

LOS  CABOS

LOS CABOS  
TOURISM OBSERVATORY

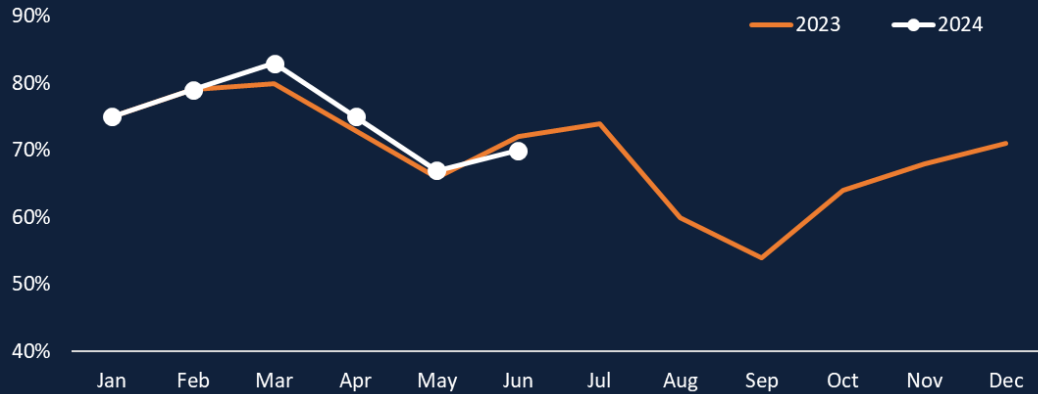
KEY PERFORMANCE INDICATORS

JULY 2024



# Key Performance Indicators (Jun-2024)

### Hotel Activity



**Hotel Occupancy**  
(Avg. 2024):  
**75%**  
**+1 pp**  
(vs Avg. 2023)

**Average Daily Rate**  
(Avg. 2024):  
**\$501 USD**  
**+1.2%**  
(vs Avg. 2023)

**RevPAR**  
(Avg. 2024):  
**\$377 USD**  
**+2.4%**  
(vs Avg. 2023)

**Hotel Occupancy**  
(Jun-2024):  
**70%**  
**-2 pp**  
(vs Jun-2023)

**Average Daily Rate**  
(Jun-2024):  
**\$425 USD**  
**-3%**  
(vs Jun-2023)

**RevPAR**  
(Jun-2024):  
**\$297 USD**  
**-5%**  
(vs Jun-2023)

SOURCE: AHLC

SOURCE: AHLC

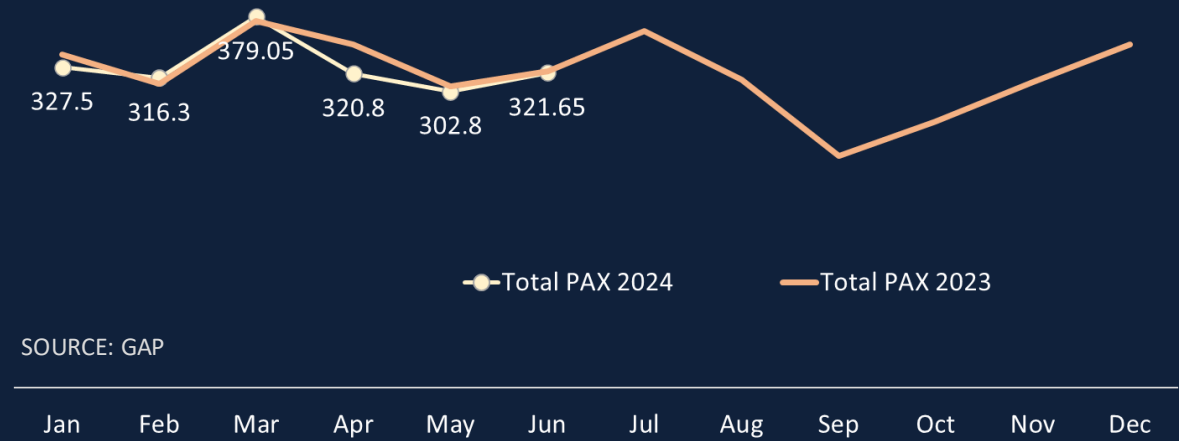
SOURCE: AHLC

### Air Passenger Arrivals

**Total Passengers**  
(Cum-2024):  
**1.96 million**  
**-2%**  
(vs Cum-2023)

**Domestic Passengers**  
(Cum-2024):  
**664.2 thousand**  
**-5.9%**  
(vs Cum-2023)

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



SOURCE: GAP

**Tourist Satisfaction: More than Expected** (Jun-2024):  
**63%**  
**-6 pp**  
(vs Jun-2023)

**Satisfaction with Public Safety** (Jun-2024):  
**1.8% bottom two**  
**-1.3 pp**  
(vs Jun-2023)

**Satisfaction with the Airport** (Jun-2024):  
**1.6% bottom two**  
**-0.4 pp**  
(vs Jun-2023)

SOURCE: TOURIST SURVEY

SOURCE: TOURIST SURVEY

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This section shows results considering only the information available for the current month. To see the rest of the available and updated information for previous months, please refer to the corresponding sections in the body of the document.

# Executive Summary (Jun-2024)



**HOTEL ACTIVITY:** Occupancy continues at high levels, with year-to-date and monthly increases versus the previous year, especially in San Lucas and El Corredor. However, both ADR and RevPAR continue to decline this month after showing steady growth for most of 2023. The supply of rooms also declined 10.3% this month compared to the previous year. In contrast, the supply through AirBnB and similar properties continues to increase, with rates 30% higher than traditional hotels.

- Hotel occupancy in Los Cabos in Jun-2024 registers 70%, or 2pp less than in Jun-2023. At the sub-destination level Cabo San Lucas recorded 76% (+7pp), San Jose del Cabo, 62% (-6pp), and El Corredor, 65% (+7pp) compared to Jun-2023.
- The average daily rate at Los Cabos hotels during Jun-2024 was \$425 USD, 3% lower than in Jun-2023. The highest rate is presented in El Corredor (\$633 USD), remaining within high levels, although falling (-10%) compared to the previous year; Cabo San Lucas reaches \$214 (-24%), while San Jose del Cabo averages \$286 (-6%). In Jun-2024 the RevPAR was \$297 USD; 5% less than in Jun-2023.
- In Jun-2024, lodging supply through online platforms (AirBnB and similar) increases 4.2%, reaching 5.5 thousand. However, its occupancy falls 3 pp and registers 47%. In Jun-2024 its average daily rate is \$5504 (0.2% less than Jun-2023) although 30% higher than traditional hotels.



**TOURIST SATISFACTION:** Tourist satisfaction indicators register increases and continue showing some of the highest levels recorded since the beginning of the observatory, in Feb-2019. Satisfaction with public safety and with the airport continue at record levels (1.8% and 1.6% with fair or poor perceptions, respectively). Meanwhile, the proportion of returning visitors and those traveling in vacation packages continue to recover, showing values higher than 2023 during the first months of the year.

- In Jun-2024, 63% of tourists rate Los Cabos as “more than expected” (6pp less than in Jun-2023, although only -1pp vs. the previous month). Satisfaction with safety in Los Cabos registers 1.8% of tourists had a fair or poor perception (1.3 pp below Jun-2023). Satisfaction with the airport also improves this month, reaching 1.6% with fair or poor perception, improving 0.4 pp compared to the previous year.
- Repeat tourists are down 2pp when compared to the previous year: 32% in Jun-2024; however, a positive trend of steady growth is maintained throughout the year.
- Package tourists also continue to improve and maintain a significant growth (+12pp), reaching 37%.



**MEETINGS:** The receipt of RFPs for group events remains at the same levels as the previous year, still within the highest levels since a year ago.

- In Jun-2024, 56 RFPs are received (same as in Jun-2023).



# Executive Summary (Jun-2024)



**AIR ACTIVITY:** Passenger arrivals on commercial flights remained at levels close to those of the previous year; however, tourist arrivals on private flights recorded their second consecutive month of growth. U.S. tourist arrivals showed a slight decline this month, although the cumulative figure for 2024 remains above 2023. The state of Washington continues to grow and consolidates its position as the third largest source of U.S. tourists. Vancouver, similarly continues to increase its share and in 2024 will account for 42% of Canadian passengers, maintaining its position as the most important airport of origin in Canada.

- In Jun-2024, 321.7 thousand passengers arrived at Los Cabos airport (a decrease of 0.4% with respect to Jun-2023).
  - Passengers on domestic flights (119.3 thousand) represent 37% of the total (and remain at the same level as the previous year). Of these, 37.8% came from Mexico City (AICM, TLC and NLU), followed by Tijuana with 22.3% and Guadalajara with 22.1%. Tijuana remains the Mexican market with the highest growth (2.1pp more market share), surpassing GDL, while CDMX loses market share in the year-to-date (-6.7pp).
  - Passengers on international flights (202.4 thousand) accounted for 63%, with a 0.6% decrease compared to the previous year. The main airports of origin are Los Angeles (14.1%, although maintaining a decrease in its share), Dallas (11.9%) and Phoenix (10.8%).
    - Nevertheless, California and Texas continue to be the main U.S. tourism sending states to Los Cabos (29.1% and 21.9% of the total). Followed by Washington - which registers 11% share or 4.5pp more than the previous month and continues to consolidate as the third origin of tourism to SJD within the U.S. The average flight cost from LAX airports has generally been the cheapest option from the U.S. (this month, 21% cheaper than the average).
  - From Canada, the leading issuer this year and maintaining its growth vs 2023 was Vancouver (42%, and +7pp vs 2023), followed by Calgary (24.9%), and Toronto (14.6%).
  - 91.1% of foreign tourists inbound in May-2024 through SJD had U.S. residency and 5.3% Canadian. Inbound U.S. passport tourists fell 0.2% versus May-2023 while those from Canada fell 10.8%.
- From Jan-May 2024 passenger traffic to Los Cabos airport shows a 5.0% decrease versus the same period in 2023. The domestic market shows an accumulated 6.8% below 2023 and the United States 3.3% less. Traffic from the United Kingdom increased 45.3% versus the same period last year.
- In May-2024, 4,074 commercial operations (4.7% less than in May-2023) and 1,660 private operations (+10.8%) were recorded at Los Cabos International Airport (SJD).
- In addition, 8.5 thousand international tourists arrived on private flights in May-2024. This level is 13.4% higher than the previous year. Cumulative 2024 is 12.3% higher than 2023.

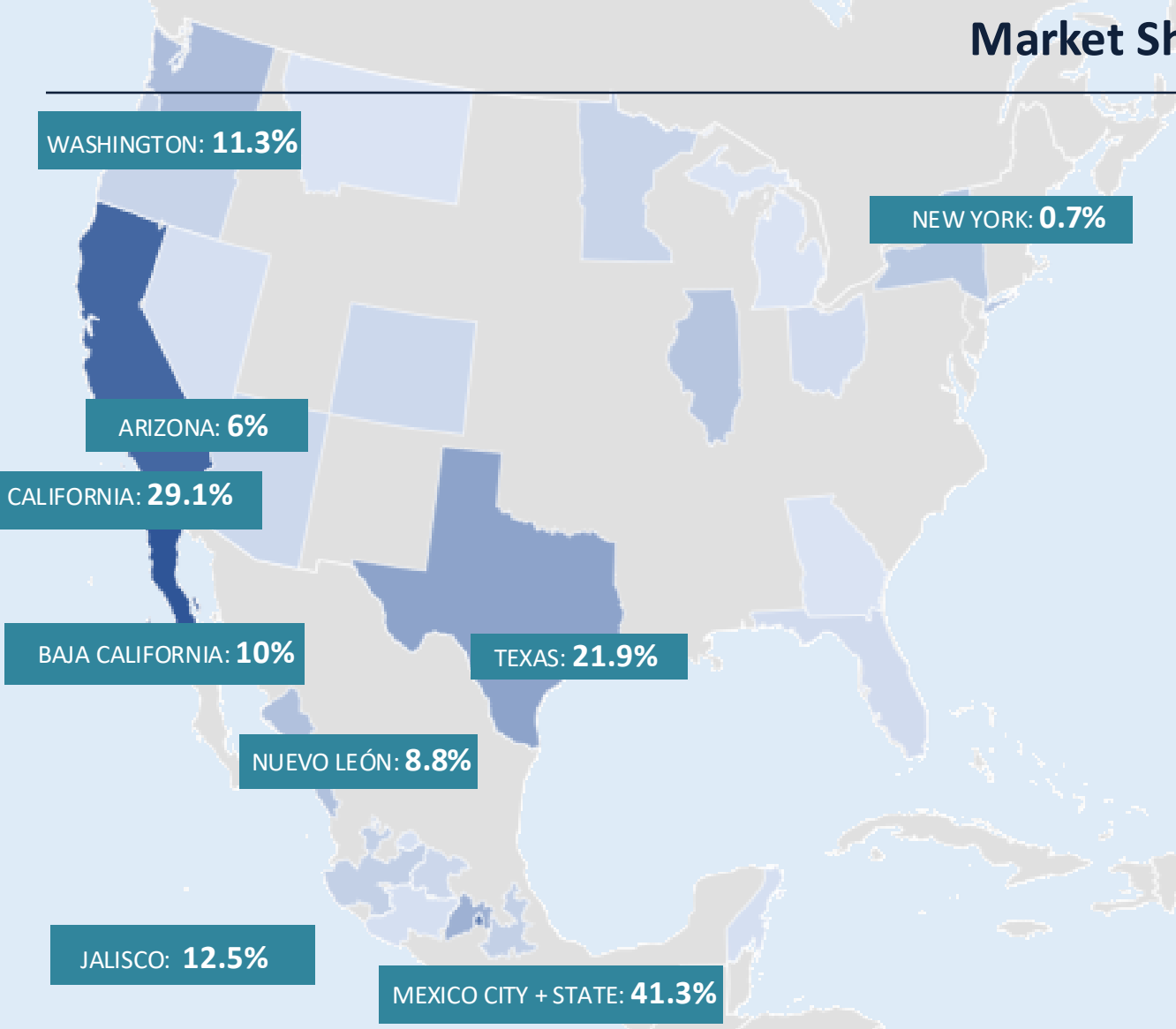
**CRUISES AND YACHTS:** Cruise ship activity to Los Cabos in May-2024 continues to recover with growth in both vessels and passengers.

- In May-2024, 14 cruise ships arrived at the Cabo San Lucas marina; an increase of 4 ships compared to the same period in 2023. These vessels transported a total of 42.9 thousand passengers (+42.8% vs. May-2023).



# Market Share

SOURCE TOURIST SURVEY



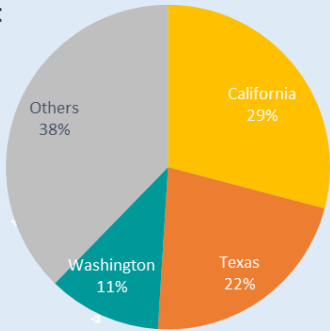
United States:  
**57.1%**  
-2.5 pp (vs Jun-2023)

Canada:  
**4%**  
+0 (vs Jun-2023)

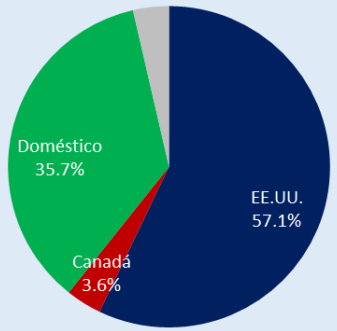
Domestic:  
**35.7%**  
+0.1 pp (vs Jun-2023)

Others:  
**3.6%**  
+2.4 pp (vs Jun-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



# Passenger Arrivals at Los Cabos Airport

## Key Indicators (Jun-2024)

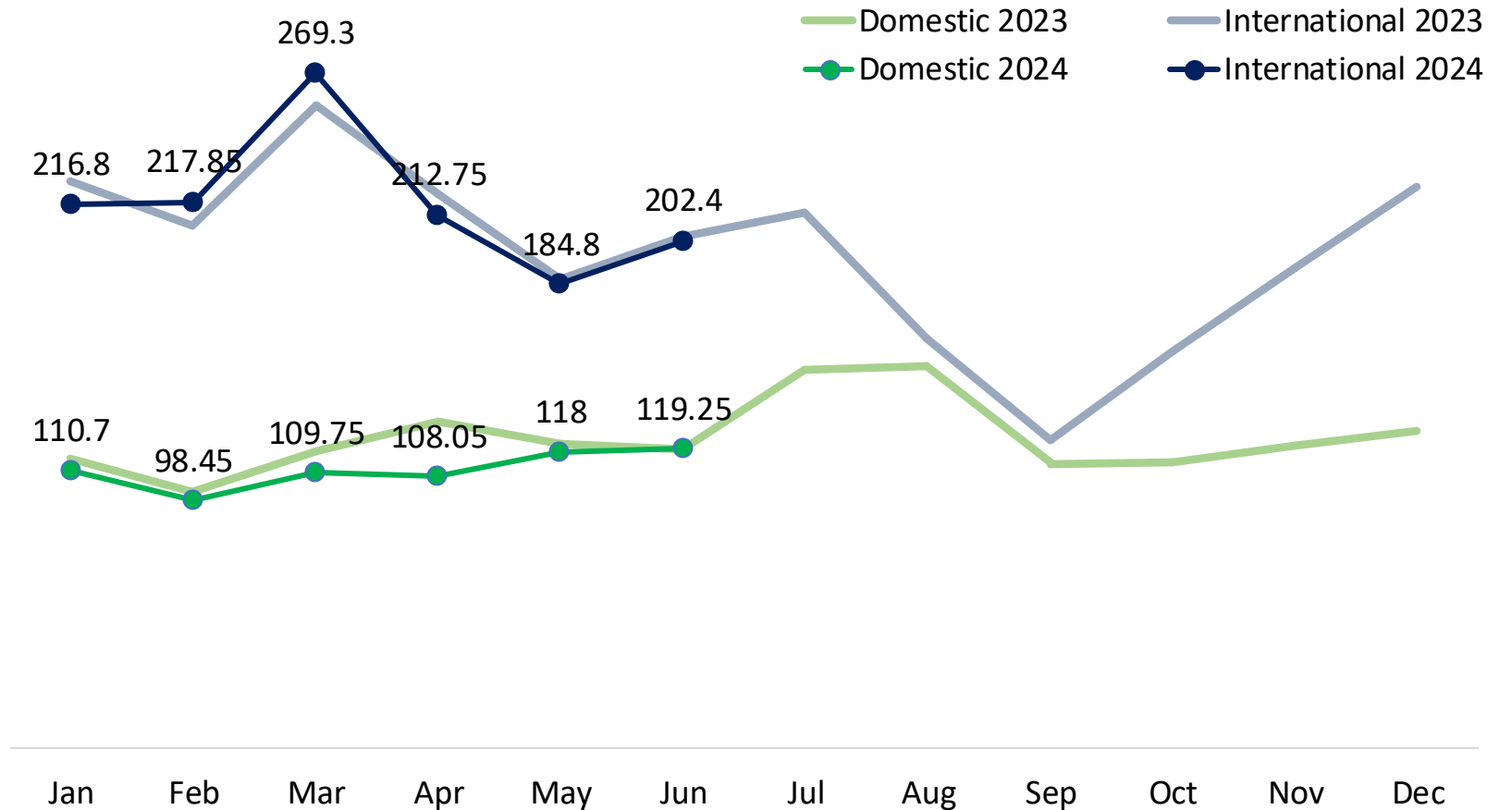
Total Passengers (Jun-2024): **321.65 thousand** ↓  
-0.4% vs Jun-2023

