

LOS  CABOS

LOS CABOS  
TOURISM OBSERVATORY

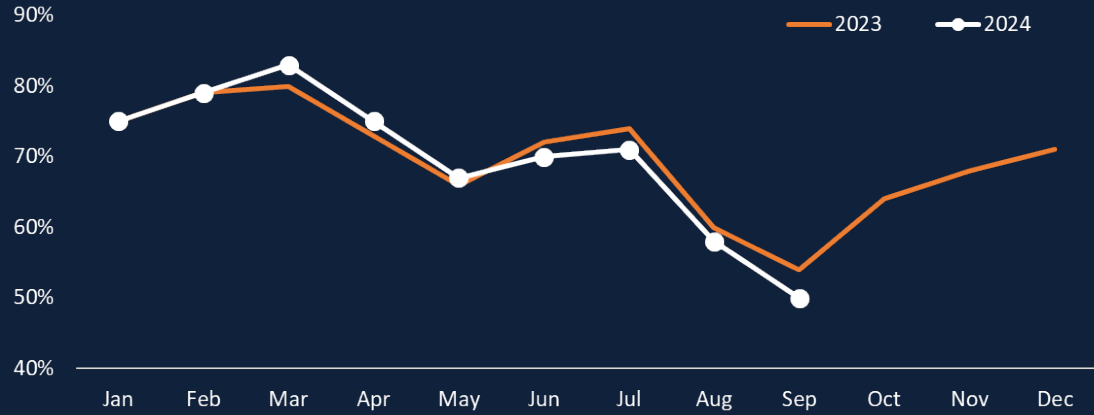
KEY PERFORMANCE INDICATORS

OCTOBER 2024



# Key Performance Indicators (Sep-2024)

## Hotel Activity



**Hotel Occupancy**  
(Avg. 2024):  
**70%**  
**+0 pp**  
(vs Avg. 2023)

**Average Daily Rate**  
(Avg. 2024):  
**\$461 USD**  
**+0.1%**  
(vs Avg. 2023)

**RevPAR**  
(Avg. 2024):  
**\$327 USD**  
**+0.1%**  
(vs Avg. 2023)

**Hotel Occupancy**  
(Sep-2024):  
**50%**  
**-4 pp**  
(vs Sep-2023)

**Average Daily Rate**  
(Sep-2024):  
**\$362 USD**  
**-7%**  
(vs Sep-2023)

**RevPAR**  
(Sep-2024):  
**\$181 USD**  
**-14%**  
(vs Sep-2023)

SOURCE: AHLC

SOURCE: AHLC

SOURCE: AHLC

## Air Passenger Arrivals

SOURCE: GAP

**Total Passengers**  
(Cum-2024):  
**2.8 million**  
**-4.1%**  
(vs Cum-2023)

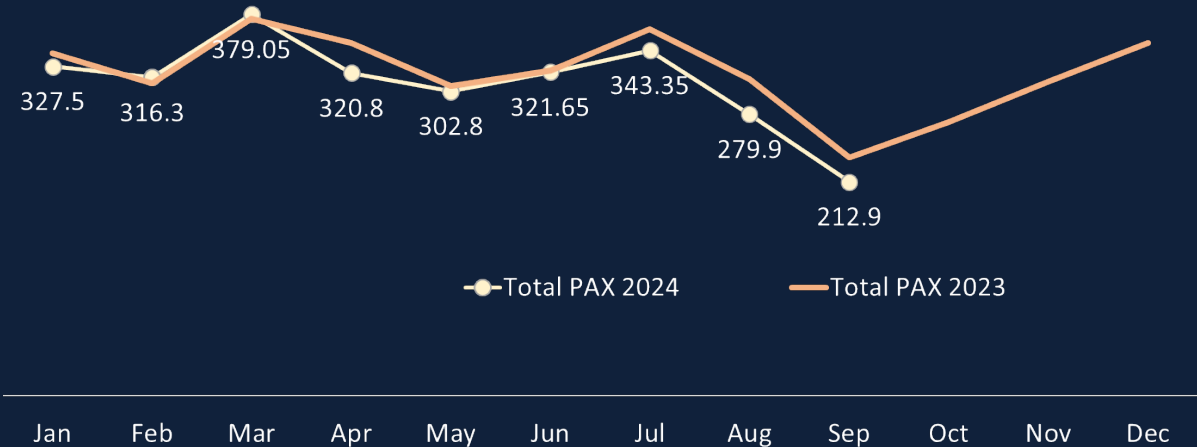
**Domestic Passengers**  
(Cum-2024):  
**1.05 million**  
**-5.5%**  
(vs Cum-2023)

**International Passengers**  
(Cum-2024):  
**1.74 million**  
**-3.2%**  
(vs Cum-2023)

**Total Passengers**  
(Sep-2024):  
**213 thousand**  
**-10%**  
(vs Sep-2023)

**Domestic Passengers**  
(Sep-2024):  
**110.4 thousand**  
**-2.7%**  
(vs Sep-2023)

**International Passengers**  
(Sep-2024):  
**102.5 thousand**  
**-16.6%**  
(vs Sep-2023)



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 (Sep-2024)



**HOTEL ACTIVITY:** Occupancy continues at high levels, although this month there is a drop, mainly due to a 10pp decrease in San José del Cabo. The Corridor maintains the growth in its ADR, and this month the subdestination registered an increase of 18%; however, Cabo San Lucas reduced it by 17%. The supply of rooms remains at similar levels to the previous year (-1%). In contrast, the supply of AirBnB and similar properties continues to increase (+5.4%), with rates 15.6% higher than traditional hotels.

- Hotel occupancy in Los Cabos in Sep-2024 registers 50%, or 4pp less than in Sep-2023. At the sub-destination level Cabo San Lucas recorded 56% (-3pp), San Jose del Cabo, 41% (-8pp), and El Corredor, 43% (-1pp) compared to Sep-2023.
- The average rate at Los Cabos hotels during Sep-2024 was \$362 USD, 7% less than in Sep-2023. The highest rate is presented in El Corredor (\$602 USD), remaining within high levels, although decreasing 1% compared to the previous year; Cabo San Lucas reaches \$270 (-4%), while San Jose del Cabo averages \$261 (+14%). In Sep-2024 RevPAR was \$181 USD; 14% less than in Sep-2023.
- In Sep-2024, lodging supply through online platforms (AirBnB and similar) increases 2.7%, reaching 4.6 thousand. However, its occupancy falls 2 pp and registers 39%. In Sep-2024 its average daily rate is \$462 (5.1% higher than Sep-2023) and 21% higher than traditional hotels.



**TOURIST SATISFACTION:** Indicators of satisfaction with public safety and the airport continue within the highest levels recorded since the beginning of the observatory, in Feb-2019, although showing slight drops compared to the previous year. In contrast, satisfaction with the destination declines for the third consecutive month. The proportion of visitors vacationing with a travel package continues to recover, showing steady growth throughout 2024 and reaching 40% this month.

- In Sep-2024, 63% of tourists rate Los Cabos as “more than expected” (16pp less than Sep-2023). Satisfaction with safety in Los Cabos registers 1.2% of tourists had a fair or poor perception (0.1 pp lower than Sep-2023).
- Satisfaction with the airport reaches 2.1% with fair or poor perception, dropping 1.8 pp compared to the previous year.
- Repetitive tourists drop 2pp when compared to the previous year: 36% in Sep-2024, slowing the growth it presented during 2024. Package tourists, in contrast, continue to improve and maintain a significant growth (+21pp), reaching 40%.



**MEETINGS:** Receipt of RFPs for group events showed a 1% decline in both Sep-2024 and for the year to date.

- In Sep-2024, 45 RFPs are received (1% less than in Sep-2023, and 1% less in the year-to-date).



# Executive Summary (Sep-2024)



**AIR ACTIVITY:** Passenger arrivals on commercial flights showed a significant drop when compared to Sep-2023, however, tourist arrivals on private flights continued to grow, with 32% more arrivals this month than the previous year. This month, additionally, there is a higher proportion of domestic passengers than international passengers arriving at Los Cabos International Airport. This situation has not occurred since Sep-2020, as a result of the COVID-19 pandemic.

- In Sep-2024, 213 thousand passengers arrived at Los Cabos airport (a 10% decrease versus Sep-2023).
  - Domestic passengers (110.4 thousand) accounted for 51.9% of the total (down 2.7% versus the previous year). For the year-to-date, 37% of these came from CDMX (AICM, TLC and NLU), followed by GDL with 22% and TIJ with 21.7%.
    - Tijuana remains the Mexican market with the highest growth (1.8pp more share), surpassing GDL, while CDMX loses share (-4.9pp).
  - Passengers on international flights (102.5 thousand) accounted for 48.1%, a decrease of 16.6% compared to the previous year.
    - The main airports of origin during 2024 are Los Angeles (15.5%, although maintaining a decrease in its share), Dallas (12.4%) and Phoenix (10.9%). California continues to be the main state of origin of U.S. tourism to Los Cabos (38.1% of the total), showing a growth of 8pp in Sep-2024 compared to the average for the year (30.1%). However, the state of Washington is consolidating its position in the second position, registering 15% of participation and displacing Texas to the third place with 10.2%.
    - From Canada, the leading issuer this year has been Vancouver, maintaining steady growth vs. 2023 (43.9%, and +8.2pp vs. 2023), followed by Calgary (24.8%), and Toronto (14.9%).
  - 90.7% of foreign tourists inbound in Aug-2024 through SJD had U.S. residency and 4.6% Canadian. Inbound U.S. passport tourists fell 11.4% versus Aug-2023 while those from Canada fell 11.3%. From Jan-Aug 2024 total passenger traffic to Los Cabos airport shows a decrease of 5.8% versus the same period in 2023.
  - The domestic market presents an accumulated 6.5% below 2023 and the United States 4.7% less.
  - From the United Kingdom increased 28.2% versus the same period last year. In Aug-2024, 2,891 commercial operations (16.1% less than in Aug-2023) and 522 private operations (+2.4%) were recorded at Los Cabos International Airport (SJD). In addition, 3.3 thousand international tourists arrived on private flights in Aug-2024. This level is 32% higher compared to the previous year. Cumulative 2024 is up 14.9% over 2023.

**CRUISES AND YACHTS:** Cruise ship activity to Los Cabos in Aug-2024 presents again a high growth both in passenger volume and in the average number of passengers per vessel (demonstrating a higher occupancy or arrival of larger vessels).



- In Aug-2024, 42.2 thousand cruise passengers arrived at the Cabo San Lucas marina; an increase of 29.3% compared to the same period in 2023. These passengers arrived on 9 vessels (+1 vs. Aug-2023). This represents an average of 4,691 passengers per vessel (+14.9%).

# Market Share

SOURCE TOURIST SURVEY

WASHINGTON: 15.6%

NEW YORK: 2%

ARIZONA: 3.4%

CALIFORNIA: 38.1%

BAJA CALIFORNIA: 10%

TEXAS: 10.2%

NUEVO LEÓN: 8.8%

JALISCO: 5%

MEXICO CITY + STATE: 41.3%

**United States:**

**42.4%**

**-7.4 pp (vs Sep-2023)**

**Canada:**

**4%**

**+1.2 pp (vs Sep-2023)**

**Domestic:**

**50.8%**

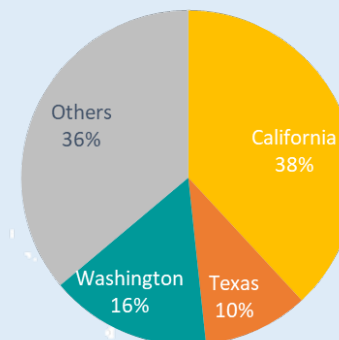
**+4.2 pp (vs Sep-2023)**

**Others:**

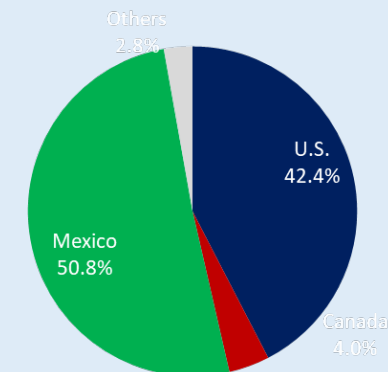
**2.8%**

**+1.8 pp (vs Sep-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 (Sep-2024)

Total Passengers  
(Sep-2024):  
**213 thousand** ↓  
-10% vs Sep-2023

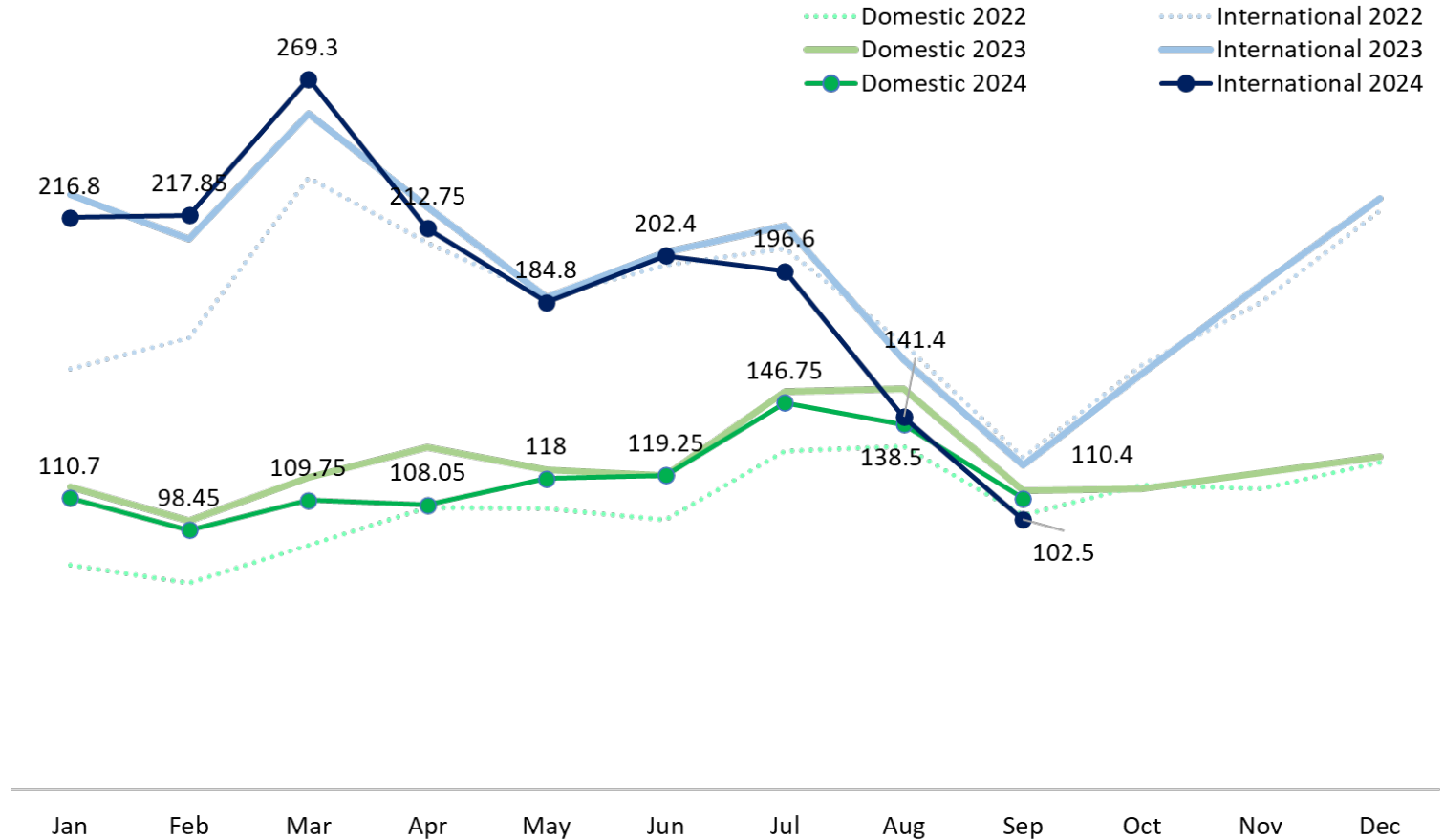
Domestic Passengers  
(Sep-2024):  
**110.4 thousand** ↓  
-2.7% vs Sep-2023

International Passengers  
(Sep-2024):  
**102.5 thousand** ↓  
-16.6% vs Sep-2023

