

LOS  CABOS

LOS CABOS
TOURISM OBSERVATORY

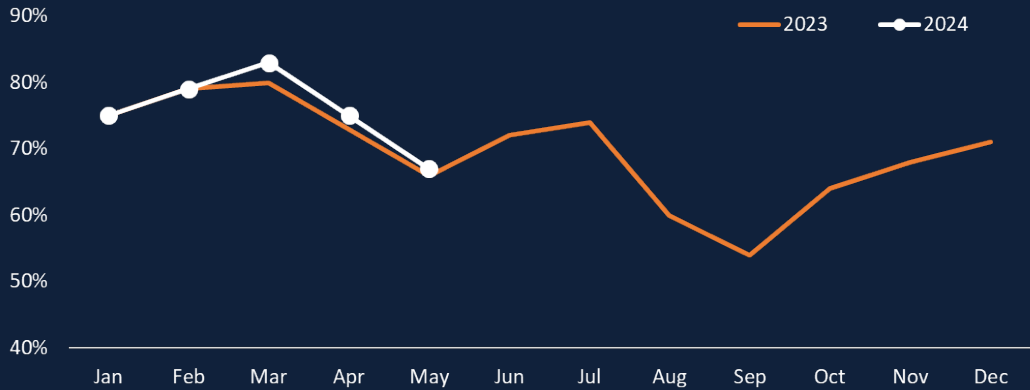
KEY PERFORMANCE INDICATORS

JUNE 2024



Key Performance Indicators (May-2024)

Hotel Activity



Hotel Occupancy
(Avg. 2024):
76%
+1 pp
(vs Avg. 2023)

Average Daily Rate
(Avg. 2024):
\$517 USD
+2%
(vs Avg. 2023)

RevPAR
(Avg. 2024):
\$392 USD
+3.6%
(vs Avg. 2023)

Hotel Occupancy
(May-2024):
67%
+1 pp
(vs May-2023)

Average Daily Rate
(May-2024):
\$452 USD
-5%
(vs May-2023)

RevPAR
(May-2024):
\$303 USD
-3%
(vs May-2023)

SOURCE: AHLC

SOURCE: AHLC

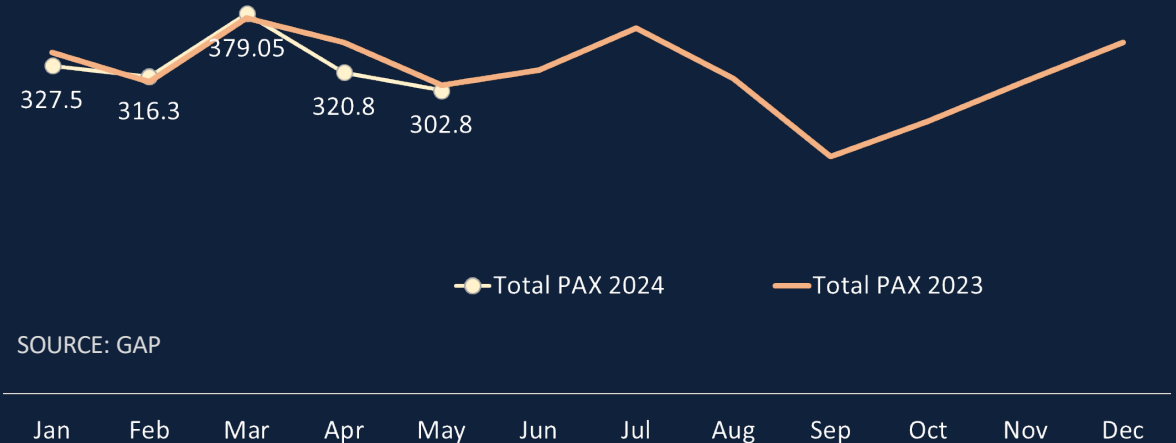
SOURCE: AHLC

Air Passenger Arrivals

Total Passengers
(Cum-2024):
1.64 million
-2.3%
(vs Cum-2023)

Domestic Passengers
(Cum-2024):
544.95 thousand
-7.1%
(vs Cum-2023)

International Passengers
(Cum-2024):
1.10 million
+0.3%
(vs Cum-2023)



SOURCE: GAP

Tourist Satisfaction:
More than Expected
(May-2024):
64%
+0 pp
(vs May-2023)
SOURCE: TOURIST SURVEY

Satisfaction with Public Safety
(May-2024):
0% bottom two
-2 pp
(vs May-2023)
SOURCE: TOURIST SURVEY

Satisfaction with the Airport
(May-2024):
0.7% bottom two
-1.8 pp
(vs May-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 (May-2024)



HOTEL ACTIVITY: Hotel occupancy continues at high levels and registering increases both in the year-to-date and monthly rates, in comparison with the previous year; however, this month the ADR and RevPAR show declines after presenting steady growth during the past months. At the sub-destination level, the rate in San Jose del Cabo maintains a steady growth and consolidates as a more expensive destination than Cabo San Lucas (although occupancy in San Lucas continues to be the highest). The supply and occupancy rate of AirBnB and similar properties continues to increase. Timeshare occupancy also continues to rise above 2023.

- Hotel occupancy in Los Cabos in May-2024 registered 67%, or 1pp higher than in May-2023. At the sub-destination level Cabo San Lucas recorded 70% (+1pp), San Jose del Cabo, 63% (-1pp), and El Corredor, 63% (+2pp) compared to May-2023.
- The average hotel rate in Los Cabos during May-2024 was \$452 USD, 5% less than in May-2023. The highest rate was in El Corredor (\$656 USD), maintaining its upward trend (+11% vs. previous year) and within the highest levels since the beginning of the observatory; Cabo San Lucas reached \$316, the same level as the previous year, while San Jose del Cabo averaged \$383 and increased its rate by 2%. In May-2024 the RevPAR was \$303 USD; 3% less than in May-2023.
- In May-2024, lodging supply through online platforms increases 7.5%, reaching 5.9 thousand. However, its occupancy falls 6 pp to 41%.
 - In May-2024, its average daily rate is \$550 (1.7% less than Apr-2023) although 21.7% more than traditional hotels.



TOURIST SATISFACTION: Tourist satisfaction indicators register increases and show the highest levels since the beginning of the observatory, in Feb-2019. In particular, satisfaction with security and with the airport reached record levels (0% and 0.7% with fair or poor perceptions, respectively). Meanwhile, the proportion of repeat visitors and those traveling in packages continue to grow and recover, showing values higher than 2023 during the first months of the year.

- In May-2024, 64% of tourists rate Los Cabos as "more than expected" (same level as May-2023, although 4 pp above the previous month), reversing the negative trend of the first months of 2024. Satisfaction with safety in Los Cabos registers 0% of tourists had a fair or poor perception (2 pp below May-2023). Satisfaction with the airport also improves this month, reaching 0.7% with fair or poor perception, improving 1.8pp compared to the previous year.
- Repeat tourists are up 2pp when compared to the previous year: 34% in May-2024; maintaining steady growth throughout the year.
- Package travelers also continue to improve and maintain a significant growth (+15pp), reaching 38%.



MEETINGS: RFP's received for group events increased 7 units this month, remaining within the highest levels since a year ago.

- In May-2024, 63 RFPs are received (7 more than in May-2023).

Executive Summary (May-2024)



AIR ACTIVITY: Both commercial and private passenger arrivals are down this month compared to the previous year. U.S. tourist arrivals also declined this month, although for the year-to-date 2024 they are 1.6% higher than in 2023. The state of Washington is consolidating its position as the third largest source of U.S. tourists, surpassing Arizona. Vancouver, meanwhile, continues to increase its share and in 2024 will account for 41% of Canadian passengers, maintaining its position as the most important airport of origin in Canada.

- In May-2024, 302.8 thousand passengers arrived at Los Cabos airport (1.7% decrease vs. May-2023).
 - Domestic passengers (118 thousand) accounted for 39% of the total (and decreased 2.8% vs. the previous year). Of these, 38.4% came from Mexico City (AICM, TLC and NLU), followed by Tijuana with 22.1% and Guadalajara with 21.9%. Tijuana remains the Mexican market with the highest growth, surpassing GDL, while CDMX lost market share in the year to date (-6.7pp).
 - Passengers on international flights (184.8 thousand) represent 61%, with a decrease of 1% compared to the previous year. The main airports of origin are Los Angeles (13.7%, although maintaining a decrease in its share), Dallas (11.5%) and Phoenix (10.8%).
 - Nonetheless, California and Texas continue to be the main U.S. tourism sending states to Los Cabos (34% and 13% of the total). Followed by Washington (6.6%), which continues to increase its share and consolidate its position as the third largest origin of tourism to SJD within the U.S. The average flight cost from LAX airports has generally been the most economical option from the U.S. (this month, 38% cheaper than the average).
 - From Canada, the leading issuer this year and maintaining its growth vs 2023 was Vancouver (41%, and +5.8pp vs 2023), followed by Calgary (25.2%), and Toronto (14.5%).
 - 86.4% of foreign tourists inbound in Apr-2024 through SJD had U.S. residency and 10% Canadian. Inbound tourists with U.S. passports fell 4.2% versus Apr-2023 while those from Canada fell 9.2%.
- From Jan-Apr 2024 passenger traffic to Los Cabos airport shows a 5.8% decrease versus the same period in 2023. The domestic market presents an accumulated 7.9% below 2023 and the United States 3.8% less. Traffic from the United Kingdom increased 35.7% versus the same period last year.
- In Apr-2024, 4,074 commercial operations (7.9% less than in Apr-2023) and 1,673 private operations (-0.8%) were recorded at Los Cabos International Airport (SJD).
- In addition, 8.5 thousand international tourists arrived on private flights in Apr-2024. This level is 17% higher than the average of the last 24 months, however, 5% lower when compared to Apr-2023.

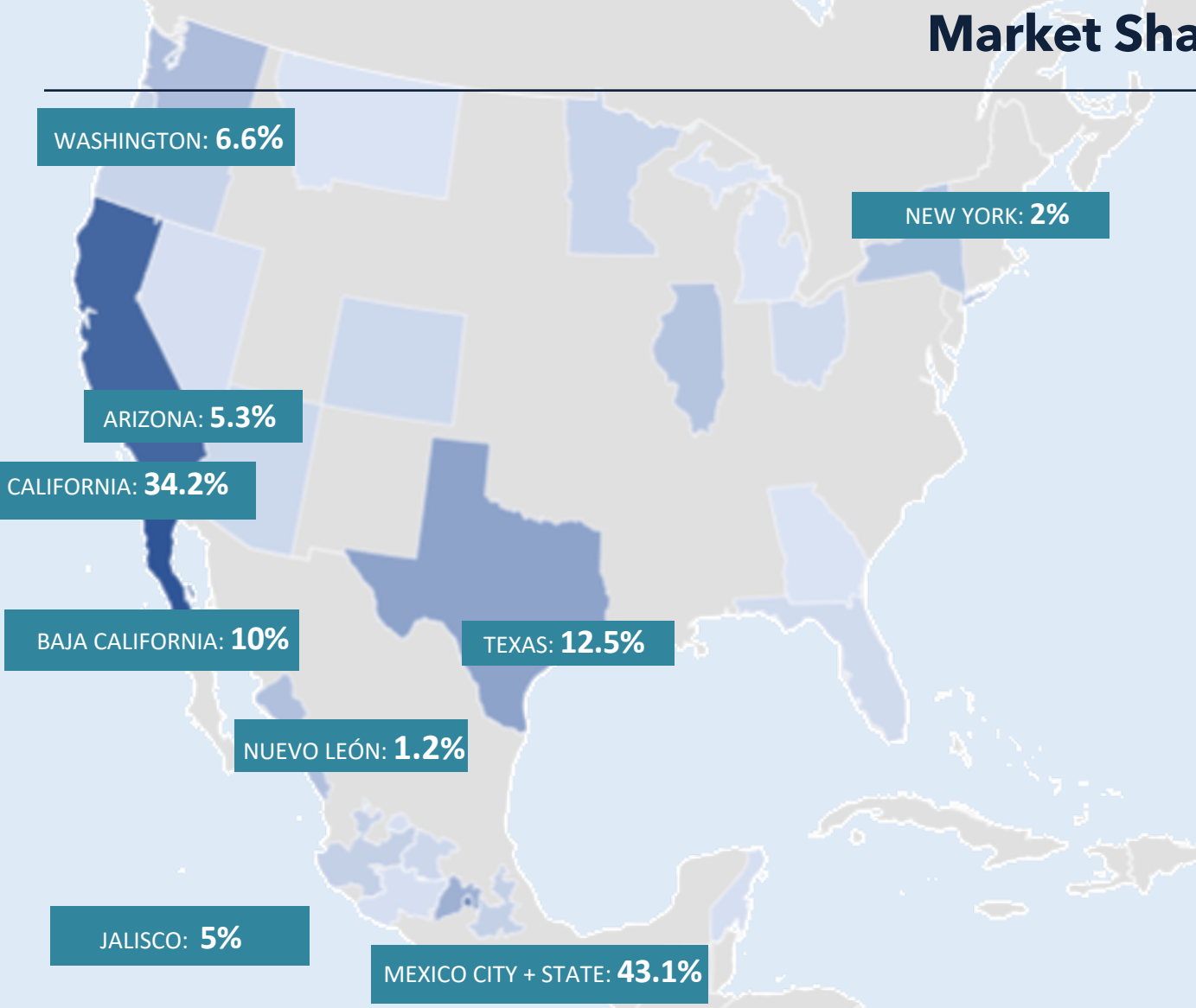


CRUISES AND YACHTS: Cruise ship activity to Los Cabos in Apr-2024 continues to record steep declines in both vessels and passengers.

- In Apr-2024, 25 cruise ships arrived at the Cabo San Lucas marina; a decrease of 8 ships compared to the same period in 2023. These vessels transported a total of 67.7 thousand passengers (-29.4% vs. Apr-2023).

Market Share

SOURCE TOURIST SURVEY



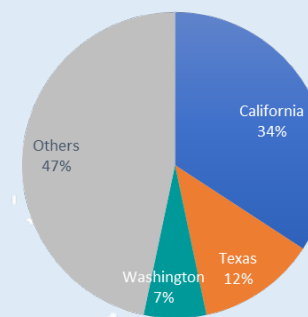
United States:
55.6%
-1.2 pp (vs May-2023)

Canada:
4.8%
+0 (vs May-2023)

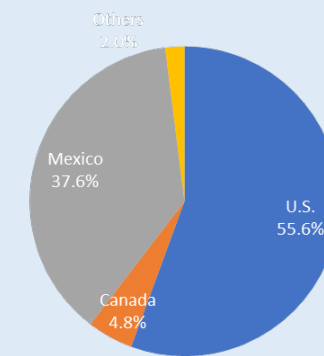
Domestic:
37.6%
+0 (vs May-2023)

Others:
2%
+1.2 pp (vs May-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.

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AIR PASSENGER ARRIVALS



Key Indicators (May-2024)

Total Passengers

(May-2024):

302.80
thousand



-1.7% vs May-2023

Domestic Passengers

(May-2024):

118.00
thousand



-2.8% vs May-2023

International Passengers

(May-2024):

184.80 thousand



-1.0% vs May-2023

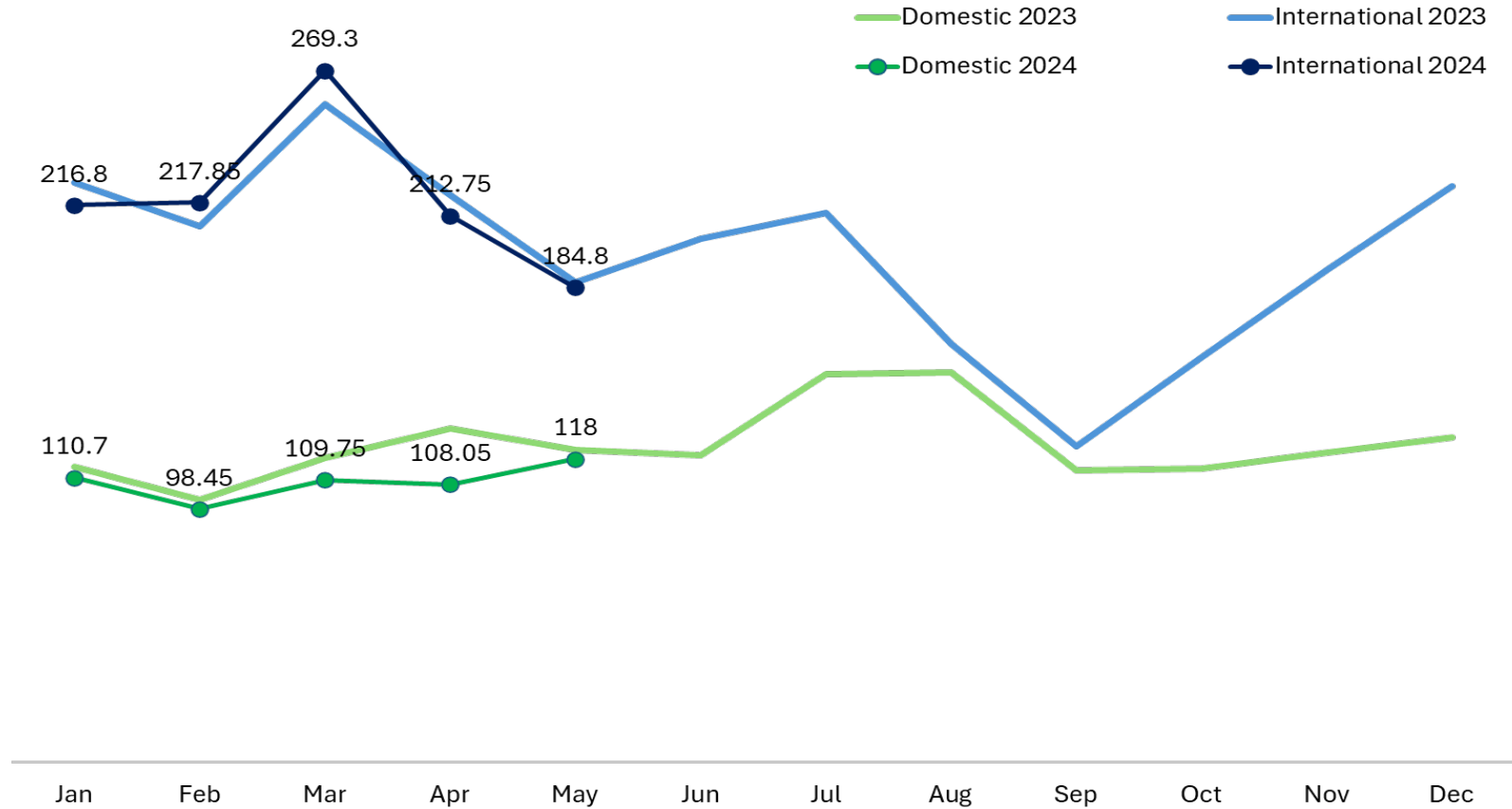


Domestic: **39%**

Intern.: **61%**

Source: GAP

Passenger Arrivals at Los Cabos Airport



Total Passengers
(Jan-May 2024):