Domestic Passengers (Jun-2024): **119.25 thousand** ↓  
0.0% vs Jun-2023

International Passengers (Jun-2024): **202.4 thousand** ↓  
-0.6% vs Jun-2023

Domestic: **37%**  
Intern.: **63%**

Source: GAP



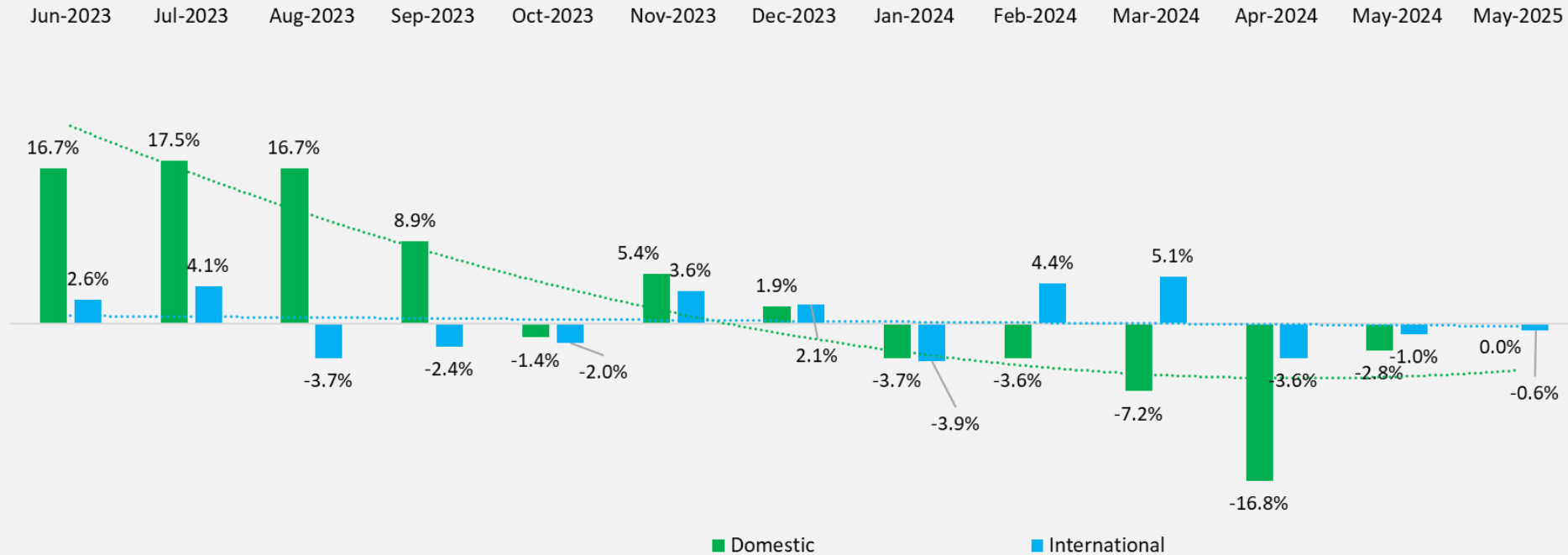
Total Passengers (Jan-Jun 2024): **1.96 million** ↓  
-2.0% vs Jan-Jun 2023

Domestic Passengers (Jan-Jun 2024): **664.2 thousand** ↓  
-5.9% vs Jan-Jun 2023

International Passengers (Jan-Jun 2024): **1.30 million** ↑  
0.2% vs Jan-Jun 2023

# Passenger Arrivals at Los Cabos Airport

Percentual change from previous year

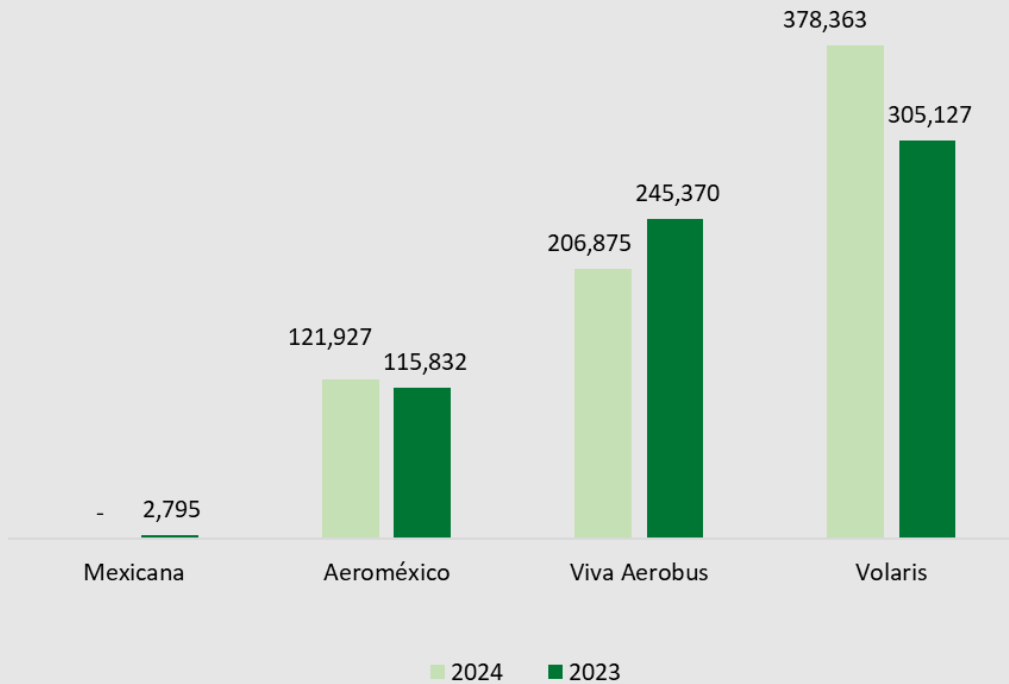


SOURCE: GAP

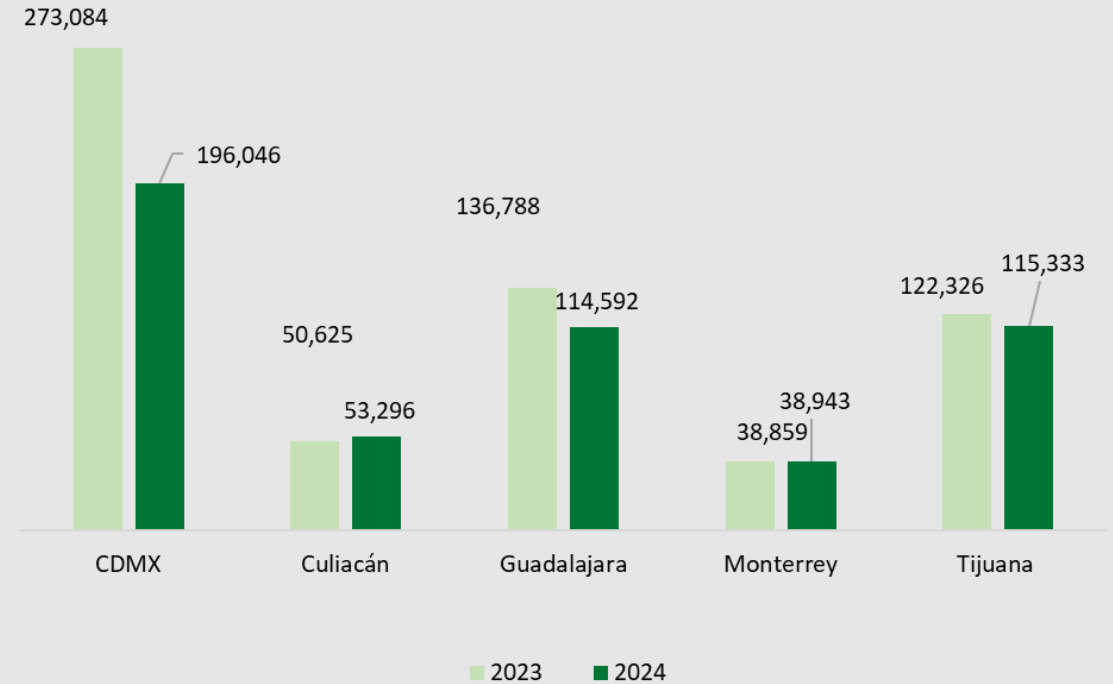


# Cumulative Passenger Arrivals at Los Cabos airport, **Domestic Flights**, cumulative Jan-Jun-2024

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



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



SOURCE: PAXIS

Cumulative PAX:  
**664.2 thousand**  
 -5.9% vs 2023



Per origin:

GDL: **22.1%** +0.1 pp vs 2023  
 CDMX: **37.8%** -6.1 pp vs 2023  
 TIJ: **22.3%** +2.6 pp vs 2023  
 MTY: **7.5%** +1.3 pp vs 2023

Per airline:

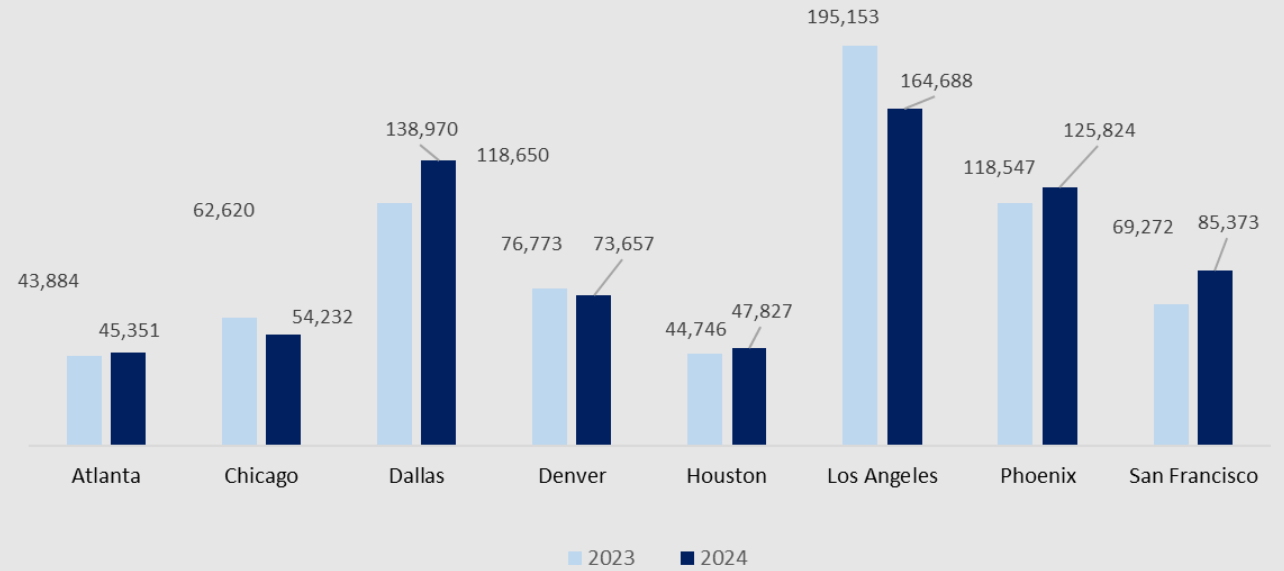
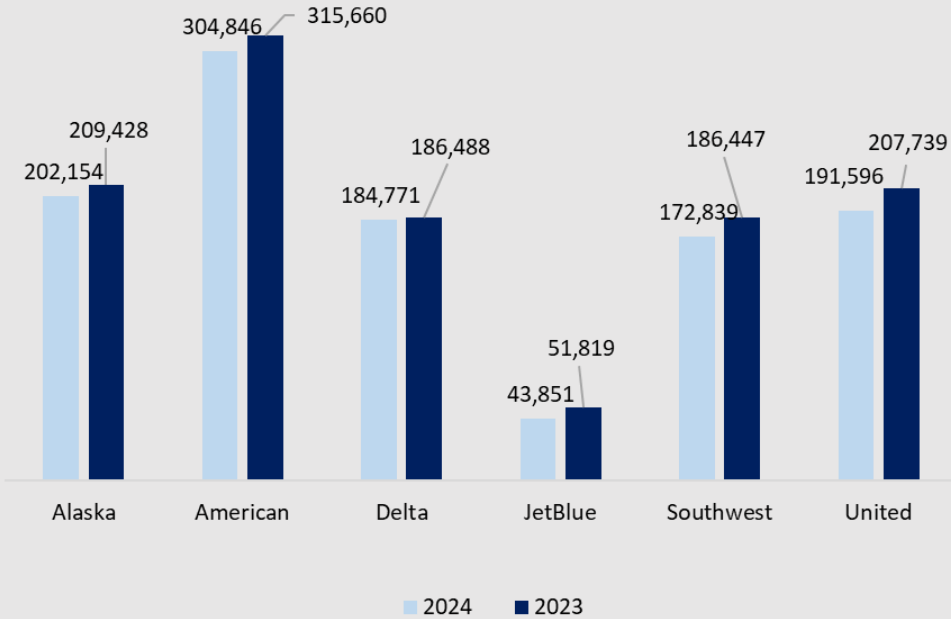
AM: **17.3%** +0.2 pp vs 2023  
 VIV: **36.7%** +7.6 pp vs 2023  
 VOL: **45.6%** -7.6 pp vs 2023



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

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

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



SOURCE: PAXIS

Cumulative PAX:  
**1.7 million**  
 +2.7% vs 2023



Per origin:

DFW: **11.9%** +1.5 pp vs 2023  
 LAX: **14.1%** -3.1 pp vs 2023  
 PHX: **10.8%** +0.4 pp vs 2023  
 DEN: **6.3%** -0.4 pp vs 2023

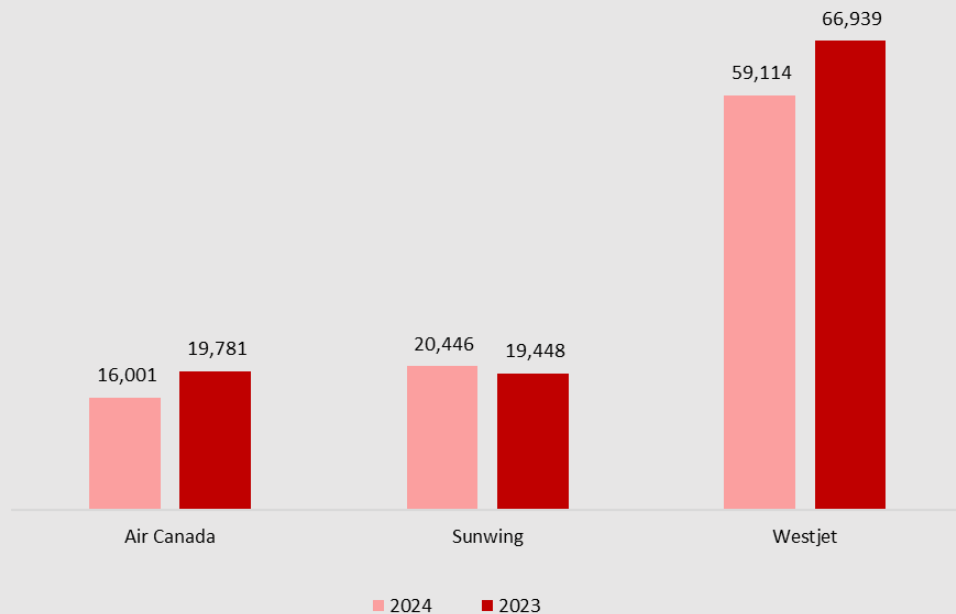
Per airline:

AS: **17.9%** +0.2 pp vs 2023  
 AA: **27%** +0.2 pp vs 2023  
 DL: **16%** -0.3 pp vs 2023  
 UA: **17.8%** +0.9 pp vs 2023

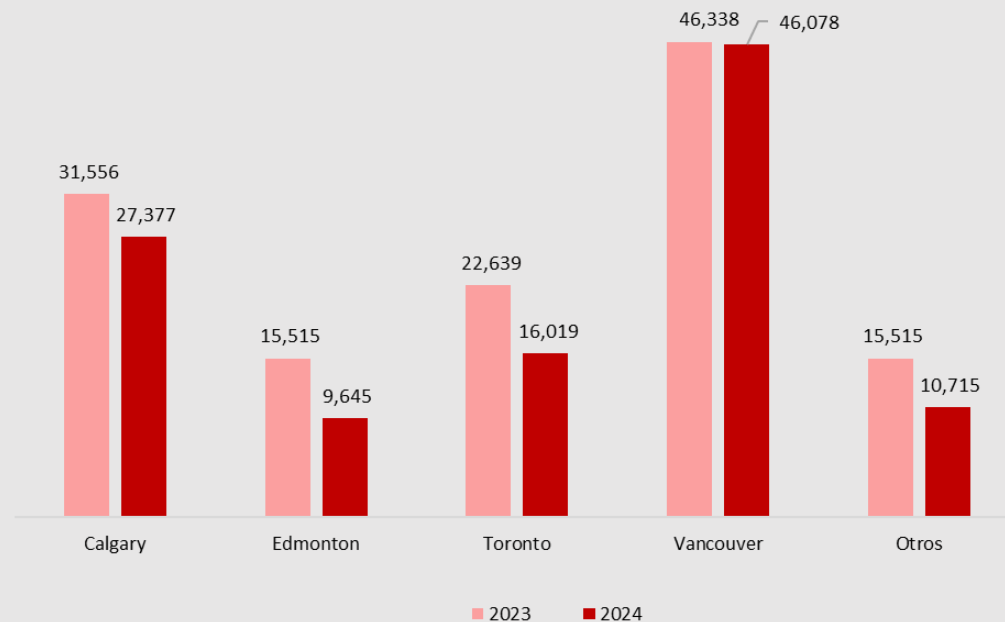


# Cumulative Passenger Arrivals at Los Cabos airport, **Canadian Flights**, cumulative Jan-Jun-2024

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



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



SOURCE: PAXIS

Cumulative PAX:

**109.8 thousand**

-16.5% vs 2022



Per origin:

YYC: **24.9%** +0.3 pp vs 2023

YVR: **42%** +6.7 pp vs 2023

YEG: **8.8%** -3 pp vs 2023

YYZ: **14.6%** -2.6 pp vs 2023

Per airline:

AC: **18%** +5.8 pp vs 2023

WG: **17.7%** +2.2 pp vs 2023

WS: **60.9%** +16 pp vs 2023



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PASSENGER ARRIVALS  
BY NATIONALITY





## Key Indicators (May-2024)

International Arrivals  
(May-2024):

