AHLC



LOS CABOS TOURISM OBSERVATORY

AIR TRAVEL CONNECTIVITY



Key Indicators



Scheduled Air Seats

(next 6 months):

897.8 thousand

(-10% vs 2023)



Scheduled Air Seats

(Jun-2024):

146.7 thousand

(-1.5% vs Jun-2023)



CDMX:

384.2

thousand

(-0.2% vs 2023)



GDL:

131 thousand

(-27.7% vs 2023)



MTY:

71 thousand

(-3.3% vs 2023)



TIJ:

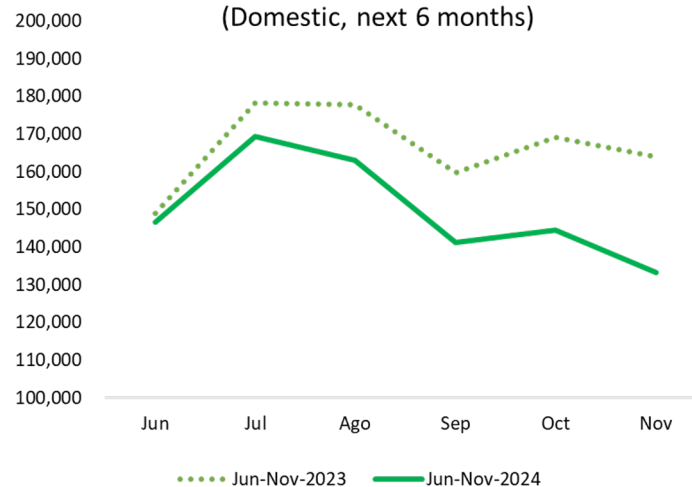
144 thousand

(-16.4% vs 2023)

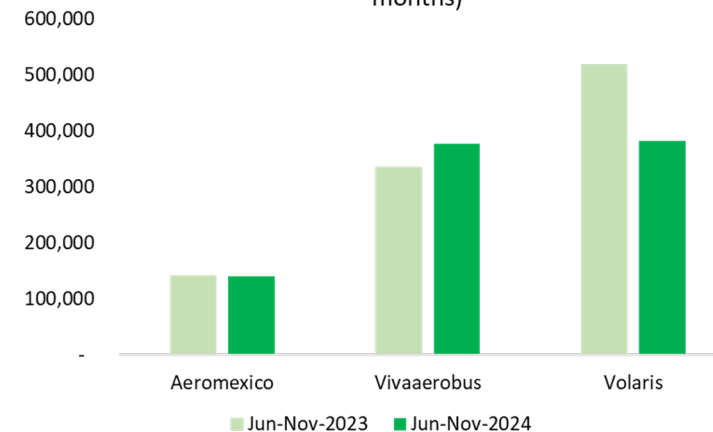


Domestic Air Connectivity

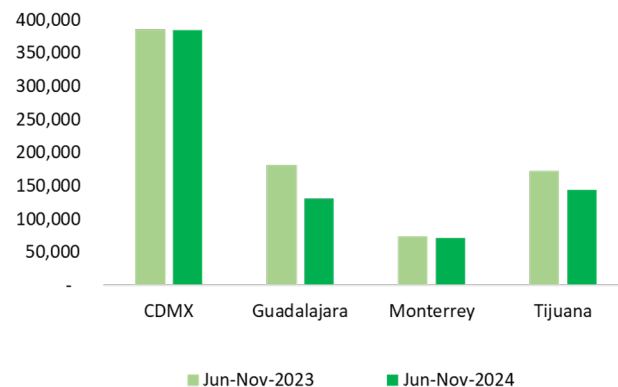
Flight Seat Scheduling to San Jose del Cabo
(Domestic, next 6 months)



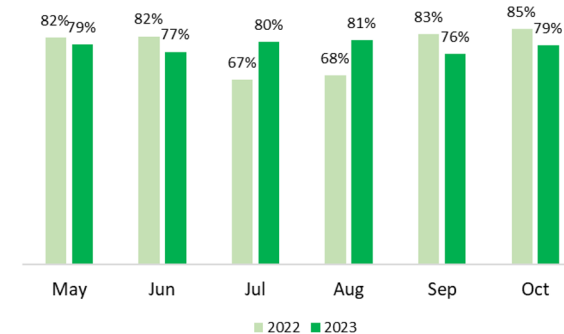
Flight Seat Scheduling per Airline (Domestic, next 6 months)



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



Occupancy factor of domestic airlines
(May-Oct-2023)



Key Indicators



Scheduled Air Seats

(next 6 months):

1.07 million

(-12.4% vs 2023)



Scheduled Air Seats

(Jun-2024):

205.7 thousand

(-8.7% vs Jun-2023)



LAX:

184.8

thousand

(-22.8% vs 2023)



HOU:

125.4

thousand

(-5.1% vs 2022)



DFW:

142.7

thousand

(-9.7% vs 2022)



PHX:

124.2

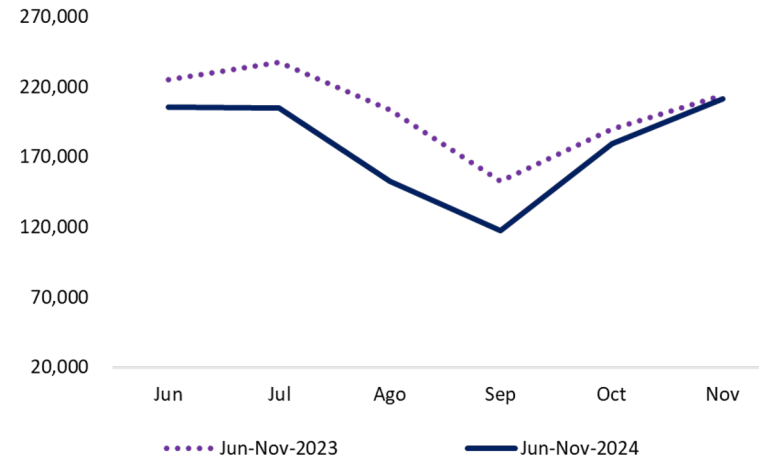
thousand

(+1.7% vs 2022)

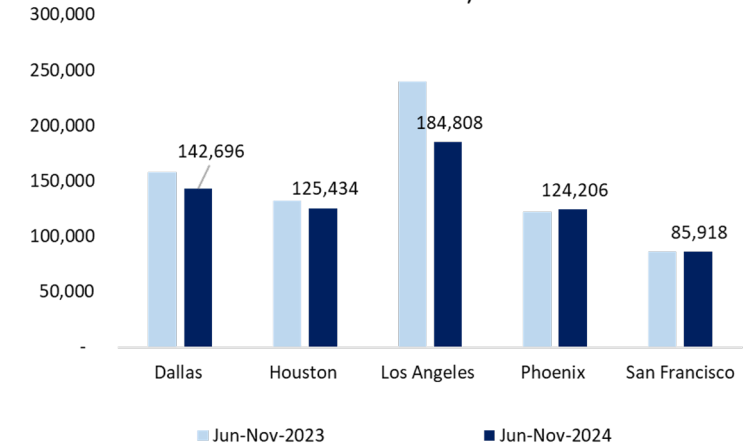


Air Connectivity: U.S.