1.64 million

-7.1% vs Jan-May 2023



Domestic Passengers
(Jan-May 2024):

544.95
thousand

-7.1% vs Jan-May 2023



International Passengers
(Jan-May 2024):

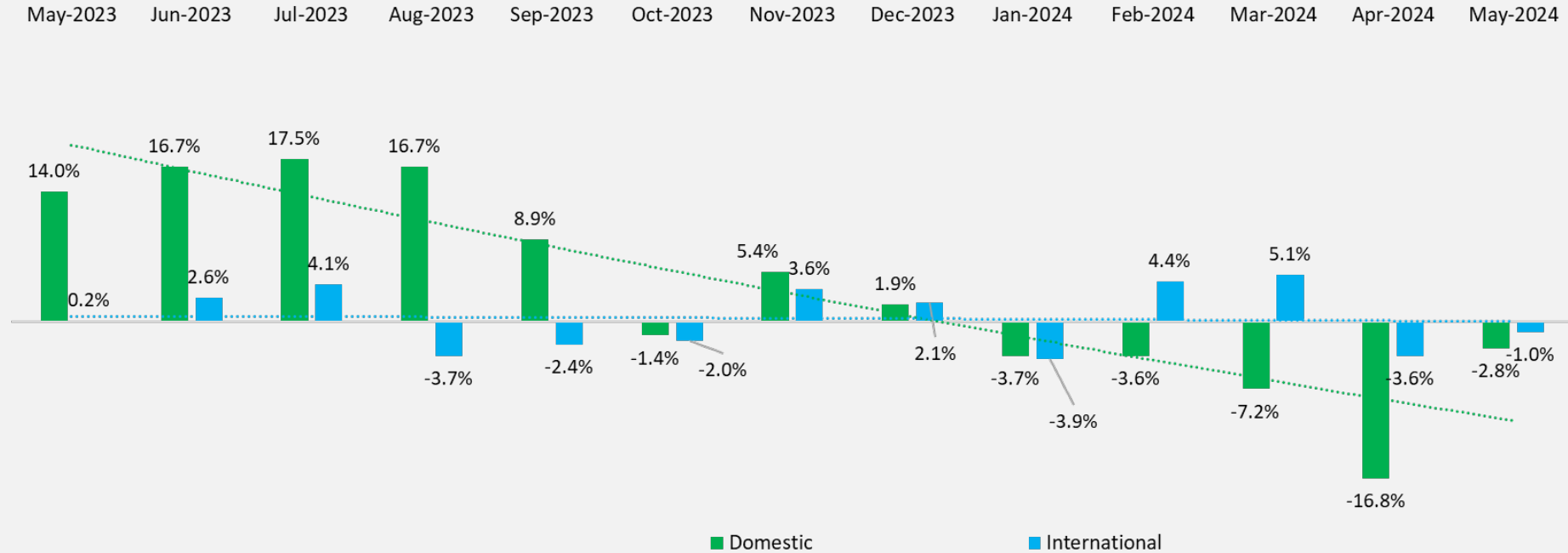
1.10 million

0.3% vs Jan-May 2023



Passenger Arrivals at Los Cabos Airport

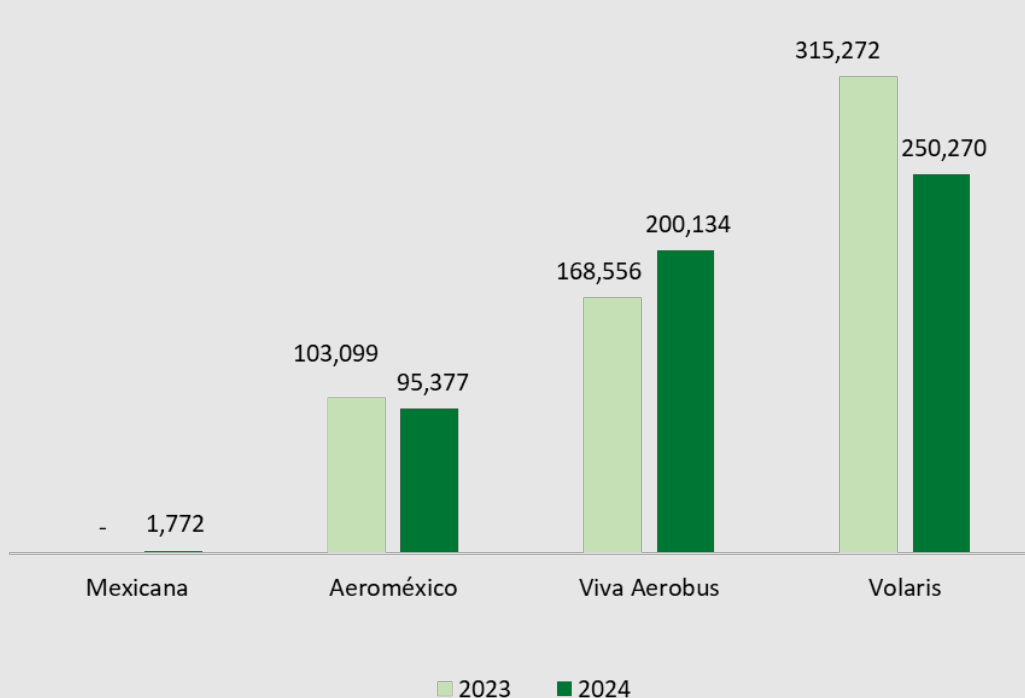
Percentual change from previous year



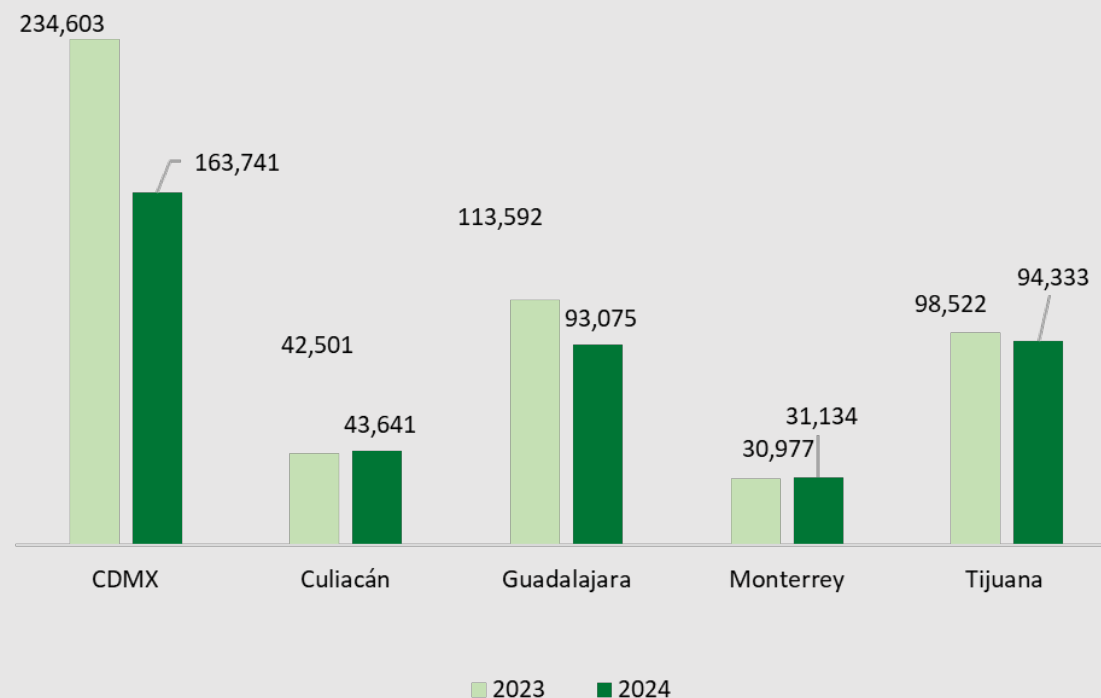
SOURCE: GAP

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

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



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



SOURCE: PAXIS

Cumulative PAX:
544.95
 thousand
 -4.9% vs 2023



Per origin:

GDL: **21.9%** +0 pp vs 2023
 CDMX: **38.4%** -6.7 pp vs 2023
 TIJ: **22.1%** +3.2 pp vs 2023
 MTY: **7.3%** +1.4 pp vs 2023

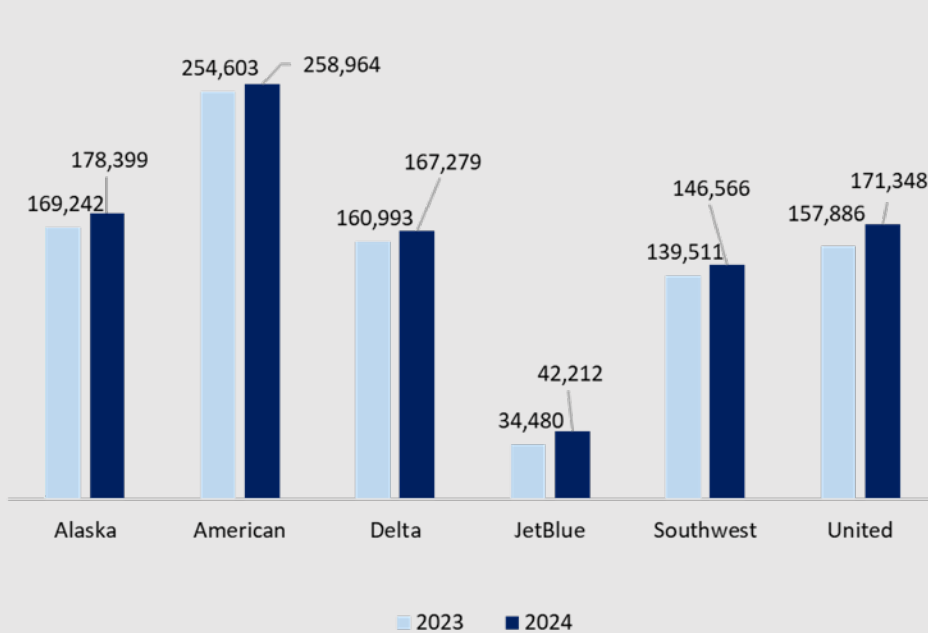
Per airline:

AM: **17.4%** -0.1 pp vs 2023
 VIV: **36.6%** +8 pp vs 2023
 VOI: **45.7%** -7.8 pp vs 2023

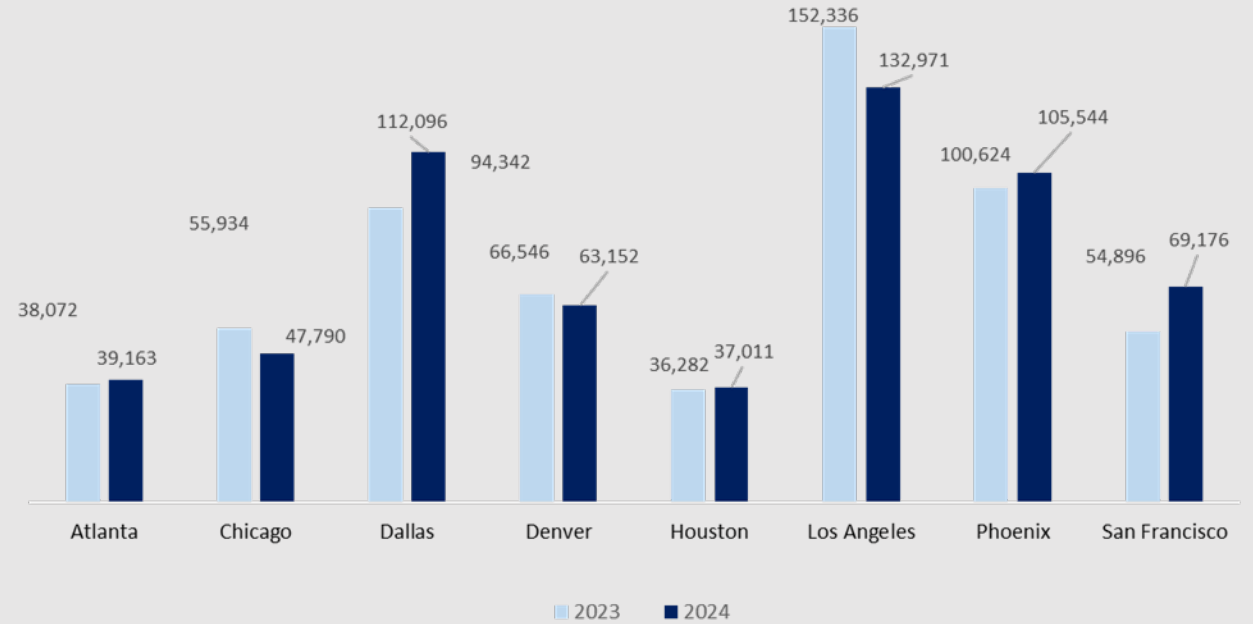


Cumulative Passenger Arrivals at Los Cabos airport, U.S. Flights, cumulative Jan-May-2024

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



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



SOURCE: PAXIS

Cumulative PAX:
973.9
 thousand
 +3% vs 2023



Per origin:

DFW: **11.5%** +1.5 pp vs 2023
 LAX: **13.7%** -2.5 pp vs 2023
 PHX: **10.8%** +0.2 pp vs 2023
 DEN: **6.5%** -0.6 pp vs 2023

Per airline:

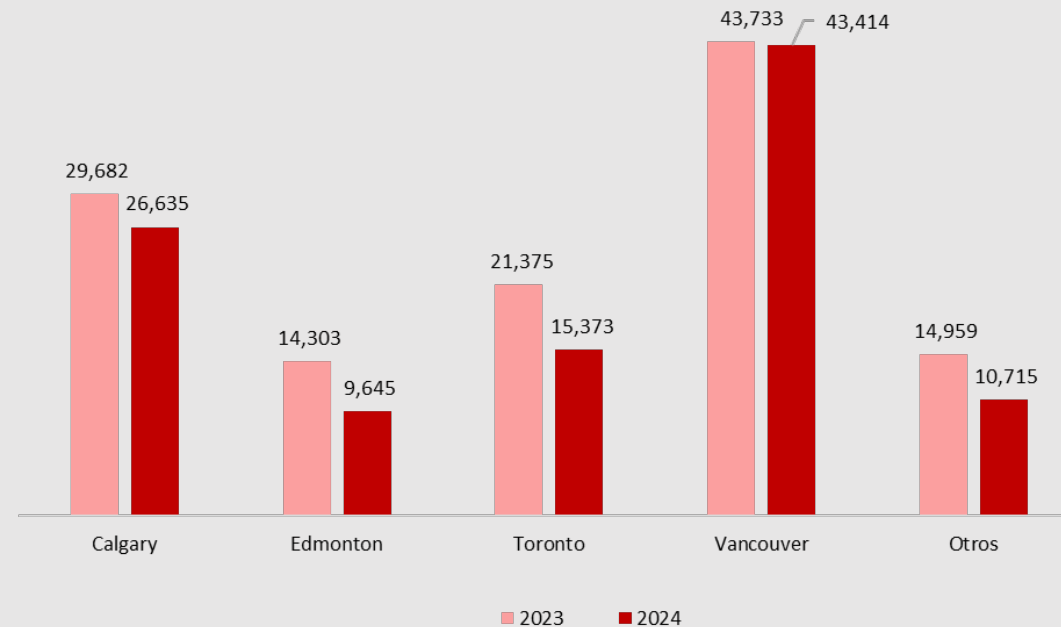
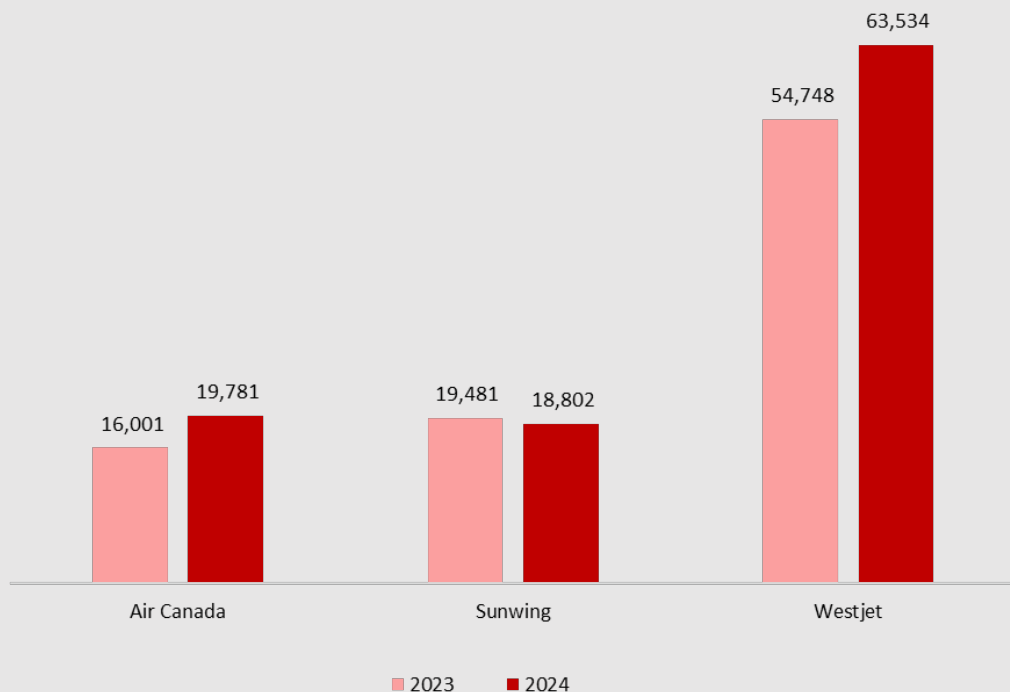
AS: **18.3%** +0.4 pp vs 2023
 AA: **26.3%** -0.3 pp vs 2023
 DL: **17.2%** +0.1 pp vs 2023
 UA: **17.6%** +0.9 pp vs 2023