**179,061**

-0.9% vs May-2023



U.S.: **91.1%**

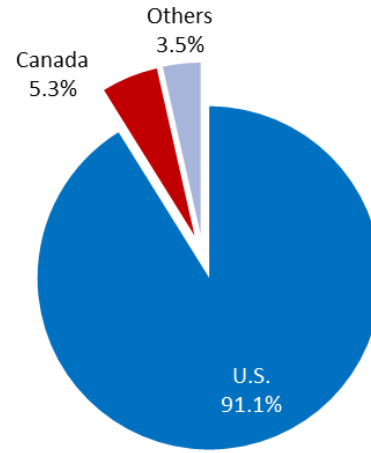
Canada.: **5.3%**

Others.: **3.5%**

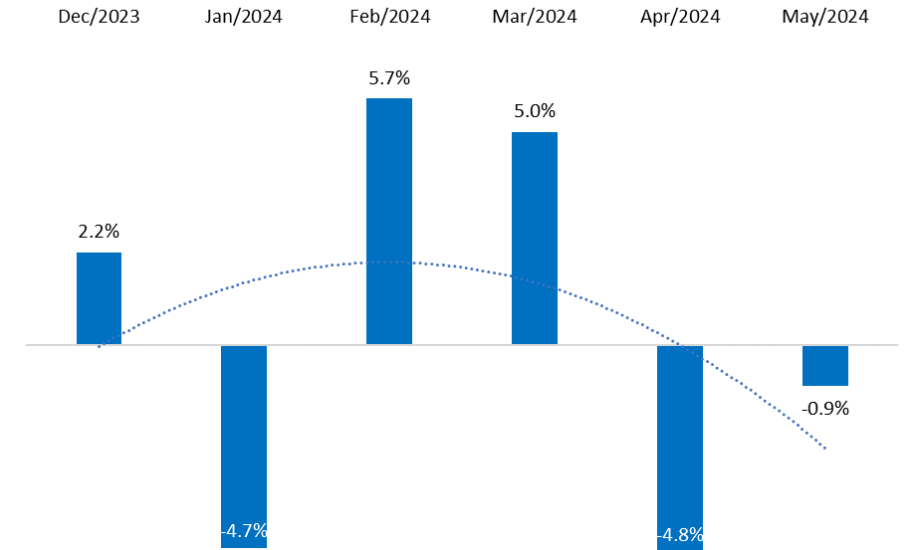
SOURCE: INM- SIOM

# Foreign Tourist Admittances through SJD per Nationality

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



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

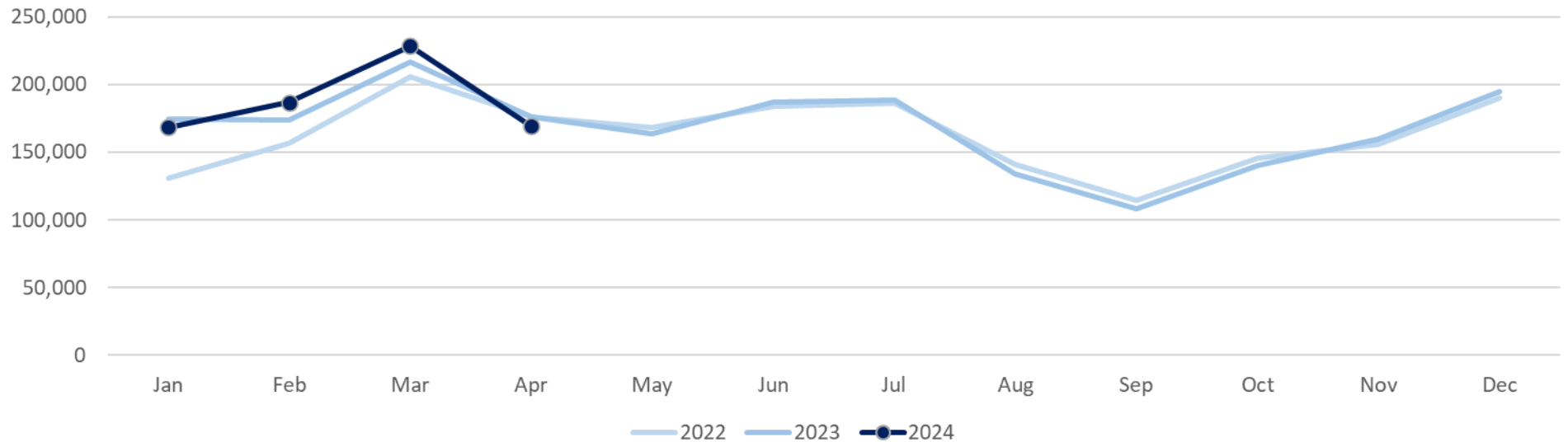


U.S. Arrivals  
(May-2024):  
**163,200**  
-0.2% vs May-2023



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

| U.S.A. | Jan     | Feb     | Mar     | Apr     | May     | Jun     | Jul     | Aug     | Sep     | Oct     | Nov     | Dec     | Cum. Jan-May |
|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------|
| 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 | 837,672      |
| 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 | 904,836      |
| 2024   | 168,391 | 186,769 | 228,708 | 169,143 | 163,200 |         |         |         |         |         |         |         | 916,211      |



\* **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

Key Indicators  
(May-2024)

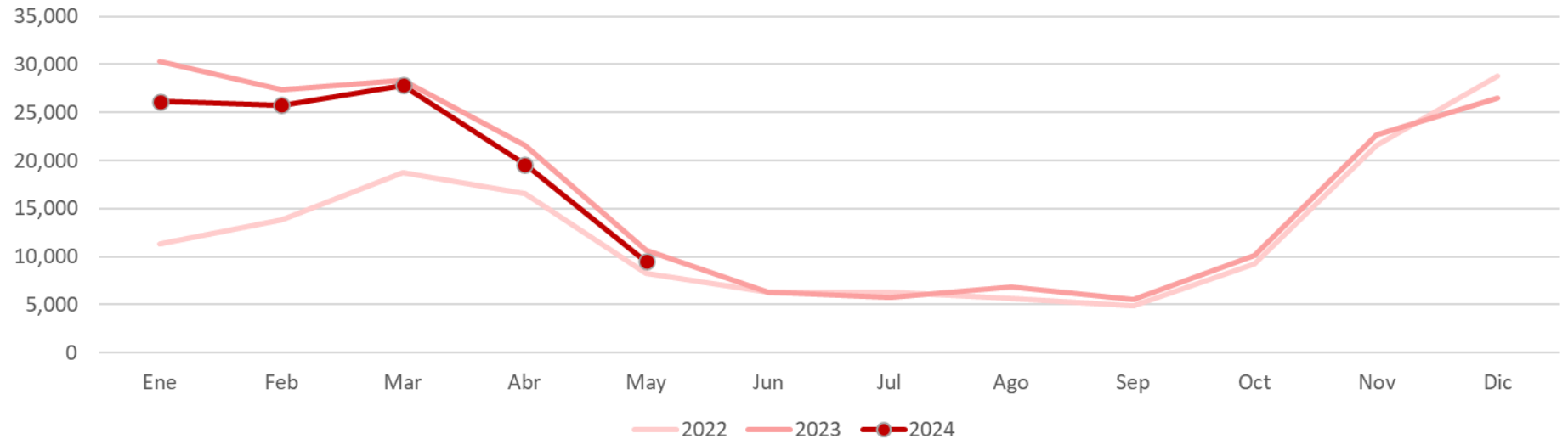


Canadian Arrivals  
(May-2024):  
**9,525**  
-10.8% vs May-2023



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

| Canada | Jan    | Feb    | Mar    | Apr    | May    | Jun   | Jul   | Aug   | Sep   | Oct    | Nov    | Dec    | Cum. Jan-May |
|--------|--------|--------|--------|--------|--------|-------|-------|-------|-------|--------|--------|--------|--------------|
| 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 | 68,801       |
| 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 | 118,410      |
| 2024   | 26,170 | 25,788 | 27,862 | 19,575 | 9,525  |       |       |       |       |        |        |        | 108,920      |



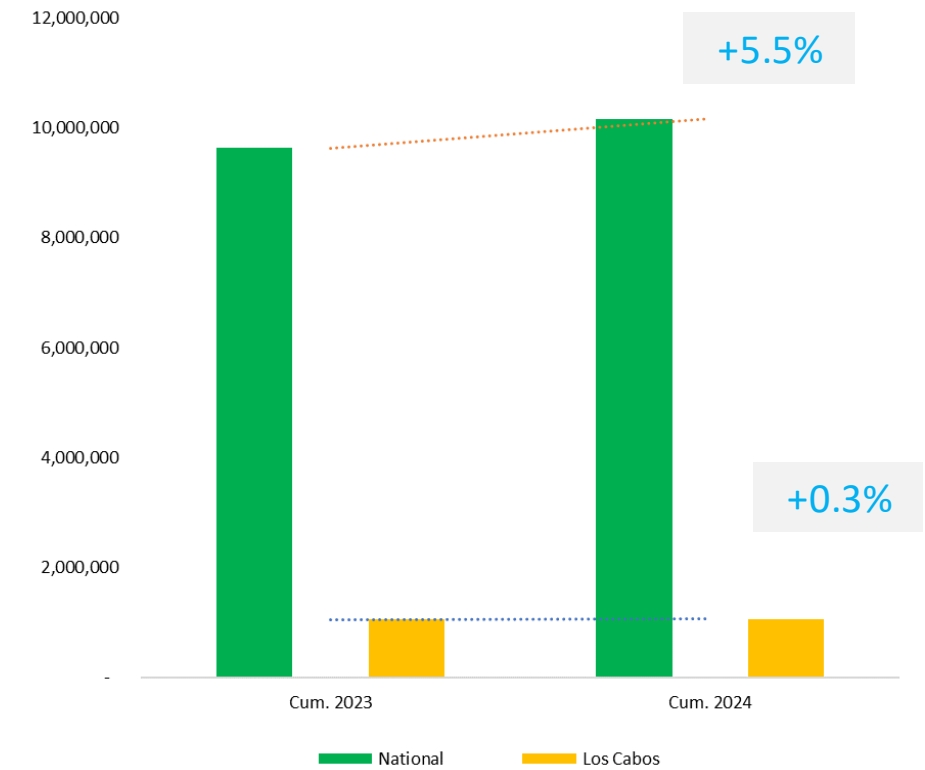
**\* Explanatory note:** Since September 2023, the source of data used to account for tourist arrivals was changed. Previously, the accounting was based on the residence reported by tourists upon entering national territory; currently, this accounting is based on the nationality of the passport presented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

# 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                   | 5,808,264        | 6,248,326         | 7.6%        | 904,836          | 916,211          | 1.3%        |
| Canada                          | 1,377,714        | 1,537,190         | 11.6%       | 118,410          | 108,920          | -8.0%       |
| Europe                          | 943,255          | 935,526           | -0.8%       | 12,630           | 12,158           | -3.7%       |
| Caribbean, South and Central A. | 1,153,857        | 1,050,510         | -9.0%       | 3,754            | 3,788            | 0.9%        |
| Rest                            | 344,259          | 388,863           | 13.0%       | 16,880           | 18,294           | 8.4%        |
| <b>Total</b>                    | <b>9,627,349</b> | <b>10,160,415</b> | <b>5.5%</b> | <b>1,056,510</b> | <b>1,059,371</b> | <b>0.3%</b> |

| Key Market     | National       |                |             | Los Cabos     |               |             |
|----------------|----------------|----------------|-------------|---------------|---------------|-------------|
|                | Cum. 2023      | Cum. 2024      | Δ 2024/2023 | Cum. 2023     | Cum. 2024     | Δ 2024/2023 |
| United Kingdom | 190,761        | 191,243        | 0.3%        | 4,618         | 4,628         | 0.2%        |
| Spain          | 129,679        | 136,369        | 5.2%        | 1,420         | 766           | -46.1%      |
| Germany        | 118,864        | 119,512        | 0.5%        | 597           | 1,220         | 104.4%      |
| Australia      | 26,852         | 27,570         | 2.7%        | 2,928         | 3,284         | 12.2%       |
| South Korea    | 35,456         | 45,457         | 28.2%       | 1,645         | 1,676         | 1.9%        |
| <b>Total</b>   | <b>501,612</b> | <b>520,151</b> | <b>3.7%</b> | <b>11,208</b> | <b>11,574</b> | <b>3.4%</b> |



SOURCE: INM- SIOM

International Arrivals, all Mexico (Cum. 2024):

**10.2 million**

+5.5% vs 2023



Key Markets, all Mexico (Cum. 2024):

**422.1 thousand**

+5.4% vs 2023



International Arrivals, SJD (Cum. 2024):

**1.1 thousand**

+0.3% vs 2023



Key Markets, SJD (Cum. 2024):

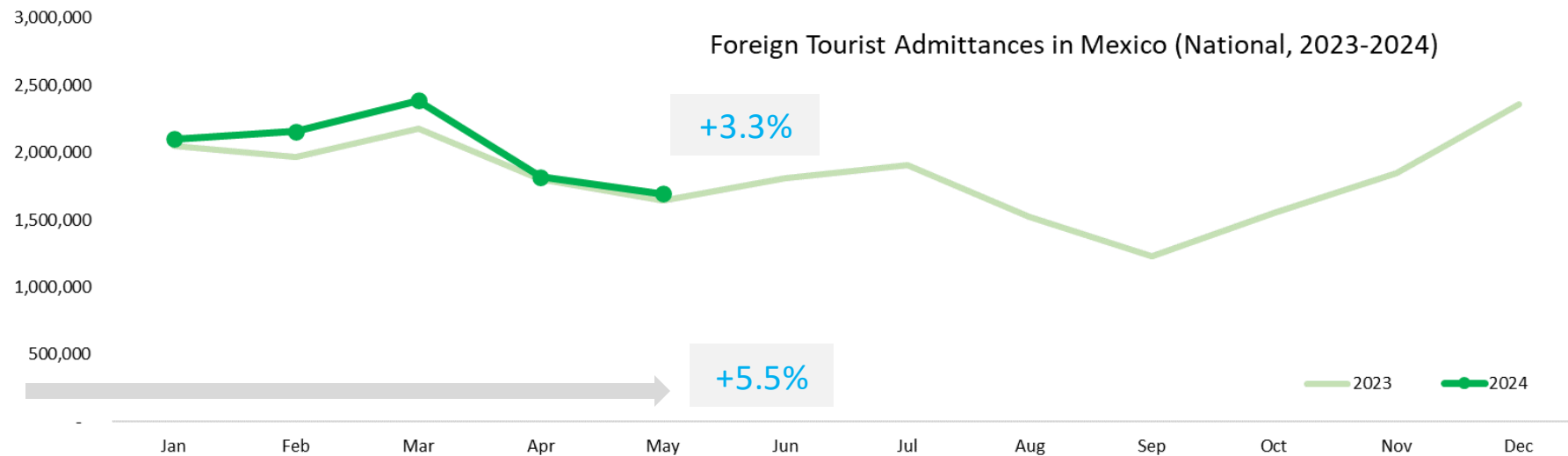
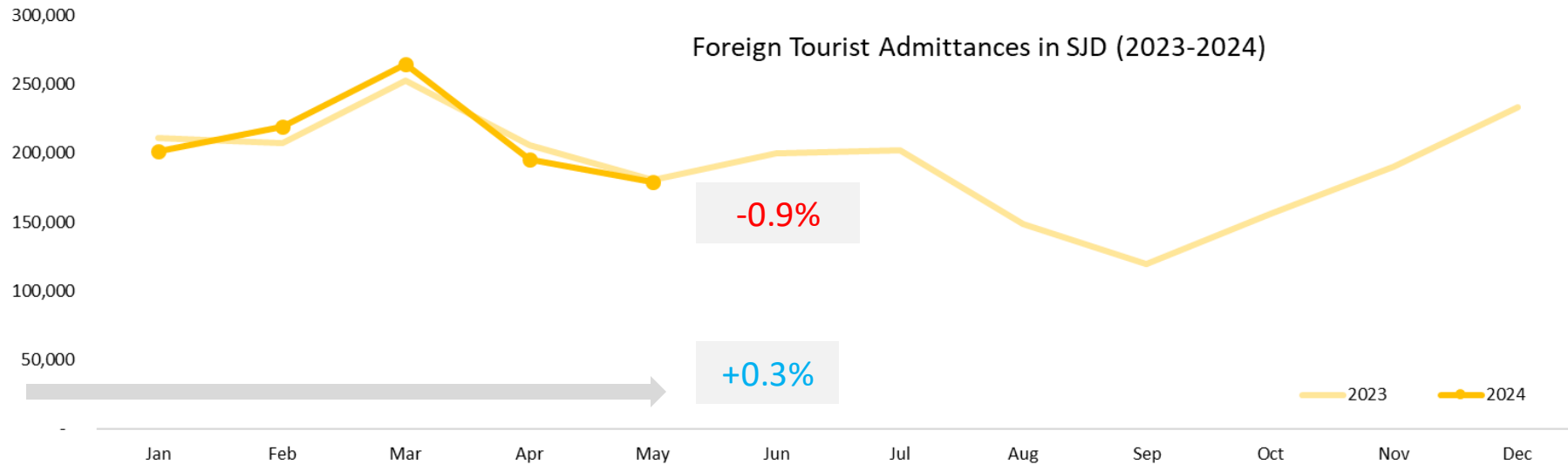
**11.2 thousand**

+3.4% vs 2023





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



SOURCE: INM- SIOM

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CRUISE AND YACHT ACTIVITY



Key Indicators  
(May-2024)

Vessels (month)

**14**

(+4 vs May-2023)



PAX (month)

**48.9 thousand**

(+42.8% vs May-2023)



PAX/Vessel

**3.5 thousand**

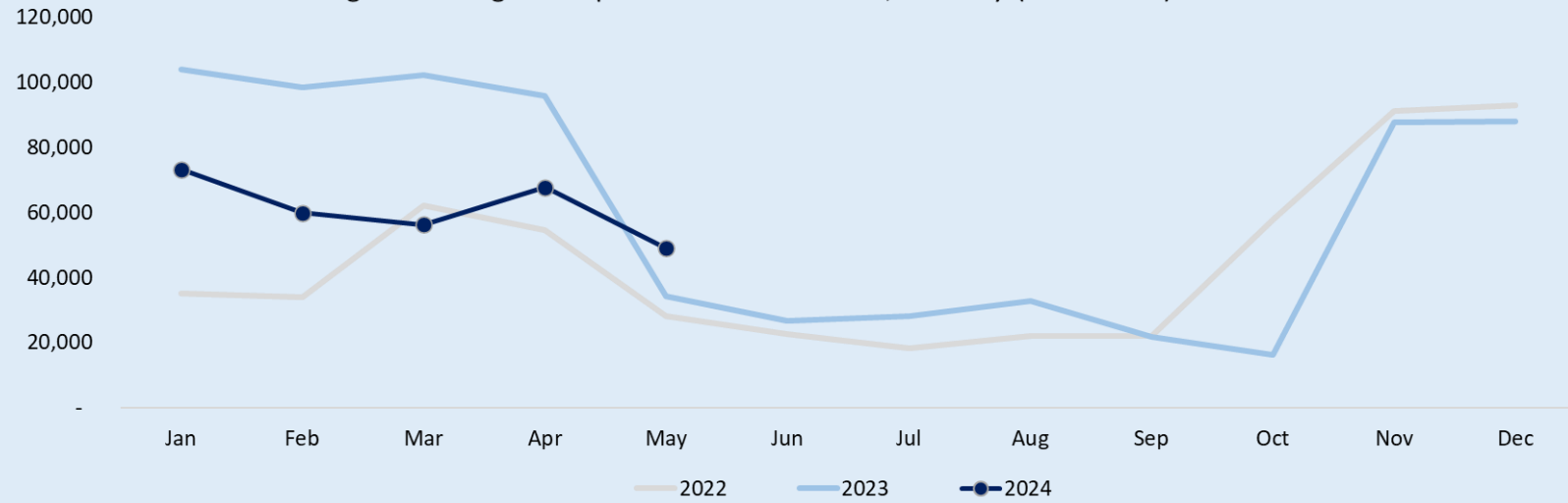
(+2% vs May-2023)