Domestic: **51.9%**  
Intern.: **48.1%**

Source: GAP

# Passenger Arrivals at the Los Cabos International Airport (SJD)



Total Passengers  
(Jan-Sep 2024):  
**2.8 million** ↓  
-4.1% vs Jan-Sep 2023

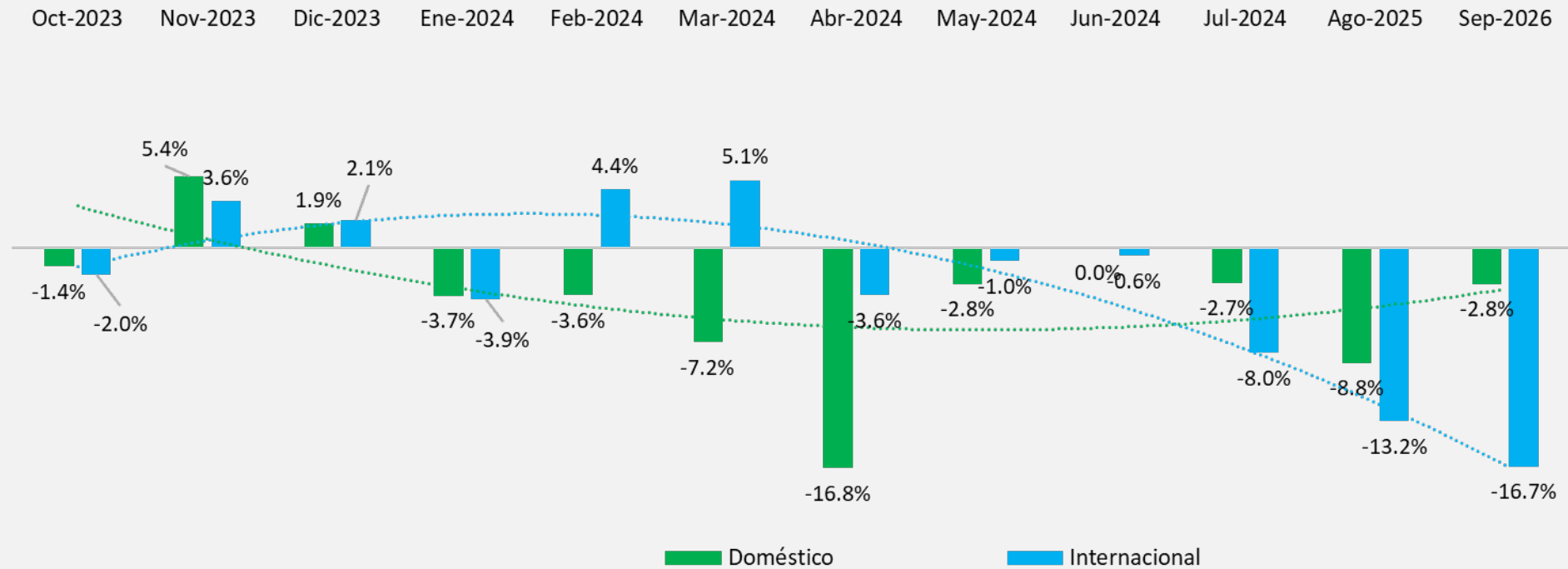
Domestic Passengers  
(Jan-Sep 2024):  
**1.05 million** ↓  
-5.5% vs Jan-Sep 2023

International Passengers  
(Jan-Sep 2024):  
**1.74 million** ↓  
-3.2% vs Jan-Sep 2023



# Passenger Arrivals at Los Cabos Airport

## Percentual change from previous year

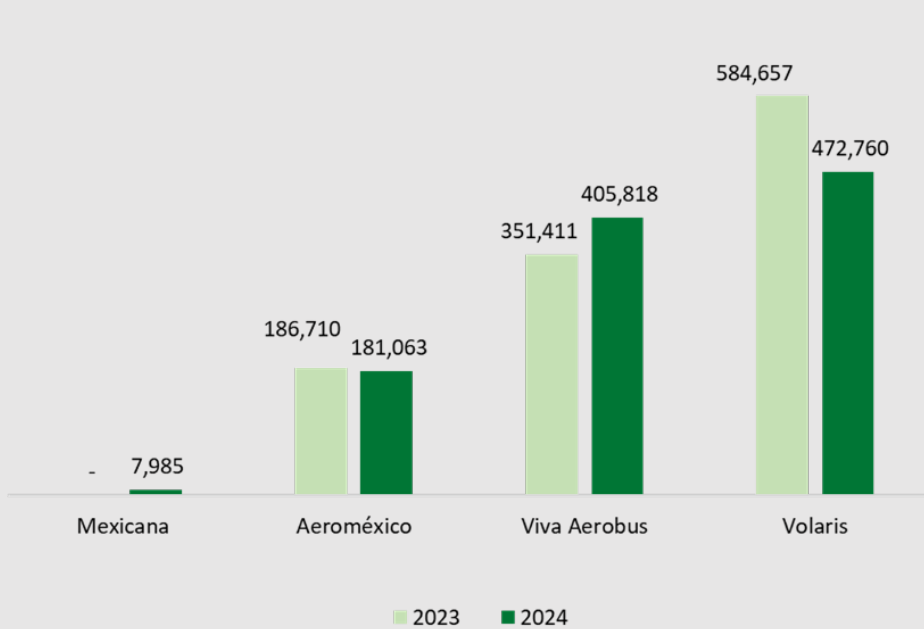


SOURCE: GAP

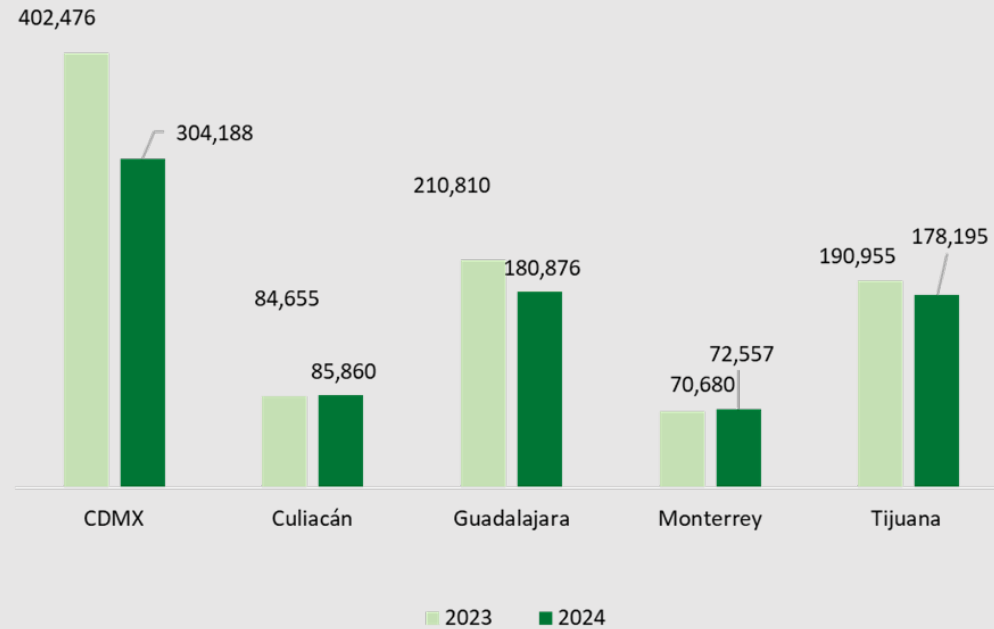


# Cumulative Passenger Arrivals at Los Cabos airport, Domestic Flights, cumulative Jan-Sep-2024

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



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



SOURCE: PAXIS

Cumulative PAX:  
**1.05 million**  
-5.5% vs 2023



Per origin:

GDL: **22%** +0 pp vs 2023  
 CDMX: **37%** -4.9 pp vs 2023  
 TIJ: **21.7%** +1.8 pp vs 2023  
 MTY: **8.8%** +1.5 pp vs 2023

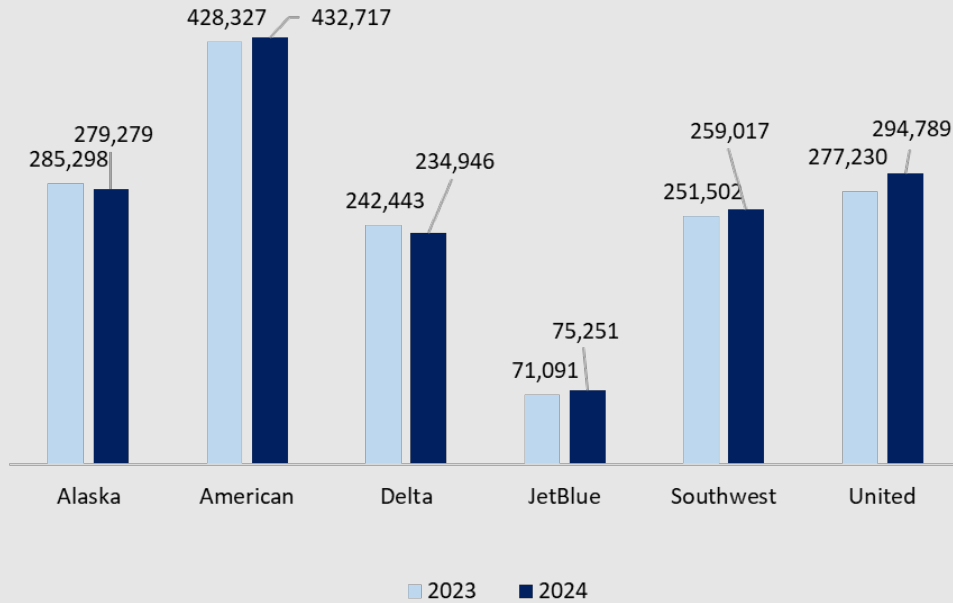
Per airline:

AM: **17%** +0.4 pp vs 2023  
 VIV: **38%** +6.9 pp vs 2023  
 VOI: **44.3%** -7.4pp vs 2023

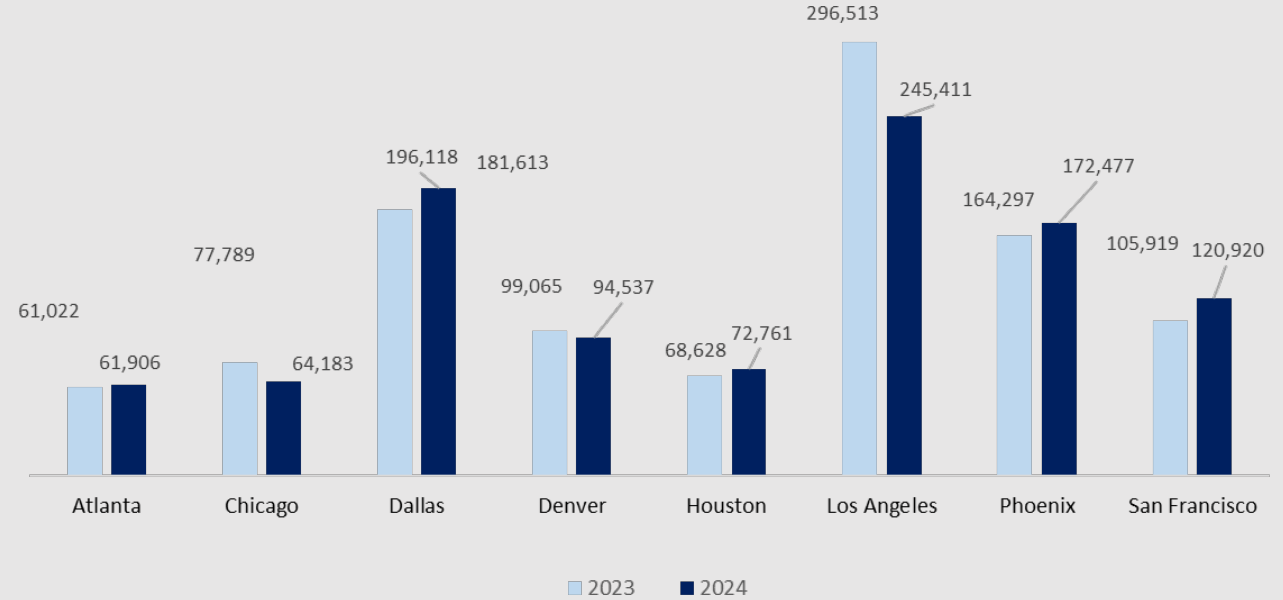


# Cumulative Passenger Arrivals at Los Cabos airport, U.S. Flights, cumulative Jan-Sep-2024


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



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



SOURCE: PAXIS

Cumulative PAX:  
**1.59 million**   
 -1.4% vs 2023



Per origin:

DFW: **12.4%** +1.1 pp vs 2023  
 LAX: **15.5%** -3 pp vs 2023  
 PHX: **10.9%** +0.7 pp vs 2023  
 DEN: **6%** -0.2 pp vs 2023

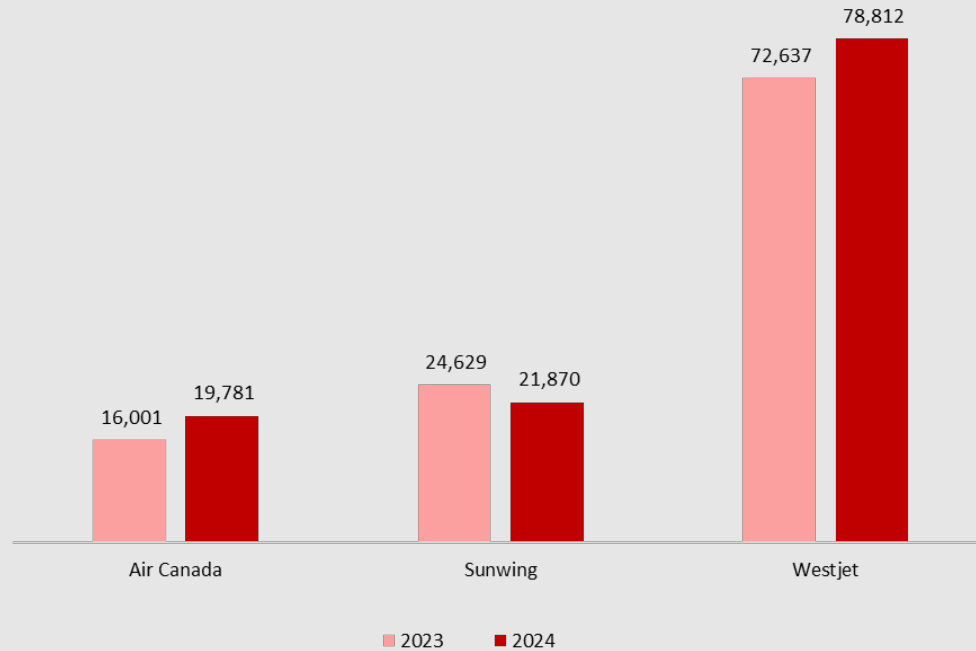
Per airline:

AS: **17.6%** -0.1 pp vs 2023  
 AA: **27.3%** +0.7 pp vs 2023  
 DL: **14.8%** -0.3 pp vs 2023

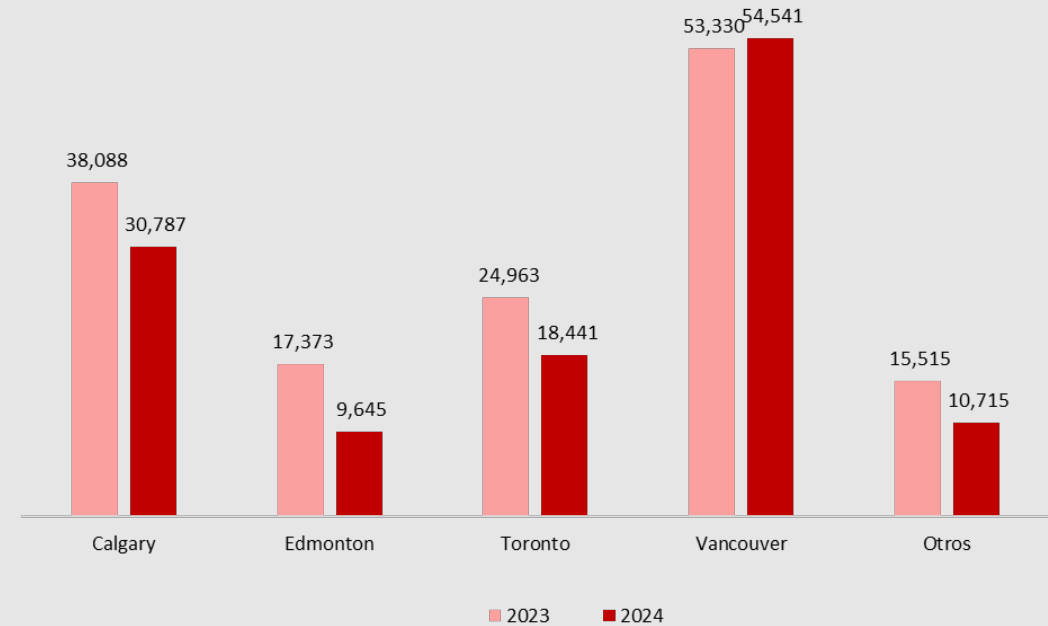


# Cumulative Passenger Arrivals at Los Cabos airport, **Canadian Flights**, cumulative Jan-Sep-2024


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



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



SOURCE: PAXIS

Cumulative PAX:  
**124 thousand**   
 -16.8% vs 2022



Per origin:

YYC: **24.8%** -0.7 pp vs 2023  
 YVR: **43.9%** +8.2 pp vs 2023  
 YEG: **7.8%** -3.9 pp vs 2023  
 YYZ: **14.9%** -1.9 pp vs 2023

Per airline:

AC: **15.9%** +5.2 pp vs 2023  
 WG: **17.6%** +1.1 pp vs 2023  
 WS: **63.5%** +14.8 pp vs 2023



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PASSENGER ARRIVALS  
BY NATIONALITY





## Key Indicators (Aug-2024)

International Arrivals  
(Aug-2024):