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

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

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



SOURCE: PAXIS

Cumulative PAX:
105.8
 thousand
 -14.7% vs 2022



Per origin:

YYC: **25.2%** +1.3 pp vs 2023
 YVR: **41%** +5.8 pp vs 2023
 YEG: **9.1%** -2.4 pp vs 2023
 YYZ: **14.5%** -2.7 pp vs 2023

Per airline:

AC: **19.4%** +5.2 pp vs 2023
 WG: **18.4%** +1.2 pp vs 2023
 WS: **62.2%** +13.8 pp vs 2023



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PASSENGER ARRIVALS
BY NATIONALITY



Key Indicators (Apr-2024)

International Arrivals
(Apr-2024):



195,682

-4.8% vs Apr-2023



U.S.: **86.4%**

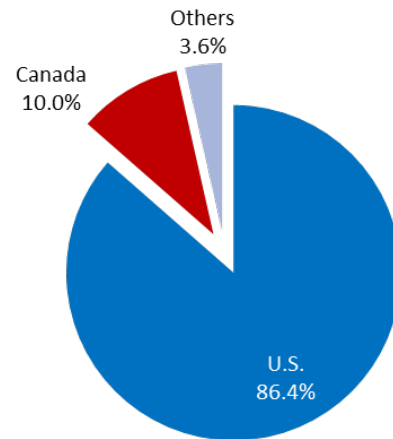
Canada.: **10.5%**

Others.: **3.1%**

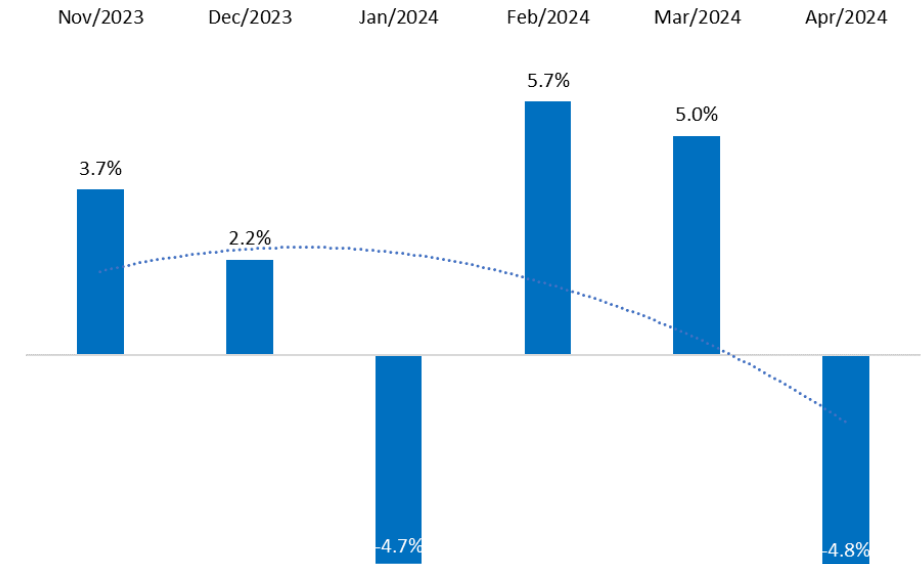
SOURCE: INM- SIOM

Foreign Tourist Admittances through SJD per Nationality

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



Annual change in foreign tourist arrivals to San Jose del Cabo airport (Nov-2023 to Apr-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.

Key Indicators
(Apr-2024)



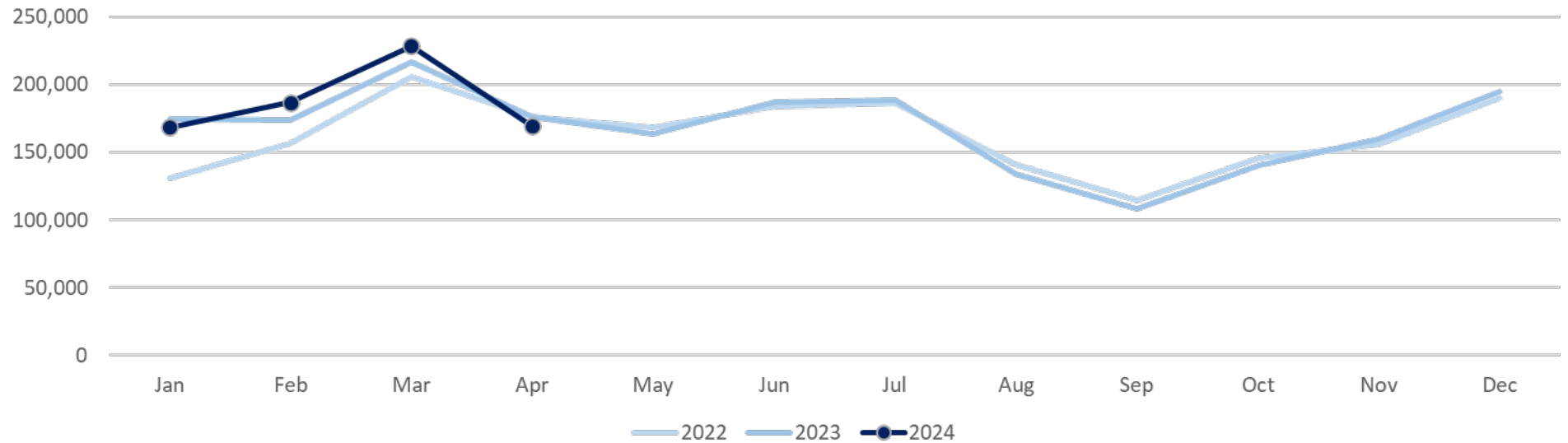
U.S. Arrivals
(Apr-2024):
169,143
-4.2% vs Apr-2023



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	169,143									753,011



*** 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.



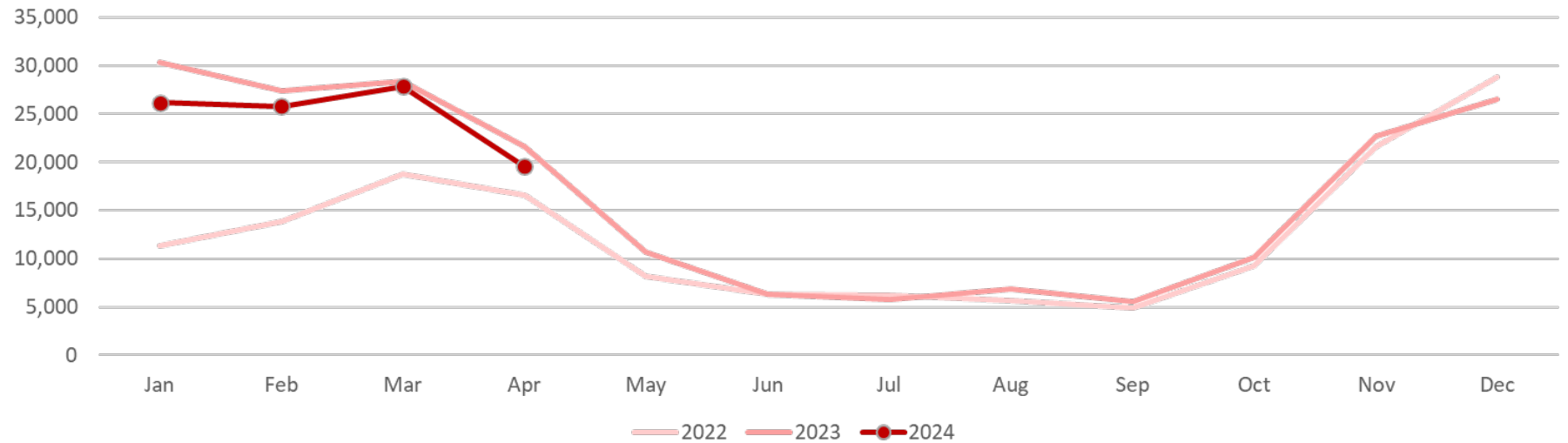
Canadian Arrivals
(Apr-2024):
19,575
-9.2% vs Apr-2023



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	19,575									99,395

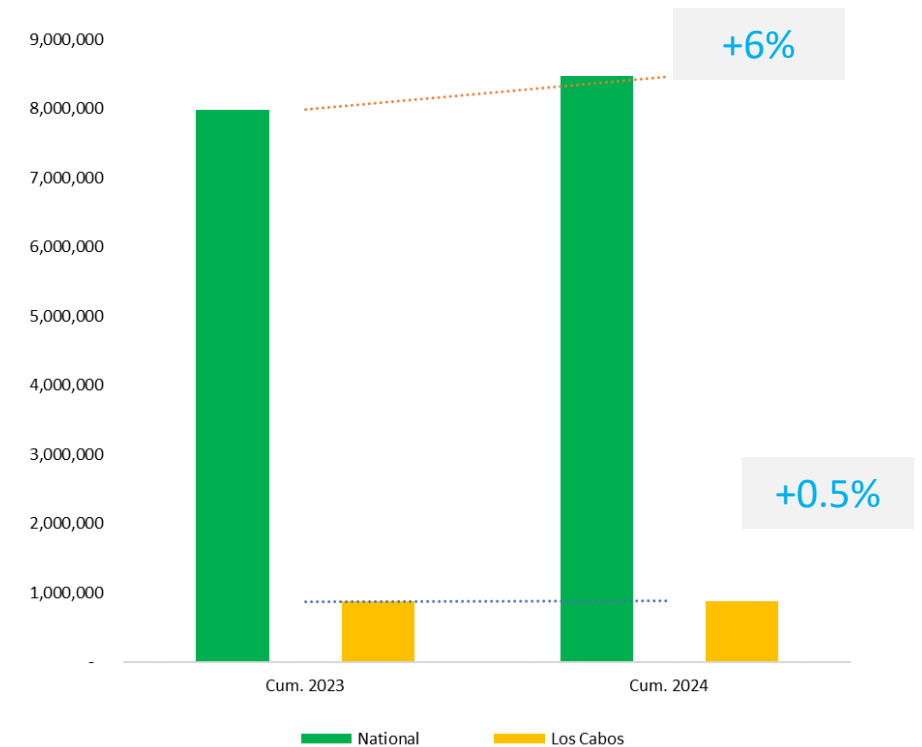


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Foreign Tourist Admittance through SJD by Nationality, cumulative

Region	National			Los Cabos		
	Cum. 2023	Cum. 2024	Δ 2024/2023	Cum. 2023	Cum. 2024	Δ 2024/2023
United States	4,737,199	5,090,781	7.5%	741,251	753,011	1.6%
Canada	1,258,402	1,413,290	12.3%	107,727	99,395	-7.7%
Europe	786,388	786,837	0.1%	10,403	10,017	-3.7%
Caribbean, South and Central A.	930,988	858,625	-7.8%	2,941	3,063	4.1%
Rest	275,007	316,347	15.0%	13,419	14,824	10.5%
Total	7,987,984	8,465,880	6.0%	875,741	880,310	0.5%

Key Market	National			Los Cabos		
	Cum. 2023	Cum. 2024	Δ 2024/2023	Cum. 2023	Cum. 2024	Δ 2024/2023
United Kingdom	143,977	148,698	3.3%	3,796	3,628	-4.4%
Spain	105,357	111,143	5.5%	1,208	655	-45.8%
Germany	101,329	102,431	1.1%	469	1,038	121.3%
Australia	21,591	22,546	4.4%	2,317	2,764	19.3%
South Korea	28,123	37,263	32.5%	1,365	1,384	1.4%
Total	400,377	422,081	5.4%	9,155	9,469	3.4%



SOURCE: INM- SIOM

International Arrivals, all Mexico (Cum. 2024):

8.5 million

+6% vs 2023



Key Markets, all Mexico (Cum. 2024):

422.1 thousand

+5.4% vs 2023



International Arrivals, SJD (Cum. 2024):

880.3 thousand

+0.5% vs 2023



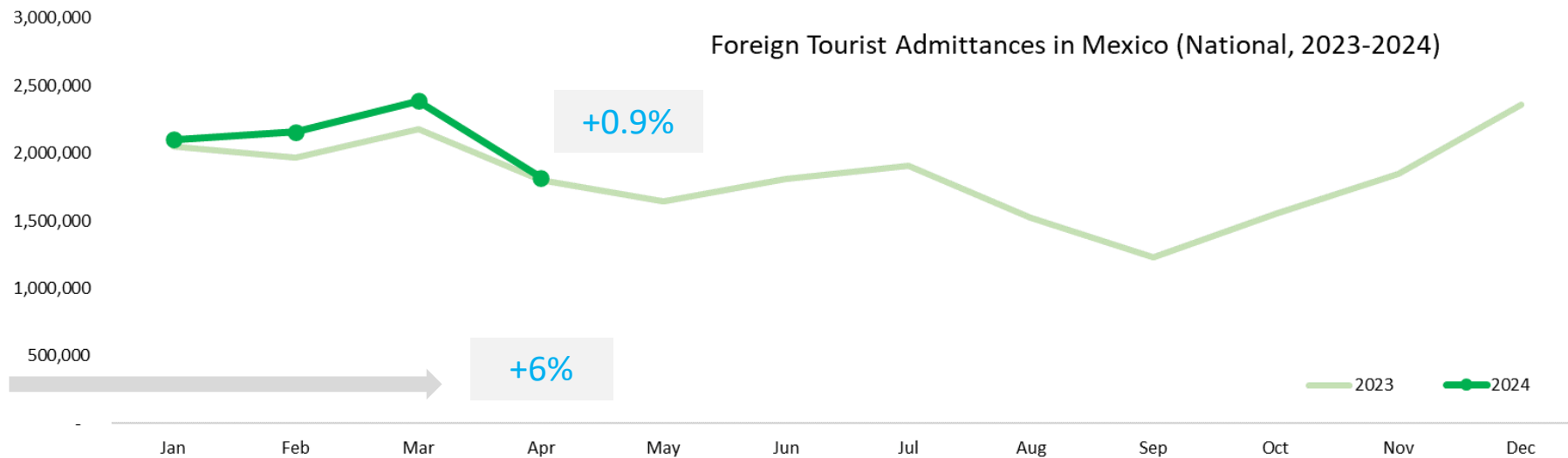
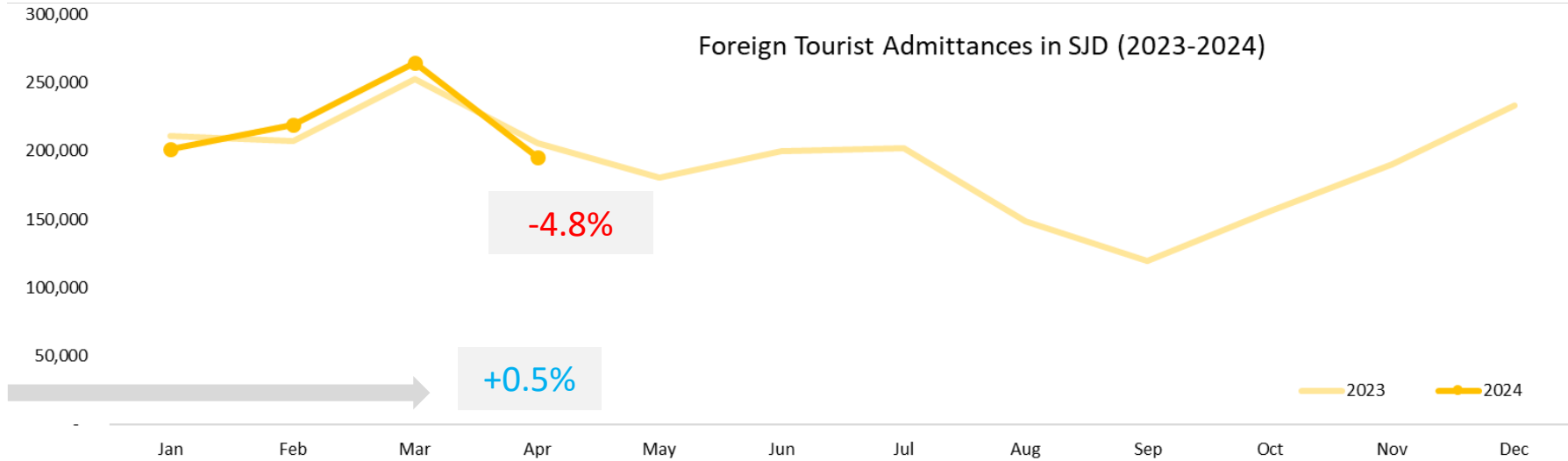
Key Markets, SJD (Cum. 2024):

7.1 thousand

+9.6% vs 2023



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



SOURCE: INM- SIOM

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CRUISE AND YACHT ACTIVITY



Cruise Activity

Key Indicators (Apr-2024)

Vessels (month)

25

(-8 vs Apr-2023)



PAX (month)

67.7 thousand

(-29.4% vs Apr-2023)