Source: DATATUR-SCT

# Cruise Activity

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



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





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TOURIST SURVEYS AND  
MEETINGS





# Key Indicators (Jun-2024)

RFPs (current month)  
**56**  
(+0% vs Jun-2023)

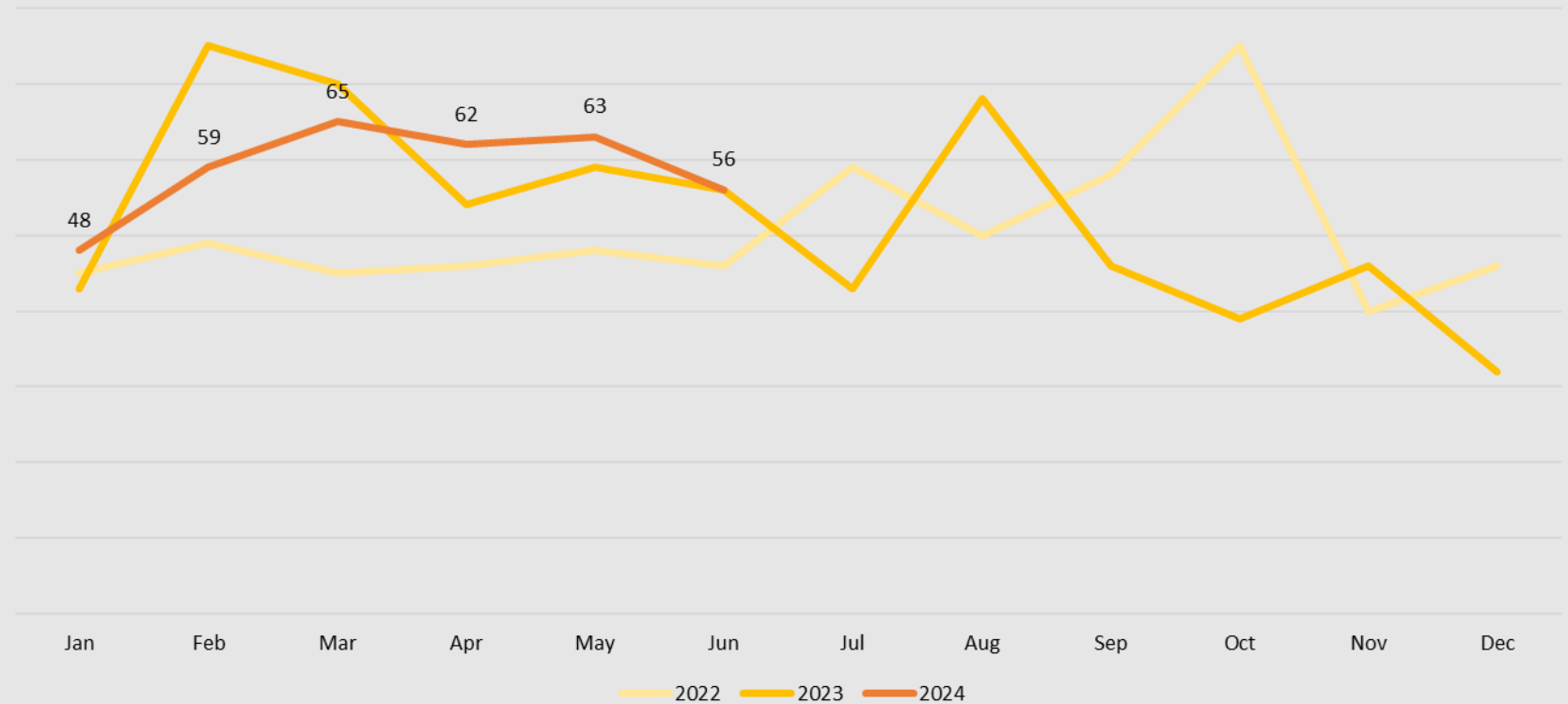


RFPs (Cum. 2024)  
**357**  
(-1.1% vs 2023)



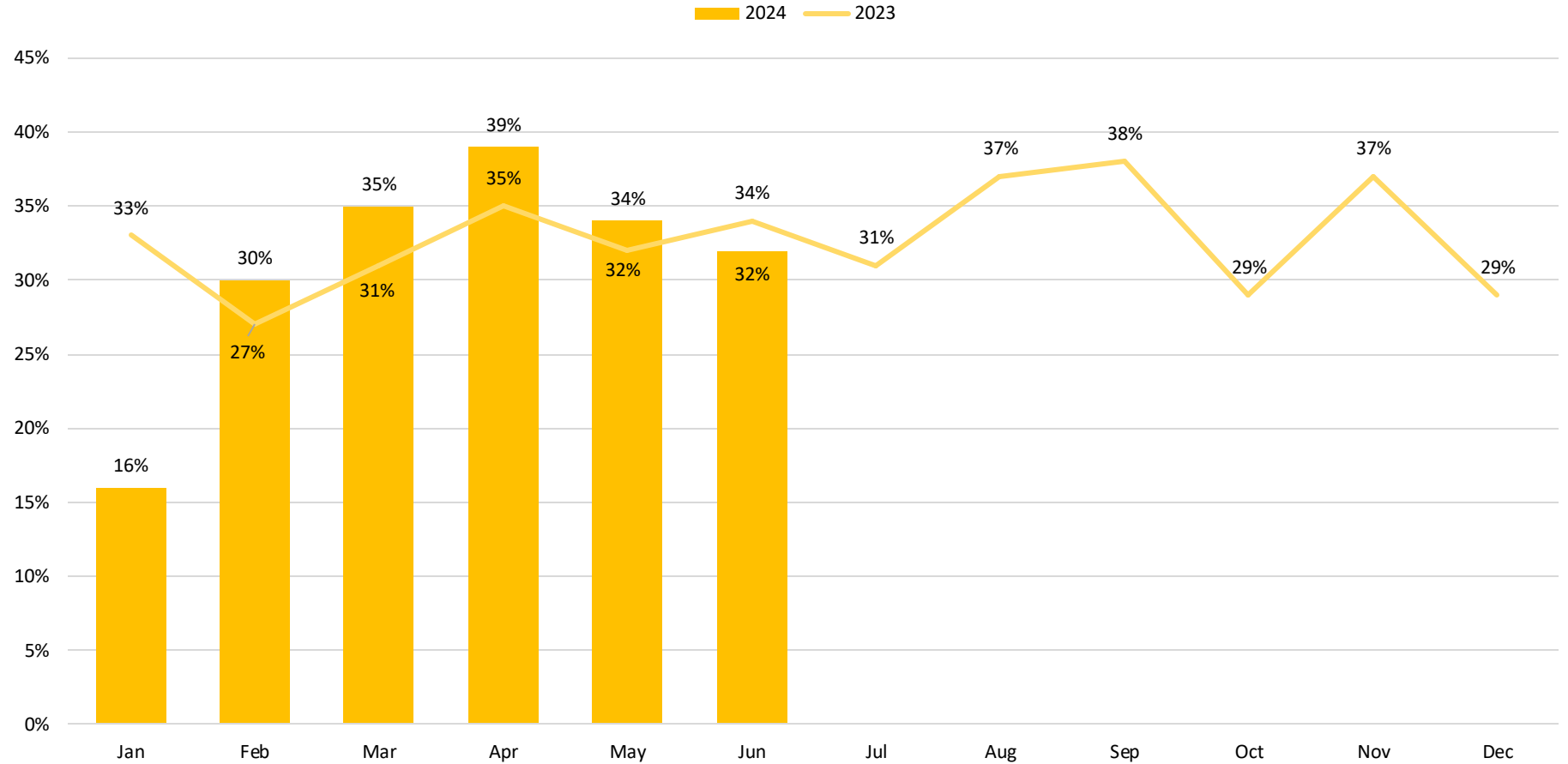
## Meetings

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



Fuente: CVENT

# Returning Tourists



## Returning Tourists

Jun-2024:

**32%**

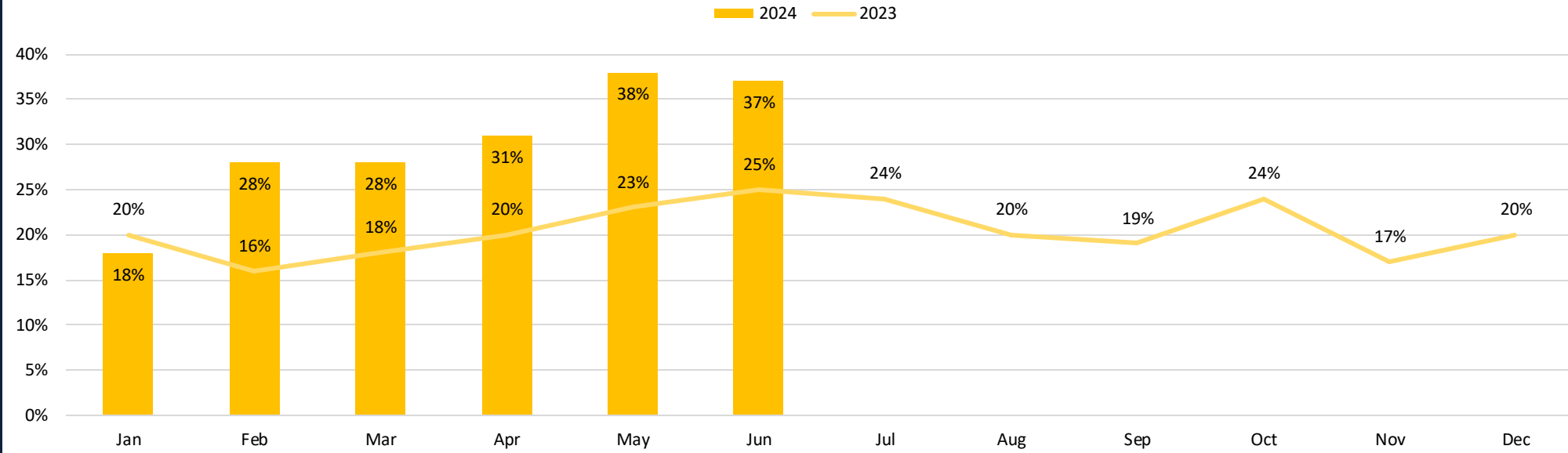
**-2pp**

Vs Jun-2023



SOURCE: TOURIST SURVEY

# Package Tours



## Package Tours

Jun-2024 :

**37%**

**+12 pp**

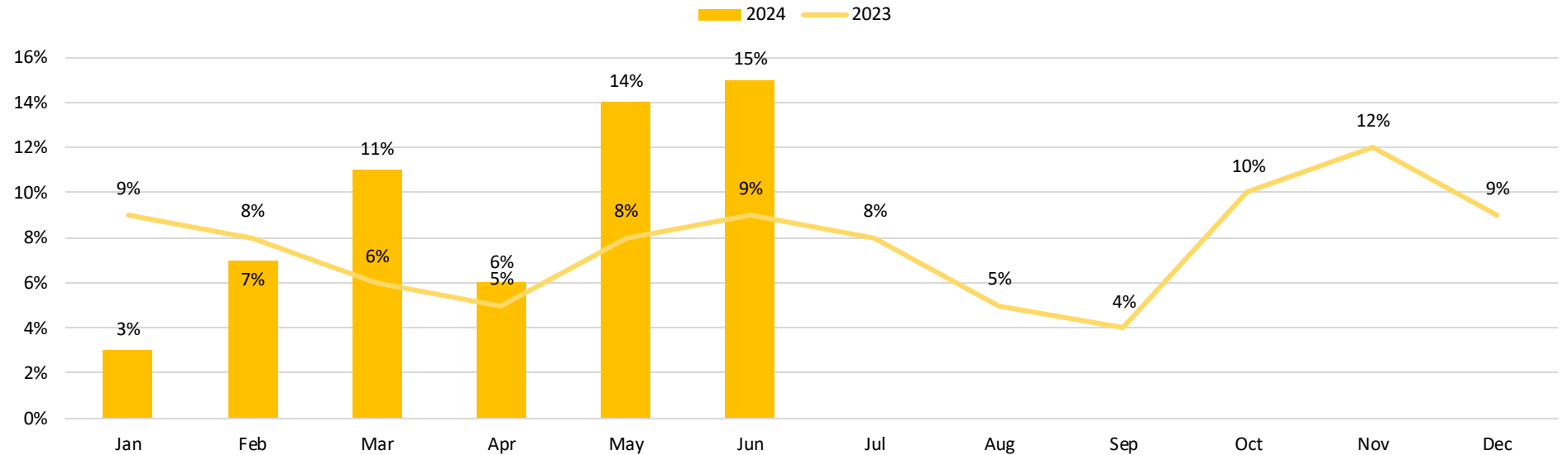
Vs Jun-2023



SOURCE: TOURIST SURVEY

# Timeshares

Timeshare Use  
Jun-2024 :  
**15%**  
+6pp  
Vs Jun-2023



SOURCE: TOURIST SURVEY



LOS  CABOS

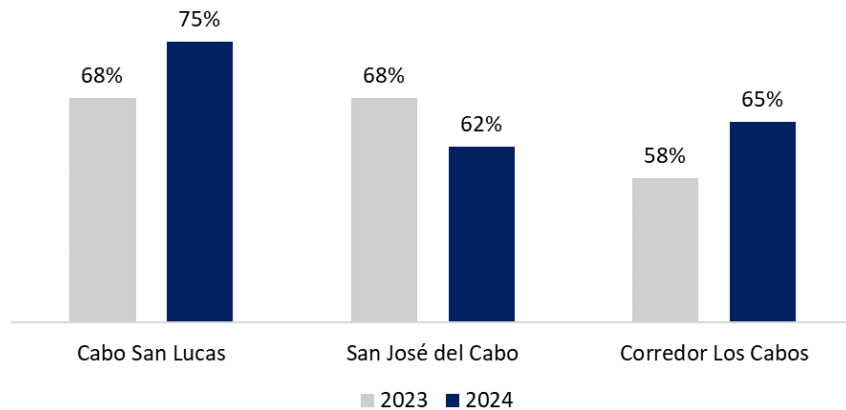
LOS CABOS  
TOURISM OBSERVATORY

HOTEL ACTIVITY

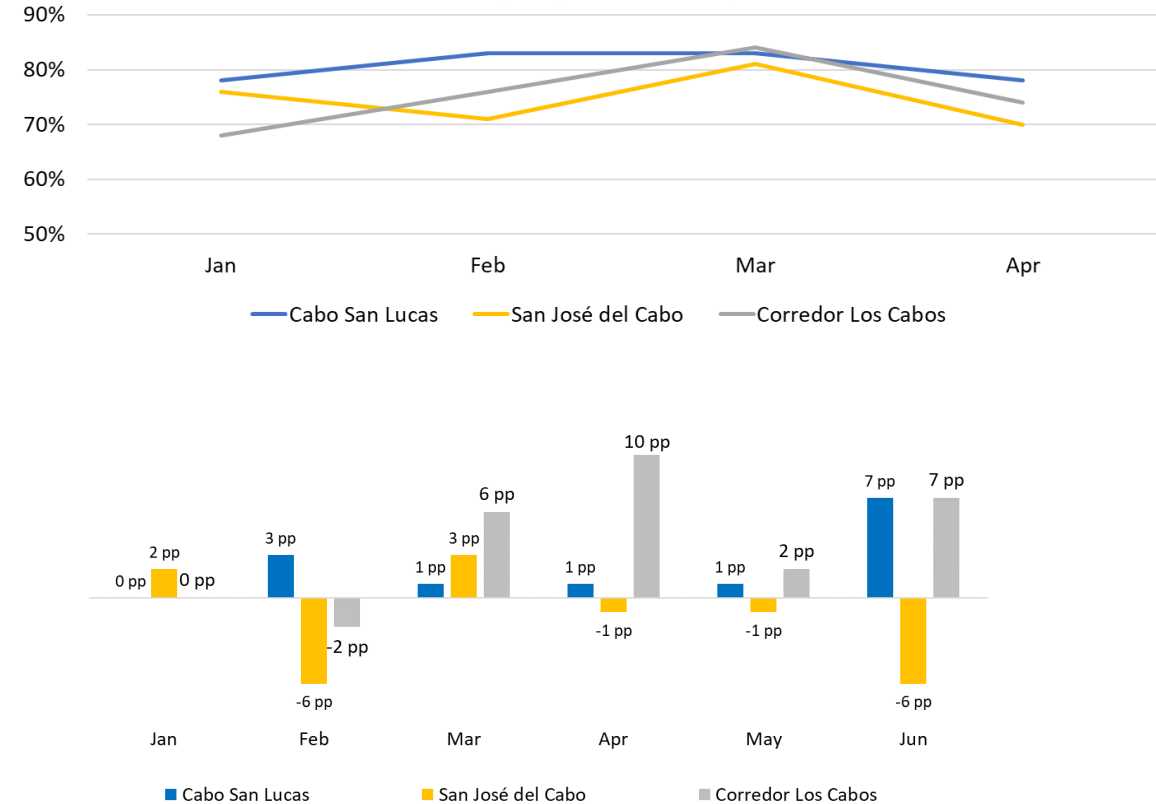


# Hotel Occupancy Rates for Los Cabos and Sub-destinations

Occupancy Rate (Jun-2024)



Occupancy Rate (monthly)



Cabo San Lucas:  
(Jun-2024):

**75%**

+7 pp vs Jun-2023



San José del Cabo:  
(Jun-2024)

**62%**

-6 pp vs Jun-2023



El Corredor:  
(Jun-2024)

**65%**

+7 pp vs Jun-2023



Key Indicators  
(Jun-2024)

ADR (Los Cabos)  
**\$425**  
(-3% vs Jun-2023)



ADR (Cabo San Lucas)  
**\$214**  
(-24% vs Jun-2023)



ADR (San José del Cabo)  
**\$286**  
(-6% vs Jun-2023)



ADR (El Corredor)  
**\$633**  
(+10% vs Jun-2023)