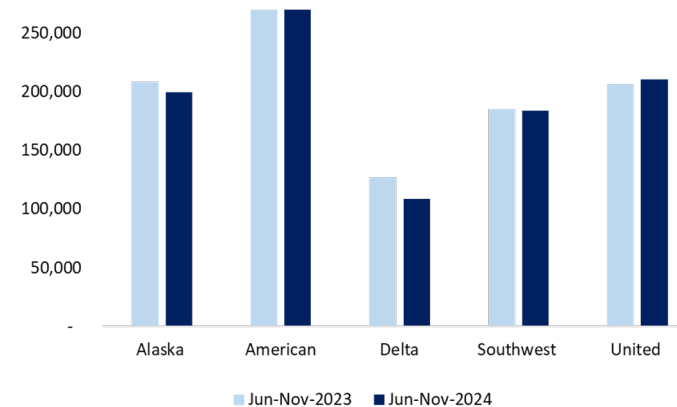
Flight Seat Scheduling to San Jose del Cabo
(U.S., next 6 months)



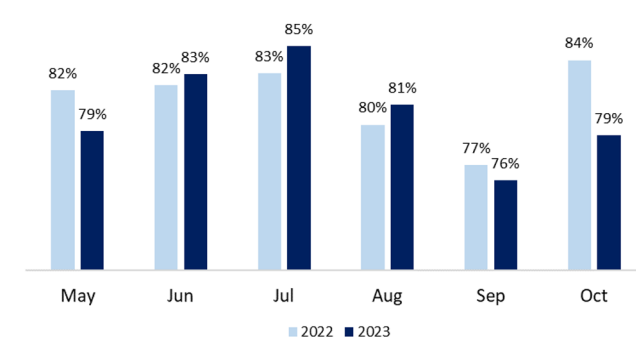
Flight Seat Scheduling per departing airport (U.S., next 6 months)



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



Occupancy factor of US airlines (May-Oct-2023)



SOURCE: OAG

Key Indicators



Scheduled Air Seats

(next 6 months):

39.5 thousand



(-16.2% vs 2023)

Scheduled Air Seats

(Jun-2024):

5 thousand



(-48.9% vs Jun-2023)

YYZ (Toronto):

3.6 thousand



(-28.6% vs 2023)

YVR (Vancouver):

28.3 thousand



(+25.9% vs 2023)

YYC (Calgary):

15.2 thousand



(-24% vs 2023)

YYG (Edmonton):

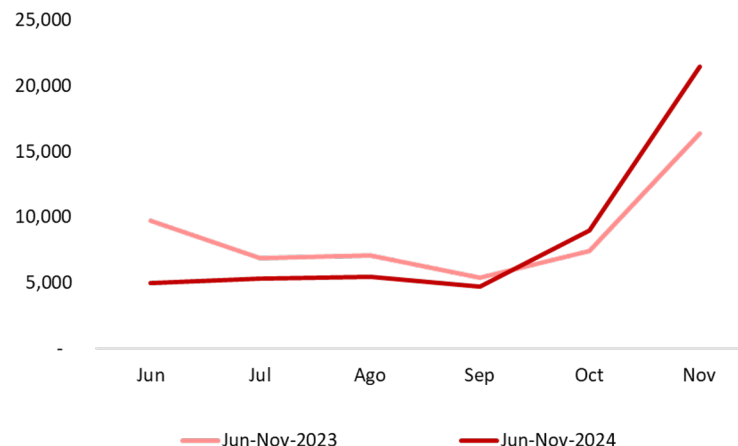
1.9 thousand



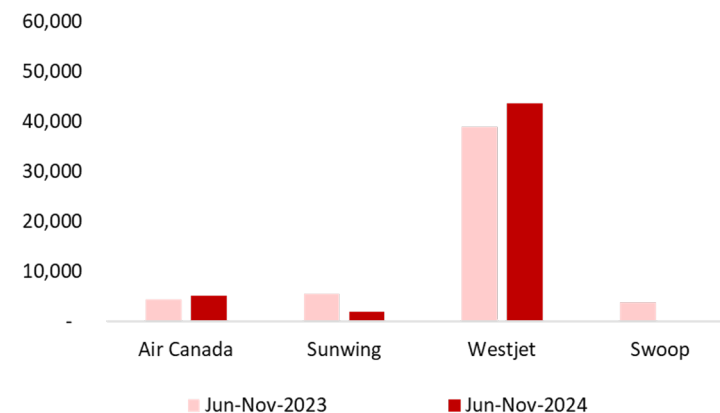
(-59.9% vs 2023)

Air Connectivity: Canada

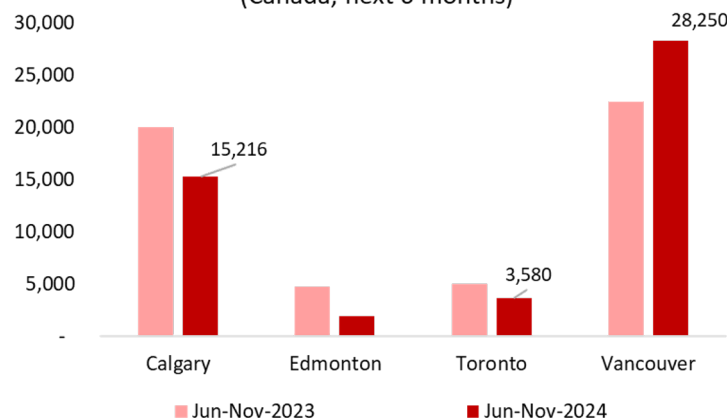
Flight Seat Scheduling to San Jose del Cabo
(Canada, next 6 months)



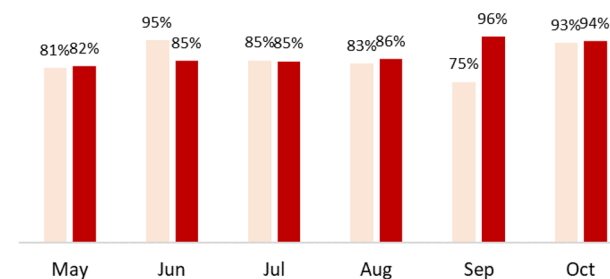
Flight Seat Scheduling per Airline (Canada, next 6 months)



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



Occupancy factor of Canadian airlines
(May-Oct-2023)





LOS CABOS TOURISM OBSERVATORY

PUBLIC RELATIONS



Public Relations: Placements and Reach (National)

Key Indicators
(Mar-2024)



Placements:

69

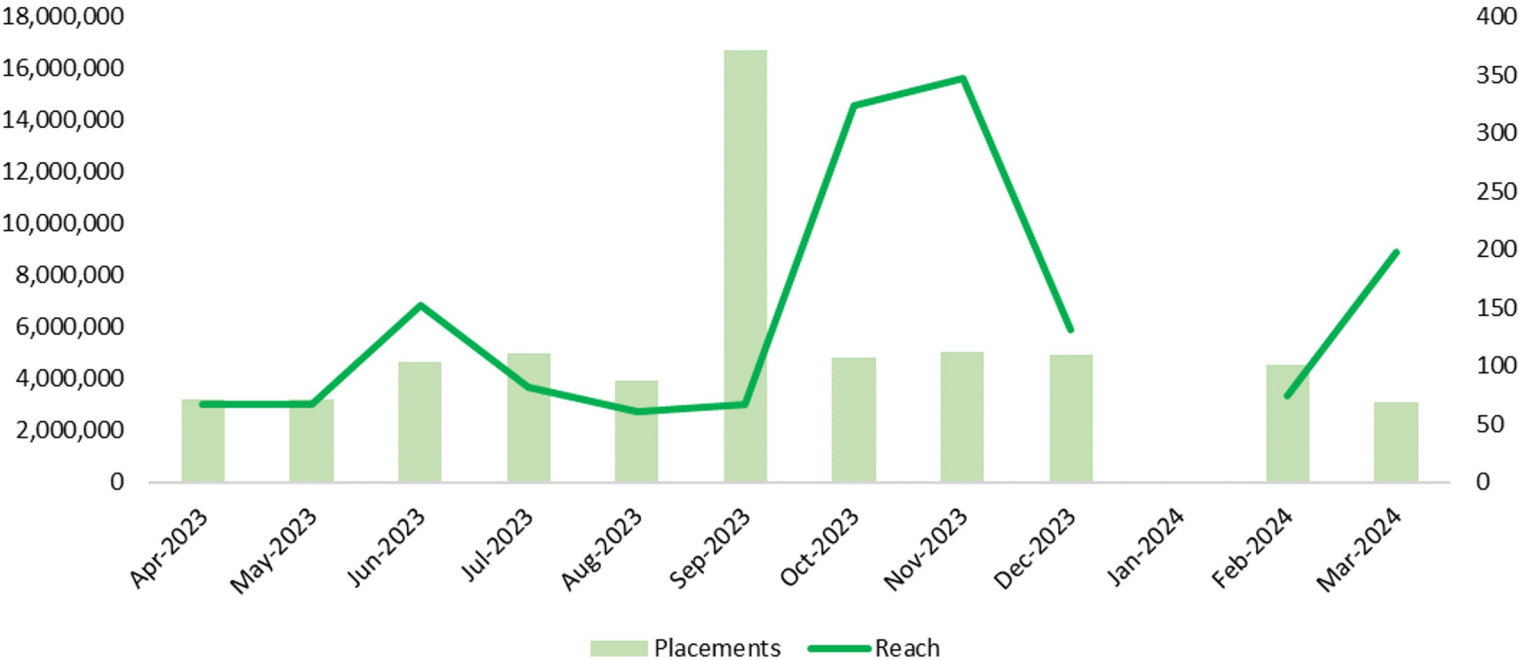
(-43% vs trailing 12-month average)



Reach:

8.9 million

(+40% vs trailing 12-month average)



SOURCE:
LLORENTE Y CUENCA

Indicadores clave
(Mar-2024)



Placements:
3
(-99% vs trailing 12-month average)

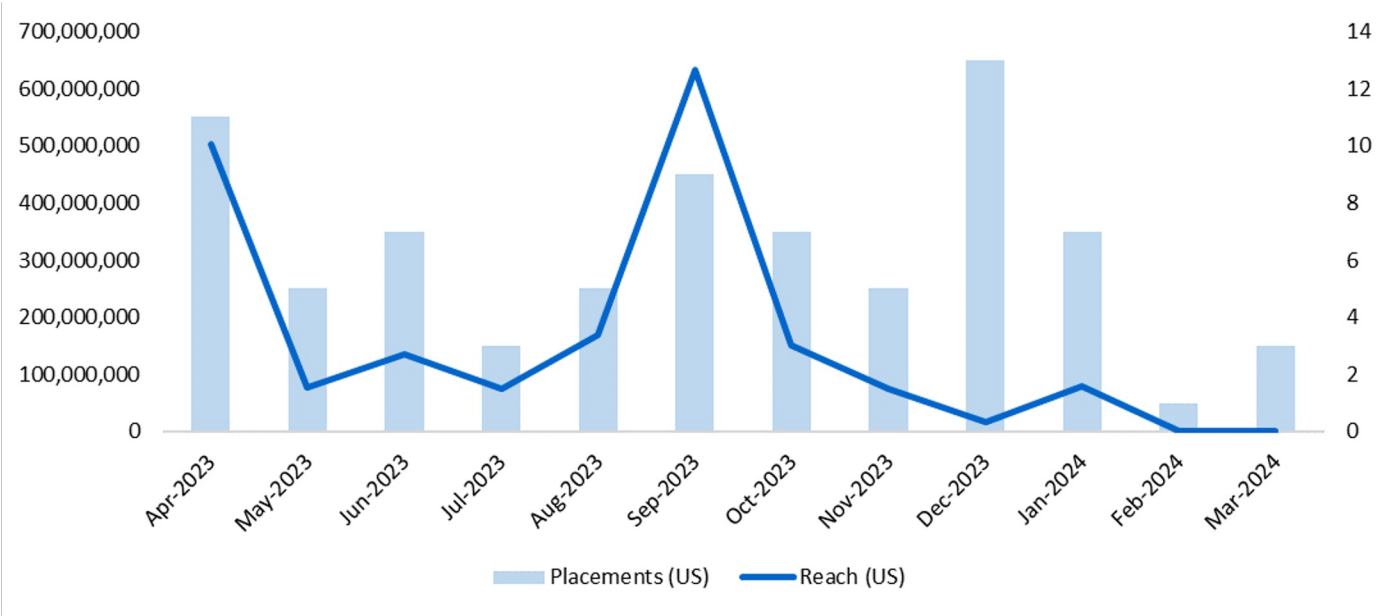


Reach:
797 thousand
(-54% vs trailing 12-month average)



SOURCE:
OGILVY

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



Key Indicators
(Mar-2024)



Placements:
22
(+262% vs trailing
12-month average)