**130.7**  
**thousand**

-12.2% vs Aug-2023



U.S.: **90.7%**

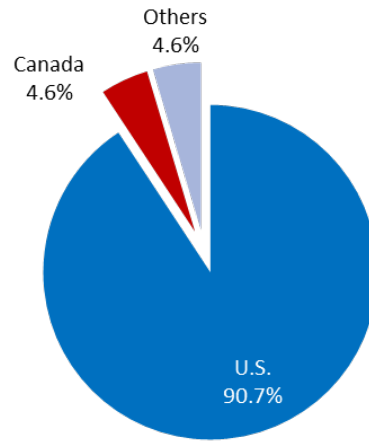
Canada.: **4.6%**

Others.: **4.7%**

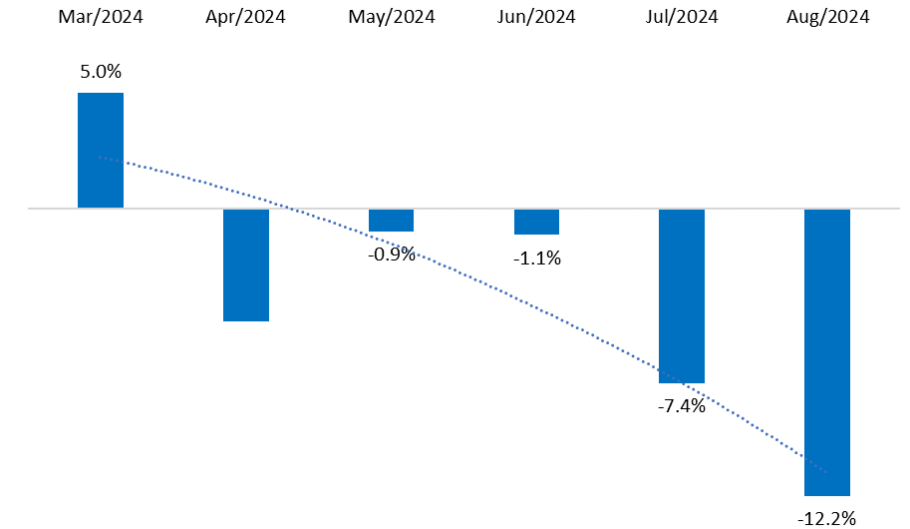
SOURCE: INM- SIOM

# Foreign Tourist Admittances through SJD per Nationality

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



### Annual change in foreign tourist arrivals to San Jose del Cabo airport (Jan-Aug-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  
(Aug-2024)



U.S. Arrivals  
(Aug-2024):  
**118.4 thousand**  
-11.4% vs Jul-2023



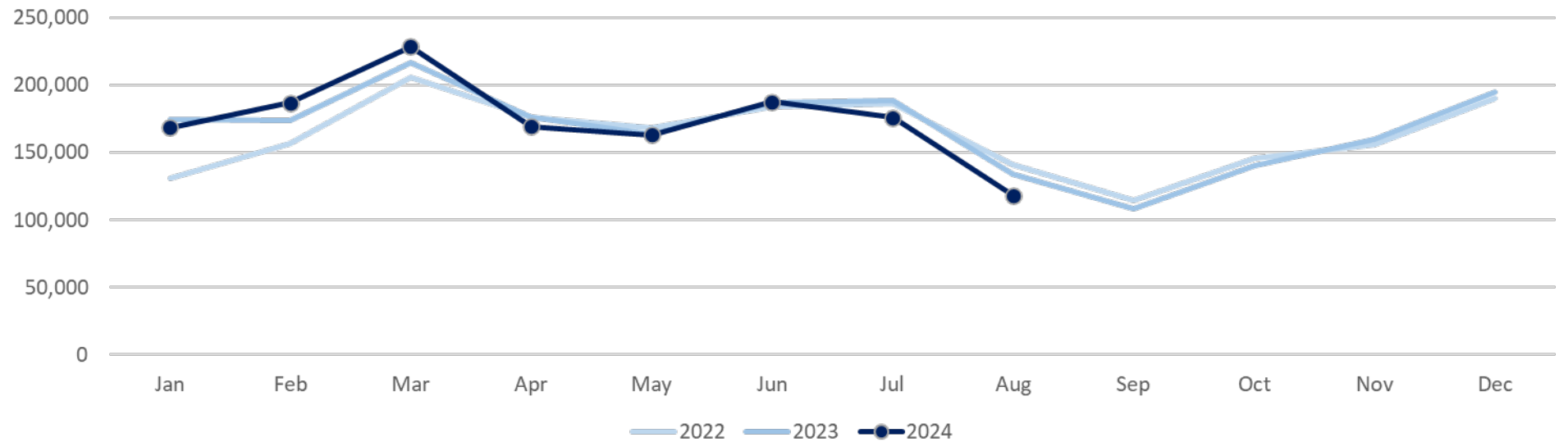
U.S. Arrivals  
(Cum-2024):  
**1.4 million**  
-1.1% vs 2023



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	Cum. Jan-Aug
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	1,348,034
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	1,413,898
2024	168,391	186,769	228,708	169,143	163,200	187,688	175,723	118,363					1,397,985



**\* Explanatory note:** Since September 2023, the source of data used to account for tourist arrivals was changed. Previously, the accounting was based on the residence reported by tourists upon entering national territory; currently, this accounting is based on the nationality of the passport presented at the port of entry. This modification improves accuracy in the measurement of volumes and origins of foreign tourists, although it prevents direct comparison with previous data based on residence.

Key Indicators  
(Aug-2024)



Canadian Arrivals  
(Aug-2024):  
**6 thousand**  
-11.3% vs Aug-2023



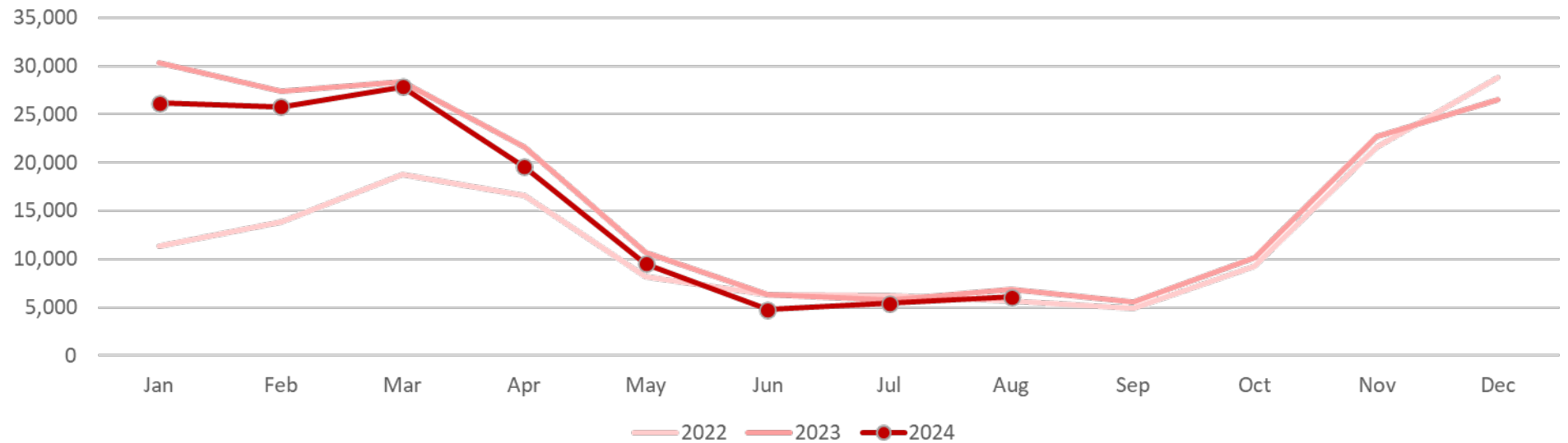
Canadian Arrivals  
(Cum-2024):  
**125.2 thousand**  
-8.7% vs 2023



SOURCE: INM- SIOM

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

Canada	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Cum. Jan-Aug
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	87,068
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	137,288
2024	26,170	25,788	27,862	19,575	9,525	4,760	5,423	6,057					125,160

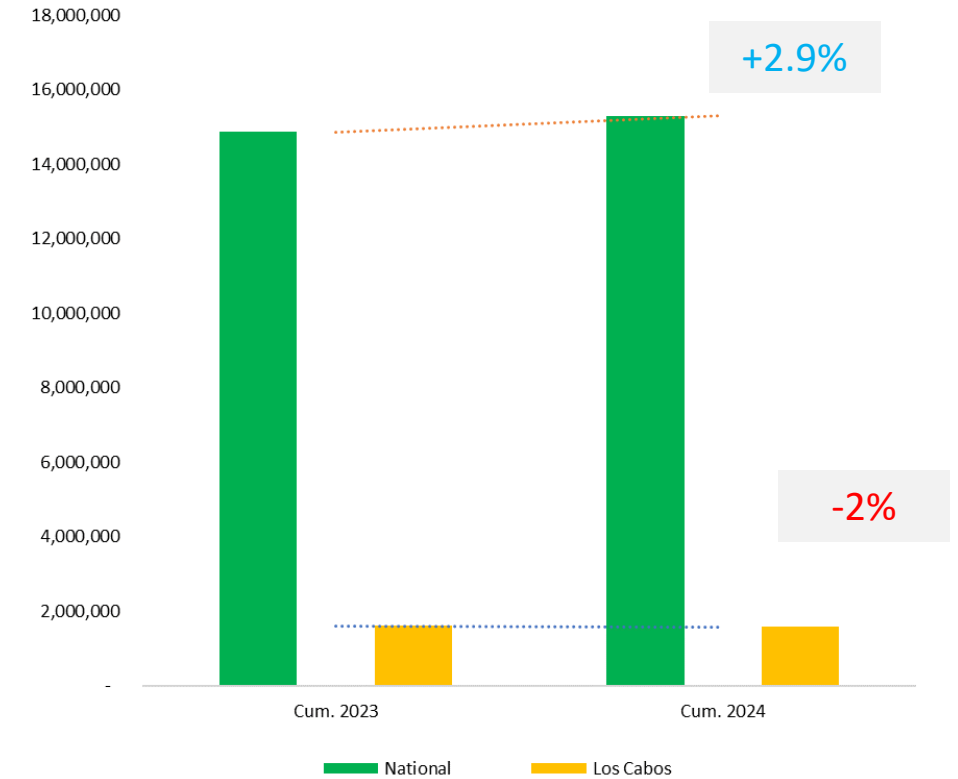


**\* Explanatory note:** Since September 2023, the source of data used to account for tourist arrivals was changed. Previously, the accounting was based on the residence reported by tourists upon entering national territory; currently, this accounting is based on the nationality of the passport presented at the port of entry. This modification improves accuracy in the measurement of volumes and origins of foreign tourists, although it prevents direct comparison with previous data based on residence.

# Foreign Tourist Admittance through SJD by Nationality, cumulative (Jan-Aug)

Region	National			Los Cabos		
	Cum. 2023	Cum. 2024	Δ 2024/2023	Cum. 2023	Cum. 2024	Δ 2024/2023
United States	9,363,991	9,851,652	5.2%	1,413,898	1,397,985	-1.1%
Canada	1,636,128	1,785,282	9.1%	137,288	125,160	-8.8%
Europe	1,493,059	1,441,304	-3.5%	20,646	17,756	-14.0%
Caribbean, South and Central A.	1,830,020	1,636,177	-10.6%	7,022	6,391	-9.0%
Rest	540,783	583,503	7.9%	28,607	27,759	-3.0%
<b>Total</b>	<b>14,863,981</b>	<b>15,297,918</b>	<b>2.9%</b>	<b>1,607,461</b>	<b>1,575,051</b>	<b>-2.0%</b>

Key Market	National			Los Cabos		
	Cum. 2023	Cum. 2024	Δ 2024/2023	Cum. 2023	Cum. 2024	Δ 2024/2023
United Kingdom	331,250	315,202	-4.8%	6,816	6,747	-1.0%
Spain	240,856	248,597	3.2%	2,006	1,163	-42.0%
Germany	171,677	167,194	-2.6%	2,459	1,729	-29.7%
Australia	39,791	40,125	0.8%	4,630	4,806	3.8%
South Korea	57,990	69,555	19.9%	2,819	2,649	-6.0%
<b>Total</b>	<b>841,564</b>	<b>840,673</b>	<b>-0.1%</b>	<b>18,730</b>	<b>17,094</b>	<b>-8.7%</b>



SOURCE: INM- SIOM

International Arrivals, all Mexico (Cum. 2024):

**15.3 million**

+2.9% vs 2023



Key Markets, all Mexico (Cum. 2024):

**840.7 thousand**

-0.1% vs 2023



International Arrivals, SJD (Cum. 2024):

**1.6 million**

-2% vs 2023



Key Markets, SJD (Cum. 2024):

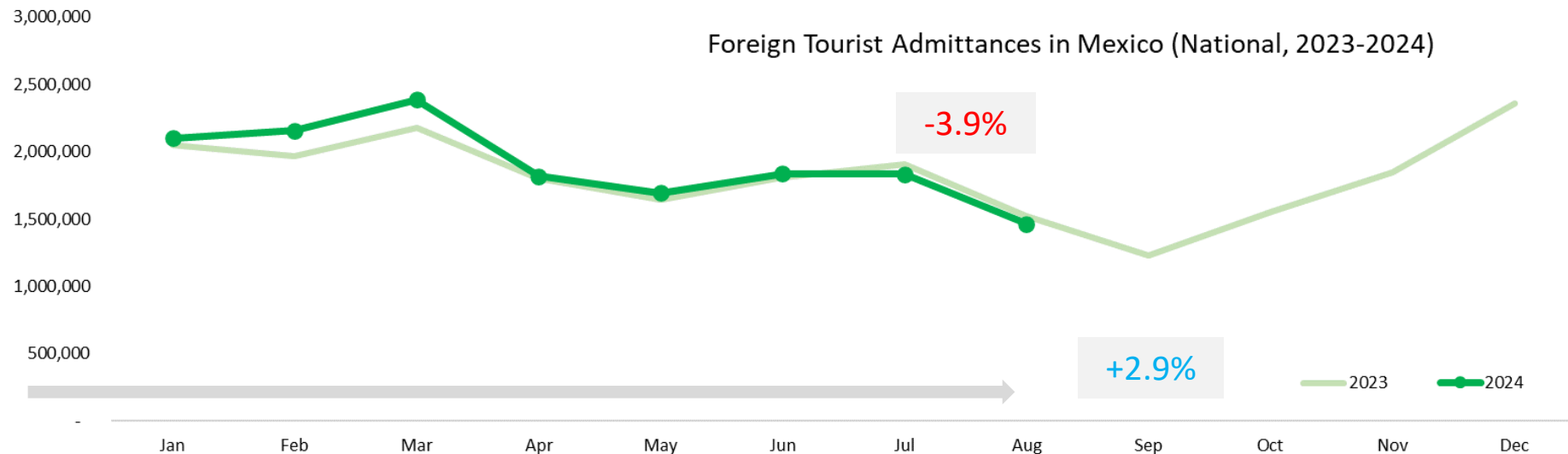
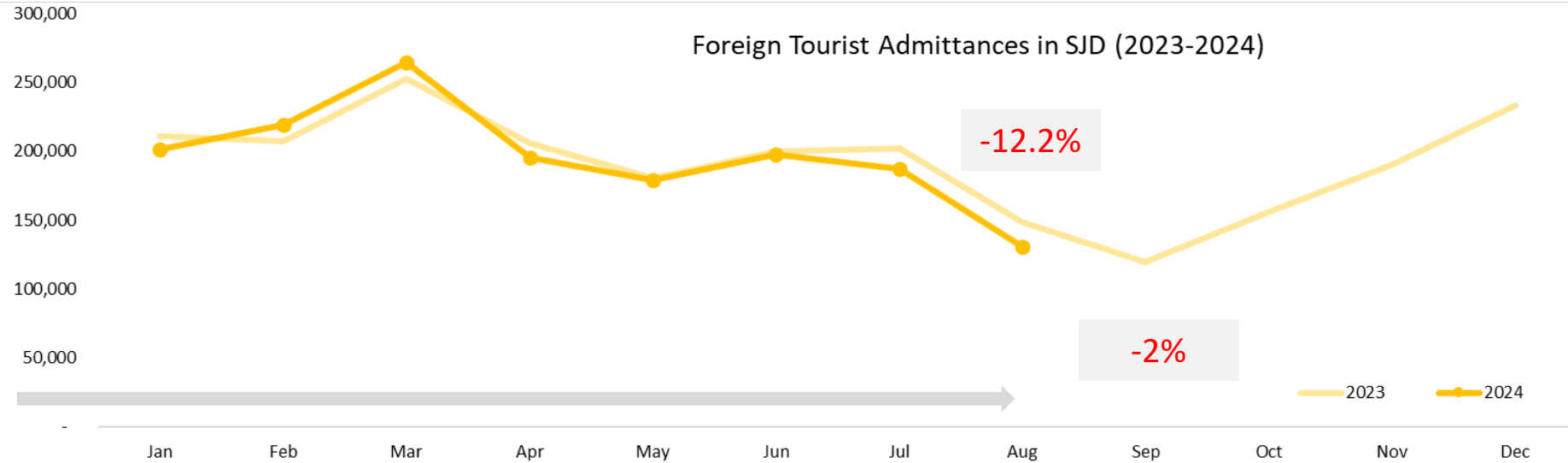
**17 thousand**

-8.7% 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 (Aug-2024)

Vessels (month)

**9**

(+1 vs Aug-2023)



PAX (month)

**42.2 thousand**

(+29.3% vs Aug-2023)