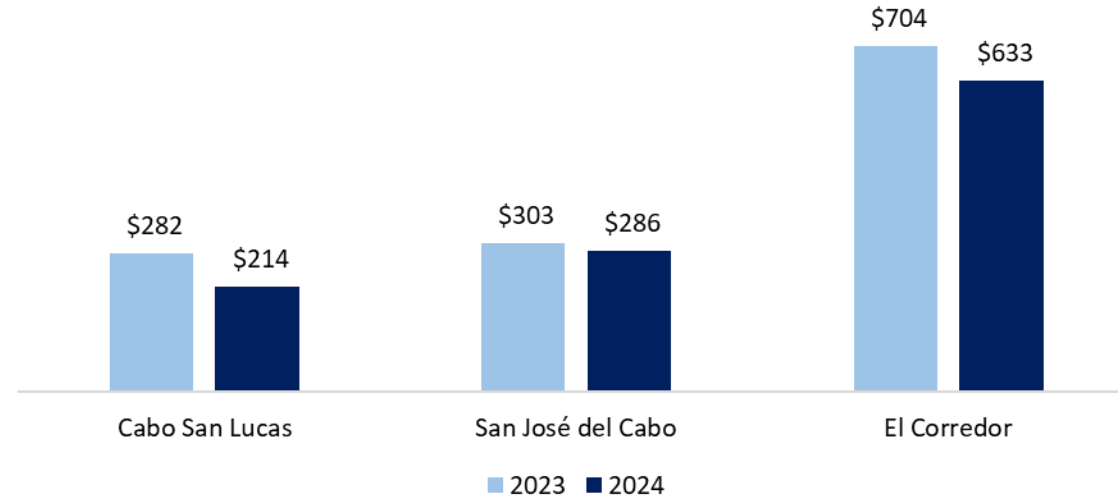


RevPAR (Los Cabos)  
**\$297**  
(-5% vs Jun-2023)

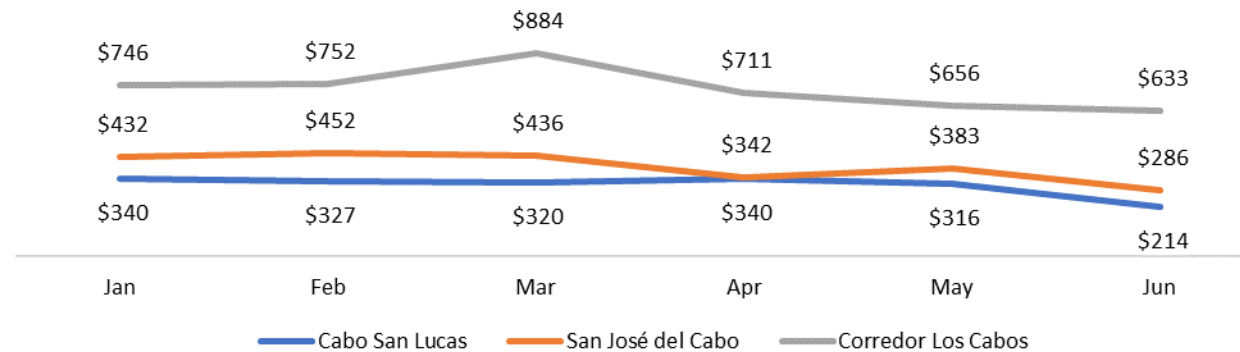


# Average Daily Rate and RevPAR

ADR, current month (subdestinations)



Monthly Evolution



SOURCE: AHLIC

## Key Indicators (May-2024)

Cabo San Lucas  
(Supply)  
**8,621 rooms**  
(-5.6% vs May-2023)



San José del Cabo  
(Supply)  
**3,411 rooms**  
(-26.1% vs May-2023)

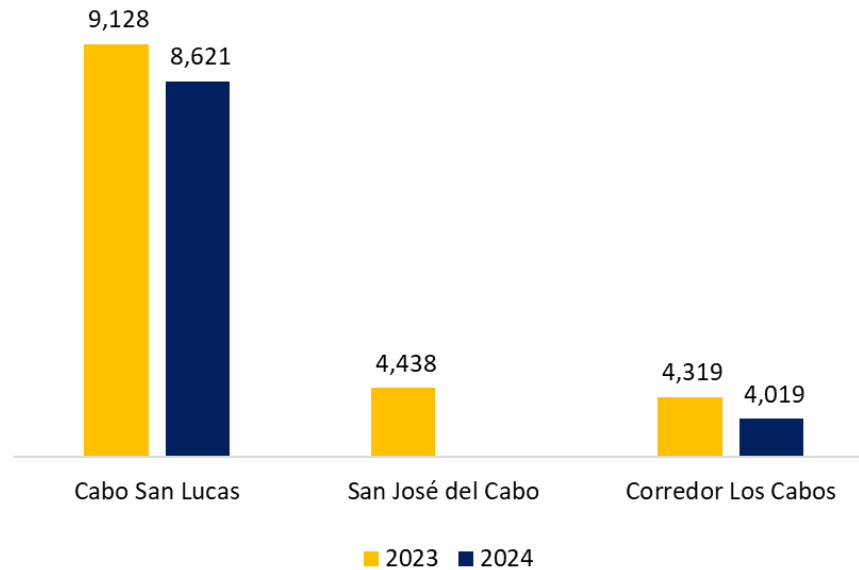


El Corredor  
(Supply)  
**4,019 rooms**  
(-6.9% vs May-2023)

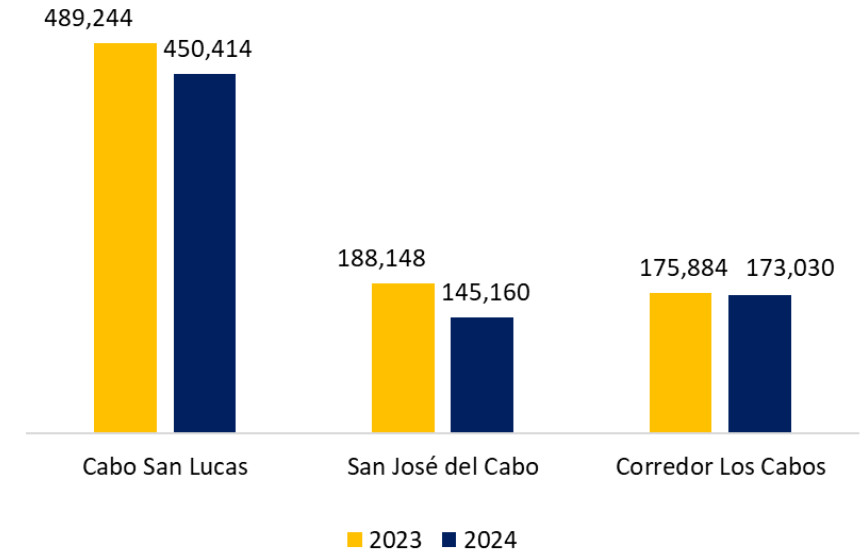


# Hotel Activity

### Available Rooms (2023-2024)



### Room Nights (2023-2024)

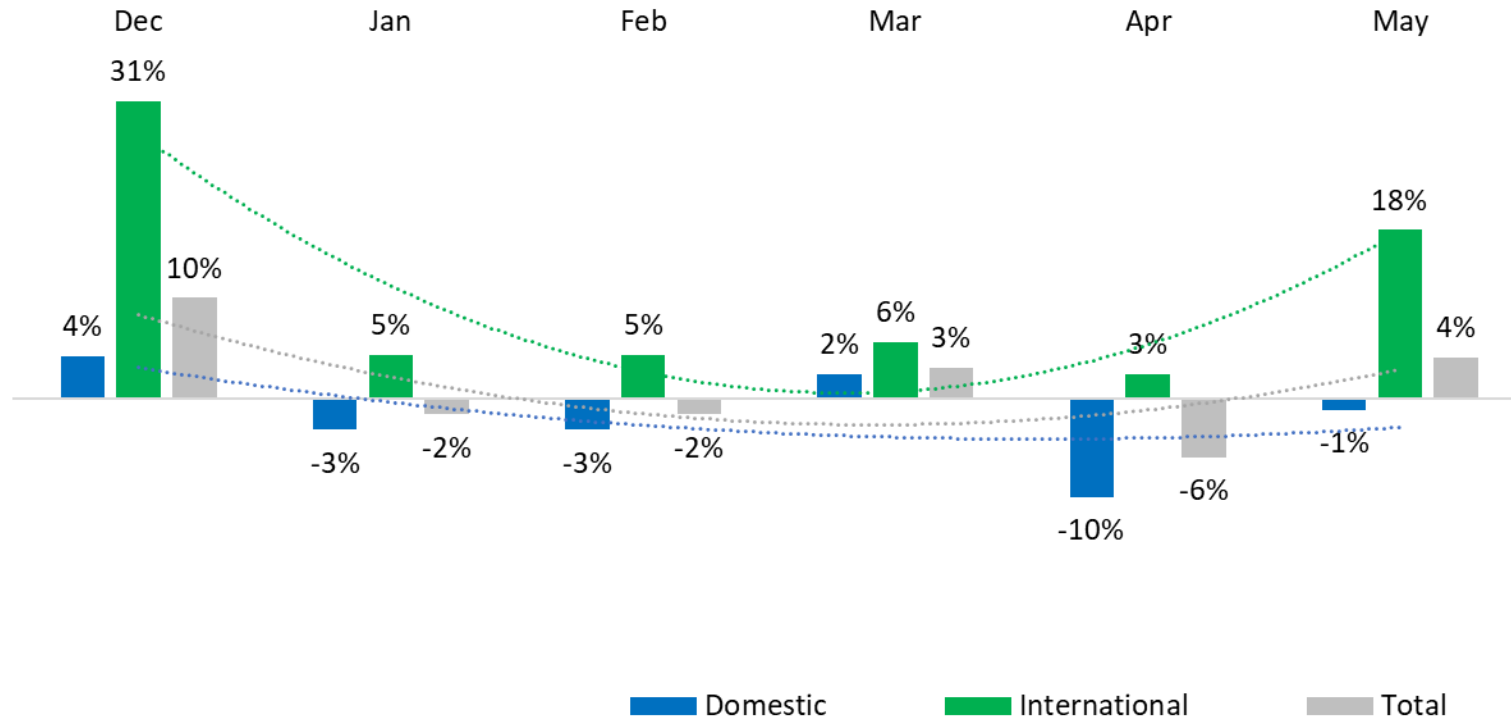


Source: DATATUR



# Annual Variations in Hotel Occupancy and Tourist Arrivals

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

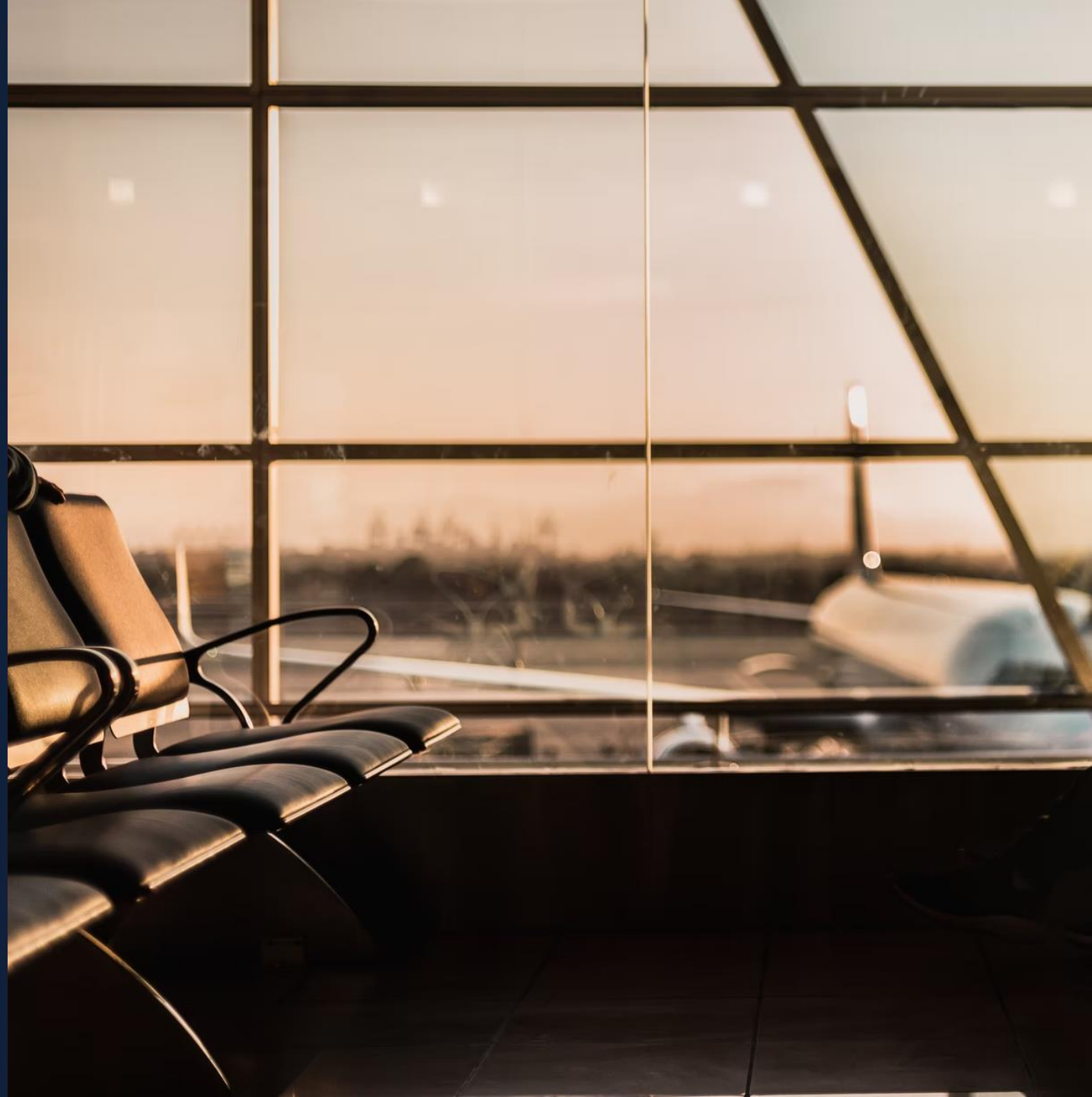


SOURCE: DATATUR

LOS  CABOS

LOS CABOS  
TOURISM OBSERVATORY

AIR TRAVEL CONNECTIVITY



## Key Indicators



### Scheduled Air Seats

(next 6 months):

**861.5 thousand**

(-15.5% vs 2023)



### Scheduled Air Seats

(Aug-2024):

**163.1 thousand**

(-8.6% vs Aug-2023)



### CDMX:

**362.2 thousand**

(-11.8% vs 2023)



### GDL:

**142.1 thousand**

(-22.7% vs 2023)



### MTY:

**59.2 thousand**

(-11.6% vs 2023)



### TIJ:

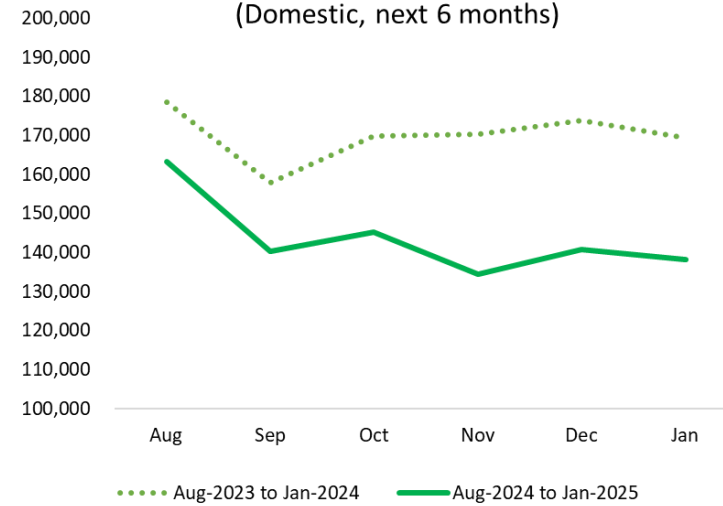
**136.6 thousand**

(-19.6% vs 2023)

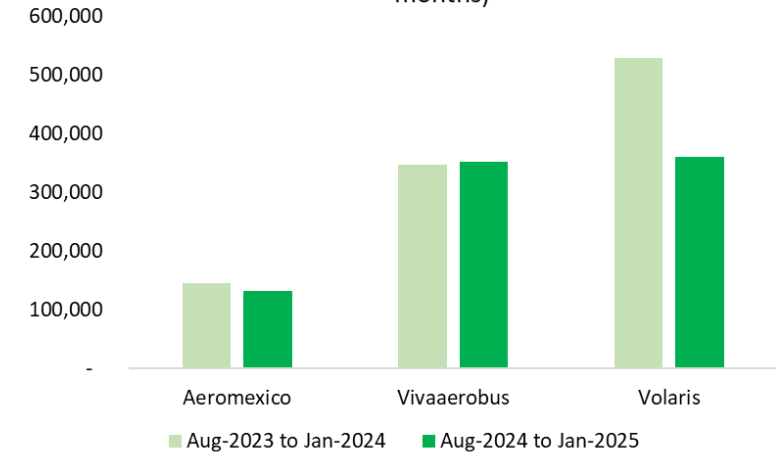


# Domestic Air Connectivity

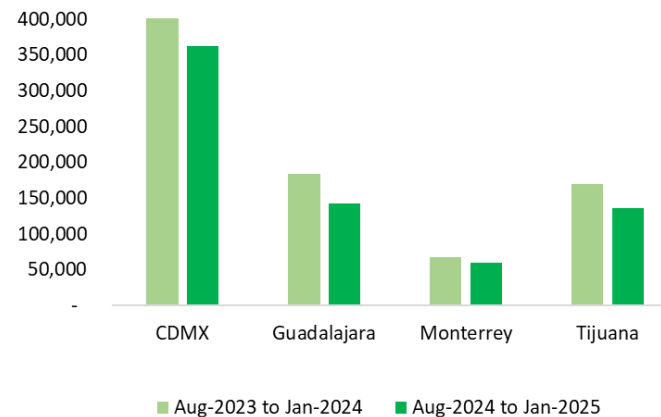
Flight Seat Scheduling to San Jose del Cabo  
(Domestic, next 6 months)



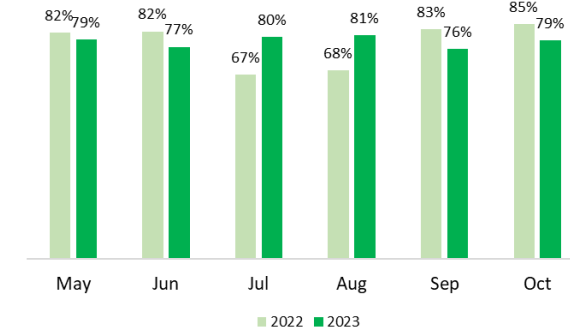
Flight Seat Scheduling per Airline (Domestic, next 6 months)



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):

**1.11 million**  
(-19.9% vs 2023)

Scheduled Air Seats  
(Aug-2024):

**152 thousand**  
(-21.9% vs Aug-2023)

LAX:

**174.3 thousand**  
(-22.9% vs 2023)

HOU:

**114.6 thousand**  
(-3.1% vs 2022)

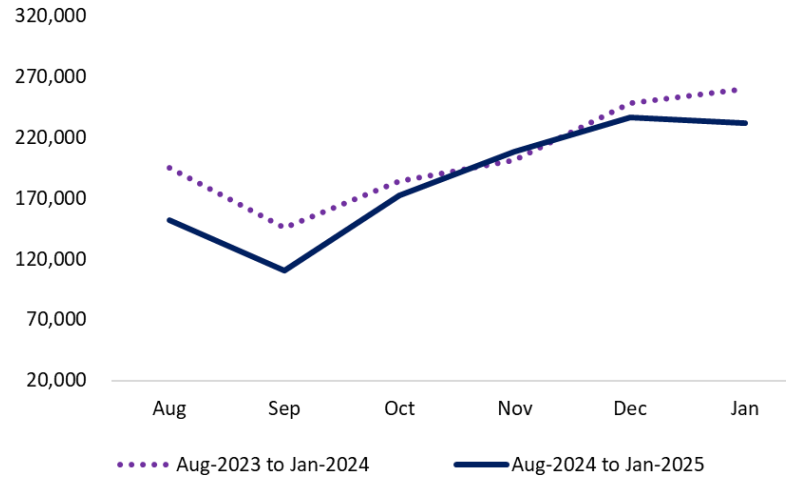
DFW:

**131.9 thousand**  
(-17.8% vs 2022)

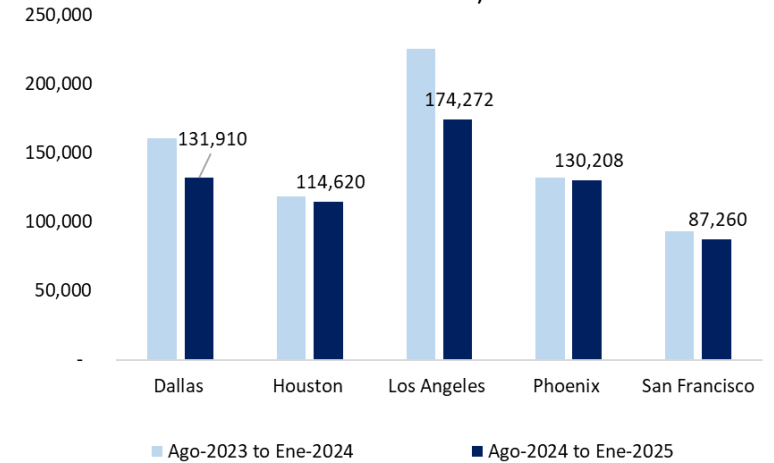
PHX:

**130.2 thousand**  
(-1.6% vs 2022)

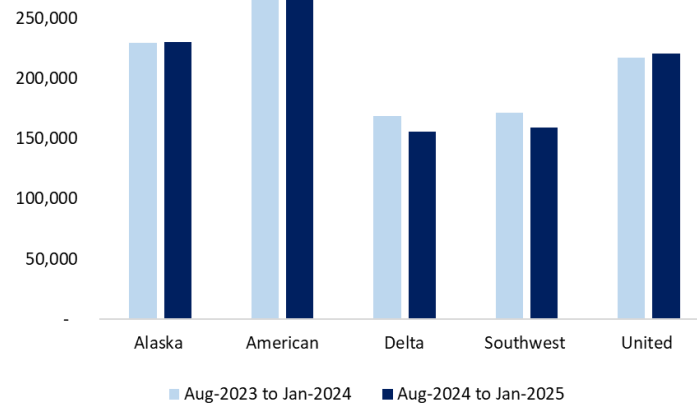
Flight Seat Scheduling to San Jose del Cabo  
(U.S., next 6 months)



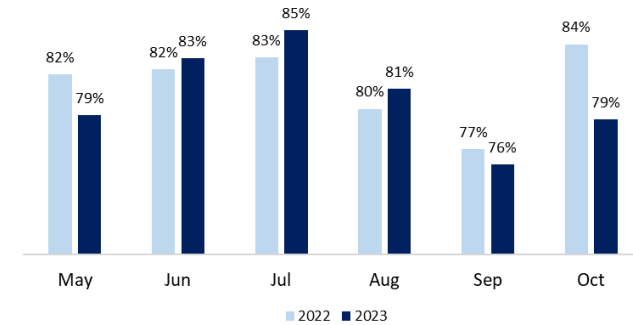
Flight Seat Scheduling per departing airport (U.S., next 6 months)



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):

**97.6 thousand**  
(+10.7% vs 2023)



Scheduled Air Seats  
(Jul-2024):

**5.5 thousand**  
(-22.1% vs Jul-2023)



YYZ (Toronto):

**13 thousand**  
(+49.8% vs 2023)



YVR (Vancouver):

**44.7 thousand**  
(+16.5% vs 2023)



YYC (Calgary):

**25.2 thousand**  
(-17.5% vs 2023)



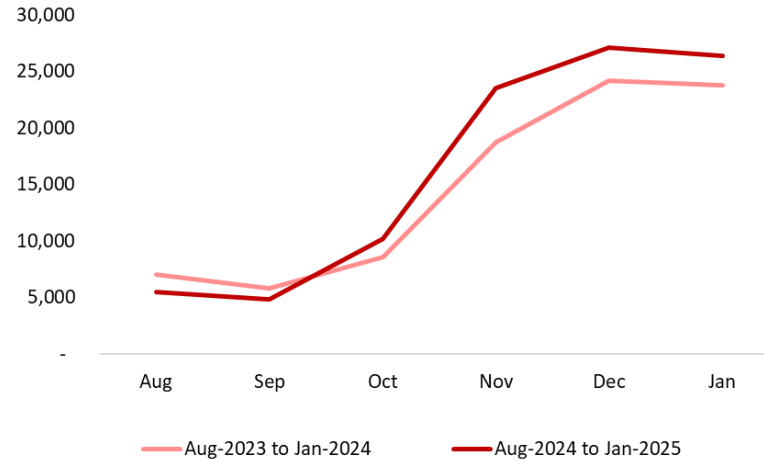
YYG (Edmonton):

**5.5 thousand**  
(-31.4% vs 2023)

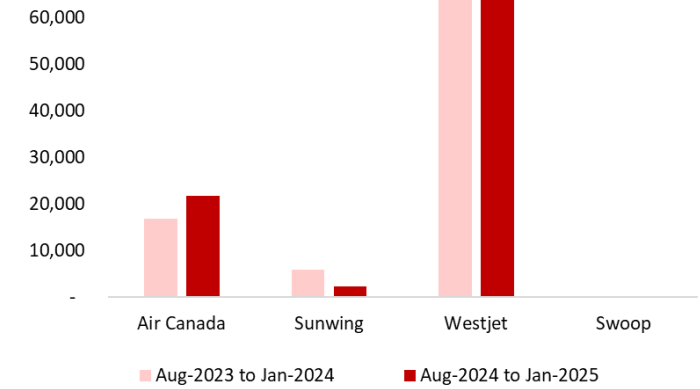


# Air Connectivity: Canada

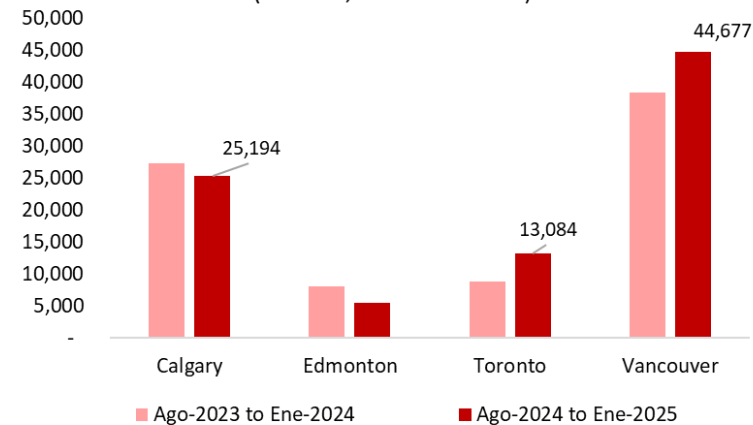
Flight Seat Scheduling to San Jose del Cabo  
(Canada, next 6 months)



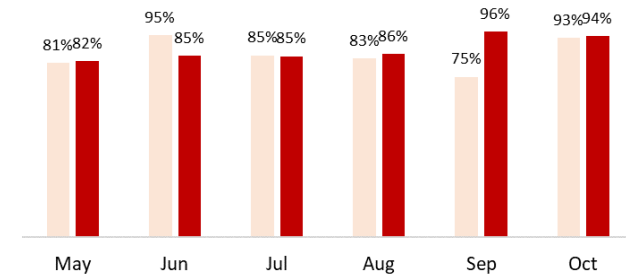
Flight Seat Scheduling per Airline (Canada, next 6 months)



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



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



LOS  CABOS

LOS CABOS  
TOURISM OBSERVATORY

PUBLIC RELATIONS



Key Indicators  
(May-2024)



Placements:

**39**

(-10% vs trailing 12-month average)



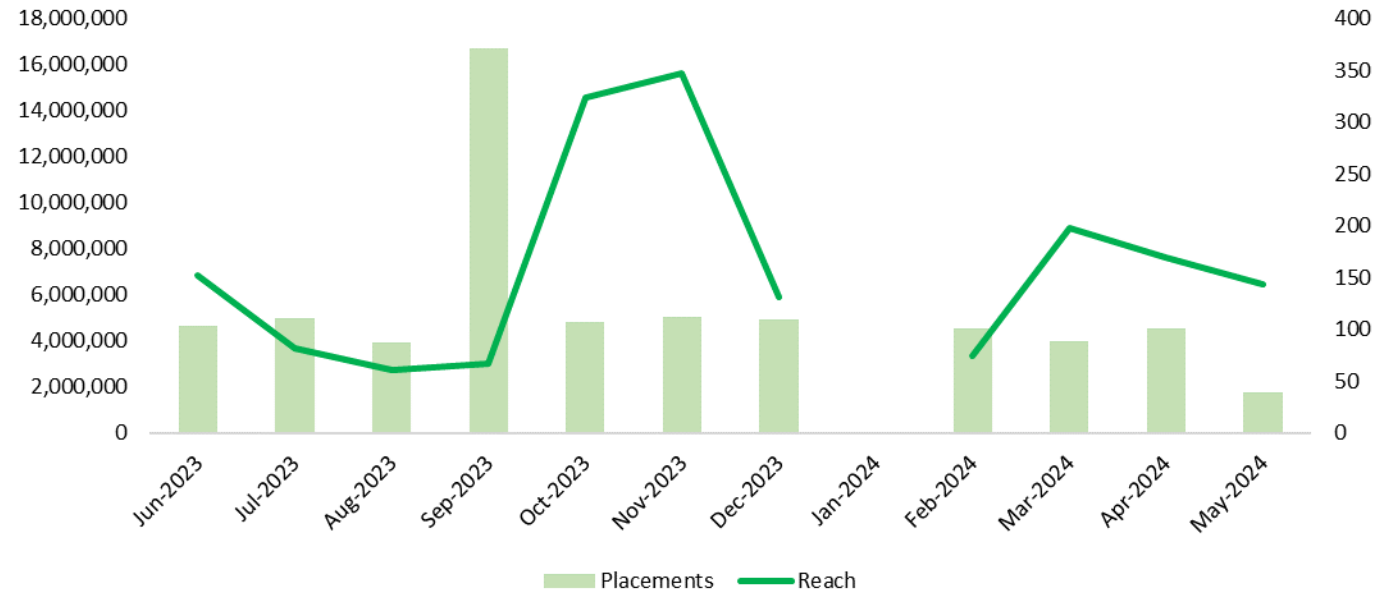
Reach:

**6.5 million**

(-68% vs trailing 12-month average)



# Public Relations: Placements and Reach (National)



SOURCE:  
LLORENTE Y CUENCA

Indicadores clave  
(Jun-2024)



Placements:

**12**

(+92% vs trailing 12-month average)



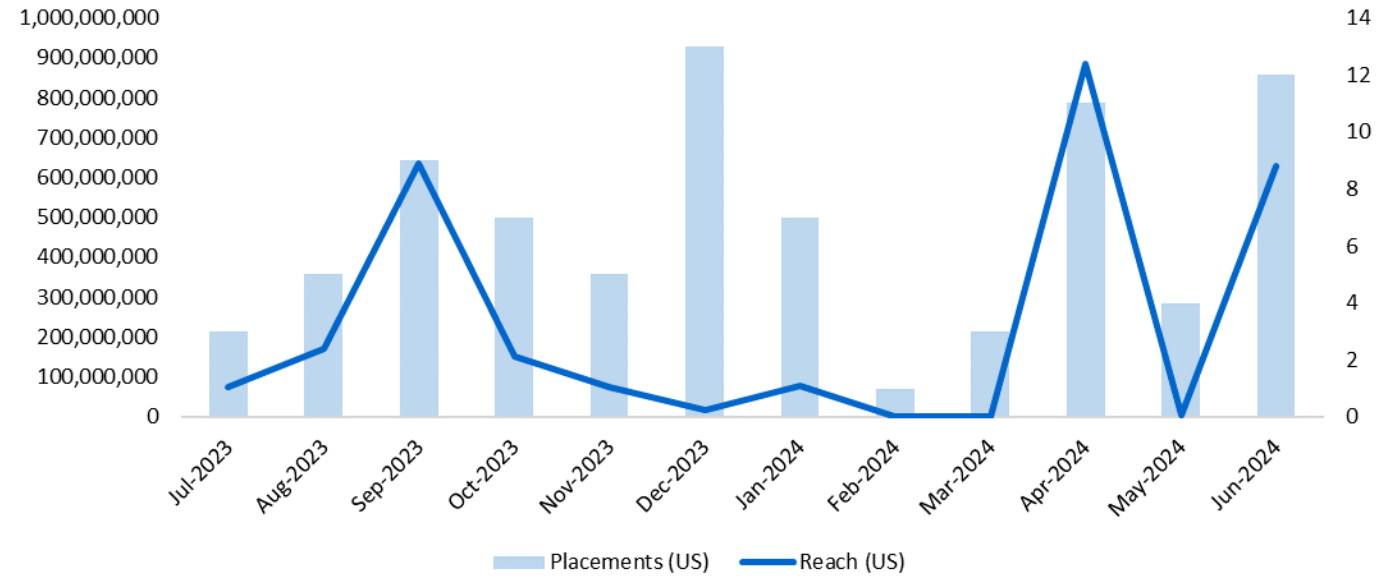
Reach:

**629 thousand**

(+240% vs trailing 12-month average)



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



SOURCE:  
OGILVY



# Public Relations: Placements and Reach (Canada)

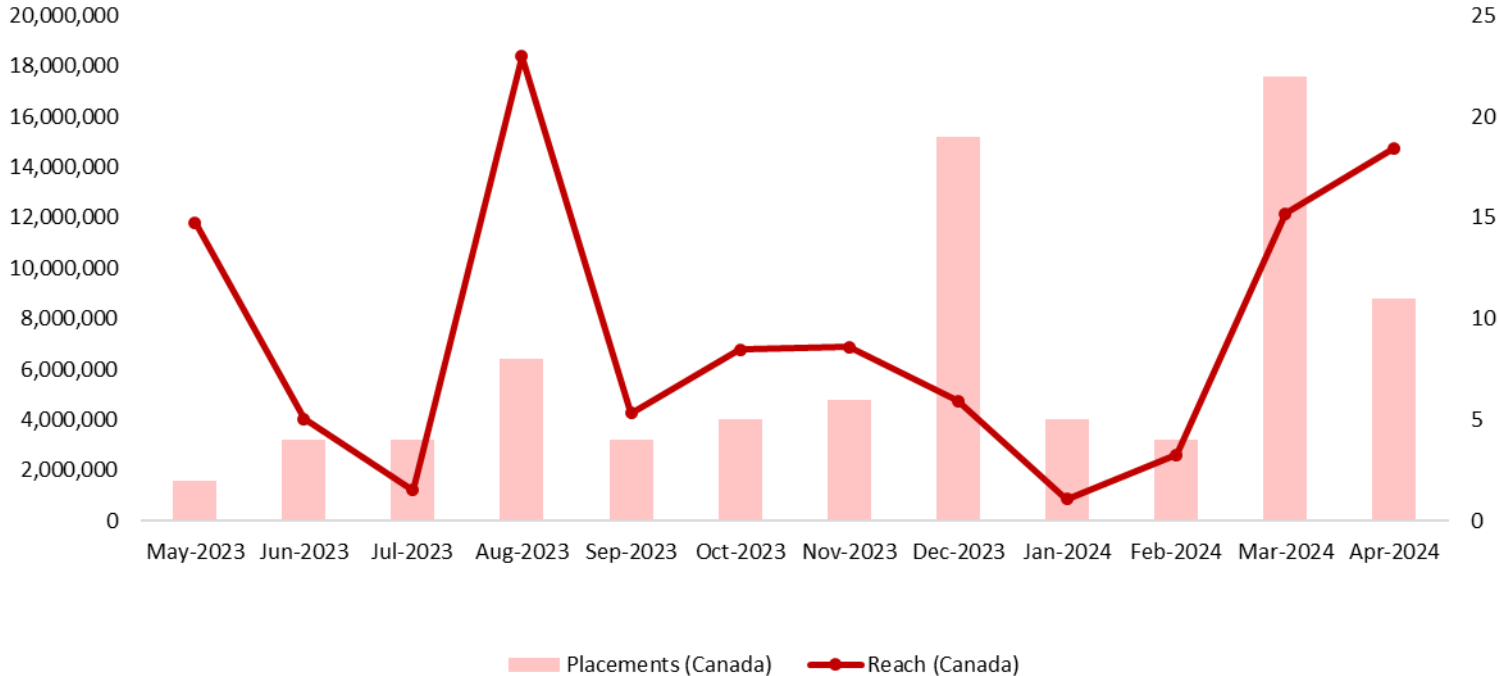
Key Indicators  
(Mar-2024)



Placements:  
**11**  
(+32% vs trailing  
12-month average)



Reach:  
**14.8 million**  
(+112% vs trailing  
12-month average)