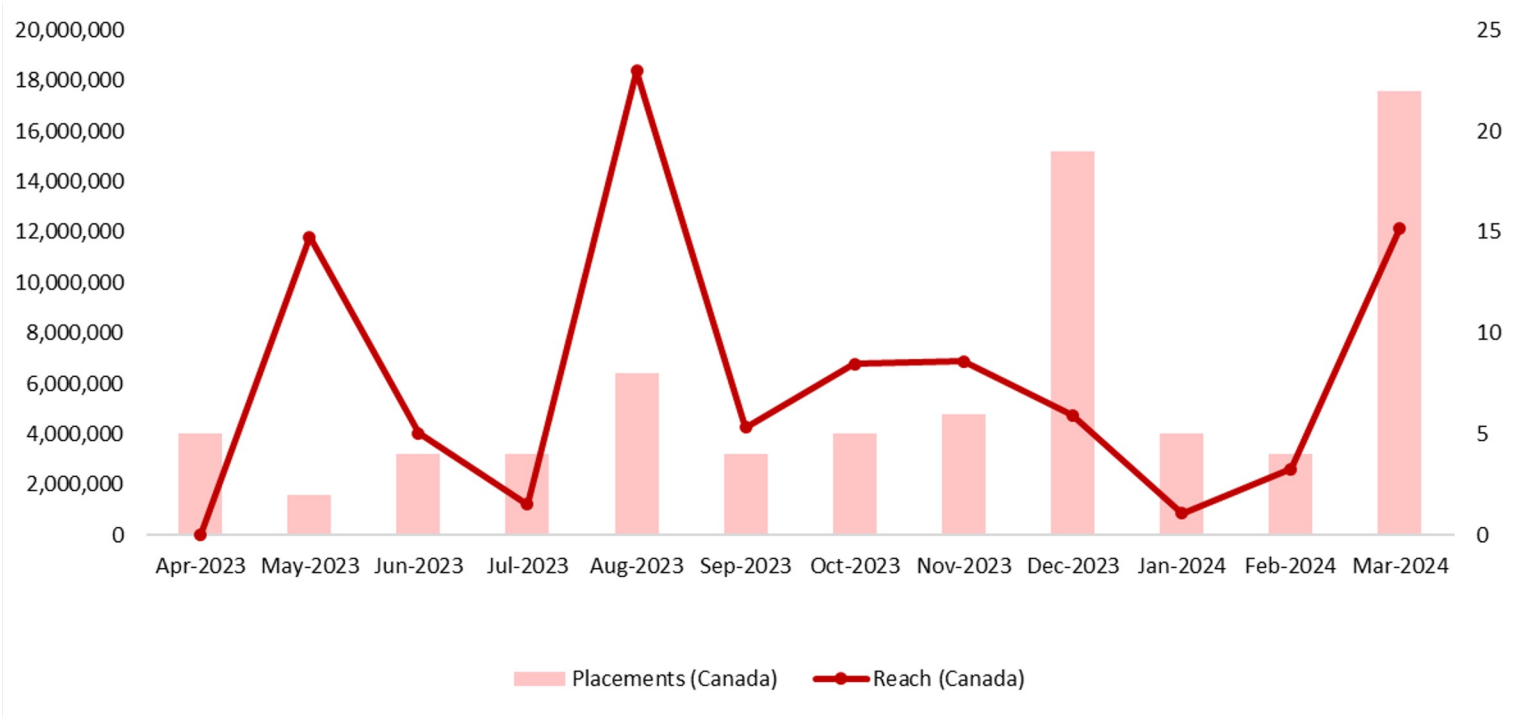


Reach:
12.2 million
(+89% vs trailing
12-month average)



SOURCE:
JESSON + CO

Public Relations: Placements and Reach (Canada)



Indicadores clave
(Mar-2024)



Placements:
30
(+31% vs trailing
12-month average)

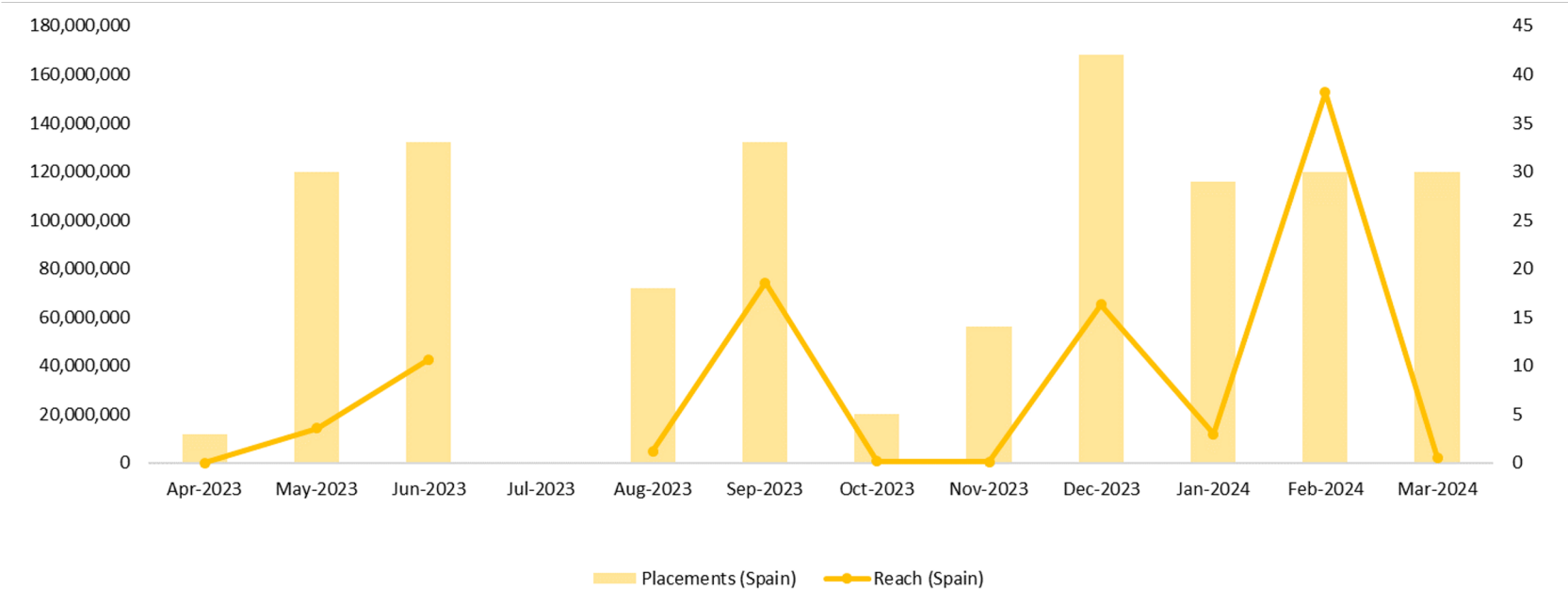


Reach:
2.4 million
(-93% vs trailing
12-month average)



FUENTE:
ROMAN

Public Relations: Placements and Reach (Spain)





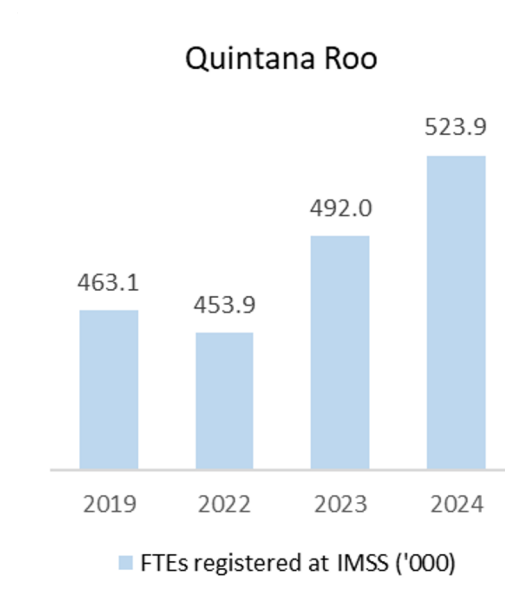
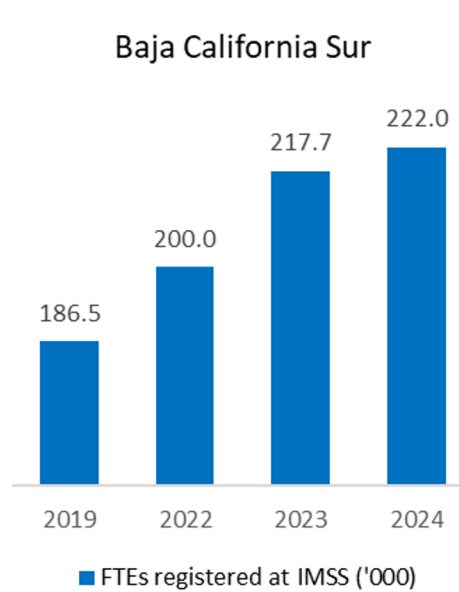
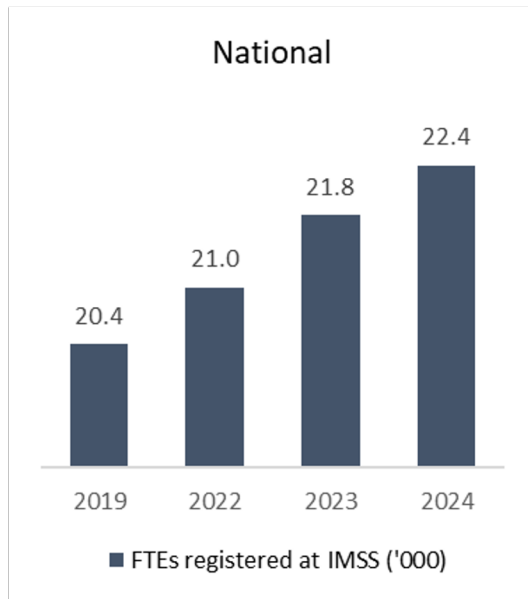
LOS CABOS TOURISM OBSERVATORY