PAX/Vessel

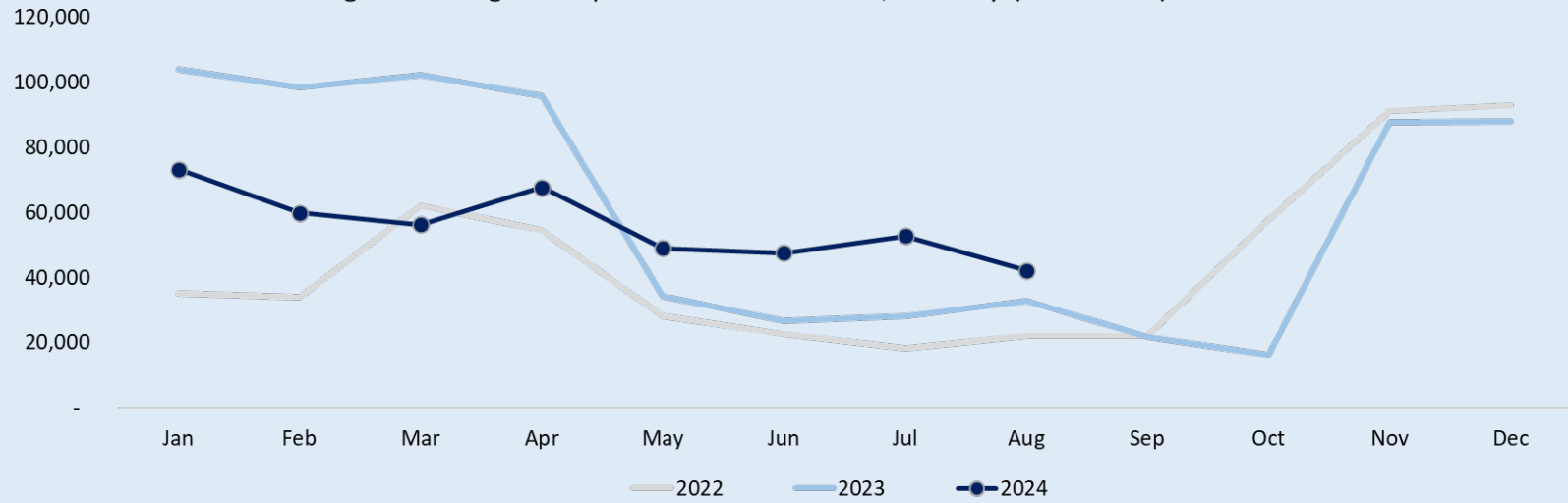
**4.7 thousand**

(+14.9% vs Aug-2023)

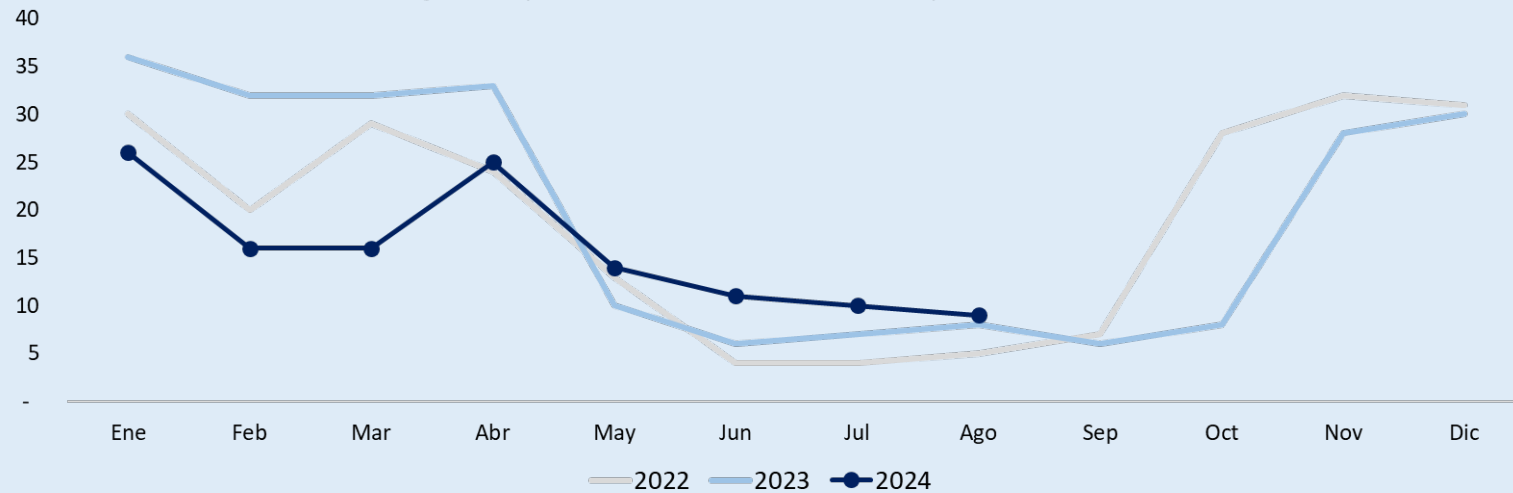


Source: DATATUR-SCT

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



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





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TOURIST SURVEYS AND  
MEETINGS





# Meetings

Key Indicators  
(Sep-2024)

RFPs (current month)

**45**

(-1% vs Sep-2023)



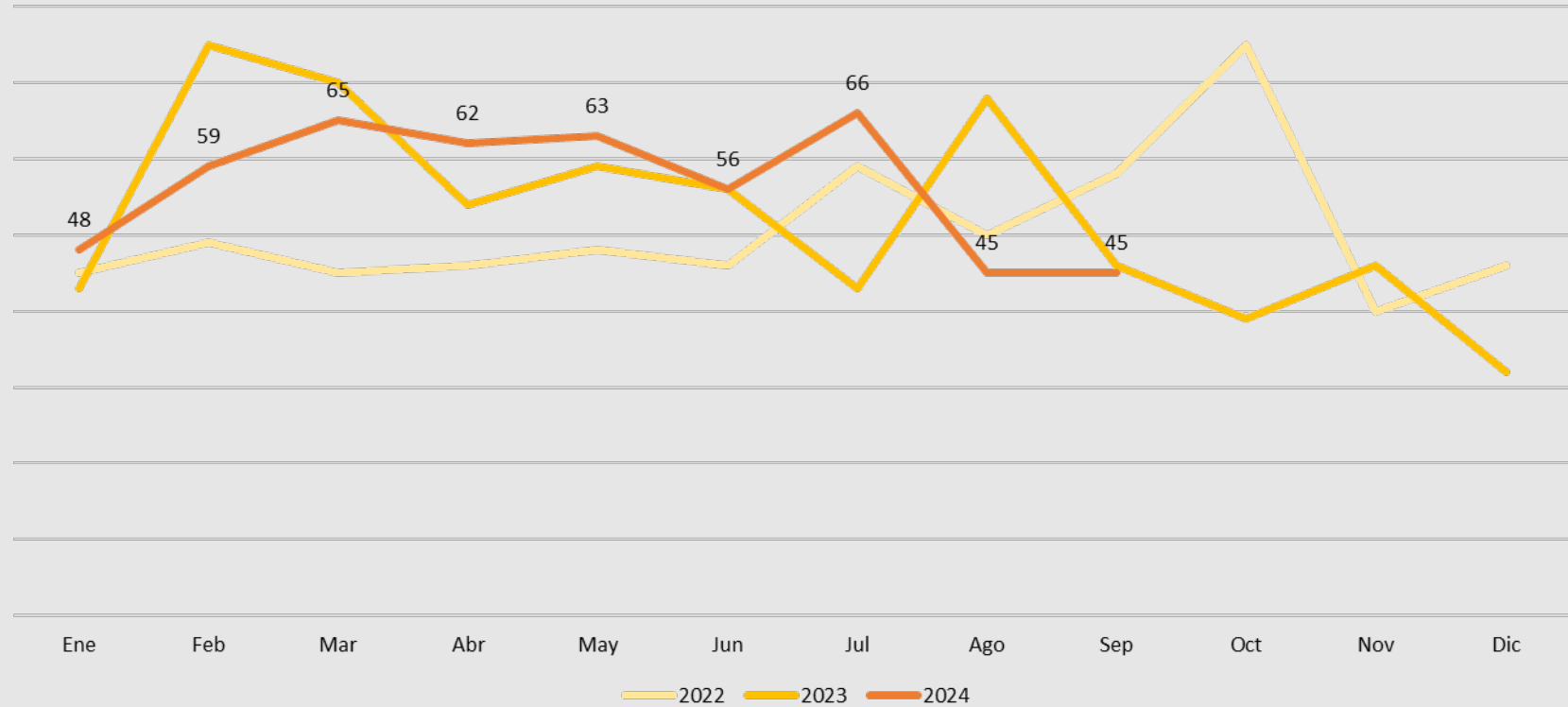
RFPs (Cum. 2024)

**509**

(-1% vs 2023)

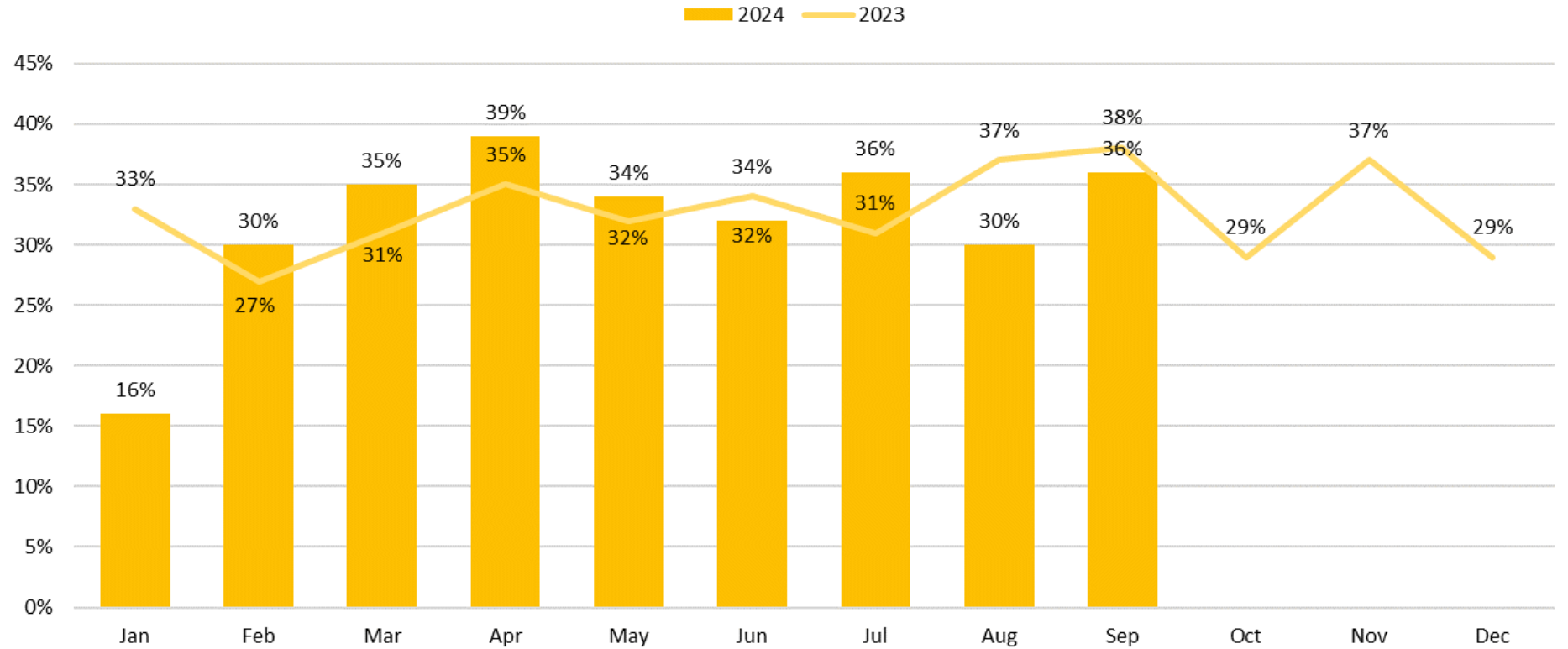


RFPs recibidos para eventos de reuniones y grupos en SJD (2022-2024)



Fuente: CVENT

# Returning Tourists

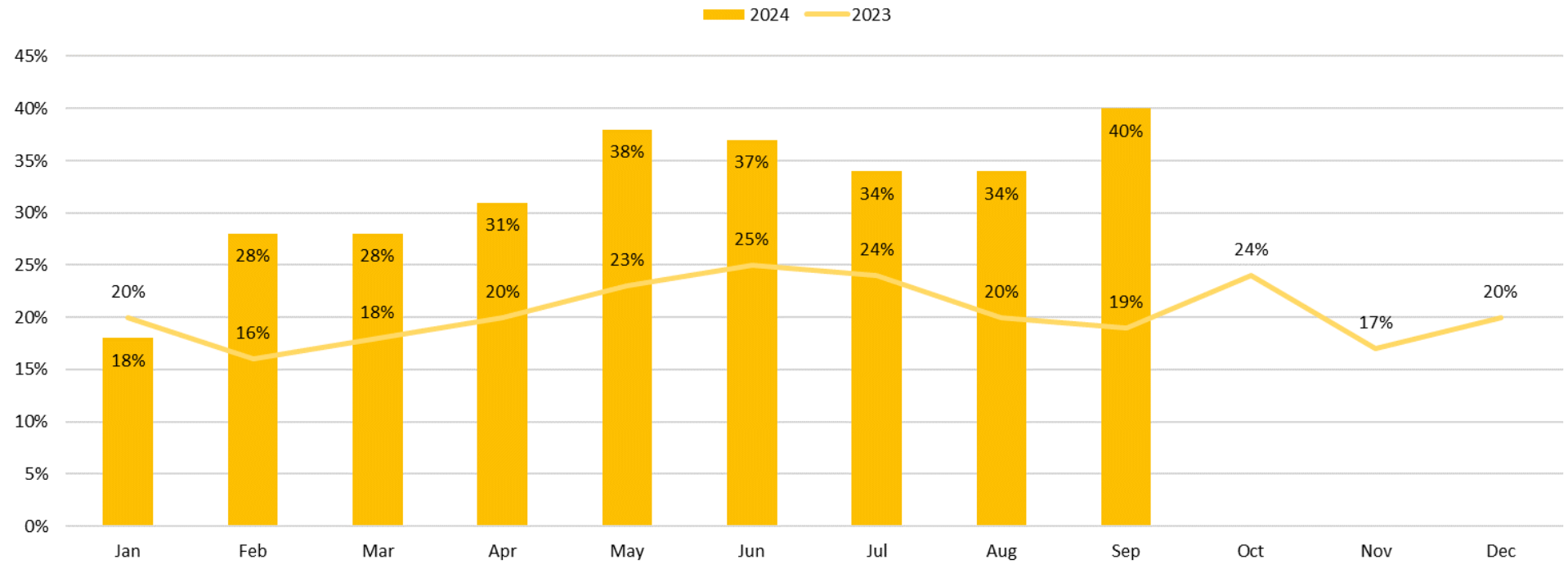


Returning Tourists  
Sep-2024:  
**36%**  
(-2pp vs Sep-2023)



SOURCE: TOURIST SURVEYS

# Package Tours



## Package Tours

Sep-2024 :

**40%**

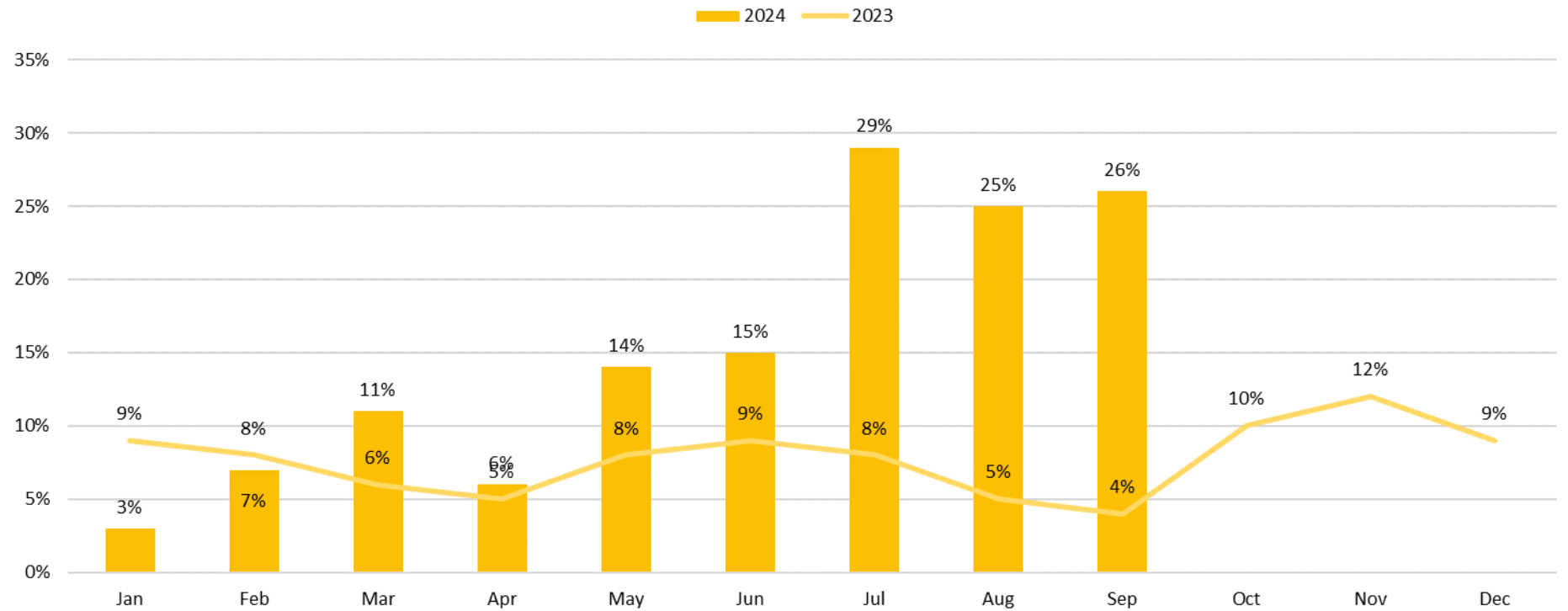


(+21pp vs Sep-2023)