PAX/Vessel

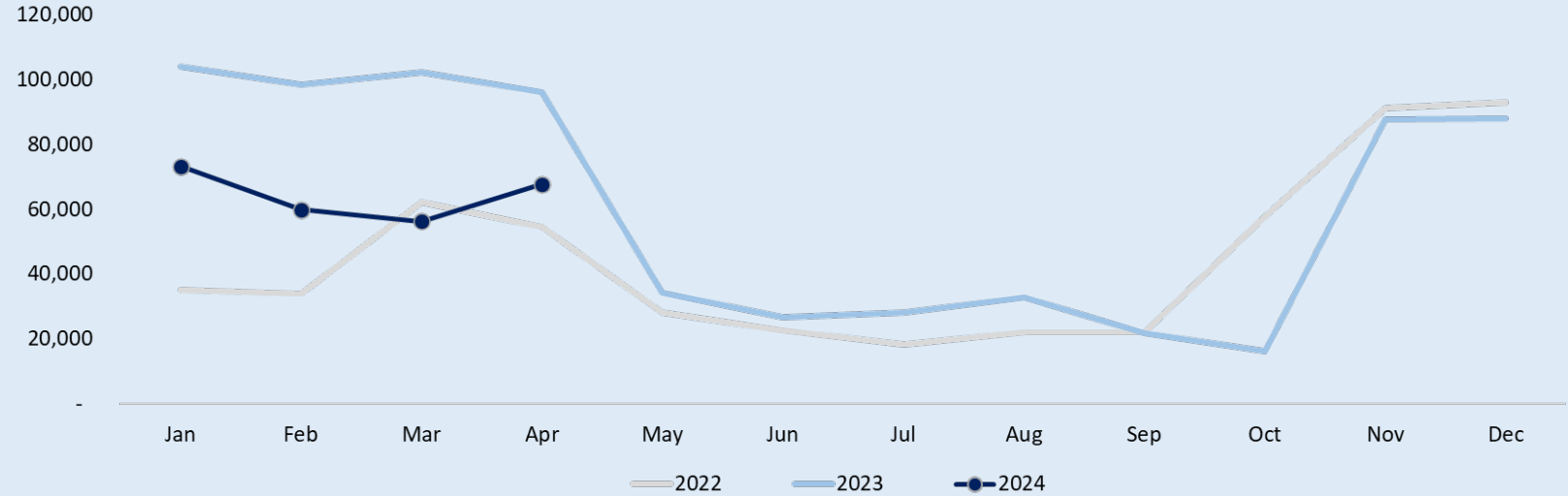
2.7 thousand

(-6.8% vs Apr-2023)

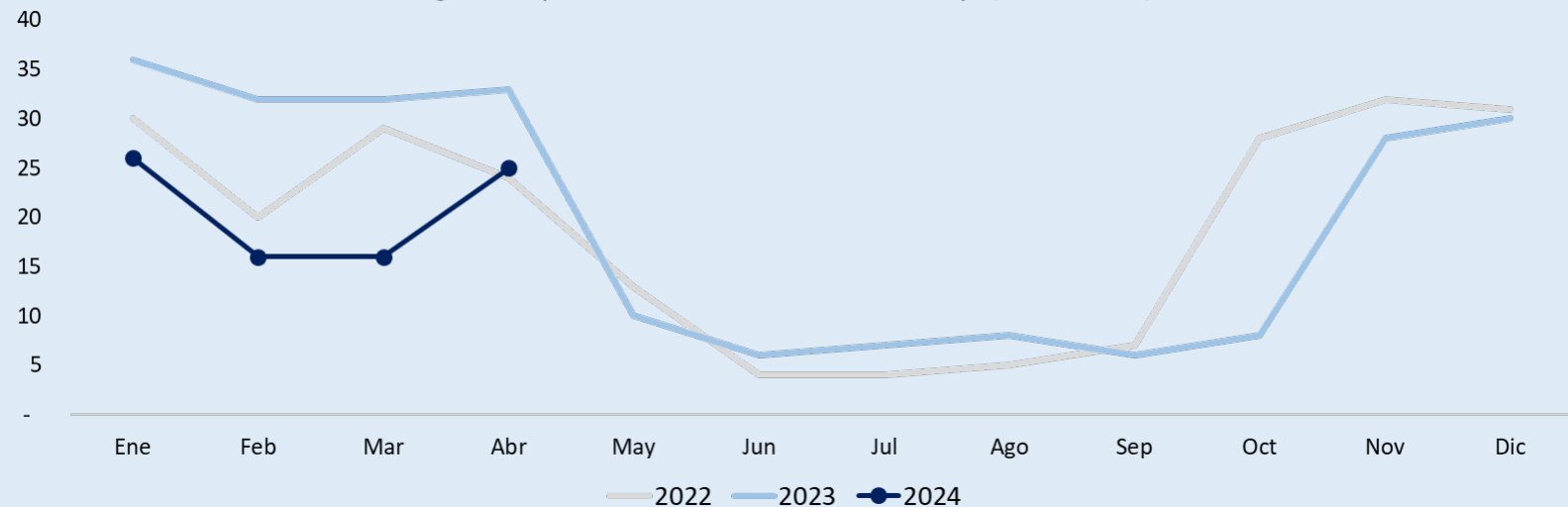


Source: DATATUR-SCT

Passengers arriving at the port of Cabo San Lucas, monthly (2023-2024)



Vessels arriving at the port of Cabo San Lucas, monthly (2023-2024)



Yacht Arrivals in Cabo San Lucas

Key Indicators
(Feb-2024)

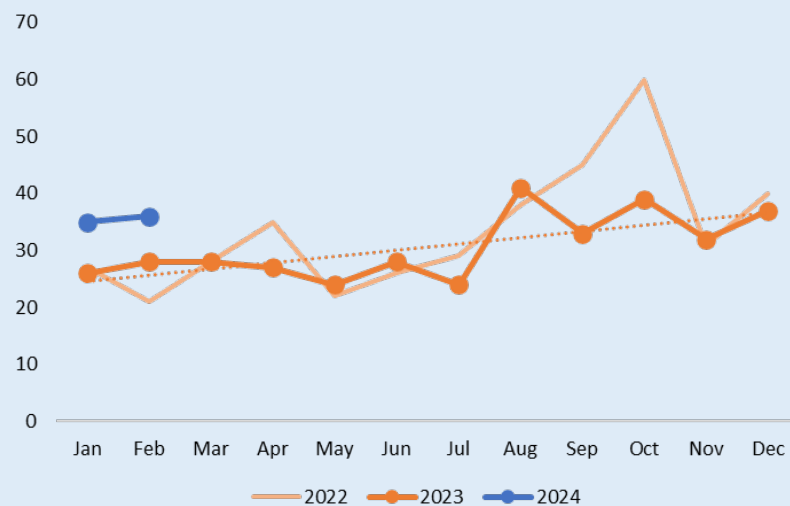
Yachts
(current month)
36
(+28.6% vs Feb-2023)



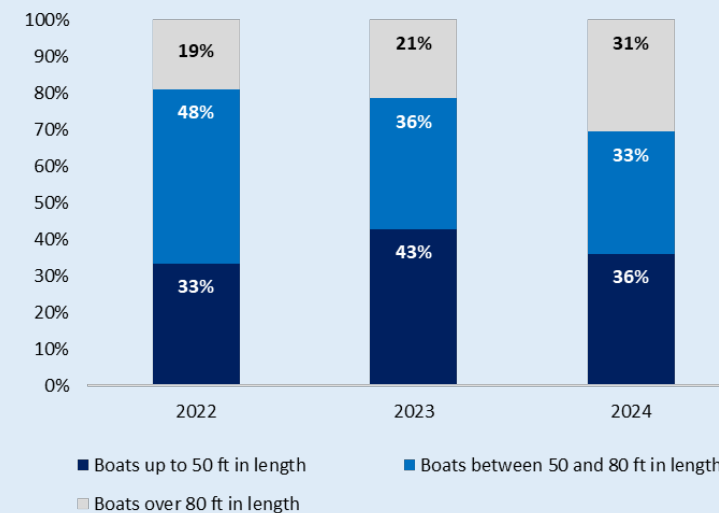
Yachts
(cumulative 2024)
71
(+31.5% vs 2023)



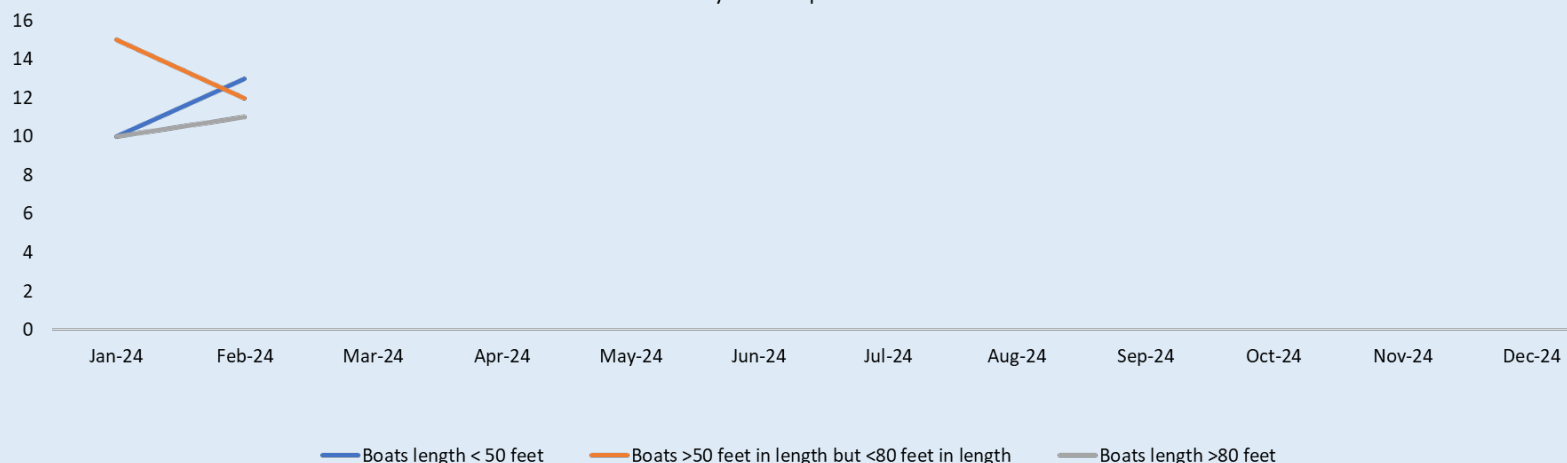
Monthly Yacht Arrivals (2019-2023)



Arrivals per Vessel Size



Monthly Arrivals per Vessel Size



Source: API Cabo San Lucas

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TOURIST SURVEYS AND
MEETINGS



Meetings

Key Indicators (May-2024)

RFPs (current month)

63

(+6.8% vs Apr-2023)



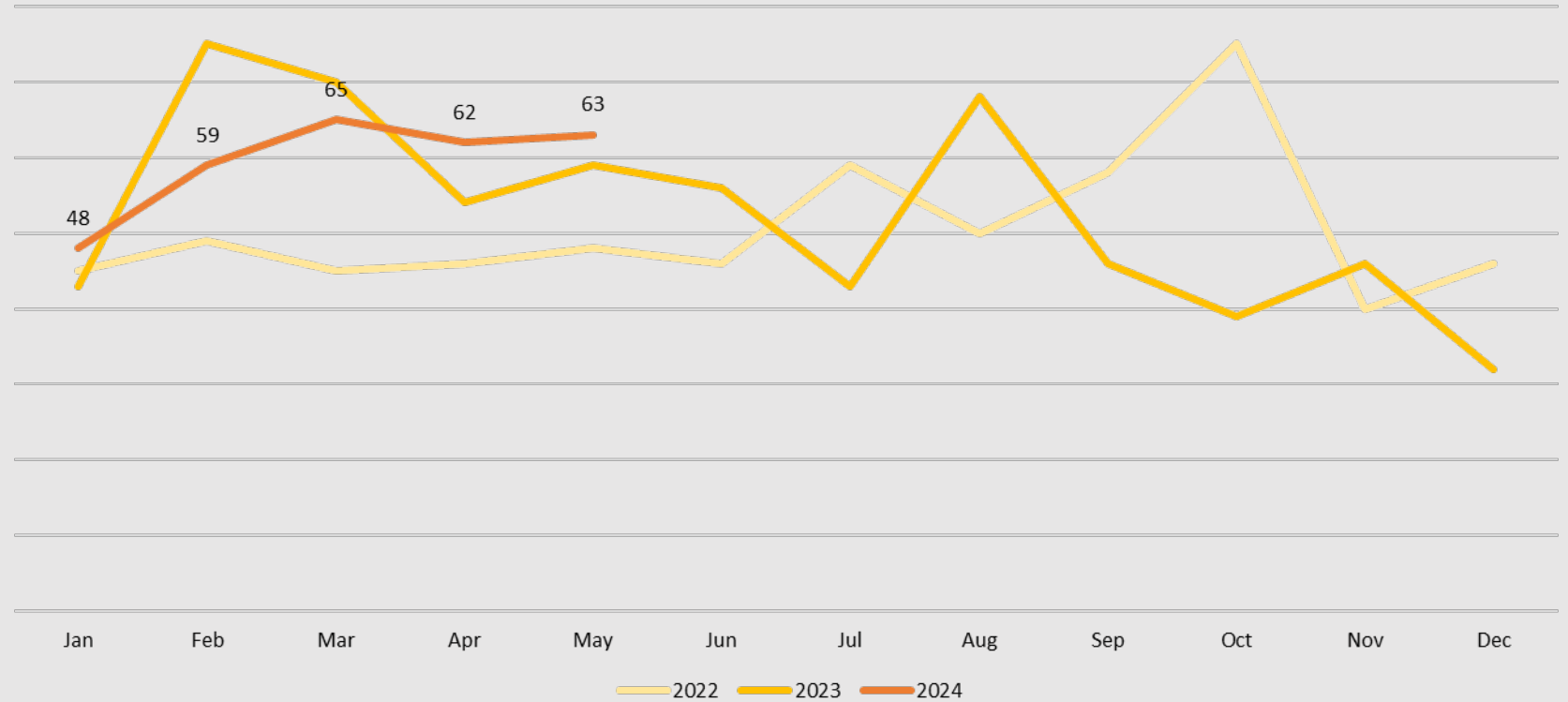
RFPs (Cum. 2024)

297

(-1.3% vs 2023)



Reception of RFPs for meetings and group events in SJD (2022-2024)



Fuente: CVENT

Returning Tourists

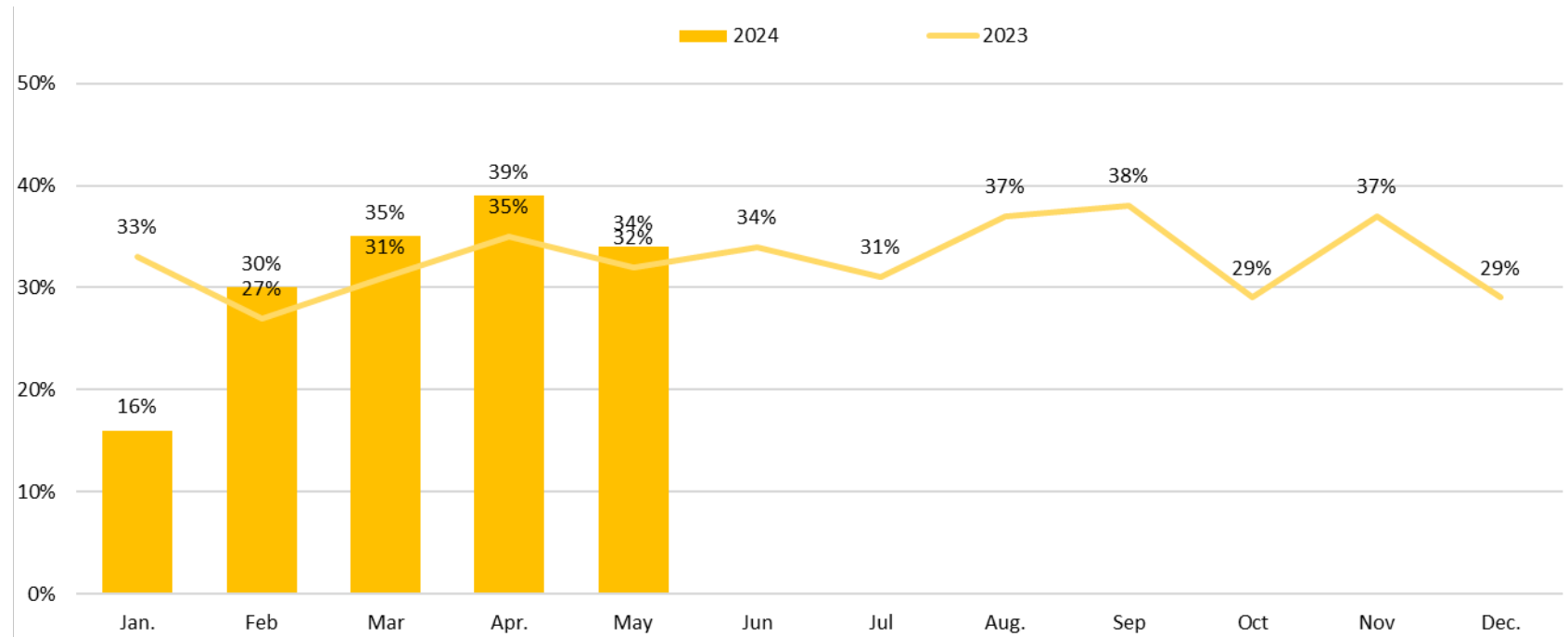
Returning Tourists

May-2024:

34%

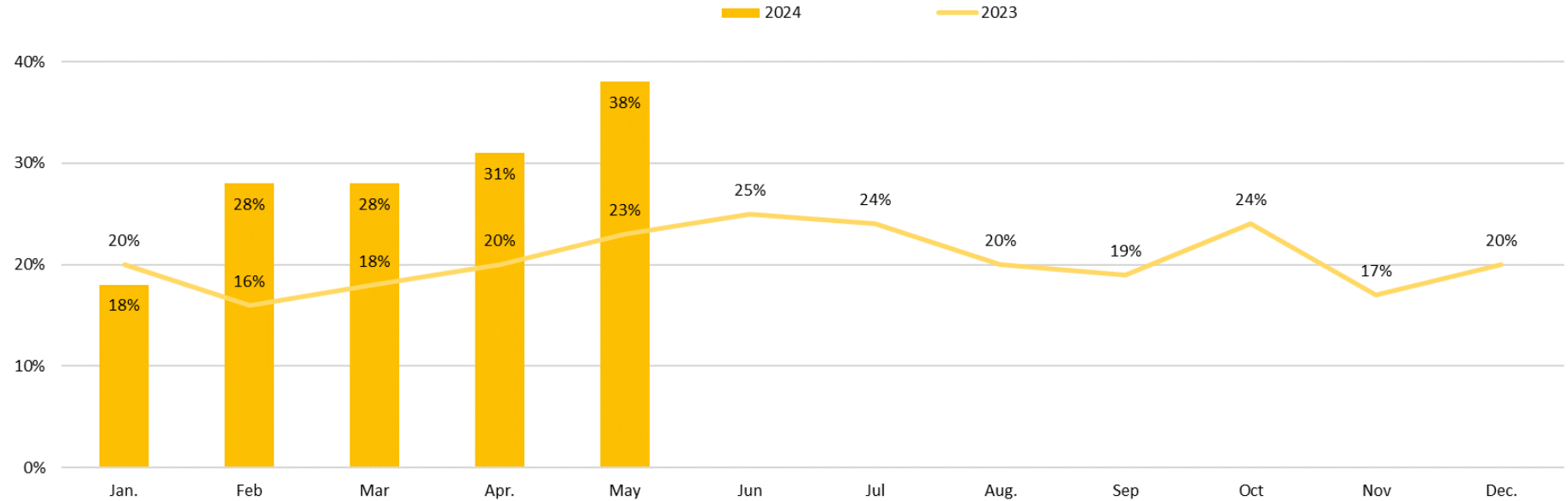
+2pp

Vs May-2023



SOURCE: TOURIST SURVEY

Package Tours



Package Tours

May-2024 :