NATIONAL CONTEXT

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



Impact on Employment in Mexico



Employment (National):

22.4 million

+2.5%

vs Apr-2023



Employment (Baja California Sur):

222 thousand

+2%

vs Apr-2023



Employment (Quintana Roo):

523.9 thousand

+6.5%

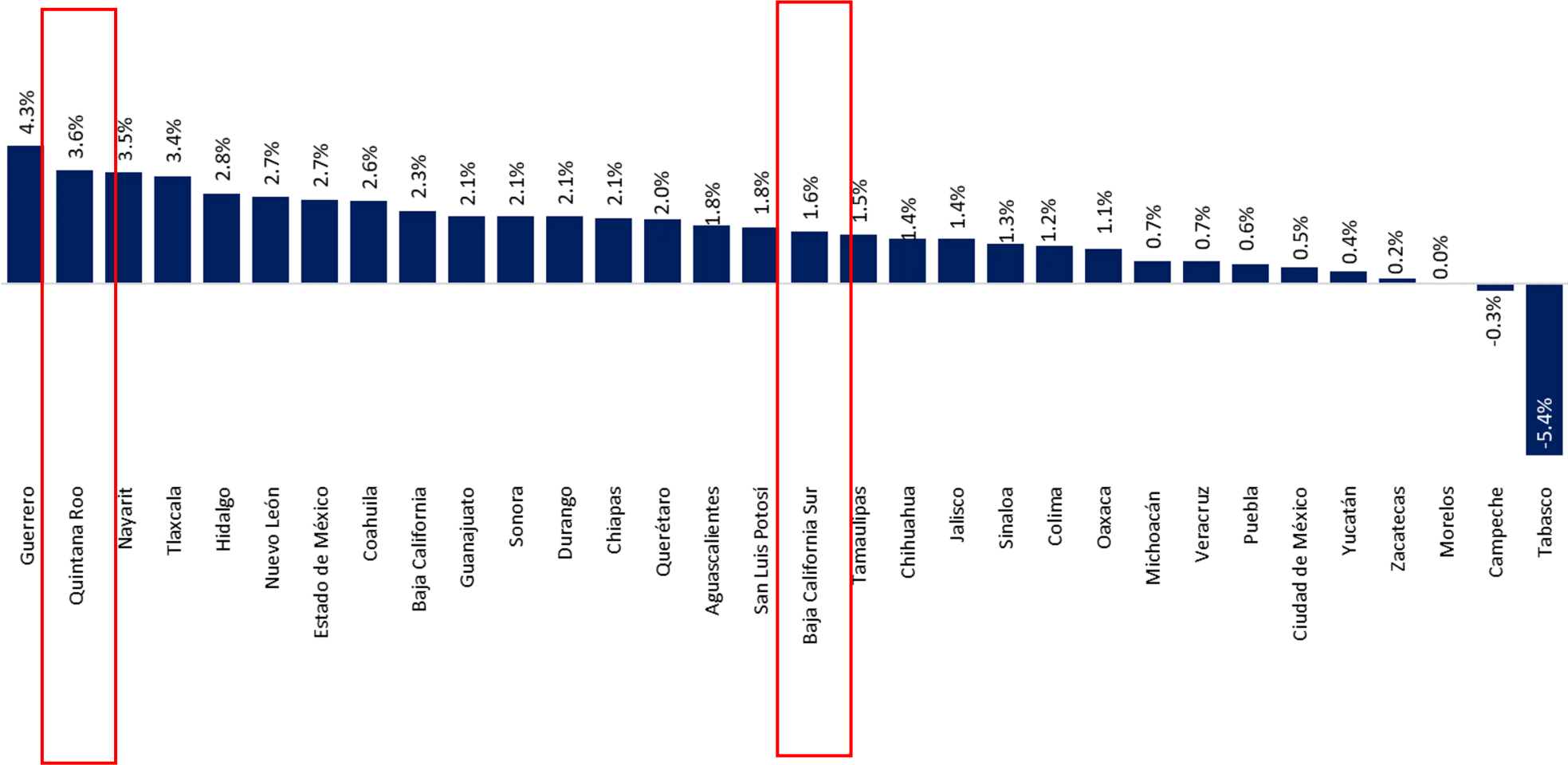
vs Apr-2023



SOURCE: IMSS

Impact on Employment in Mexico

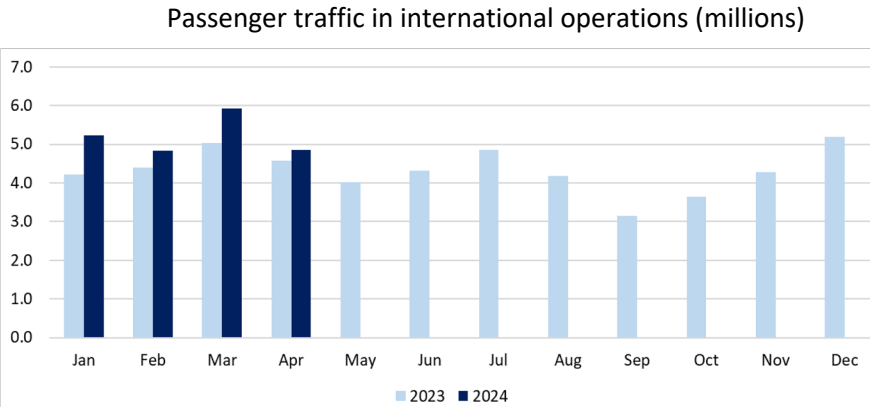
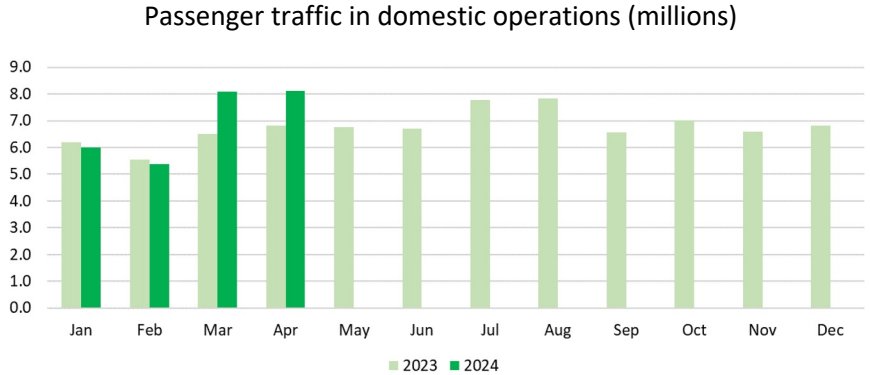
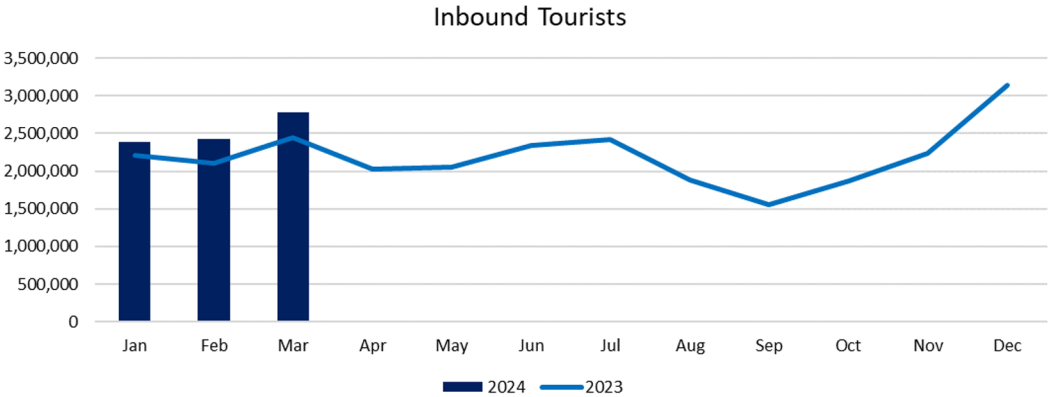
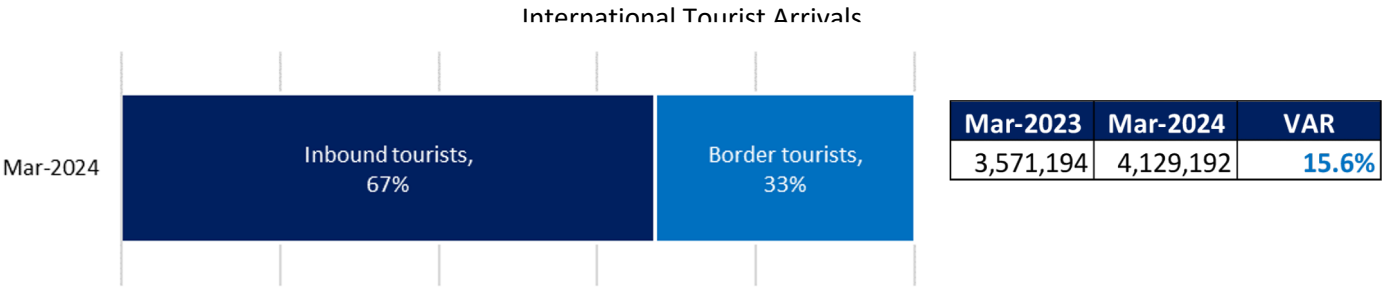
% Change in employment per state (Apr-2024 vs Apr-2023)



SOURCE : IMSS