SOURCE: TOURIST SURVEYS

# Timeshares

Timeshare Use  
Sep-2024 :  
**26%**  
+22pp  
Vs Sep-2023



SOURCE: TOURIST SURVEYS

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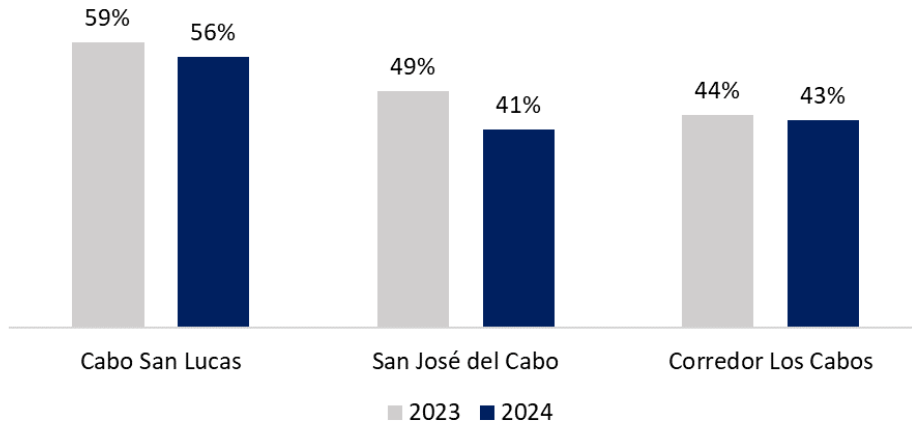
HOTEL ACTIVITY



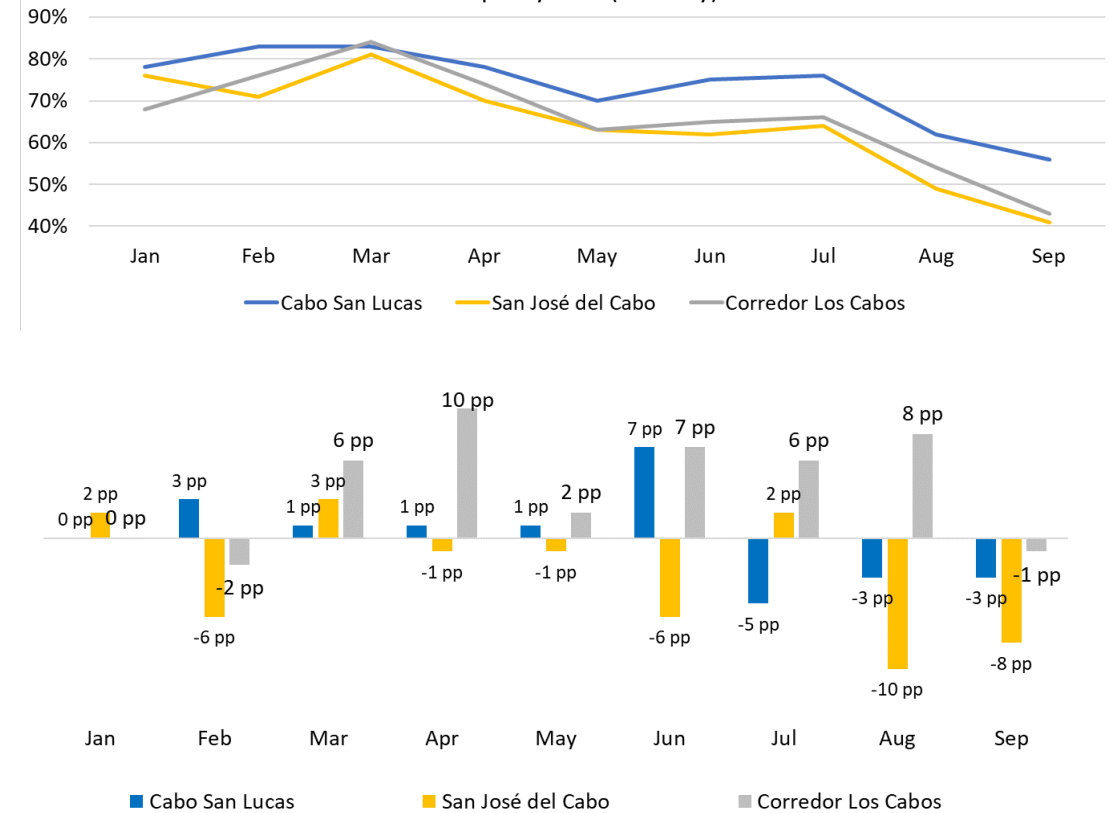


# Hotel Occupancy Rates for Los Cabos and Sub-destinations

Occupancy Rate (Sep-2024)



Occupancy Rate (monthly)



Cabo San Lucas:

(Sep-2024):

**56%**

-3 pp vs Sep-2023



San José del Cabo:

(Sep-2024)

**41%**

-8pp vs Sep-2023



El Corredor:

(Sep-2024)

**43%**

-1 pp vs Sep-2023



## Key Indicators (Sep-2024)

ADR (Los Cabos)

**\$362**

(-7% vs Sep-2023)



ADR (Cabo San Lucas)

**\$270**

(-4% vs Sep-2023)



ADR (San José del Cabo)

**\$261**

(+14% vs Sep-2023)



ADR (El Corredor)

**\$602**

(-1% vs Sep-2023)



RevPAR (Los Cabos)

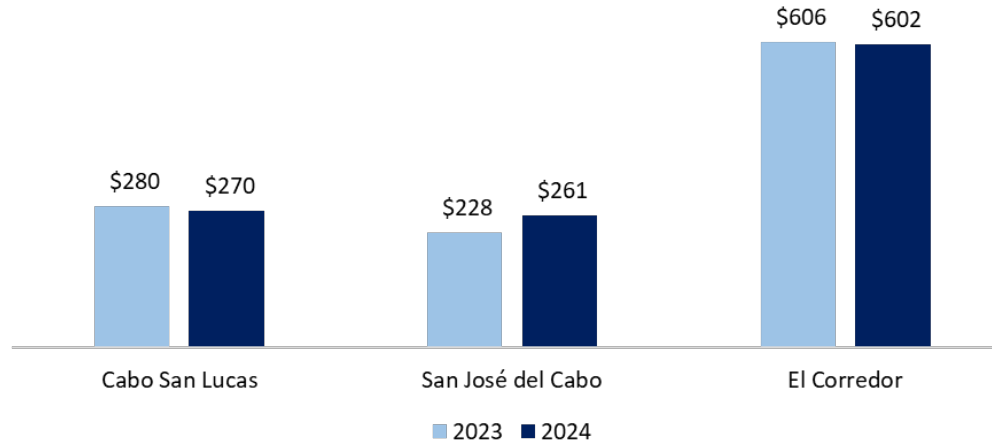
**\$181**

(-14% vs Sep-2023)

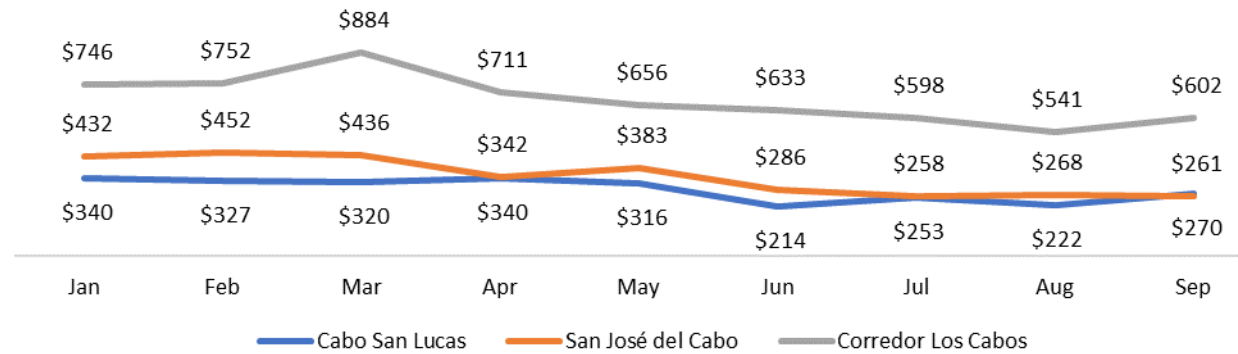


# Average Daily Rate and RevPAR

ADR, current month (subdestinations)



Monthly Evolution



SOURCE: AHLIC

# Hotel Activity

## Key Indicators (Aug-2024)

Cabo San Lucas  
(Supply)

**9,199**

**rooms**

(+0.5% vs Aug-2023)



San José del Cabo  
(Supply)

**3,411**

**rooms**

(-8.3% vs Aug-2023)



El Corredor  
(Supply)

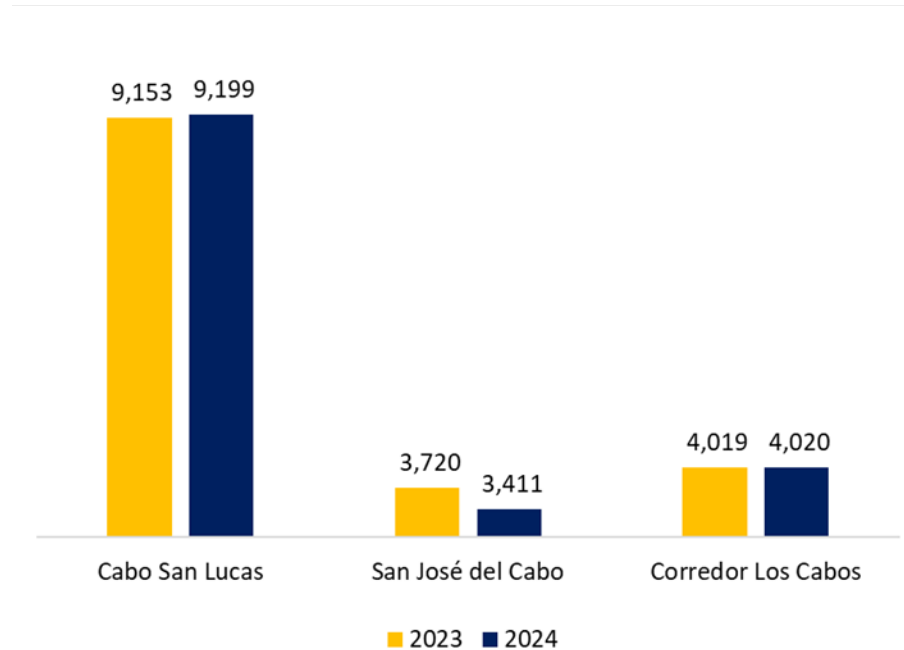
**4,020**

**rooms**

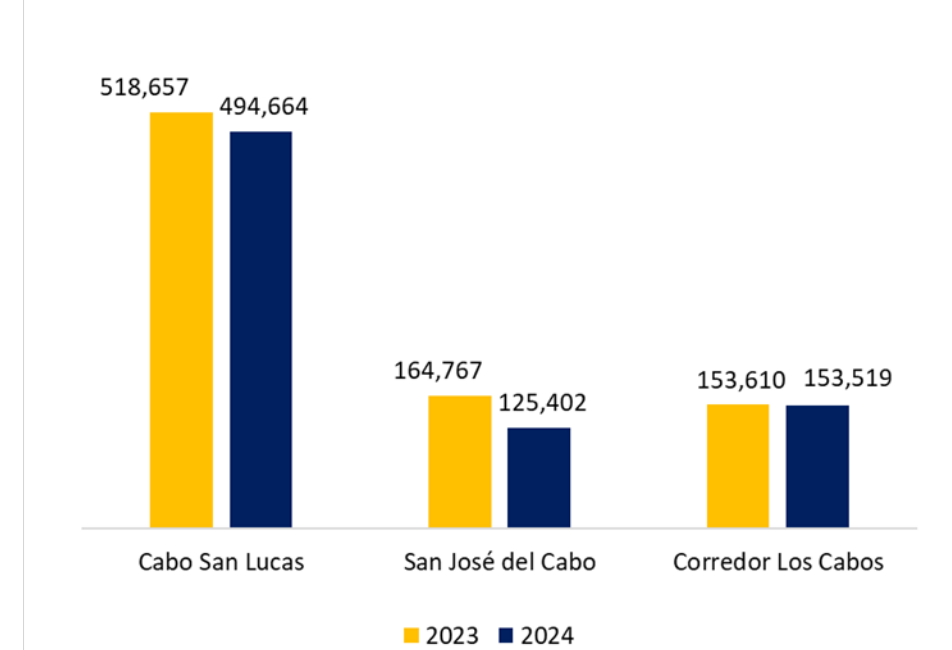
(+0% vs Aug-2023)



### Available Rooms (2023-2024)



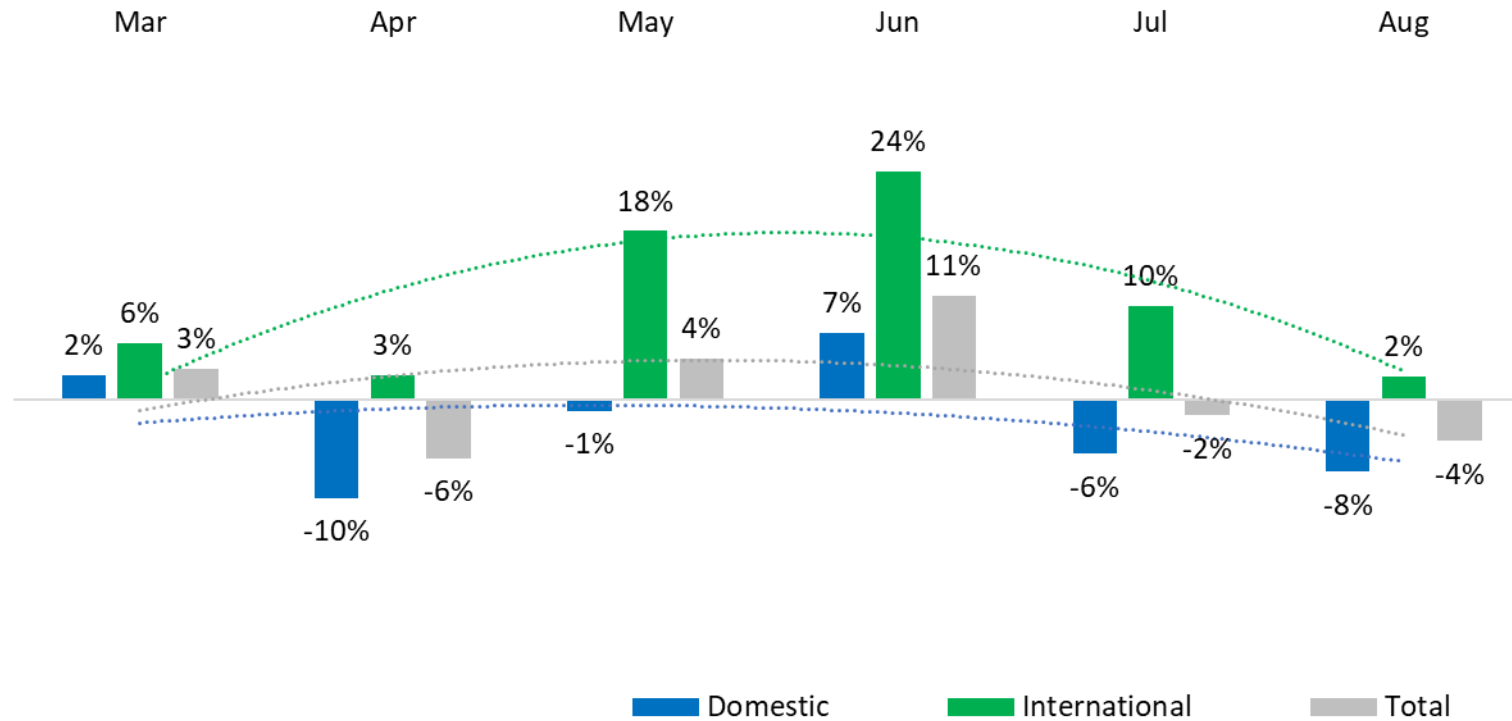
### Room Nights (2023-2024)



Source: DATATUR

# Annual Variations in Hotel Occupancy and Tourist Arrivals

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



SOURCE: DATATUR

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AIR TRAVEL CONNECTIVITY





## Key Indicators



### Scheduled Air Seats

(next 6 months):

**859.3 thousand**

(-10% vs 2023)



### Scheduled Air Seats

(Nov-2024):