38%

+15 pp

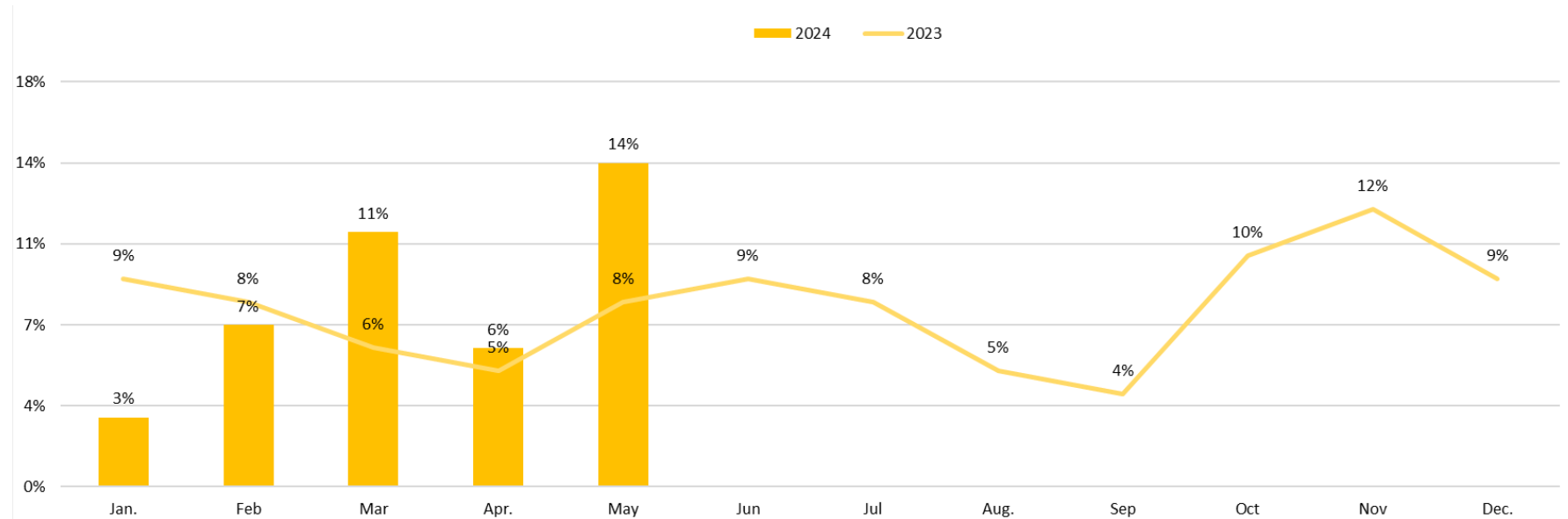
Vs May-2023



SOURCE: TOURIST SURVEY

Timeshares

Timeshare Use
May-2024 :
14%
+6pp
Vs May-2023



SOURCE: TOURIST SURVEY

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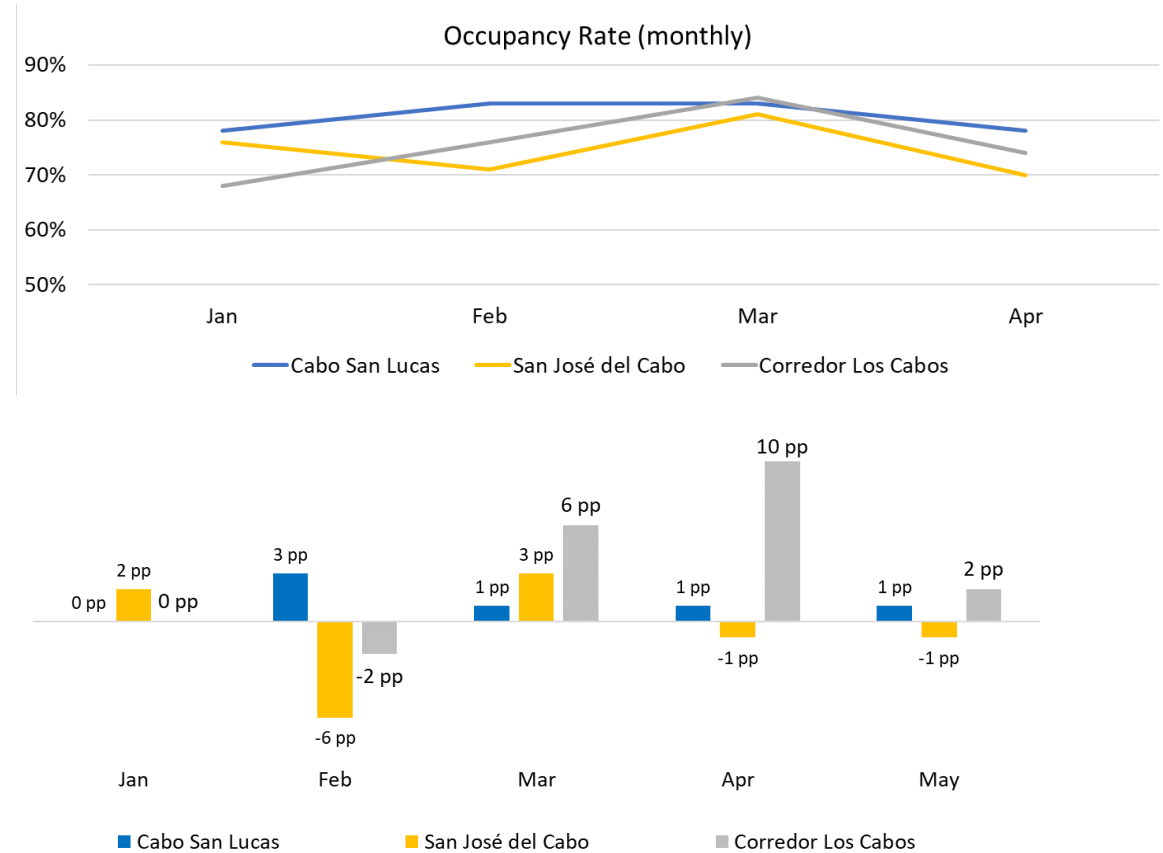
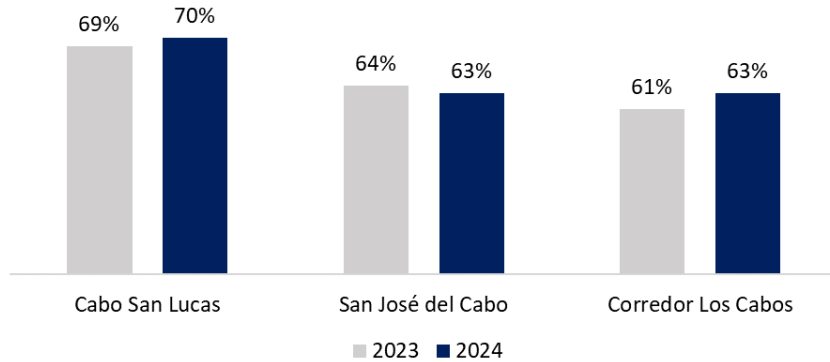
LOS CABOS
TOURISM OBSERVATORY

HOTEL ACTIVITY



Hotel Occupancy Rates for Los Cabos and Sub-destinations

Occupancy Rate (May-2024)



Cabo San Lucas:
(May-2024):

70%

+1 pp vs May-2023



San José del Cabo:
(May-2024)

63%

-1 pp vs May-2023




El Corredor:
(May-2024)


63%


+2 pp vs May-2023



Key Indicators (Mar-2024)

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

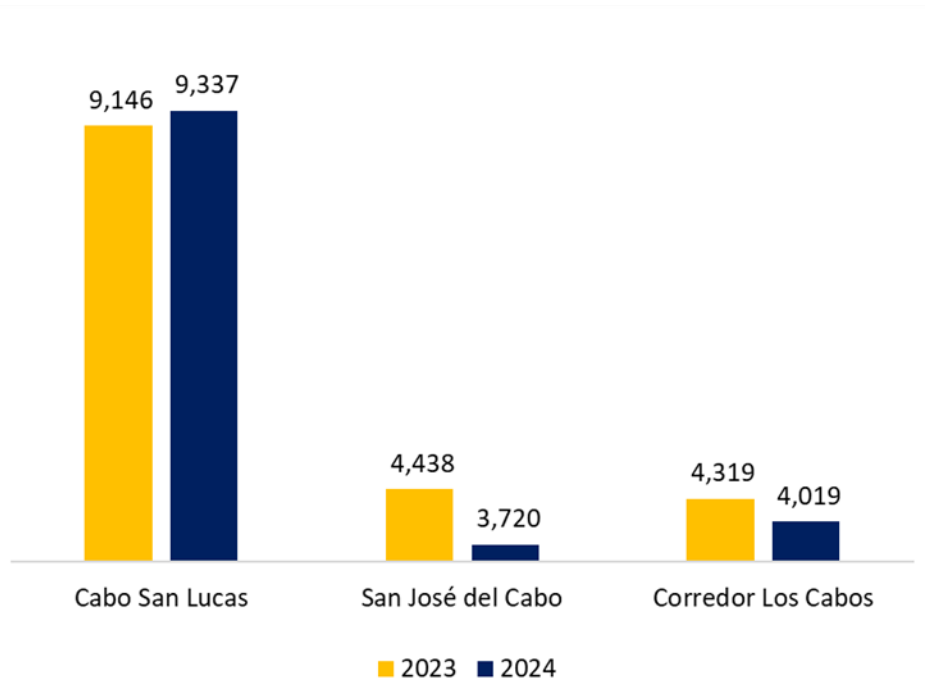
San José del Cabo
(Supply)
3,587 rooms 
(-19.2% vs Mar-2023)

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

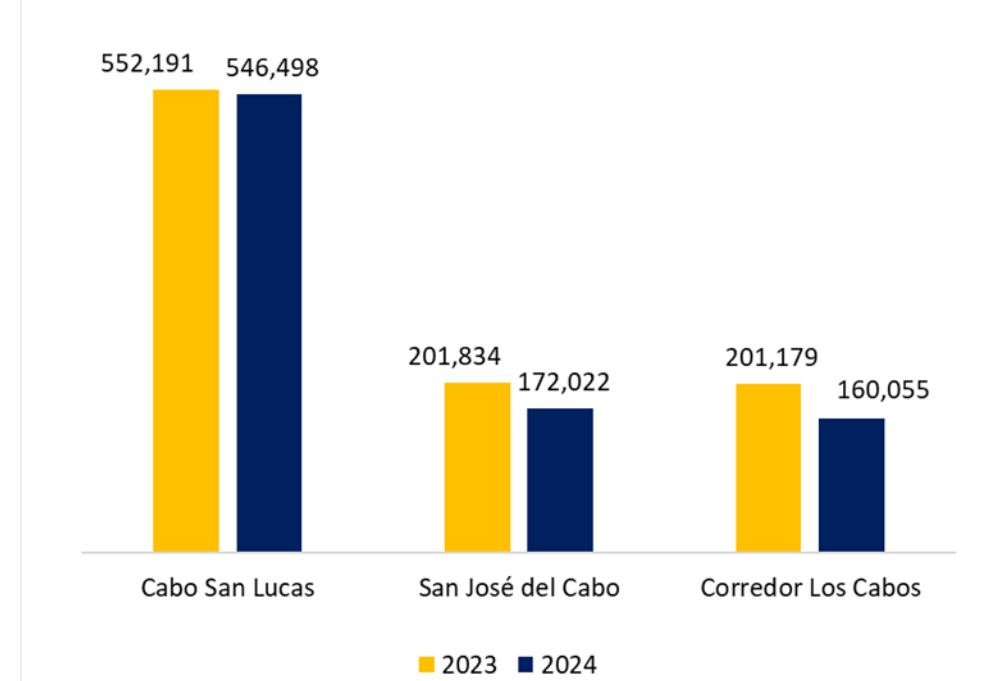
Source: DATATUR

Hotel Activity

Available Rooms (2023-2024)

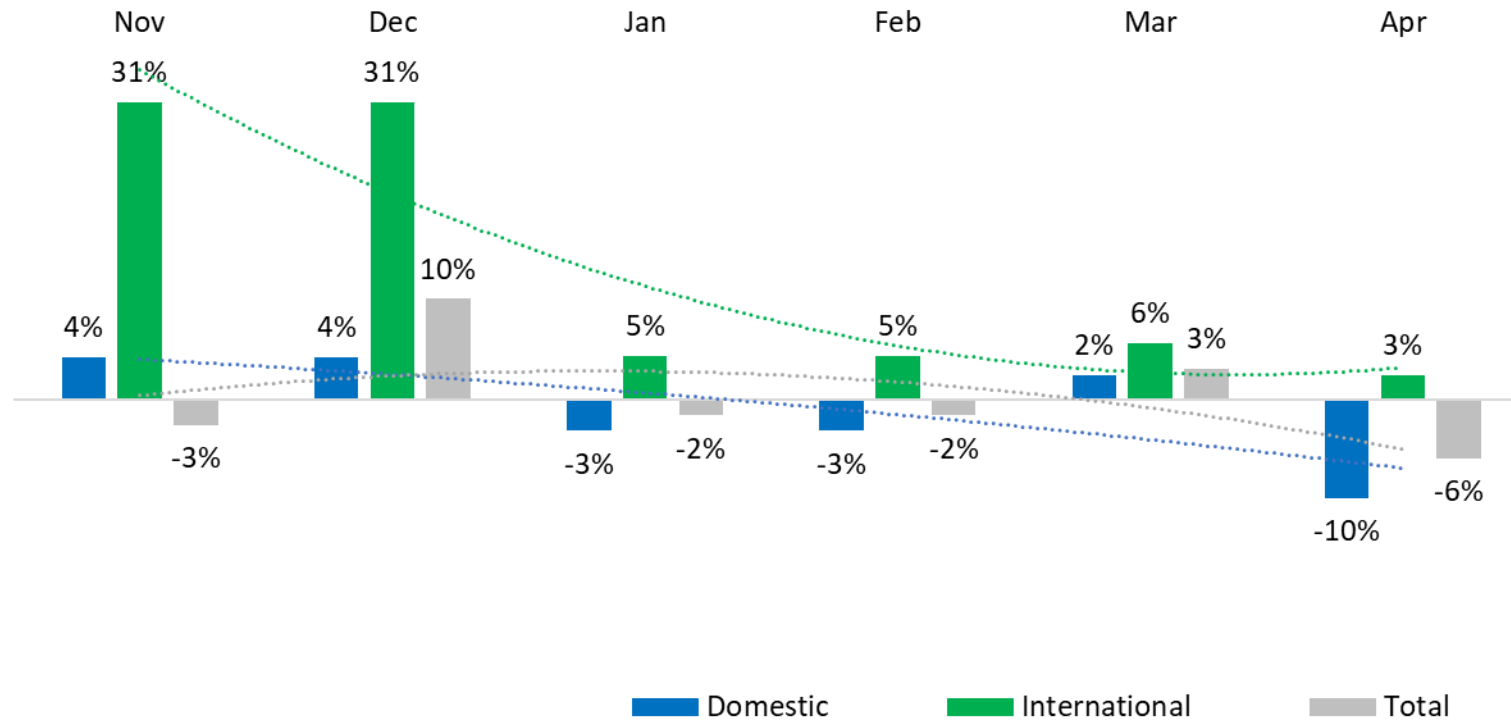


Room Nights (2023-2024)



Annual Variations in Hotel Occupancy and Tourist Arrivals

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



SOURCE: DATATUR

Key Indicators (May-2024)

ADR (Los Cabos)

\$452

(-5% vs May-2023)



ADR (Cabo San Lucas)

\$316

(+0% vs May-2023)



ADR (San José del Cabo)

\$383

(+2% vs May-2023)



ADR (El Corredor)

\$656

(+11% vs May-2023)

RevPAR (Los Cabos)

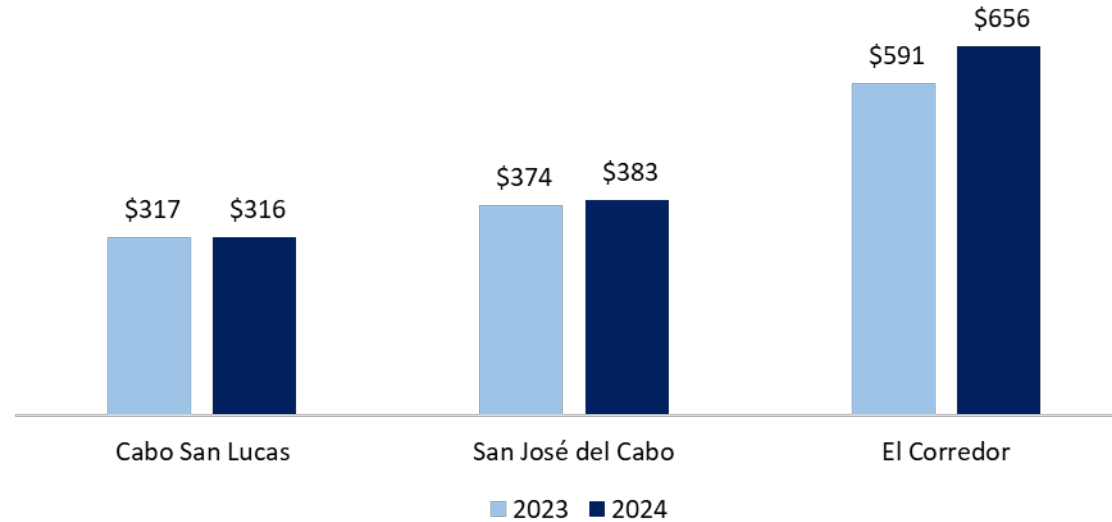
\$303

(-3% vs May-2023)