International Tourist Arrivals in Mexico

Air Activity in Mexico - Airport Groups



International tourist arrivals:
Mar-2024
4.13 million
+15.6%
vs Mar-2023

International admittances:
Mar-2024
2.78 million
+13.7%
vs Mar-2023

Average expenditure of inbound tourists by air: Mar-2024
\$1,222 USD
+2.9%
vs Mar-2023

PAX In domestic operations:
Apr-2024
8.1 million
+19%
vs Apr-2023

PAX in international operations:
Apr-2024
4.86 million
+6%
vs Apr-2023

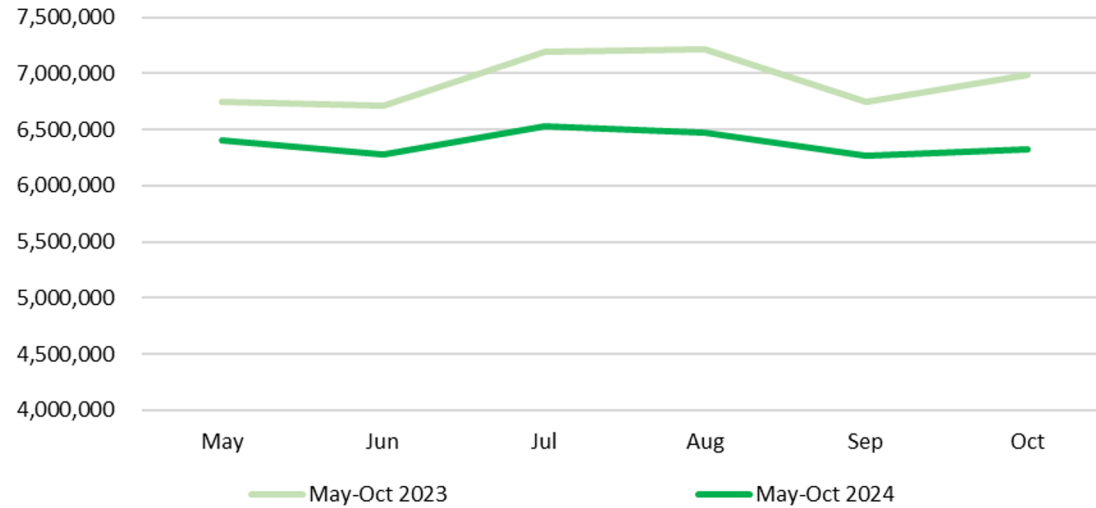
SOURCE : ASUR, OMA,GAP

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

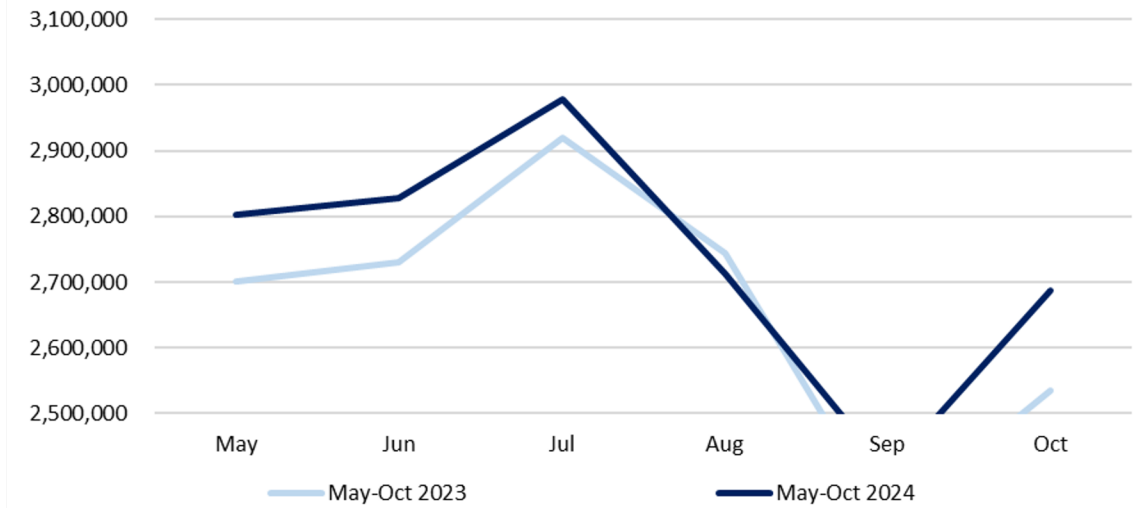
SOURCE: INTERNATIONAL TOURIST SURVEY. INEGI