**145.6 thousand**

(-6.5% vs Nov-2023)



### CDMX:

**335.5 thousand**

(-16.7% vs 2023)



### GDL:

**152.4 thousand**

(+4.5% vs 2023)



### MTY:

**47.6 thousand**

(-16.4% vs 2023)



### TIJ:

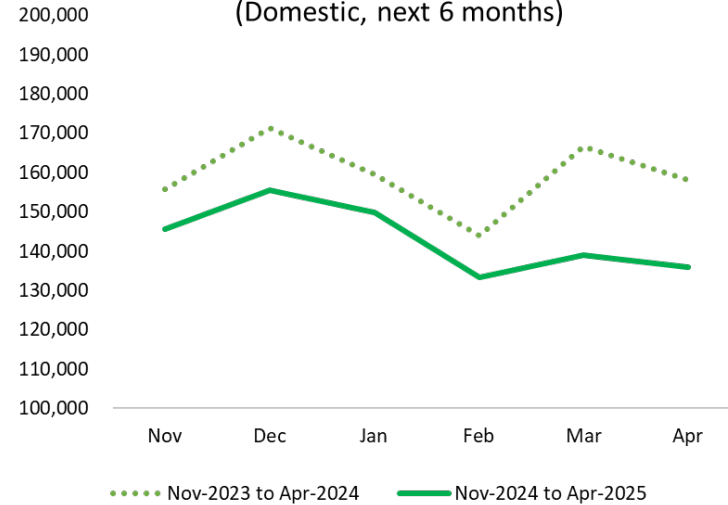
**158.5 thousand**

(-2.8% vs 2023)

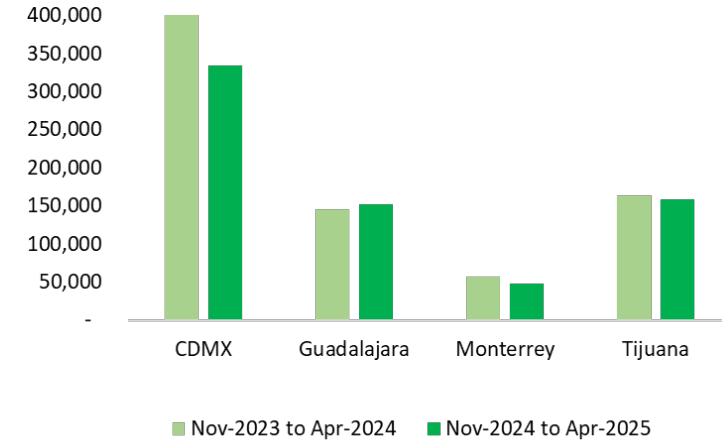


# Domestic Air Connectivity

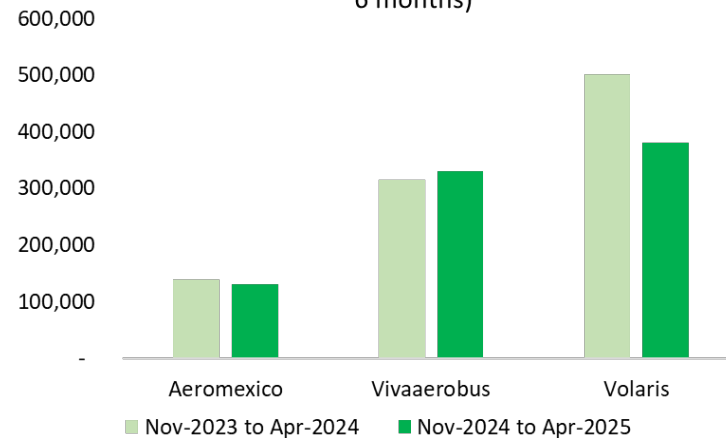
Flight Seat Scheduling to San Jose del Cabo  
(Domestic, next 6 months)



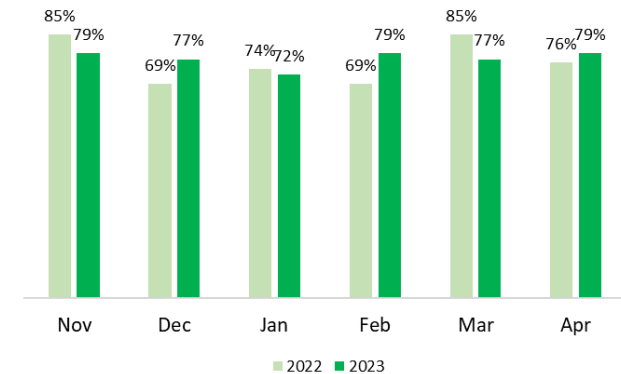
Flight Seat Scheduling per Departing Airport  
(Domestic, next 6 months)



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



Occupancy factor of domestic airlines  
(Nov-2023 to Apr-2024)



# Air Connectivity: U.S.

## Key Indicators



Scheduled Air Seats  
(next 6 months):

**1.4 million**

(-2.3% vs 2023)



Scheduled Air Seats  
(Nov-2024):

**205,9 thousand**

(+4.4% vs Oct-2023)



LAX:

**185.9 thousand**

(-15.3% vs 2023)



DFW:

**148.2 thousand**

(-7% vs 2022)



HOU:

**113.7 thousand**

(-10.4% vs 2022)



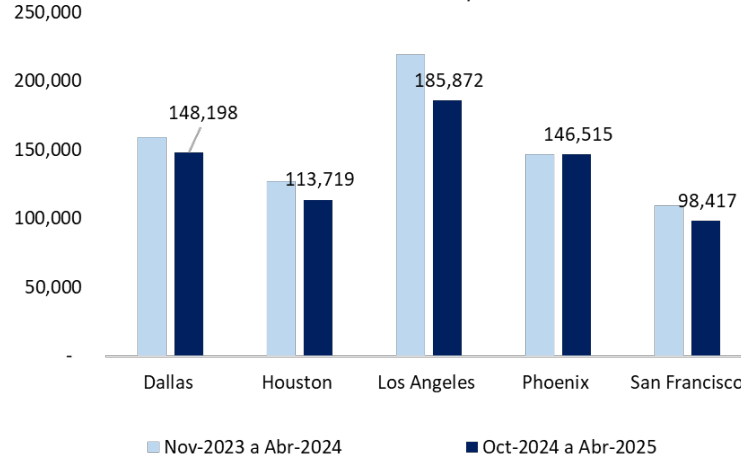
PHX:

**143.5 thousand**

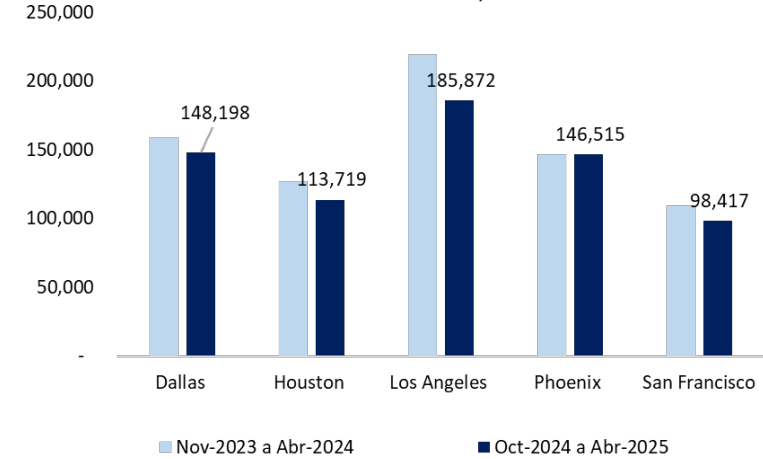
(-5% vs 2022)



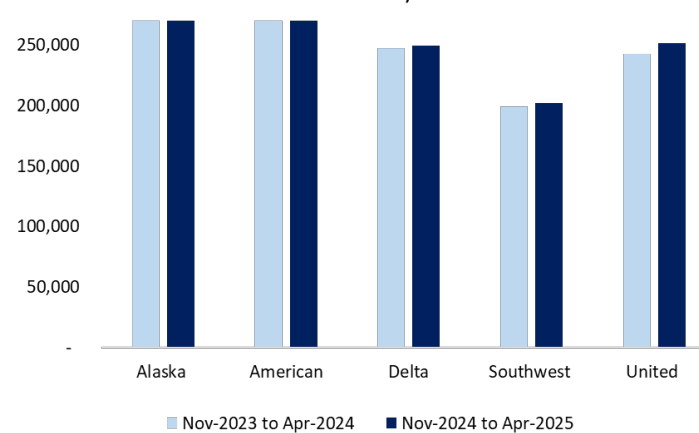
Flight Seat Scheduling per departing airport (U.S., next 6 months)



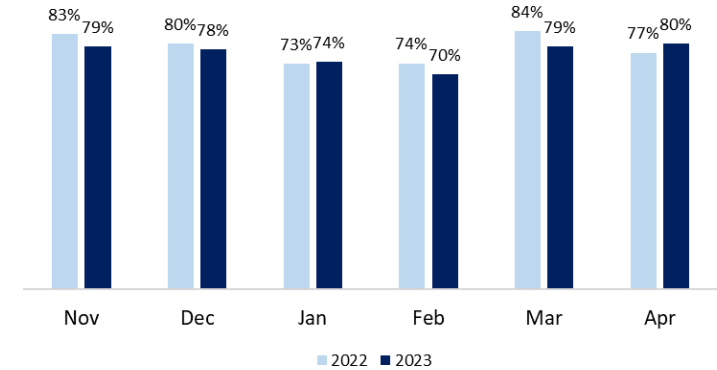
Flight Seat Scheduling per departing airport (U.S., next 6 months)



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



Occupancy factor of US airlines (Nov-2023 to Apr-2024)



## Key Indicators



### Scheduled Air Seats

(next 6 months):

**178.9 thousand** ↑

(+3.4% vs 2023)

### Scheduled Air Seats

(Nov-2024):

**27.3 thousand** ↑

(+23% vs Oct-2023)

YYZ (Toronto):

**29.4 thousand** ↑

(+26.2% vs 2023)

YVR (Vancouver):

**71.1 thousand** ↓

(-3.4% vs 2023)

YYC (Calgary):

**42.2 thousand** ↑

(+4.8% vs 2023)

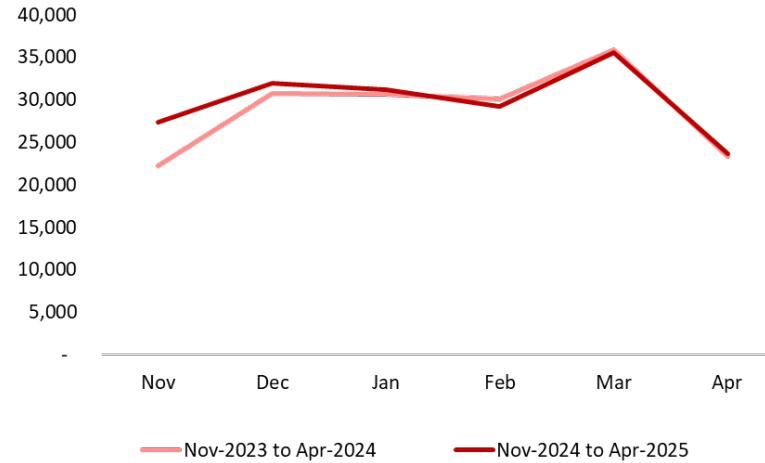
YYG (Edmonton):

**15.8 thousand** ↑

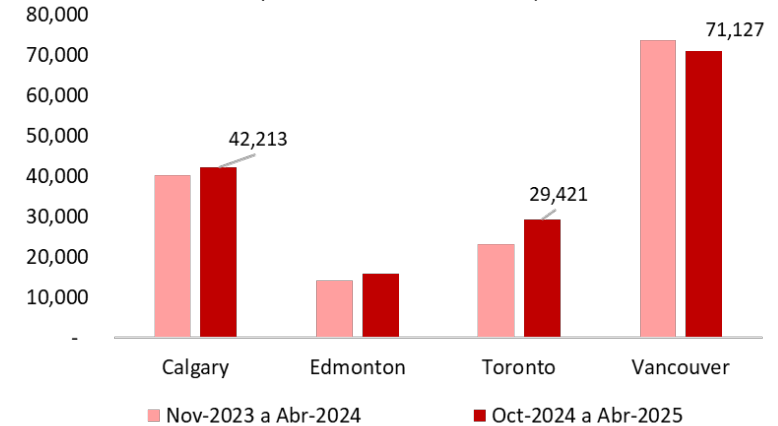
(+11.6% vs 2023)

# Air Connectivity: Canada

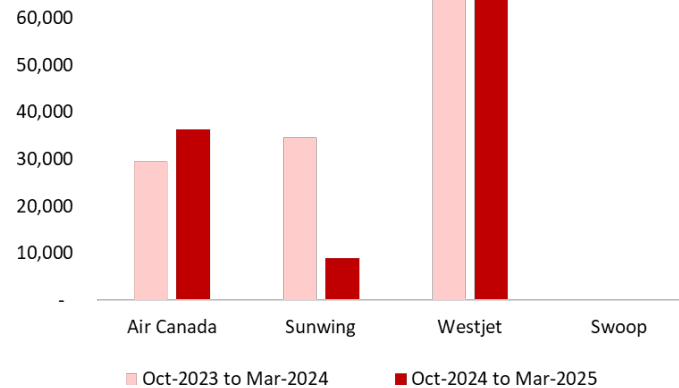
Flight Seat Scheduling to San Jose del Cabo  
(Canada, next 6 months)



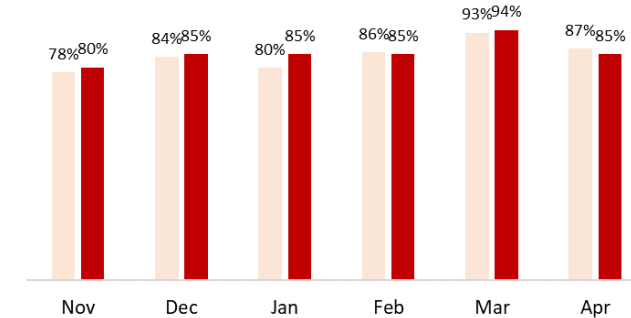
Flight Seat Scheduling per departing airport  
(Canada, next 6 months)



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



Occupancy factor of Canadian airlines  
(Nov-2023 to Apr-2024)





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PUBLIC RELATIONS





## Key Indicators (Aug-2024)



Placements:  
**229**  
(+87% vs trailing 12-month average)



Reach:  
**8.1 million**  
(+7% vs trailing 12-month average)



# Public Relations: Placements and Reach (National)



SOURCE:  
LLORENTE Y CUENCA

Indicadores clave  
(Jul-2024)



Placements:

**7**

(+0% vs trailing 12-month average)



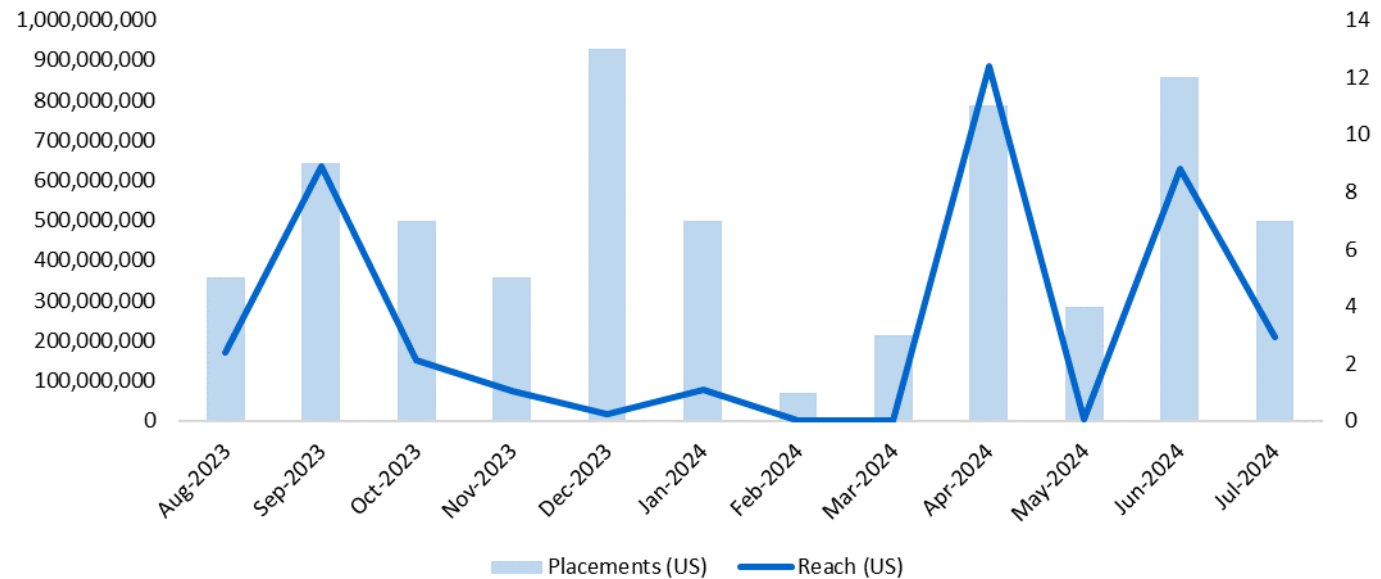
Reach:

**210 thousand**

(-12% vs trailing 12-month average)