SOURCE:  
JESSON + CO

# Public Relations: Placements and Reach (Spain)

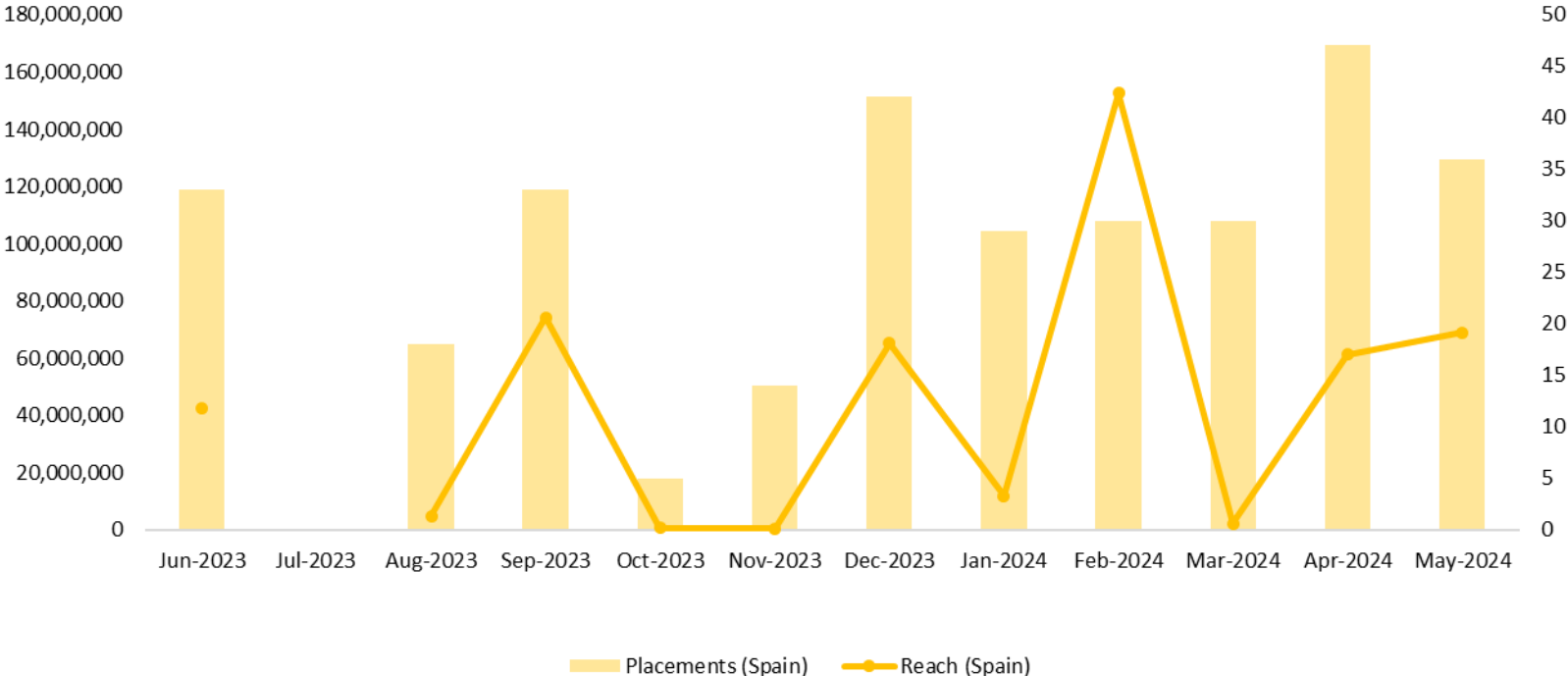
Indicadores clave  
(May-2024)



Placements:  
**36**  
(+25% vs trailing  
12-month average)



Reach:  
**6.9 million**  
(+56% vs trailing  
12-month average)



FUENTE:  
ROMAN



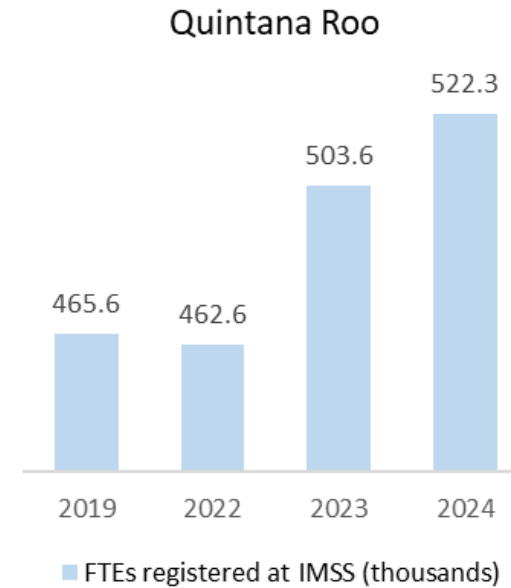
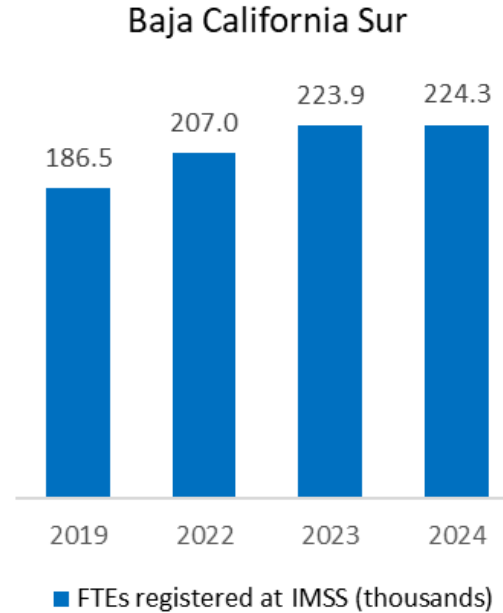
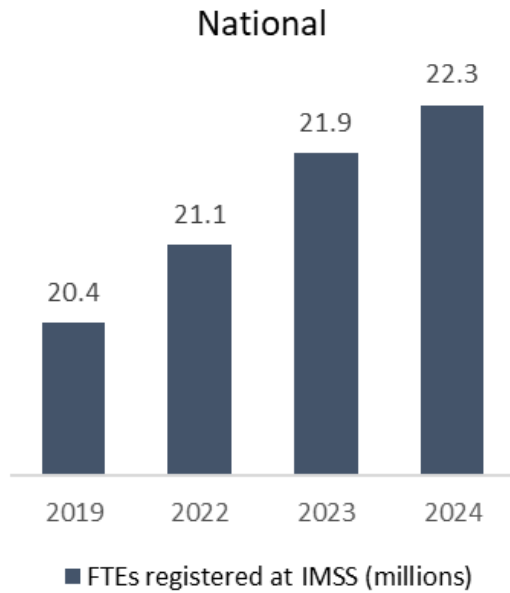
# LOS CABOS TOURISM OBSERVATORY

## 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%  
vs Jun-2023



Employment (Baja California Sur):

**224.3 thousand**

+0.2%  
vs Jun-2023



Employment (Quintana Roo):

**522.3 thousand**

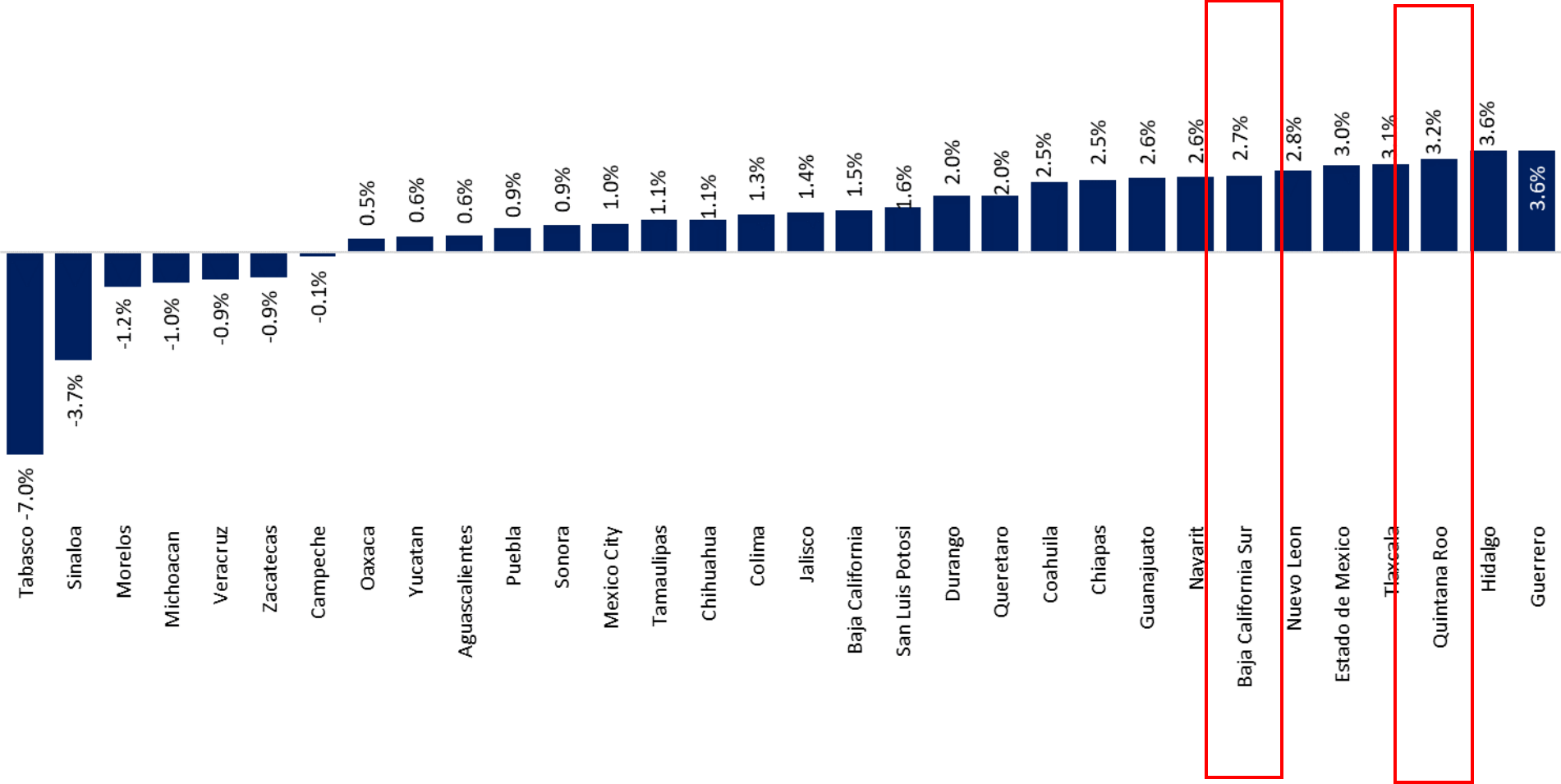
+3.7%  
Vs Jun-2023



SOURCE: IMSS

# Impact on Employment in Mexico

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



SOURCE : IMSS



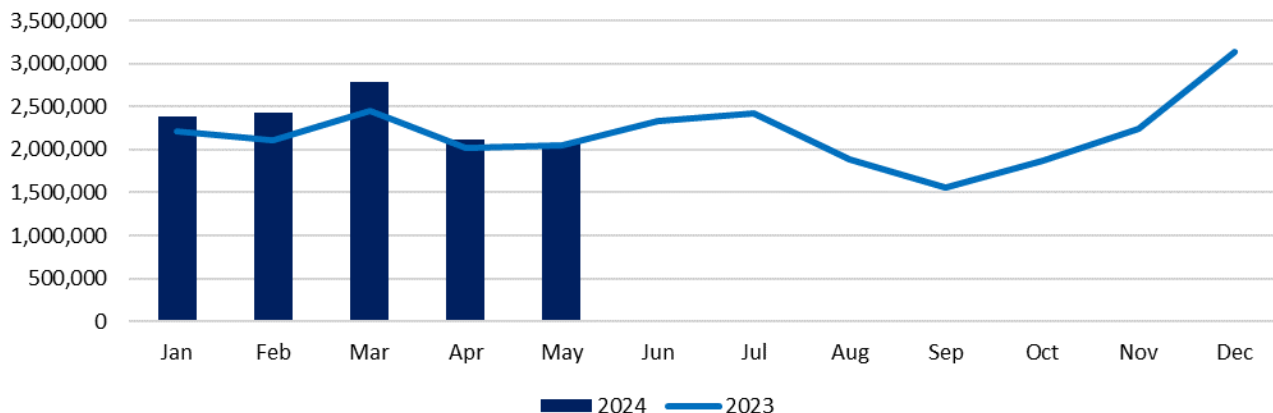
# International Tourist Arrivals in Mexico

International Tourist Arrivals



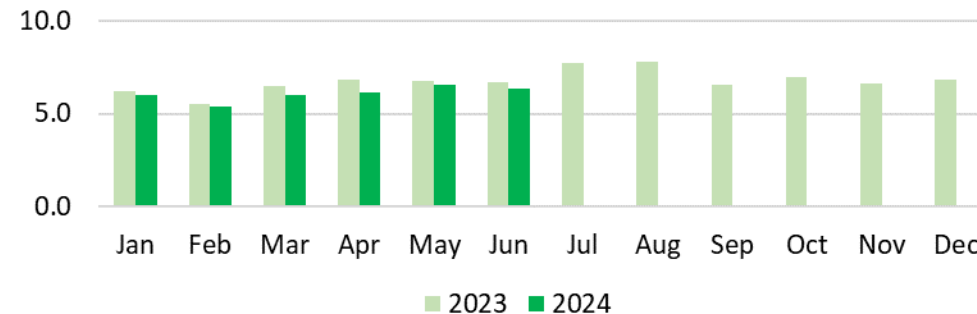
| May-2023  | May-2024  | VAR  |
|-----------|-----------|------|
| 3,262,288 | 3,408,791 | 4.5% |

Inbound tourists

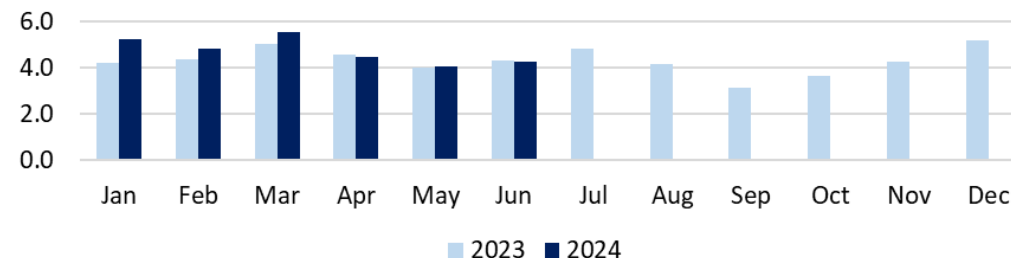


# Air Activity in Mexico - Airport Groups

Passenger traffic in domestic operations (millions)



Passenger traffic in international operations (millions)



International tourist arrivals:

May-2024

**3.41 million**

+10.2%

vs May-2023



International admittances:

May-2024

**2.01 million**

+4.5%

vs May-2023



Average expenditure of inbound tourists

by air: May-2024

**\$1,115 USD**

+2.6%

vs May-2023



PAX In domestic operations:

Jun-2024

**6.4 million**

-3%

vs Jun-2023



PAX in international operations:

Jun-2024

**4.29 million**

+0.4%

vs Jun-2023



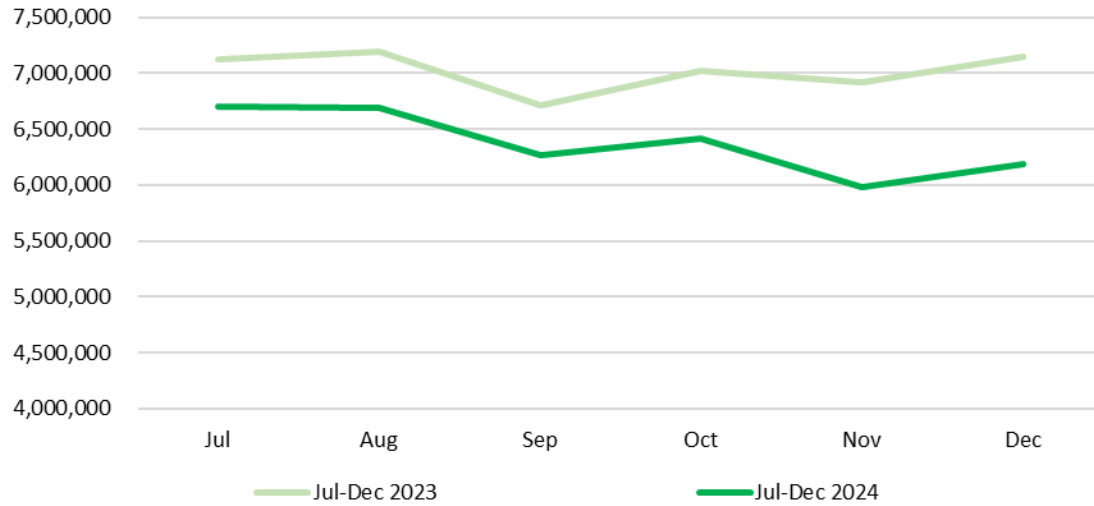
SOURCE : ASUR, OMA,GAP

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

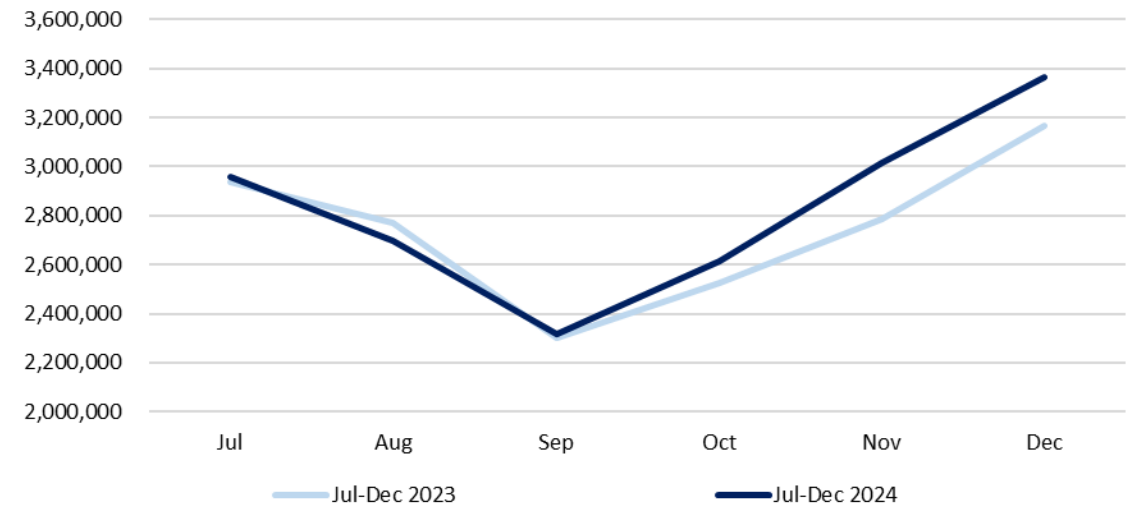
SOURCE: INTERNATIONAL TOURIST SURVEY. INEGI

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

Seat Scheduling. Domestic Market



Seat Scheduling. International Market to Mexico



Domestic Seats

**38.2 million**

**-9.2%**

vs Jul-Dec 2023



International Seats:

**16.9 million**

**+3%**

vs Jul-Dec 2023

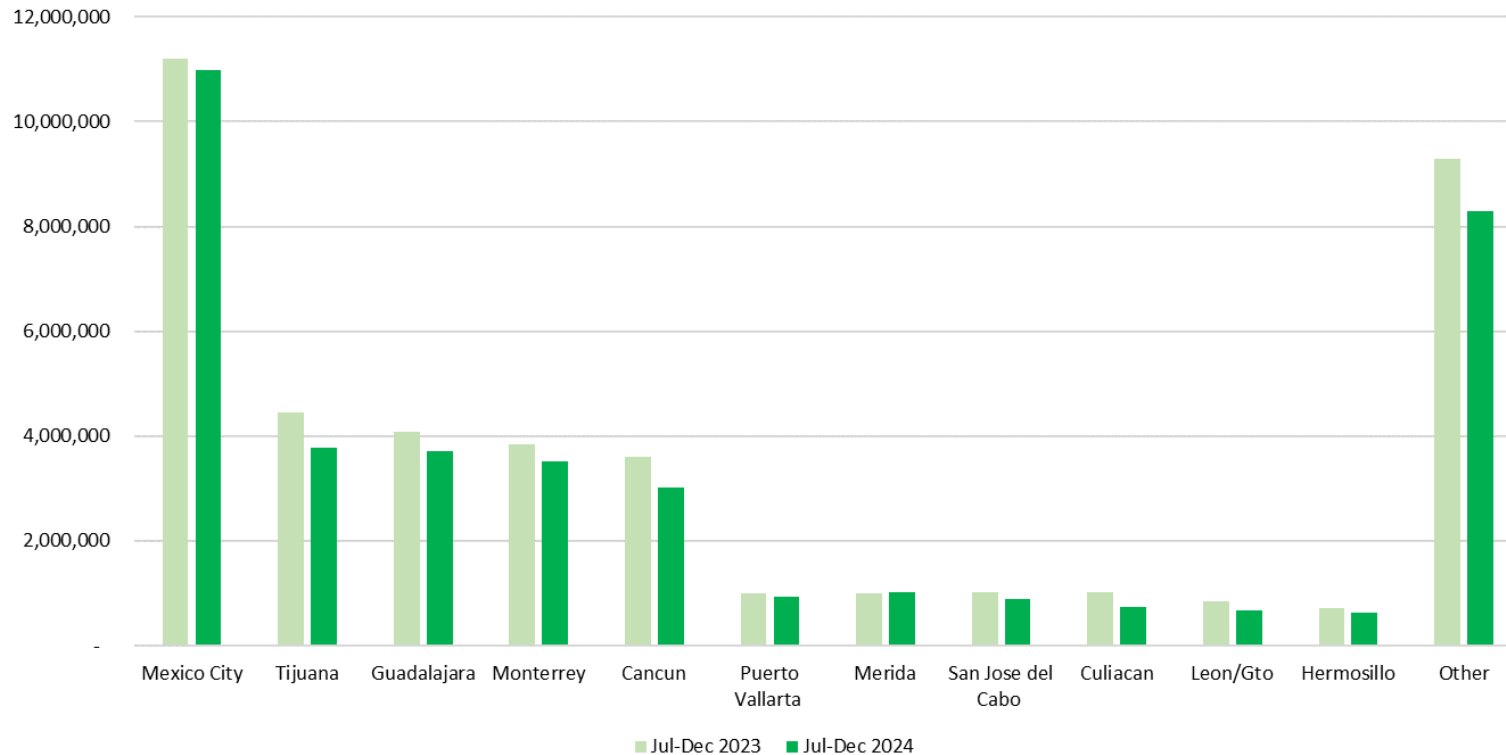


SOURCE : OAG

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

# Seat planning for Mexico

Seat scheduling per domestic origin



## Domestic (Jul-Dec 2024):

**CDMX**  
**10.99 million**  
 (-1.9% vs Jul-Dec 2023)



**Tijuana:**  
**3.78 million**  
 (-15.1% vs Jul-Dec 2023)



**Guadalajara:**  
**3.72 million**  
 (-11.6% vs Jul-Dec 2023)



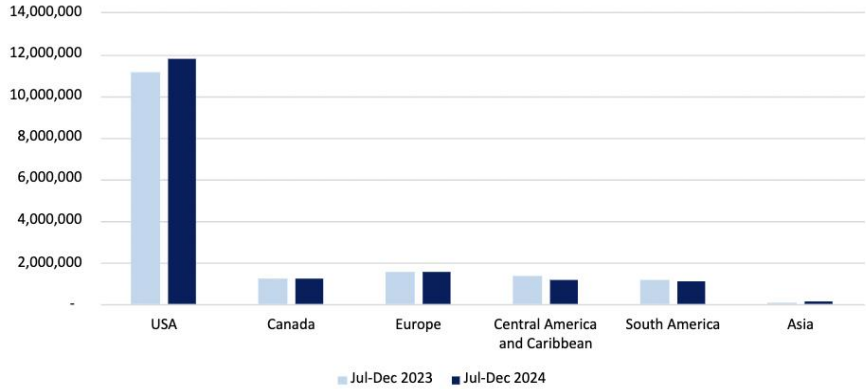
**San José del Cabo:**  
**896 million**  
 (-13.1% vs Jul-Dec 2023)



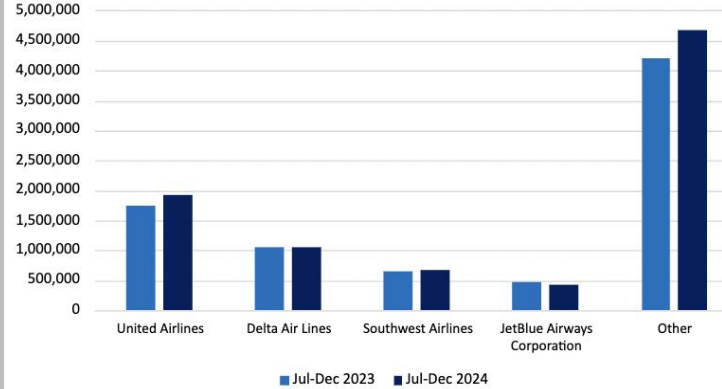
SOURCE : OAG  
 SEAT PLANNING AS OF THE LAST WEEK OF MAY 2022 AND 2023, RESPECTIVELY.

# International Seat Planning for Mexico

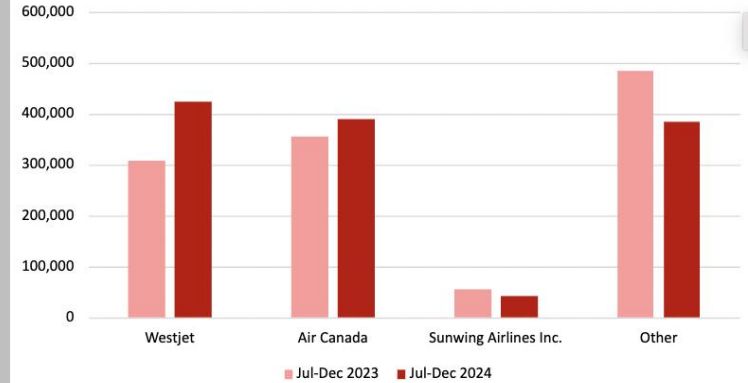
Seat scheduling - per region



Seat scheduling per airline- USA



Seat scheduling per airline- Canada



**U.S.**  
**11.80 million seats**  
**+6%**  
 vs Jul-Dec 2023



## %VAR planned seats

**Dallas:**  
**1.6 million**  
**+6.5%**

**Los Angeles:**  
**1.3 million**  
**-7.4%**

**Houston:**  
**1.5 million**  
**+4.5%**

**Chicago:**  
**1 million**  
**+11.5%**

Jul-Dec 2023



**Canada**  
**1.24 million**  
**+3%**  
 vs Jul-Dec 2023



## %VAR planned seats

**Toronto:**  
**442 thousand**  
**-1.6%**

**Montreal:**  
**235 thousand**  
**-3.2%**

**Vancouver:**  
**270 thousand**  
**-5.6%**

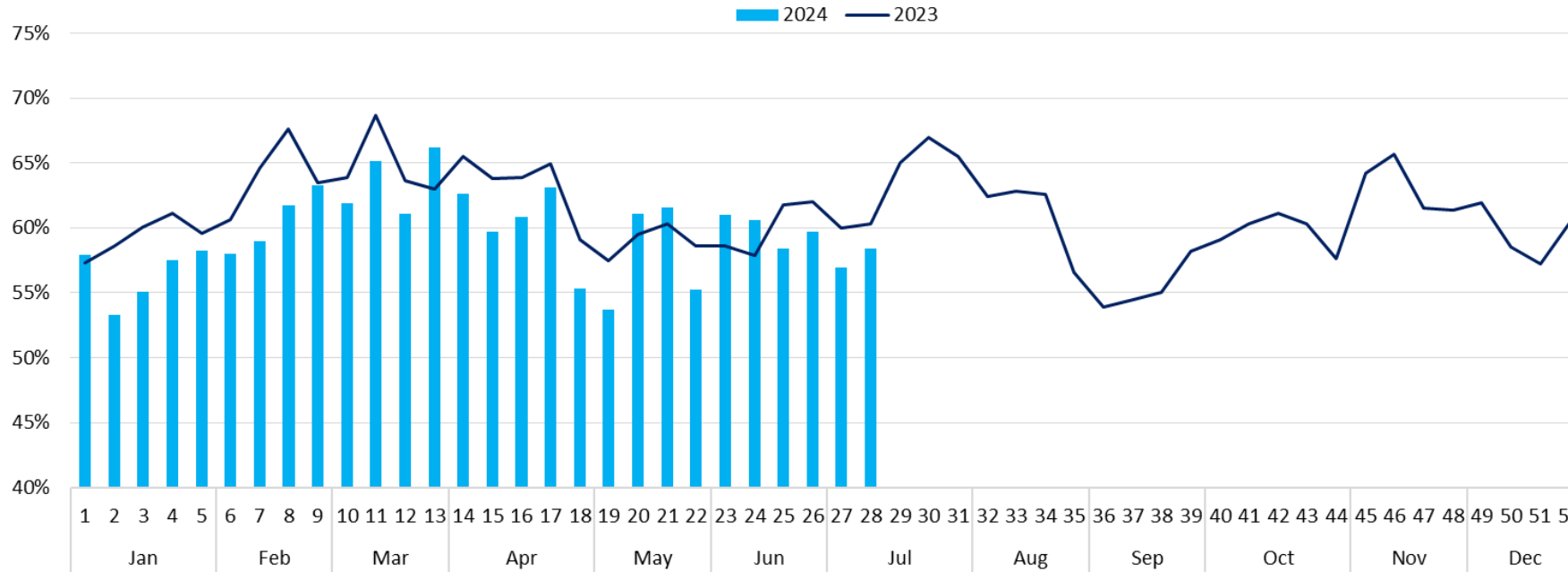
**Calgary:**  
**156 thousand**  
**-2.8%**

vs Jul-Dec 2023

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

# Hotel Indicators in Mexico

Hotel occupancy in Mexico (Average 12 Tourist Centres)



Average Occupancy,  
week 24  
**58.4%**  
**-1.9pp**  
vs same week of 2023



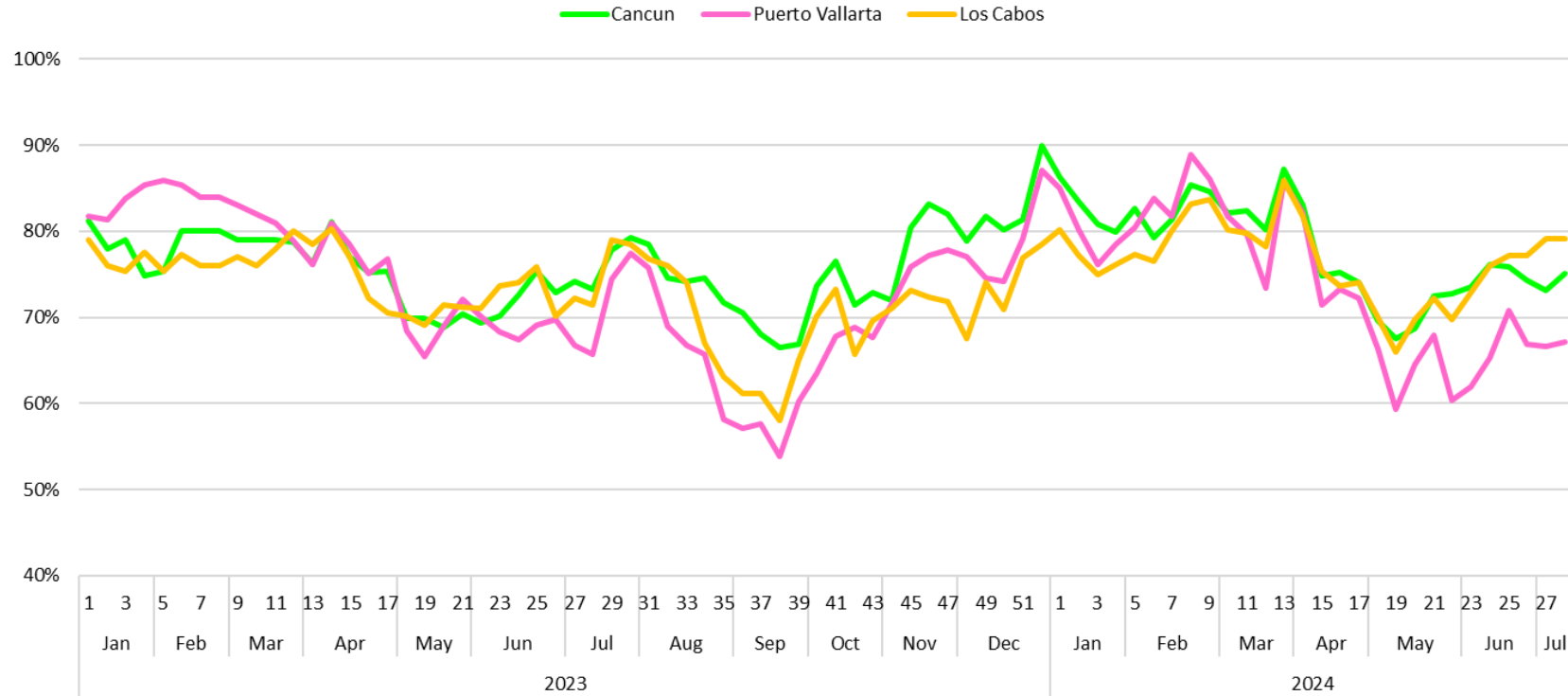
SOURCE : DATATUR.

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. Cancun, Puerto Vallarta and Los Cabos



**Cancún:**  
**75.1%**

**Puerto Vallarta:**  
**67.1%**

**Los Cabos:**  
**79.2%**  
**+4.1pp** vs Cancún  
**+12.1pp** vs Puerto Vallarta  
Week 28 (Jul 8-14, 2024)

LOS  CABOS

LOS CABOS  
TOURISM OBSERVATORY

GLOSSARY



# Glossary

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- **Congress.** Non-business-oriented meetings in which large groups of individuals gather, generally to discuss and exchange points of view on a topic of interest. They usually have a duration of several days and simultaneous sessions, as well as a predefined multiannual or annual frequency.
- **Convention.** Trade or business meetings usually sponsored by a corporation, in which participants represent the same company, corporate group or customer or supplier relationships. Sometimes participation is mandatory and travel expenses are paid by the corporation. Includes those general and formal meetings of a legislative, social or economic body, in order to provide information, deliberate or establish consensus or address policies on the part of the participants, as well as to address business issues around a market, product or brand. They may contain a secondary exhibition component.
- **Rooms available.** The number of rooms in service. It does not include rooms that are out of service due to repairs or any other cause.
- **Tourist destination.** The primary destination of a tourist trip that is fundamental to the decision to make the trip. See also main reason for a tourist trip.
- **Seasonality.** Means that tourist flows tend to concentrate around certain times of the year, repeating this process annually.
- **Length of stay.** It is the result of dividing the total number of overnight tourists by the number of tourist arrivals per month. The result obtained expresses the number of days of stay of the tourist.
- **Events or incentive trips.** Incentive travel is a modern management strategy focused on recognizing people who achieved or exceeded objectives commonly related to sales or productivity, targeting participants who demonstrate improved job performance with an extraordinary travel experience.
- **Room nights.** This is obtained from the daily record of the number of tourists occupying the establishment's rooms, by length of stay (number of nights spent in the establishment) and is classified according to their place of origin, into residents or non-residents.
- **Inflation.** Continuous and generalized growth in the prices of goods and services sold in an economy. It is the average growth rate from one period to another of the prices of a basket of goods and services.
- **Underlying inflation.** It is the increase in prices of a subset of the CPI (National Consumer Price Index), which contains the least volatile items. It measures the inflation trend in the medium term. The 283 generic concepts that make up the CPI basket of goods and services are classified or grouped into subsets that respond to particular needs of analysis, among the best-known classifications are by object of expenditure, that which refers to the sector of origin of goods and services, and that of durability of goods and underlying inflation.
- **Passenger arrivals.** Passengers transported on airline aircraft with established routes and itineraries.
- **Tourist arrivals.** Corresponds to the number of tourists registered by the establishment during the month.

# Glossary

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- **Nationality of a visitor.** That of the country issuing the passport or other identity document, even if they habitually reside in another country.
- **Non-Resident.** A person whose usual place of residence is outside Mexican territory and who visits Mexico for a period of less than twelve months for any reason (business, vacations and others). Excluded if remuneration is received for the activities carried out in the place visited.
- **Hotel occupancy.** The occupancy rate of accommodations is a concept based on supply. It is an important indicator for many purposes. It provides information on the differences in utilization among the various types of lodging establishments. It also indicates the seasonal pattern for tourist accommodations.
- **RevPAR.** RevPAR is the most important metric used in the hotel industry to assess the financial performance of an establishment or chain. It is an abbreviation of Revenue Per Available Room. It always refers to a specific period (weekly, monthly, yearly, etc.). One way to calculate RevPAR is through the formula:  $RevPAR = It/\Sigma Ht$ , where  $It$  is equal to the total revenue generated by rooms in a period  $t$ . and  $\Sigma Ht$  is equal to the total number of rooms available in a period  $t$ . That is, the rooms of the establishment or chain multiplied by the number of nights in period  $t$  minus the unavailable rooms.
- **Resident.** Individual whose usual environment is in Mexican territory.
- **Residence.** The place/country where the traveler has stayed for most of the previous year (12 months) or has stayed for a shorter period and expects to return within 12 months to live in that country.
- **Average daily rate** (commonly referred to as ADR) is a statistical unit that represents the average revenue per occupied room paid in each period. The ADR along with the occupancy of the property are the basis for the financial performance of the property. ADR is calculated by dividing room revenue by the number of rooms sold. House guest rooms (known as house use) and complimentary rooms (known as complementary) should be excluded from the denominator.
- **Tourist.** Any person traveling away from his or her usual location for a period of less than 12 months and for any reason, except persons engaged in activities that will generate income for them at the travel destination; refugees or migrant workers; diplomats; seasonal or border workers; or tourism employees.
- **Visitor.** Any person who travels away from his or her usual location for a period of less than 12 months for any reason, except persons who engage in activities that will generate income for them at the travel destination: refugees or migrant workers; diplomats; seasonal or border workers; tourism employees; or persons seeking to establish a new residence or employment.



LOS  CABOS

## LOS CABOS TOURISM OBSERVATORY

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