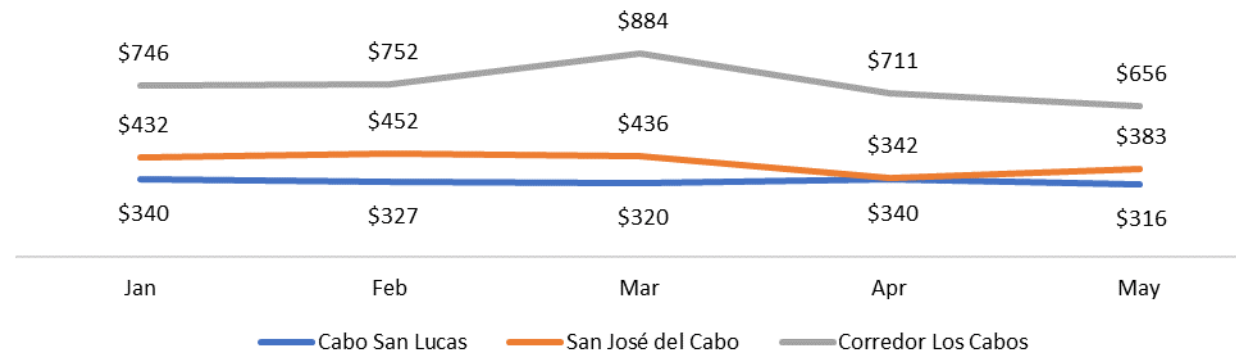


Average Daily Rate and RevPAR

ADR, current month (subdestinations)



Monthly Evolution



SOURCE: AHLIC

LOS  CABOS

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TOURISM OBSERVATORY

AIR TRAVEL CONNECTIVITY



Key Indicators



Scheduled Air Seats

(next 6 months):

896.4 thousand

(-12% vs 2023)



Scheduled Air Seats

(Jul-2024):

168.9 thousand

(-6.6% vs Jul-2023)



CDMX:

391.5 thousand

(+1.7% vs 2023)



GDL:

128.2 thousand

(-29.3% vs 2023)



MTY:

68.9 thousand

(-6% vs 2023)



TIJ:

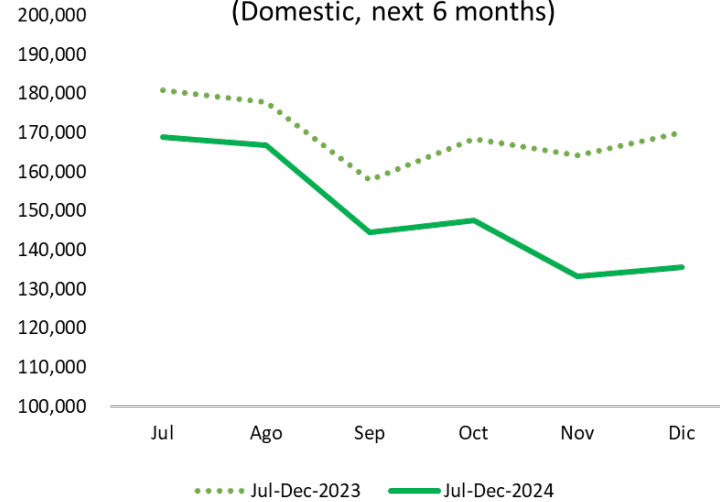
142.1 thousand

(-17.5% vs 2023)

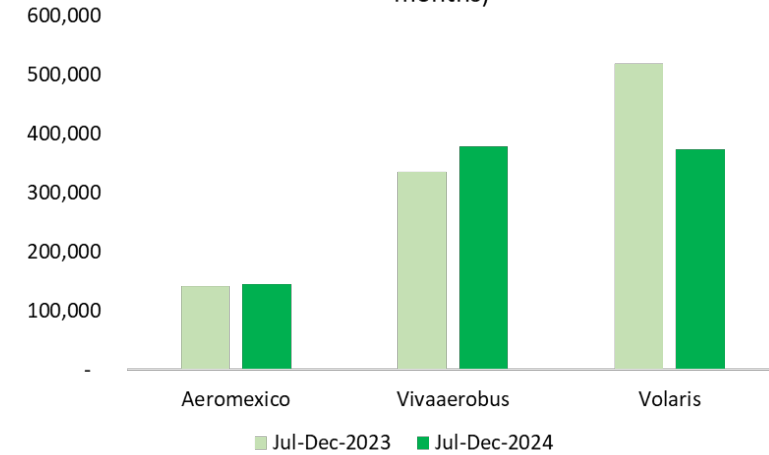


Domestic Air Connectivity

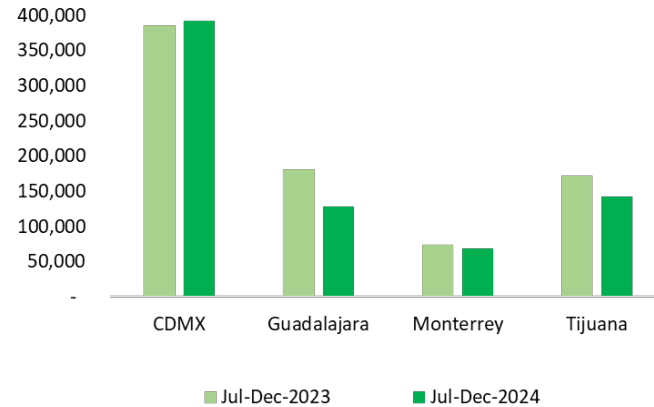
Flight Seat Scheduling to San Jose del Cabo
(Domestic, next 6 months)



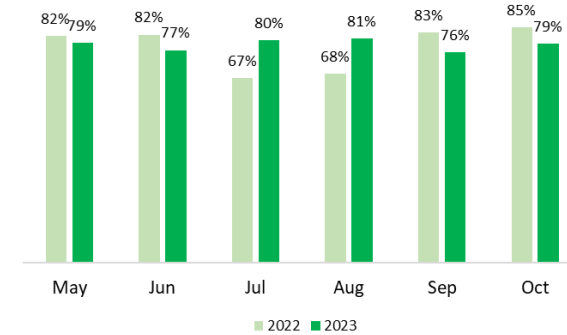
Flight Seat Scheduling per Airline (Domestic, next 6 months)



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



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



Air Connectivity: U.S.

Key Indicators



Scheduled Air Seats

(next 6 months):

1.09 million

(-7.4% vs 2023)



Scheduled Air Seats

(Jul-2024):

204.7 thousand

(-10.4% vs Jul-2023)



LAX:

190 thousand

(-20.6% vs 2023)



HOU:

121.3

thousand

(-8.2% vs 2022)



DFW:

134.5

thousand

(-14.9% vs 2022)



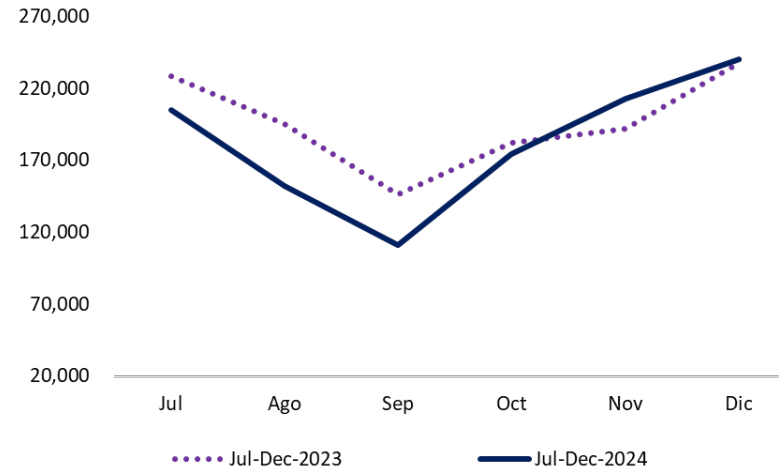
PHX:

124 thousand

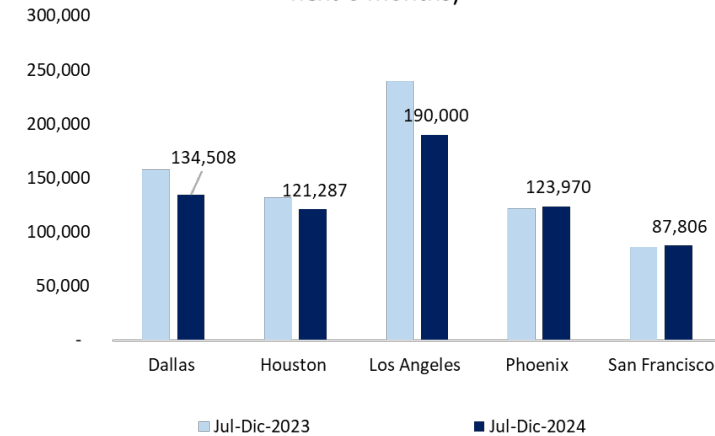
(+1.5% vs 2022)



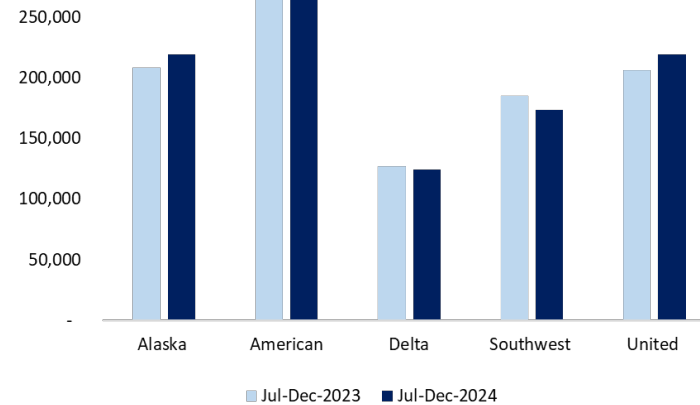
Flight Seat Scheduling to San Jose del Cabo (U.S., next 6 months)



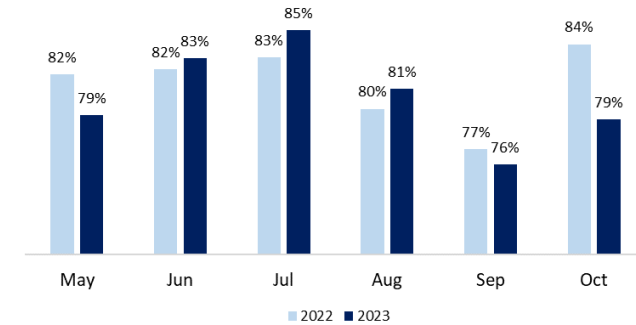
Flight Seat Scheduling per departing airport (U.S., next 6 months)



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



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



Key Indicators



Scheduled Air Seats

(next 6 months):

71 thousand



(+34.6% vs 2023)

Scheduled Air Seats

(Jul-2024):

5.3 thousand



(-45.3% vs Jul-2023)

YYZ (Toronto):

5.6 thousand



(+12.3% vs 2023)

YVR (Vancouver):

35.7 thousand



(+59.1% vs 2023)

YYC (Calgary):

20.9 thousand



(+4.5% vs 2023)

YYG (Edmonton):

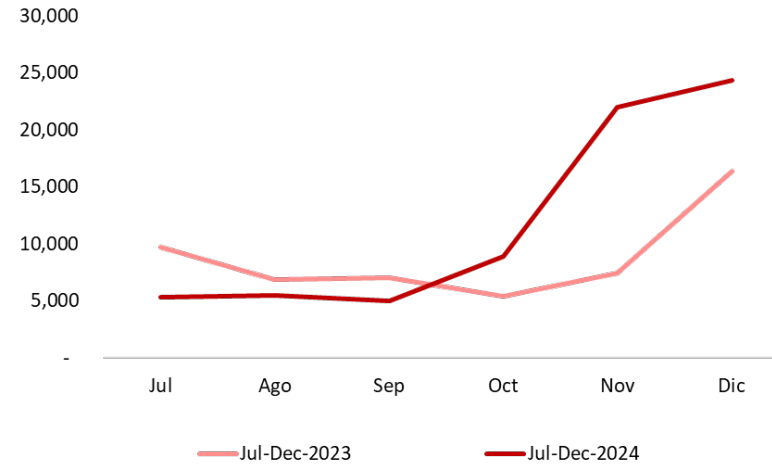
3.6 thousand



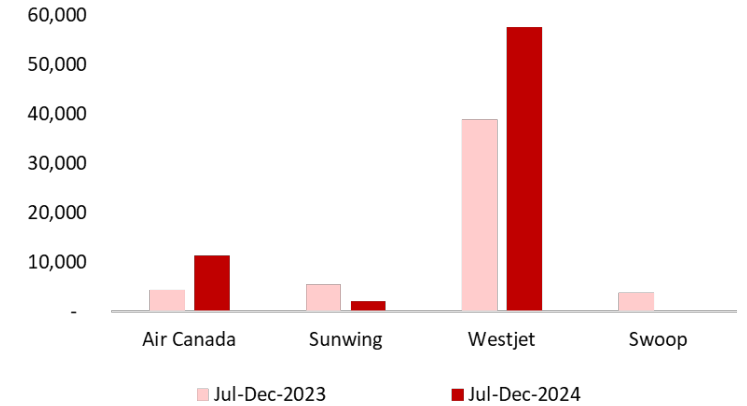
(+22.7% vs 2023)

Air Connectivity: Canada

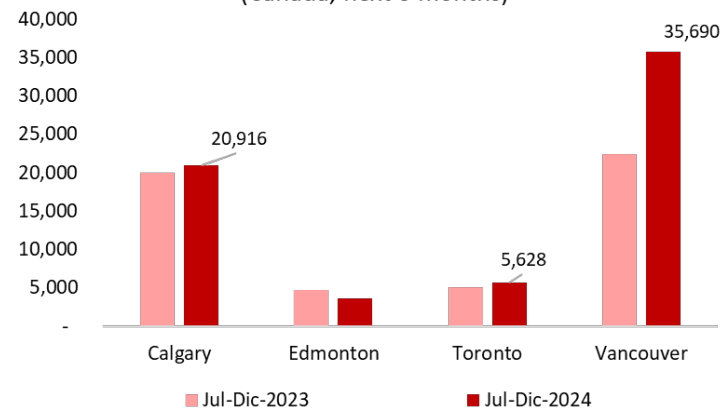
Flight Seat Scheduling to San Jose del Cabo
(Canada, next 6 months)



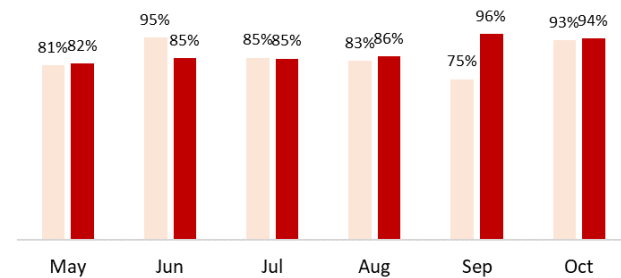
Flight Seat Scheduling per Airline (Canada, next 6 months)



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



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



LOS  CABOS

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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)



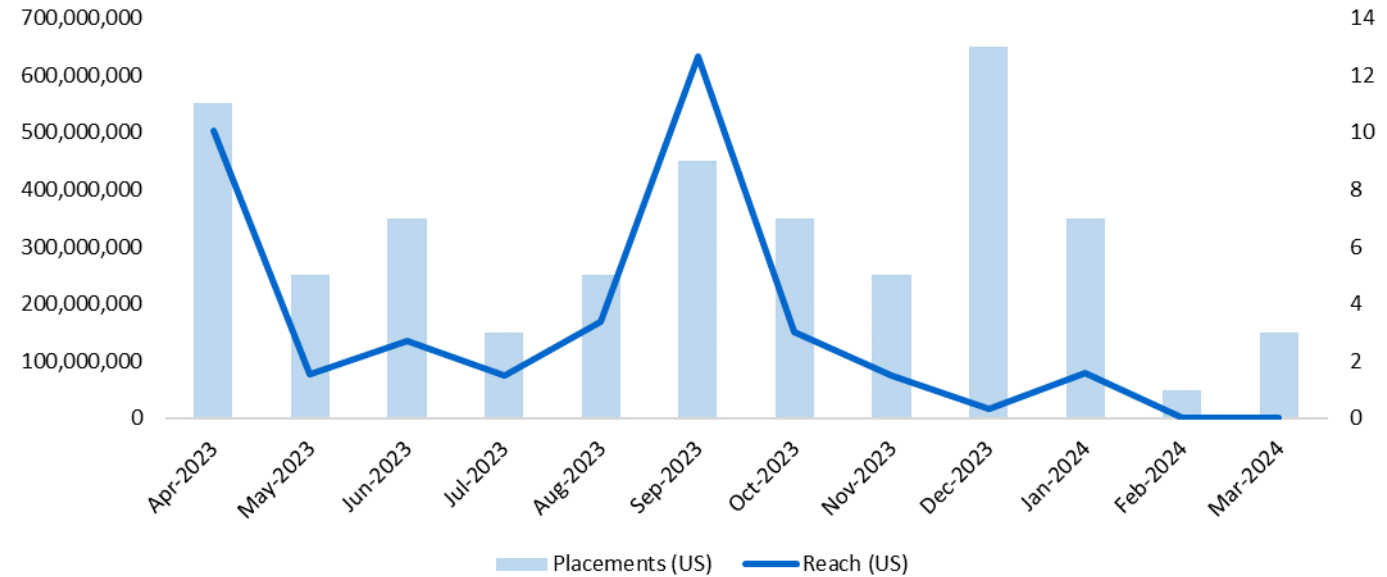
Reach:

797 thousand

(-54% vs trailing 12-month average)



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



SOURCE:
OGILVY

Key Indicators
(Mar-2024)