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



SOURCE:  
OGILVY

## Key Indicators (Aug-2024)



Placements:

**8**

(-13% vs trailing  
12-month average)



Reach:

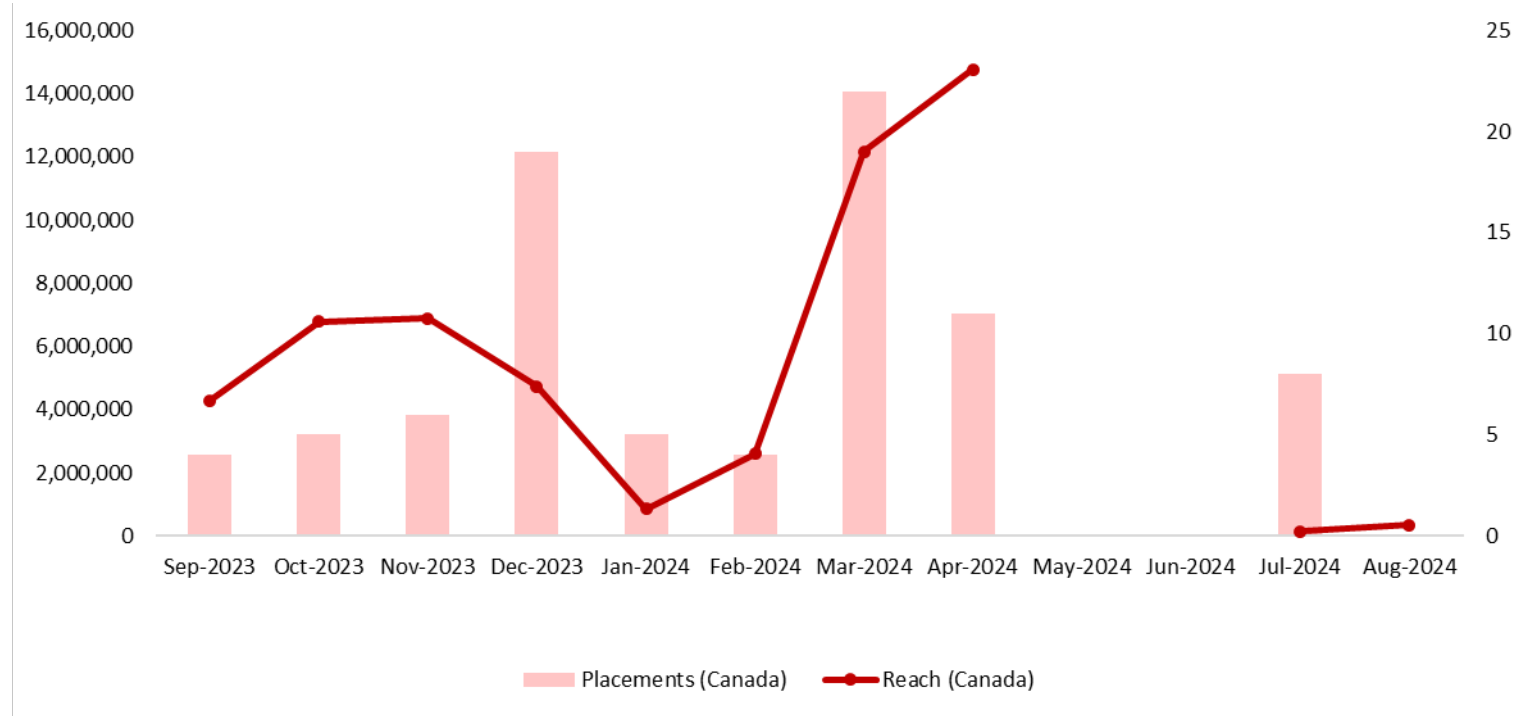
**341 thousand**

(-94% vs trailing  
12-month average)



SOURCE:  
JESSON + CO

# Public Relations: Placements and Reach (Canada)



# Public Relations: Placements and Reach (Spain)

Key Indicators  
(Jul-2024)



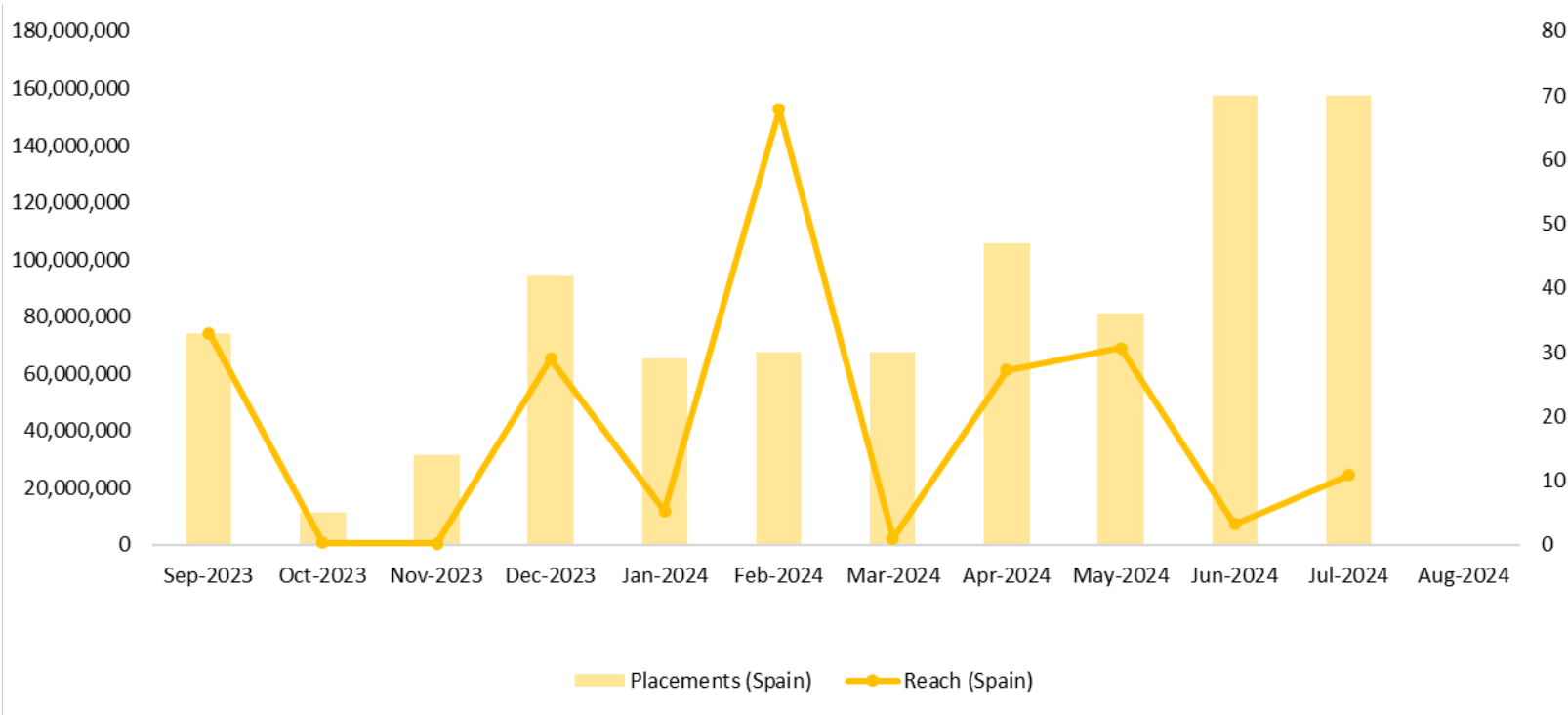
Placements:  
**70**  
(+98% vs trailing  
12-month average)



Reach:  
**24.4 million**  
(-38% vs trailing  
12-month average)



FUENTE:  
ROMAN







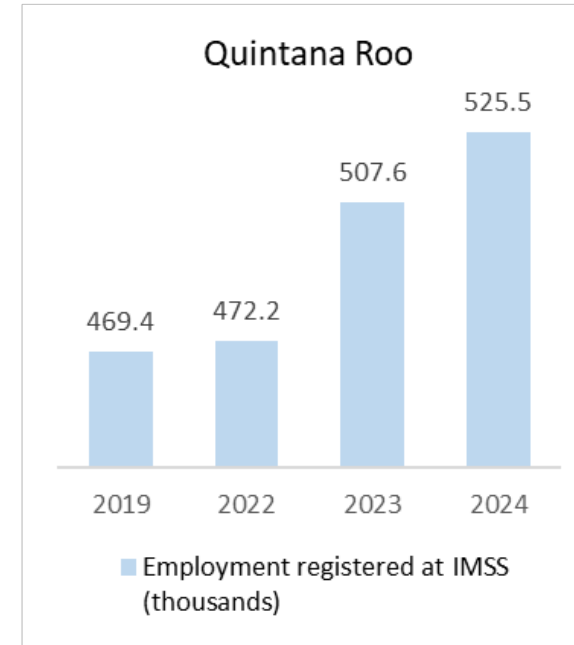
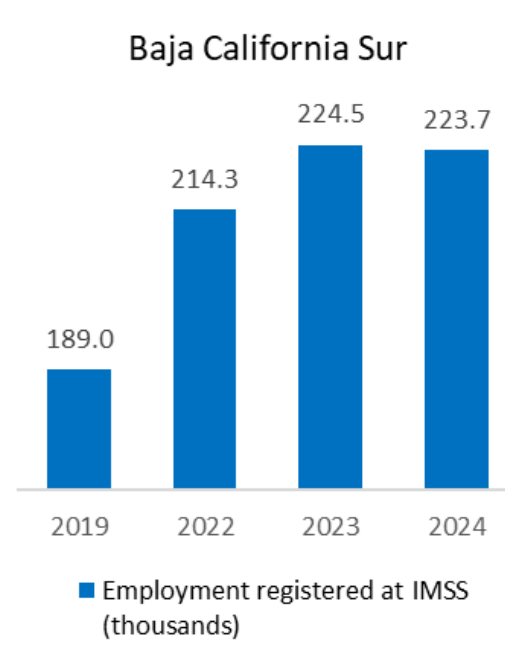
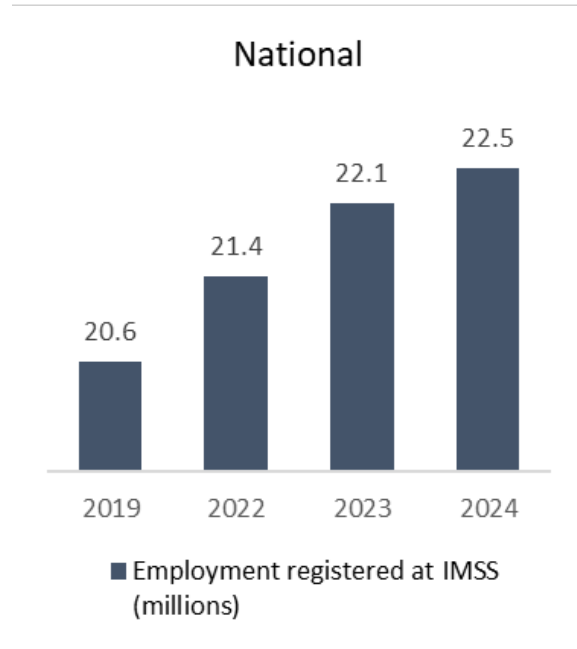
# LOS CABOS TOURISM OBSERVATORY

## NATIONAL CONTEXT

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



# Impact on Employment in Mexico



National Employment  
(Sep-2024)

**22.5 million** 

(+1.6% vs Sep-2023)

Baja California Sur Employment  
(Sep-2024)

**223.7 thousand** 

(-0.4% vs Sep-2023)

Quintana Roo Employment  
(Sep-2024)

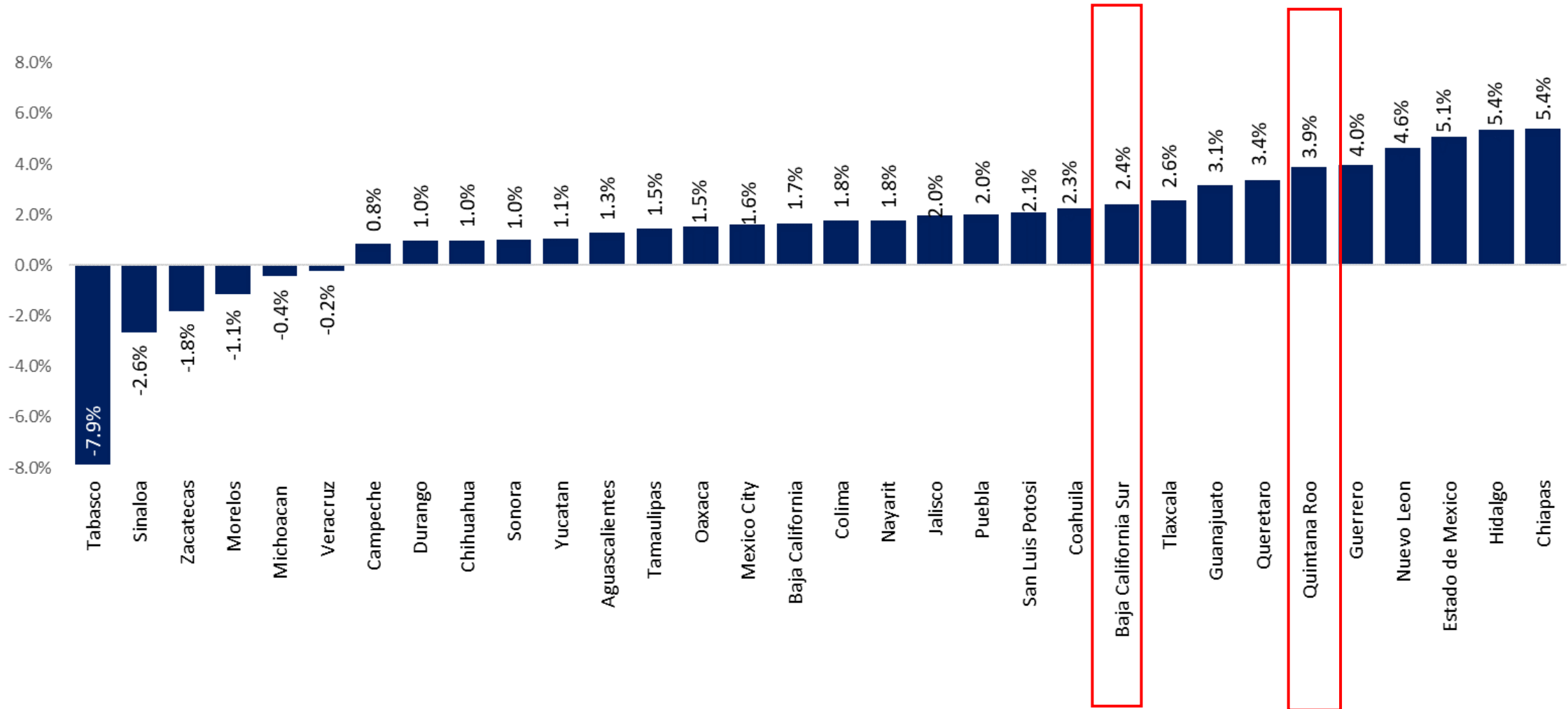
**525.5 thousand** 

(+3.5% vs Sep-2023)

SOURCE: IMSS

# Impact on Employment in Mexico

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



SOURCE : IMSS

# International Tourist Arrivals in Mexico

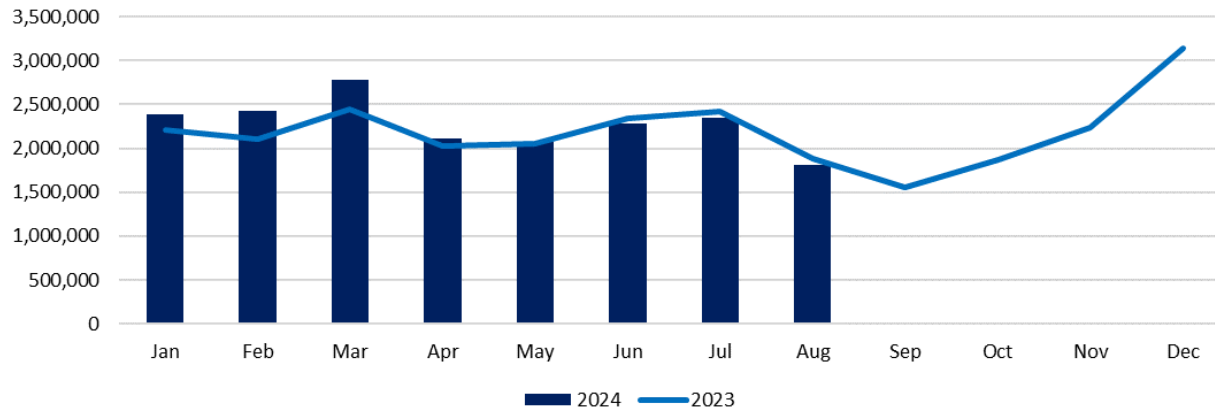
# Air Activity in Mexico - Airport Groups