Seat planning for Mexico (May-2024 and beyond)

Seat Scheduling - Domestic Market



Seat Scheduling - International Market to Mexico



Domestic Seats:
38.3 million
-8%
vs May-Oct 2023



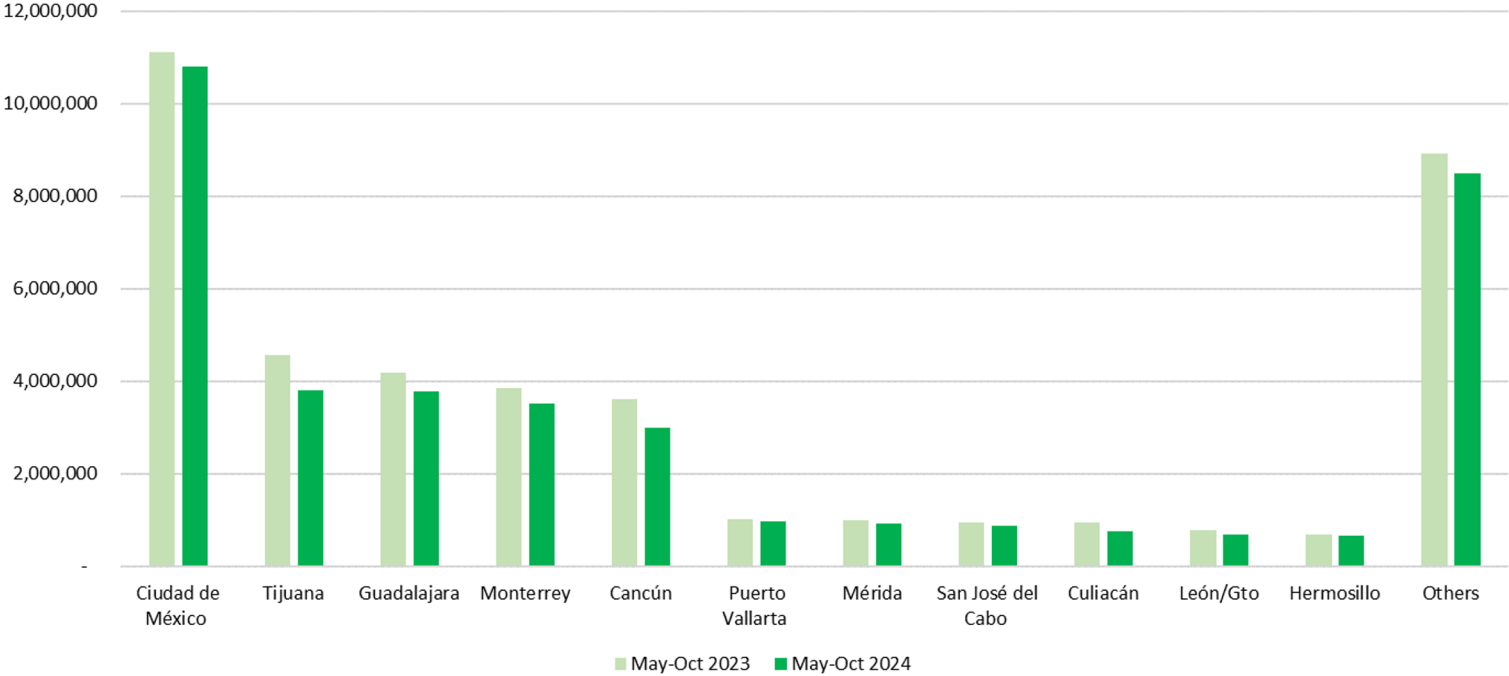
International Seats:
16.4 million
+2.9%
vs May-Oct 2023



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

Seat planning for Mexico

Seat Scheduling per Domestic Origin



Domestic
(May-Oct 2024):

CDMX
10.81 million
(-2.7% vs May-Oct 2023)

Tijuana:
3.80 million
(-16.6% vs May-Oct 2023)

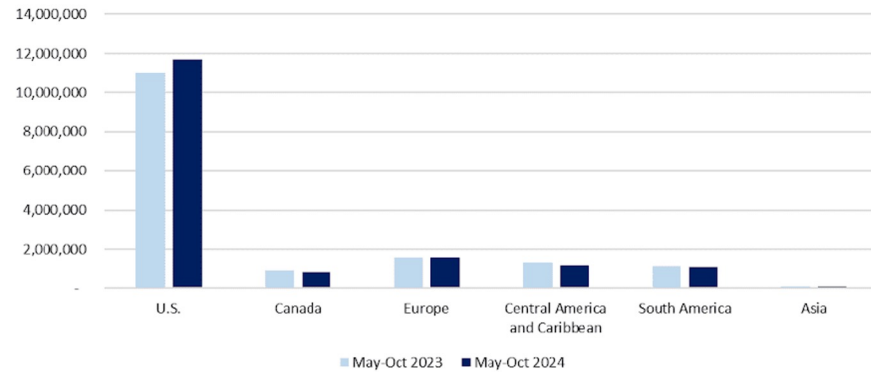
Guadalajara:
3.77 million
(-10% vs May-Oct 2023)

San José del Cabo:
883 million
(-7.1% vs May-Oct 2023)

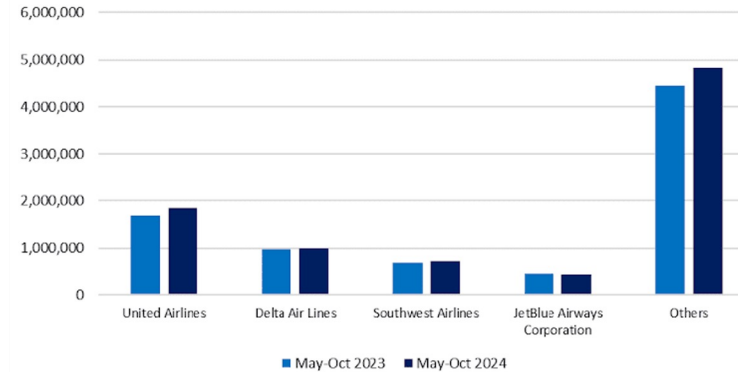
SOURCE : OAG
SEAT PLANNING AS OF THE LAST WEEK OF MAY 2022 AND 2023, RESPECTIVELY.

International Seat Planning for Mexico

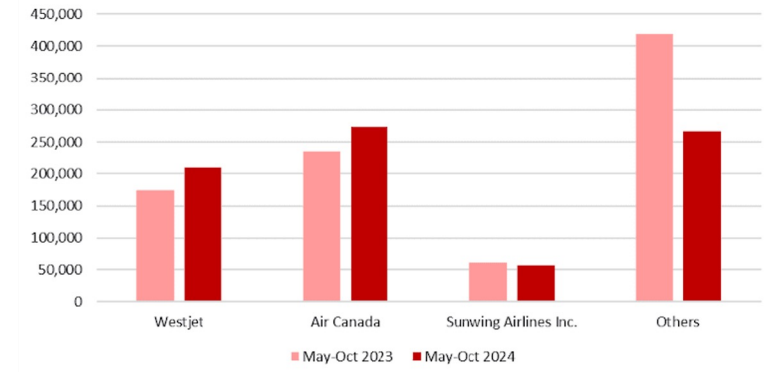
Seat Scheduling - International Markets



Seat Scheduling per Airline - U.S.