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

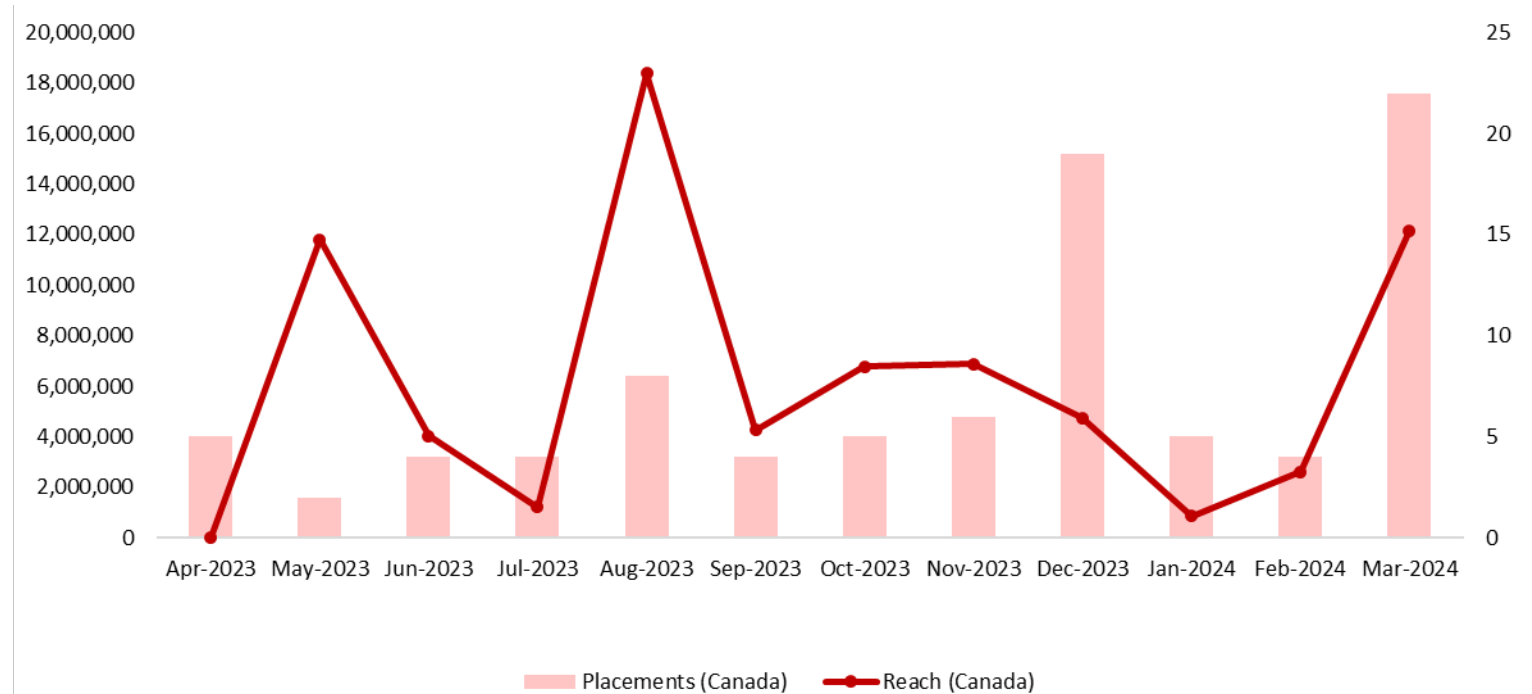


Reach:
12.2 million
(+89% vs trailing
12-month average)



SOURCE:
JESSON + CO

Public Relations: Placements and Reach (Canada)



Public Relations: Placements and Reach (Spain)

Indicadores clave
(Mar-2024)



Placements:

30

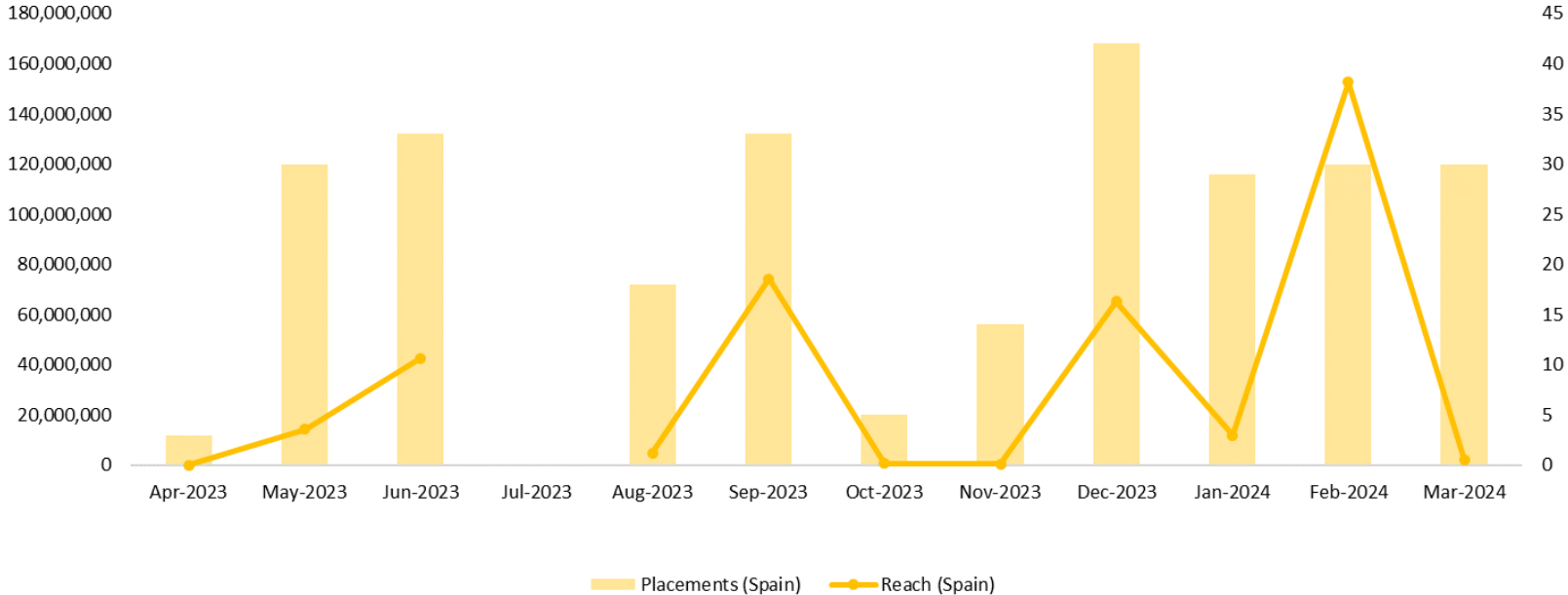
(+31% vs trailing
12-month average)



Reach:

2.4 million

(-93% vs trailing
12-month average)



FUENTE:
ROMAN



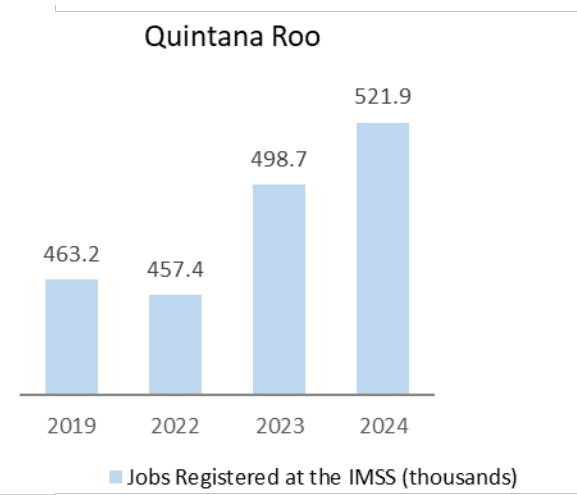
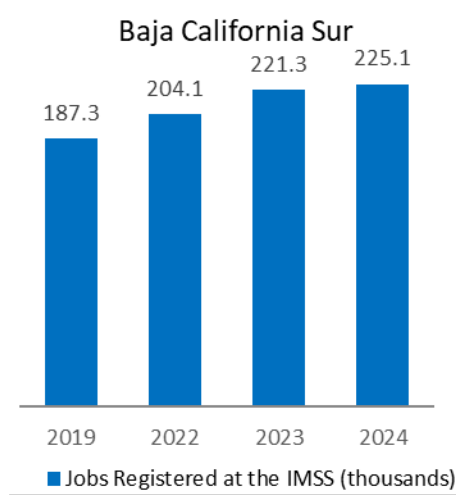
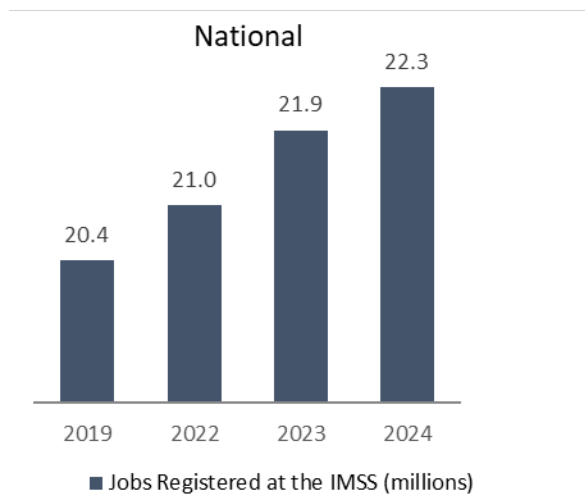
LOS CABOS TOURISM OBSERVATORY

NATIONAL CONTEXT

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



Impact on Employment in Mexico



Employment (National):

22.3 million

+2.2%

vs May-2023



Employment (Baja California Sur):

225.2 thousand

+1.7%

vs May-2023



Employment (Quintana Roo):

521.9 thousand

+4.7%

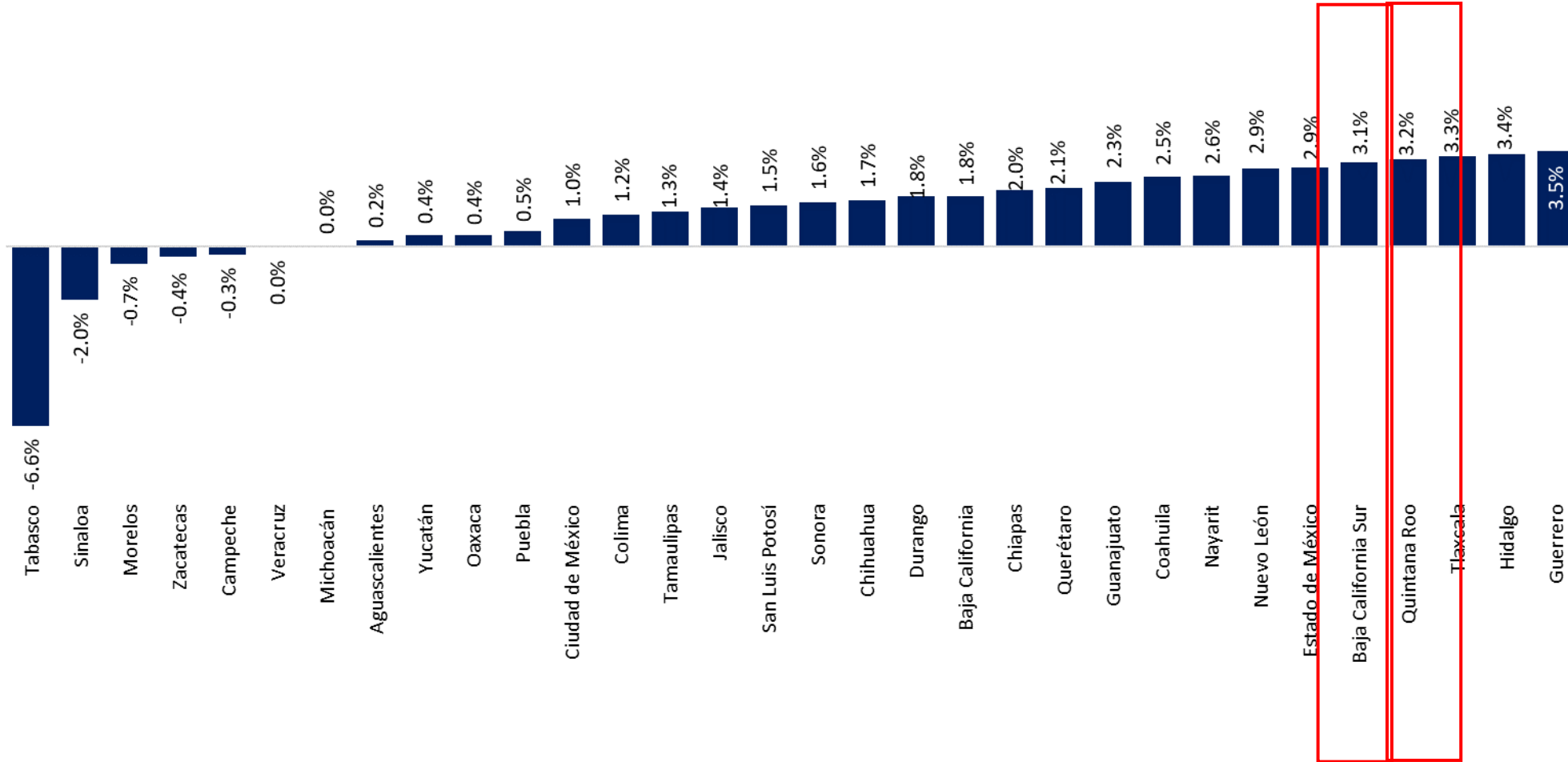
vs May-2023



SOURCE: IMSS

Impact on Employment in Mexico

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



SOURCE : IMSS

International Tourist Arrivals in Mexico

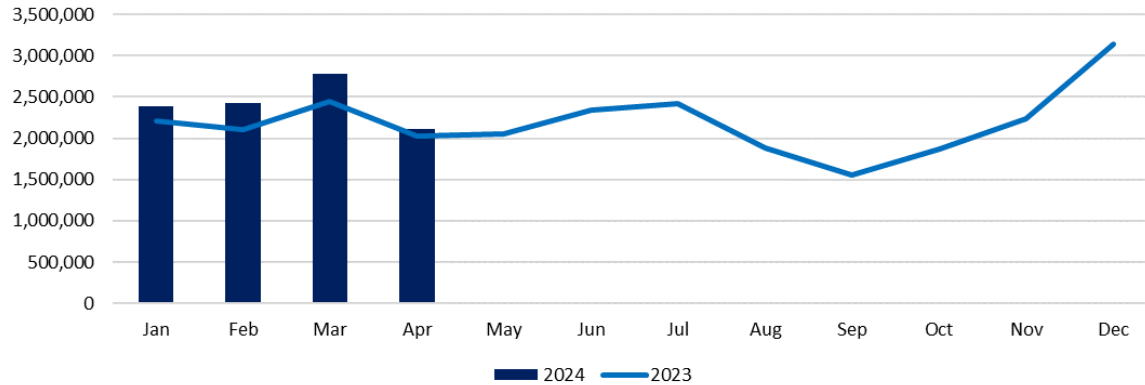
Air Activity in Mexico - Airport Groups

International Tourist Arrivals

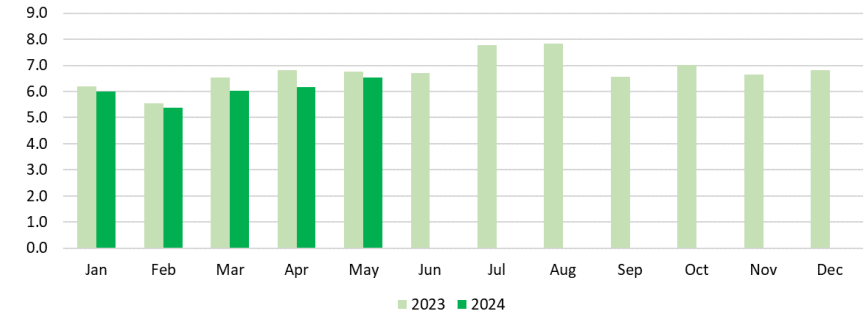


Apr-2023	Apr-2024	VAR
3,174,982	3,497,341	10.2%

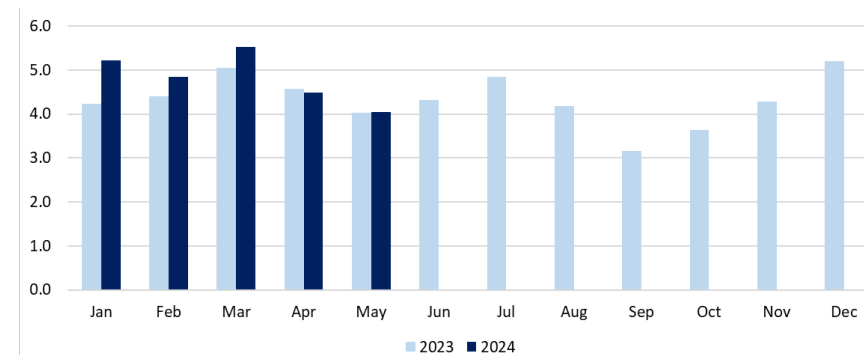
Inbound Tourists



Passenger traffic in domestic operations (millions)



Passenger traffic in international operations (millions)



International tourist arrivals:
Apr-2024
3.5 million
+10.2%
vs Apr-2023

International admittances:
Apr-2024
2.12 million
+4.5%
vs Apr-2023

Average expenditure of inbound tourists by air: Apr-2024
\$1,206 USD
+2.6%
vs Apr-2023

PAX In domestic operations: May-2024
6.5 million
-3%
vs May-2023

PAX in international operations: May-2024
4.05 million
+0.4%
vs May-2023

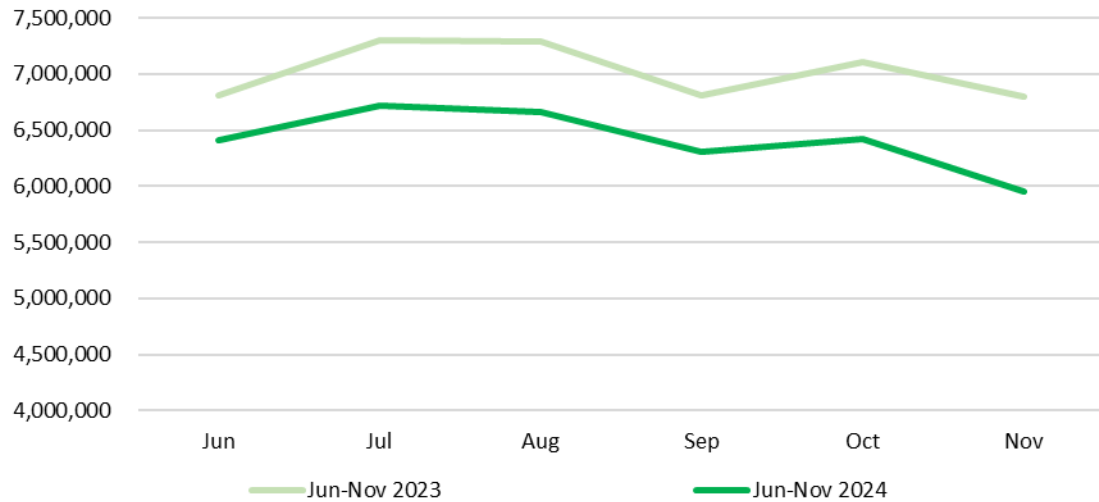
SOURCE : ASUR, OMA, GAP

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

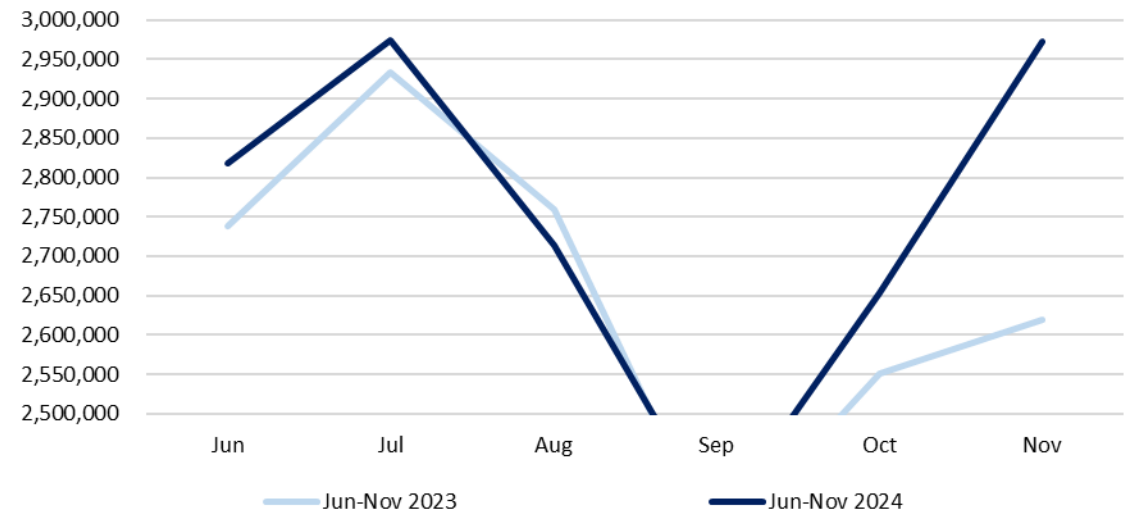
SOURCE: INTERNATIONAL TOURIST SURVEY. INEGI

Seat planning for Mexico (Jun-2024 and beyond)

Seat Scheduling Domestic Market



Seat Scheduling - International Market to Mexico



Domestic Seats:
38.5 million
-8.7%
 vs Jun-Nov 2023



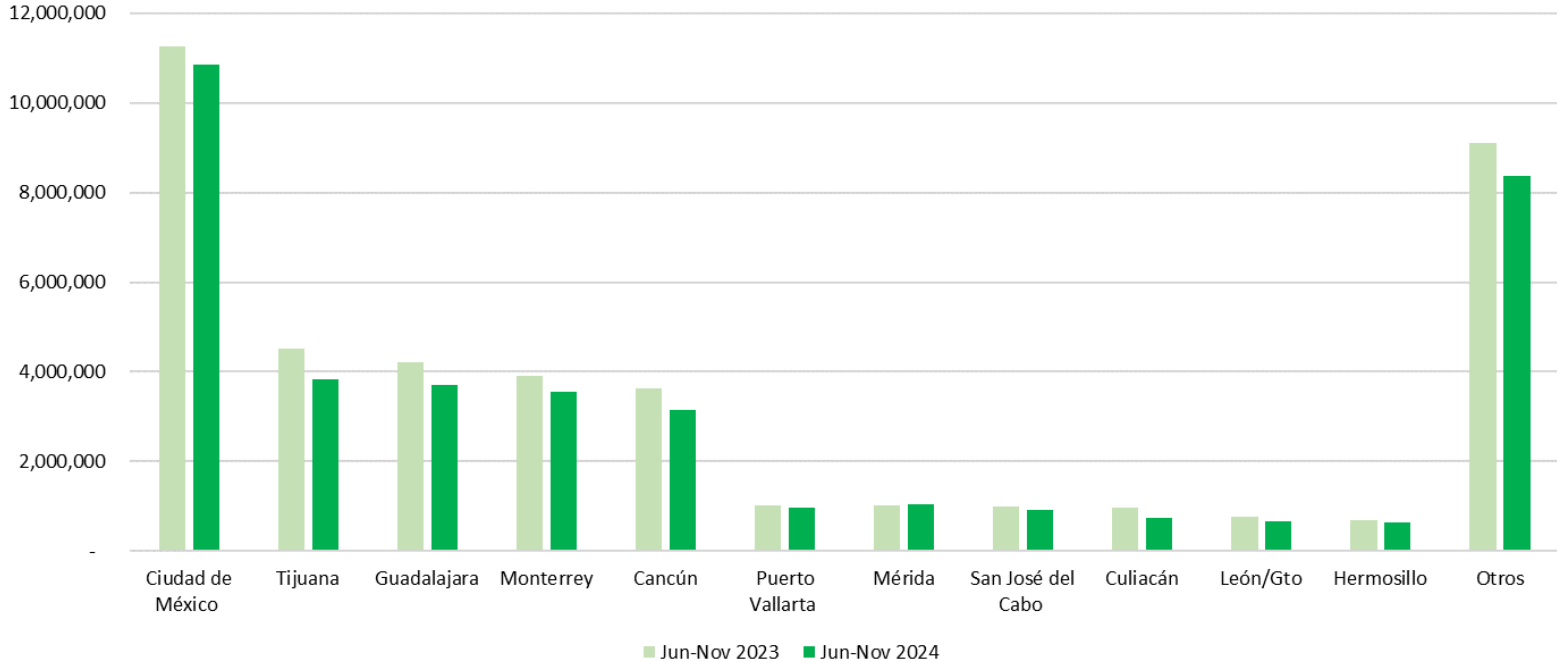
International Seats:
16.5 million
+3.5%
 vs Jun-Nov 2023



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
(Jun-Nov 2024):

CDMX
10.85 million
(-3.7% vs Jun-Nov 2023)

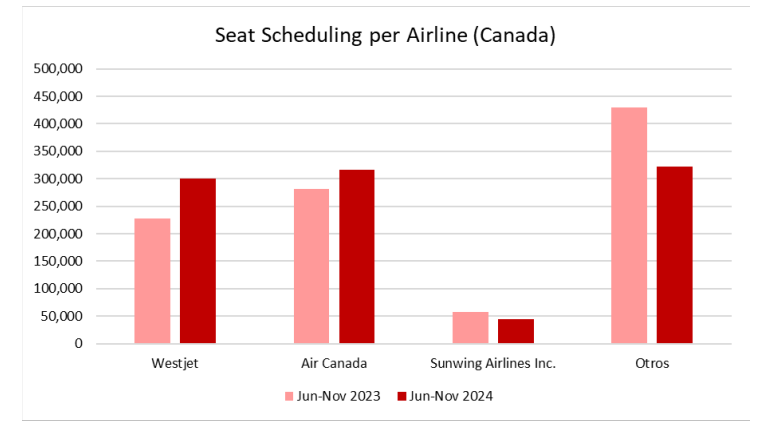
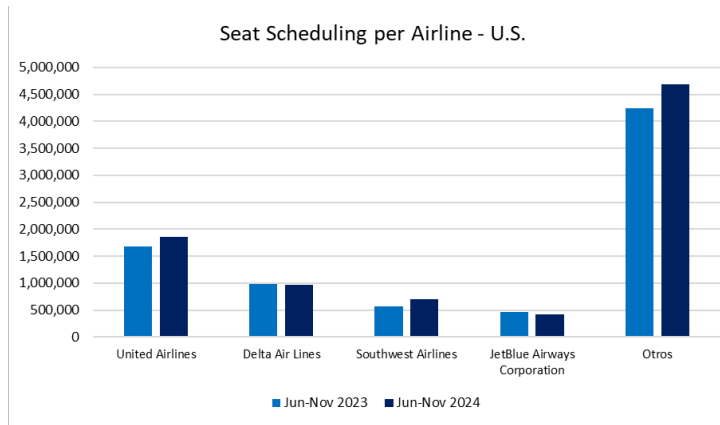
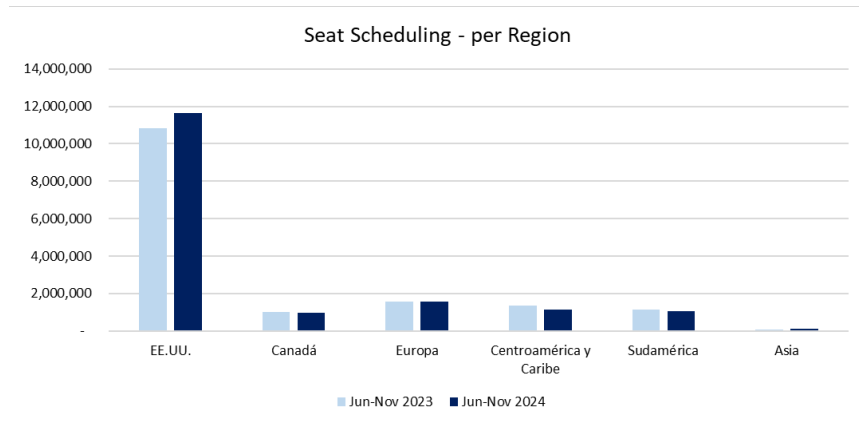
Tijuana:
3.83 million
(-15.4% vs Jun-Nov 2023)

Guadalajara:
3.72 million
(-11.6% vs Jun-Nov 2023)

San José del Cabo:
907 million
(-9.7% vs Jun-Nov 2023)

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

International Seat Planning for Mexico



U.S.
11.63 million seats
+7.6%

vs Jun-Nov 2023



70.5%

%VAR planned seats

Dallas:
1.6 million
+7.4%

Houston:
1.5 million
+7.7%

Jun-Nov 2023

Los Angeles:
1.3 million
-8.4%
Chicago:
948 thousand
+15.1%



Canada
883 thousand
-1.4%

vs Jun-Nov 2023



6%

%VAR planned seats

Toronto:
384 thousand
-4.7%
Vancouver:
215 thousand
-3.7%

vs Jun-Nov 2023

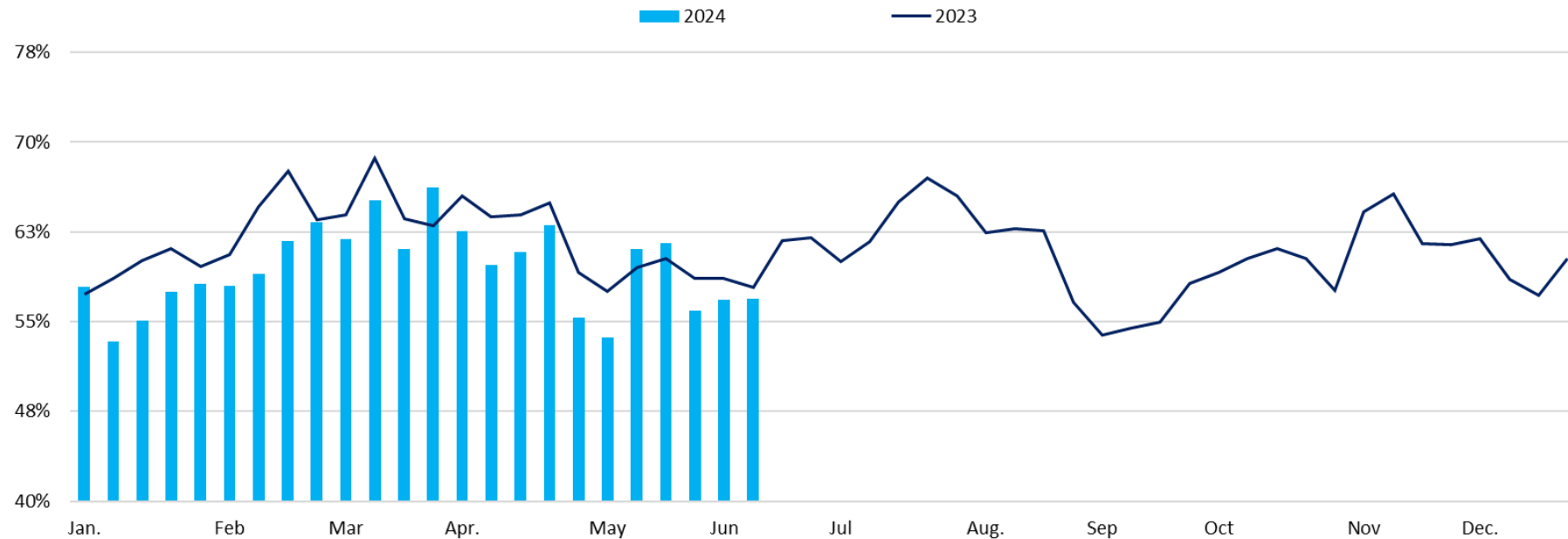
Montreal:
198 thousand
-16.2%
Calgary:
108 thousand
-0.9%

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 Centres)



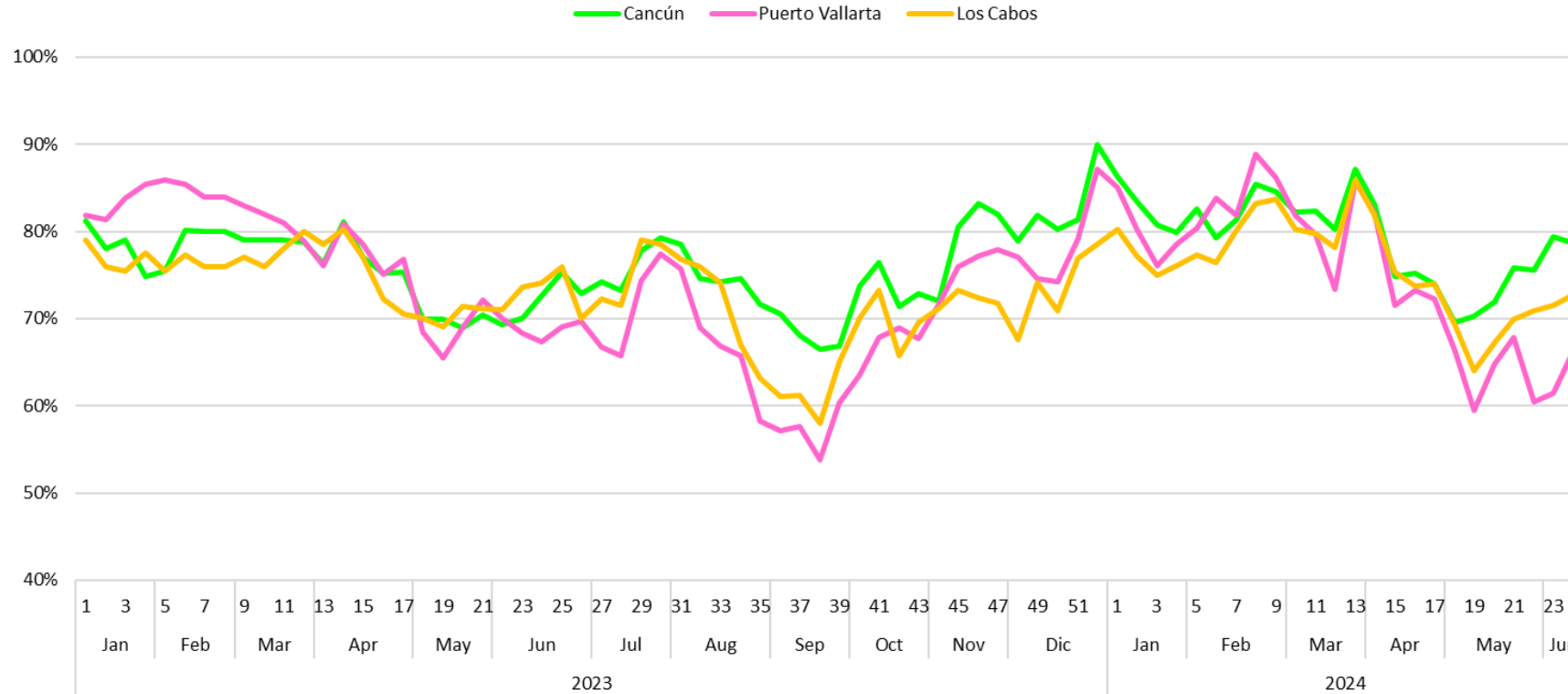
Average Occupancy,
week 24
56.9%
-1pp
vs same week of 2023



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

Hotel occupancy in Cancun, Puerto Vallarta and Los Cabos



Cancún:
78.7%

Puerto Vallarta:
66.4%

Los Cabos:
72.7%
-6pp vs Cancún
+6.3pp vs Puerto Vallarta
Week 24 (Jun 10-16, 2024)

SOURCE : DATATUR

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: $RevPAR = It / \Sigma Ht$, where It is equal to the total revenue generated by rooms in a period t . and ΣHt is equal to the total number of rooms available in a period t . That is, the rooms of the establishment or chain multiplied by the number of nights in period t minus the unavailable rooms.
- **Resident.** Individual whose usual environment is in Mexican territory.
- **Residence.** The place/country where the traveler has stayed for most of the previous year (12 months) or has stayed for a shorter period and expects to return within 12 months to live in that country.
- **Average daily rate** (commonly referred to as ADR) is a statistical unit that represents the average revenue per occupied room paid in each period. The ADR along with the occupancy of the property are the basis for the financial performance of the property. ADR is calculated by dividing room revenue by the number of rooms sold. House guest rooms (known as house use) and complimentary rooms (known as complementary) should be excluded from the denominator.
- **Tourist.** Any person traveling away from his or her usual location for a period of less than 12 months and for any reason, except persons engaged in activities that will generate income for them at the travel destination; refugees or migrant workers; diplomats; seasonal or border workers; or tourism employees.
- **Visitor.** Any person who travels away from his or her usual location for a period of less than 12 months for any reason, except persons who engage in activities that will generate income for them at the travel destination: refugees or migrant workers; diplomats; seasonal or border workers; tourism employees; or persons seeking to establish a new residence or employment.

LOS  CABOS

LOS CABOS TOURISM OBSERVATORY

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