Seat Scheduling per Airline - Canada



U.S.
11.72 million seats
+6.5%

vs May-Oct 2023



%VAR planned seats

Dallas:
1.6 million
+8.7%

Houston:
1.6 million
+7.5%

May-Oct 2023

Los Angeles:
1.3 million
-10%

Chicago:
1 million
+15.4%



Canada
808 thousand
-9.3%

vs May-Oct 2023



%VAR planned seats

Toronto:
346 thousand
-4.7%

Vancouver:
176 thousand
-15.1%

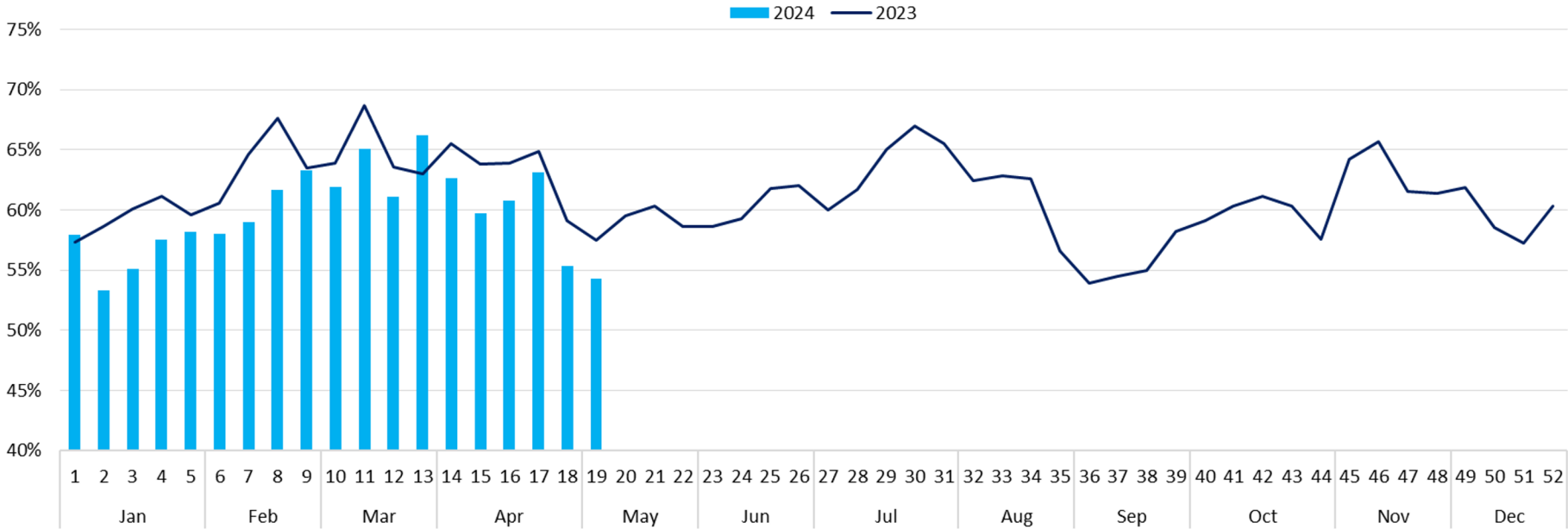
vs May-Oct 2023

Montreal:
166 thousand
-16.2%
Calgary:
80 thousand
-3.1%

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)

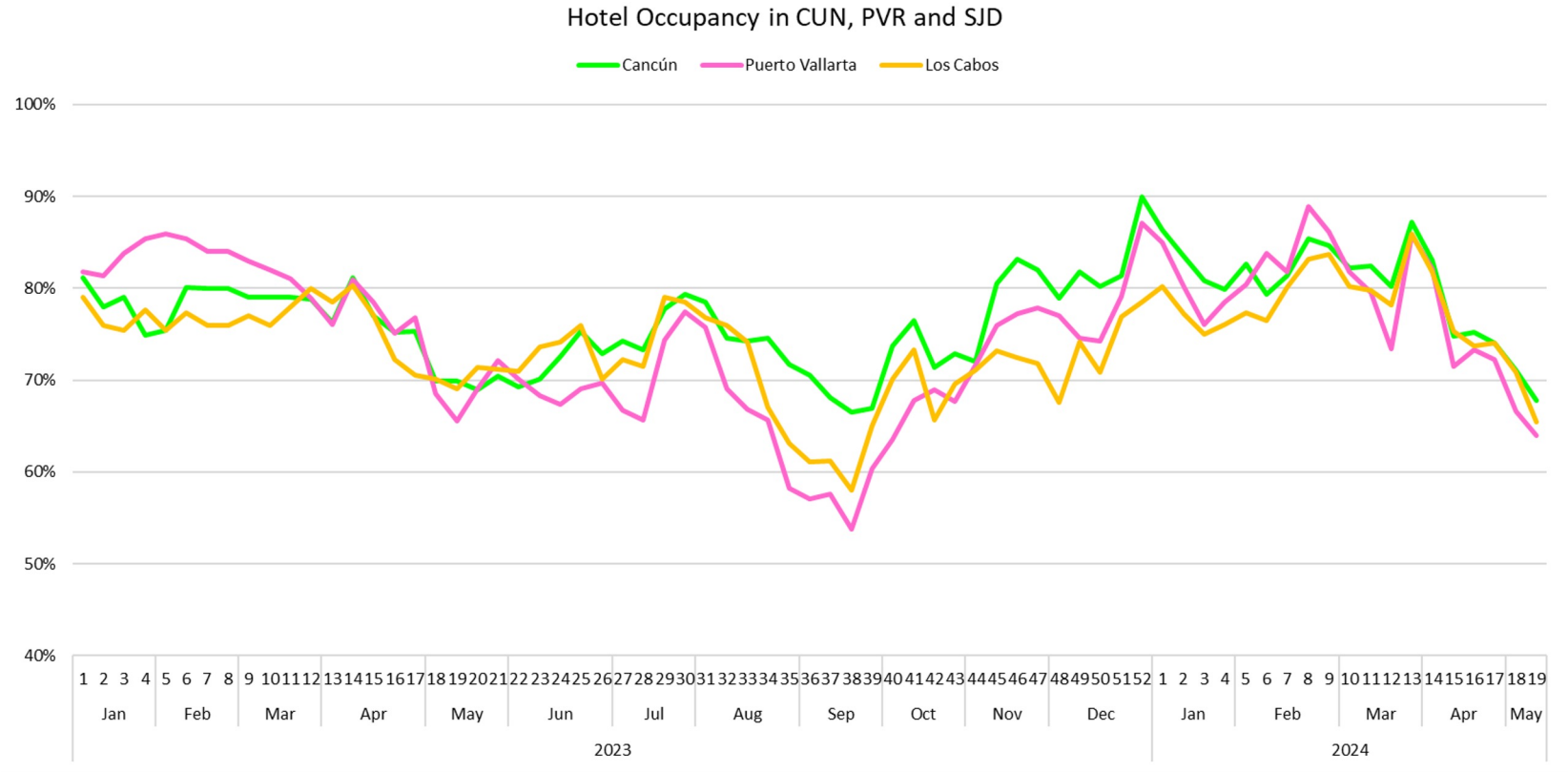


Average Occupancy,
week 19
54.3%
-3.2pp
vs same week of 2023



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





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: $\text{RevPAR} = \text{It} / \Sigma \text{Ht}$, 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.



LOS CABOS TOURISM OBSERVATORY

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