International Tourist Arrivals

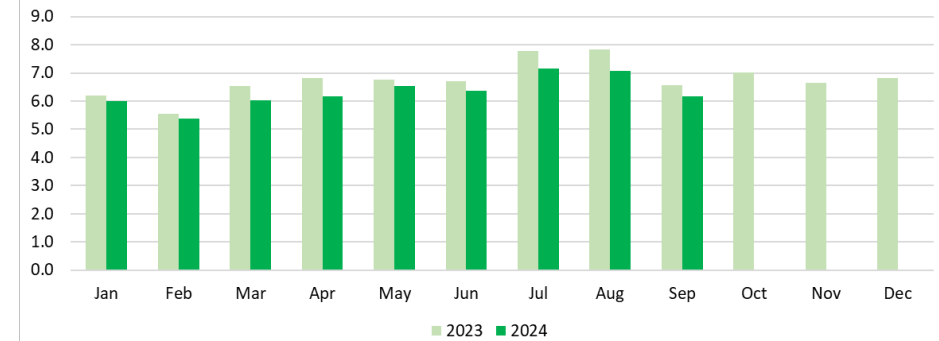


Aug-2023	Aug-2024	VAR
3,256,315	3,445,713	5.8%

International Admittances



Passenger traffic in domestic operations (millions)



Passenger traffic in international operations (millions)



International tourist arrivals

Aug-2024

**3.45 million** ↑

(+5.8% vs Aug-2023)

International admittances

Aug-2024

**1.81 million** ↓

(-3.8% vs Aug-2023)

Average expenditure of inbound tourists by air

Aug-2024

**\$1,115 USD** ↑

(+4.4% vs Aug-2023)

PAX In domestic operations

Sep-2024

**6.2 million** ↓

(-5.8% vs Sep-2023)

PAX in international operations

Sep-2024

**3 million** ↓

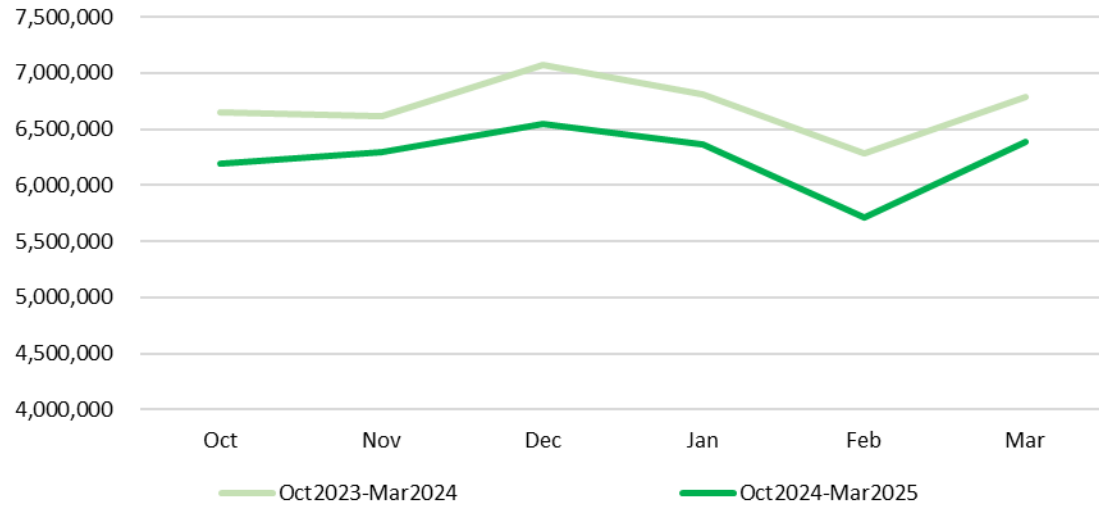
(-4.8% vs Sep-2023)

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

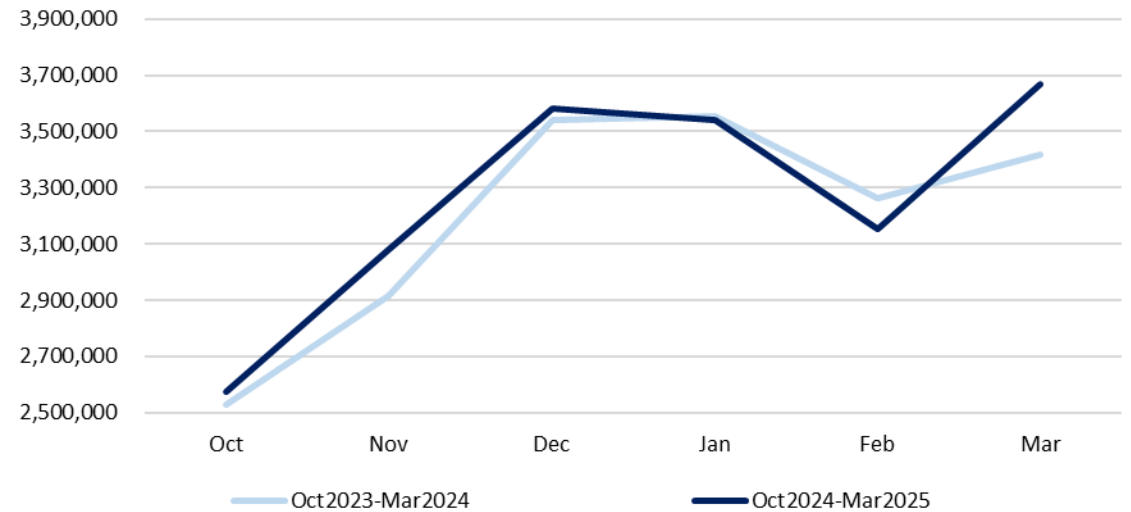
SOURCE: ASUR, OMA, GAP

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

Seat scheduling. Domestic market.



Seat scheduling. International market to Mexico



Domestic Seats:

**37.5 million**

(-6.8% vs Oct2023-Mar2024)



International Seats

**19.6 million**

(+2% vs Oct2023-Mar2024)

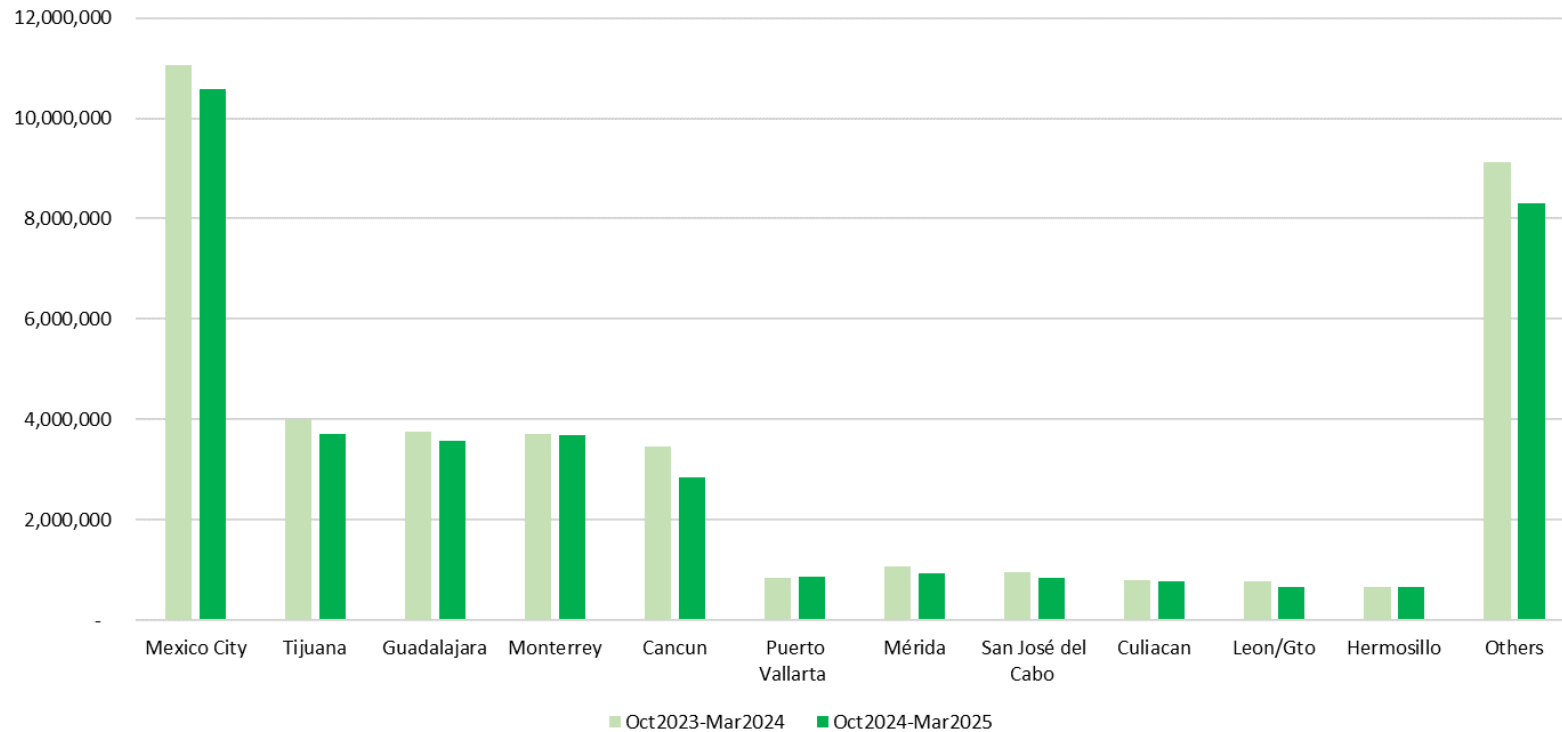


SOURCE : OAG

SEAT PLANNING AS OF THE LAST WEEK OF AUGUST 2023 AND 2024, RESPECTIVELY.



# Seat planning for Mexico




**Domestic**  
(Oct2024 – Mar2025):

**Mexico City**   
**10.57 million**  
(-4.3% vs Oct2023–Mar2024)

**Tijuana:**   
**3.72 million**  
(-7.3% vs Oct2023–Mar2024)

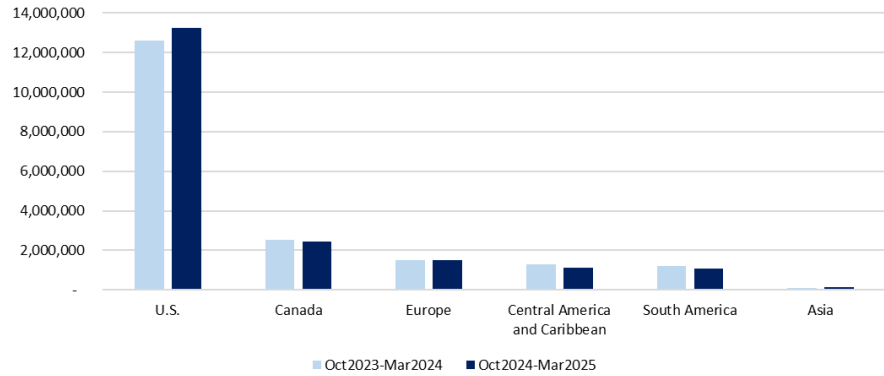
**Guadalajara:**   
**3.58 million**  
(-4.9% vs Oct2023–Mar2024)

**San José del Cabo:**   
**852 million**  
(-11.1% vs Oct2023–Mar2024)

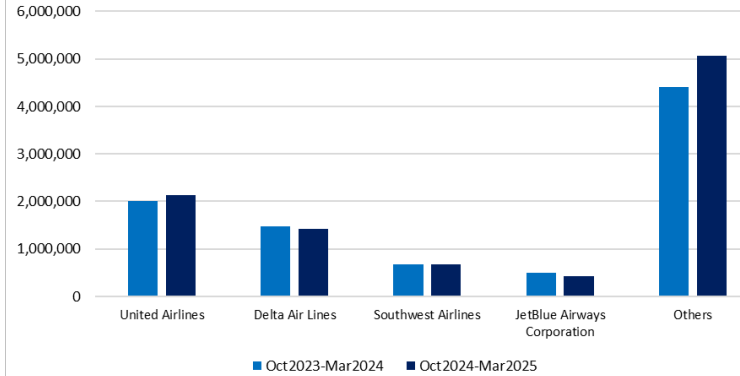
**SOURCE : OAG**  
**SEAT PLANNING AS OF THE LAST WEEK OF AUGUST 2023 AND 2024, RESPECTIVELY.**

# International Seat Planning for Mexico

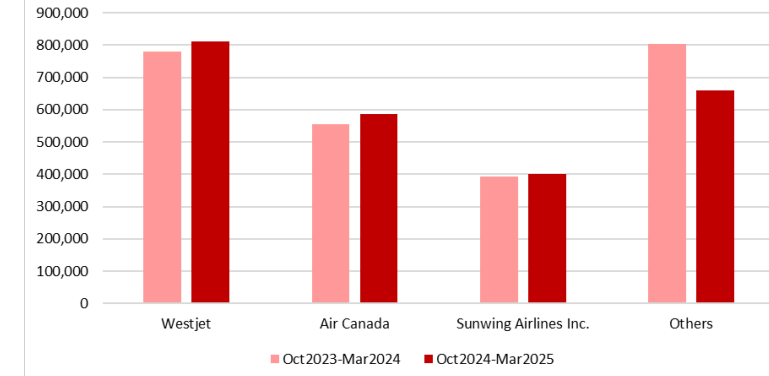
International Market per Region



Seat scheduling. USA



Seat scheduling. Canada



Oct2024-Mar2025:

**USA**  
**13.26 million seats**  
 (+5.3% vs Oct2023-Mar2024)

**67.6%**

## %VAR planned seats

Dallas: <b>1.6 million</b> +6.9%	Los Angeles: <b>1.4 million</b> -6.4%
Houston: <b>1.5 million</b> -0.7%	Chicago: <b>1.1 million</b> +1.2%

(vs Oct2023-Mar2024)



Oct2024-Mar2025:

**Canada**  
**2.46 million seats**  
 (-2.8% vs Oct2023-Mar2024)

**12.6%**

## %VAR planned seats

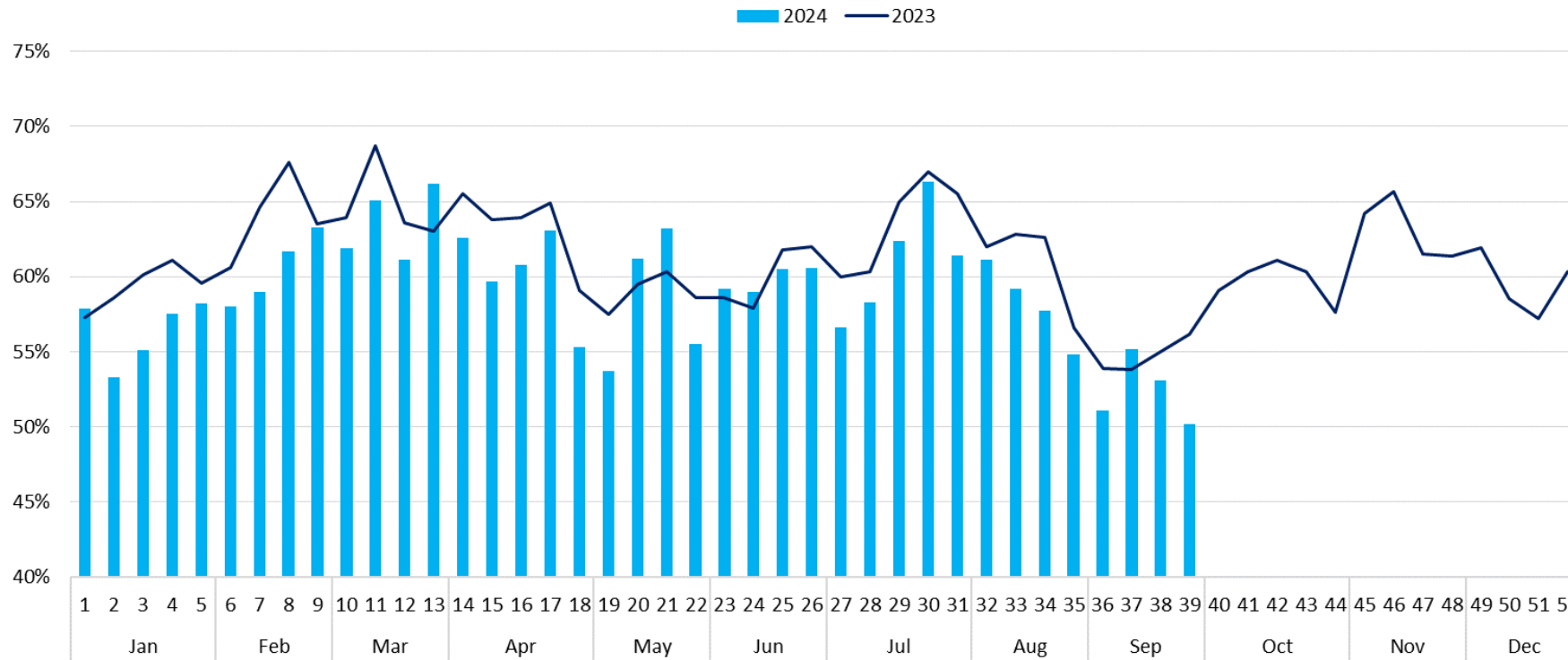
Toronto: <b>699 thousand</b> -7%	Montreal: <b>445 thousand</b> -1.1%
Vancouver: <b>366 thousand</b> -11.0%	Calgary: <b>319 thousand</b> -2.3%

(vs Oct2023-Mar2024)

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

# Hotel Indicators in Mexico

Hotel Occupancy in Mexico (12 tourist center average)



Average Occupancy  
(week 39)

**50.2%**



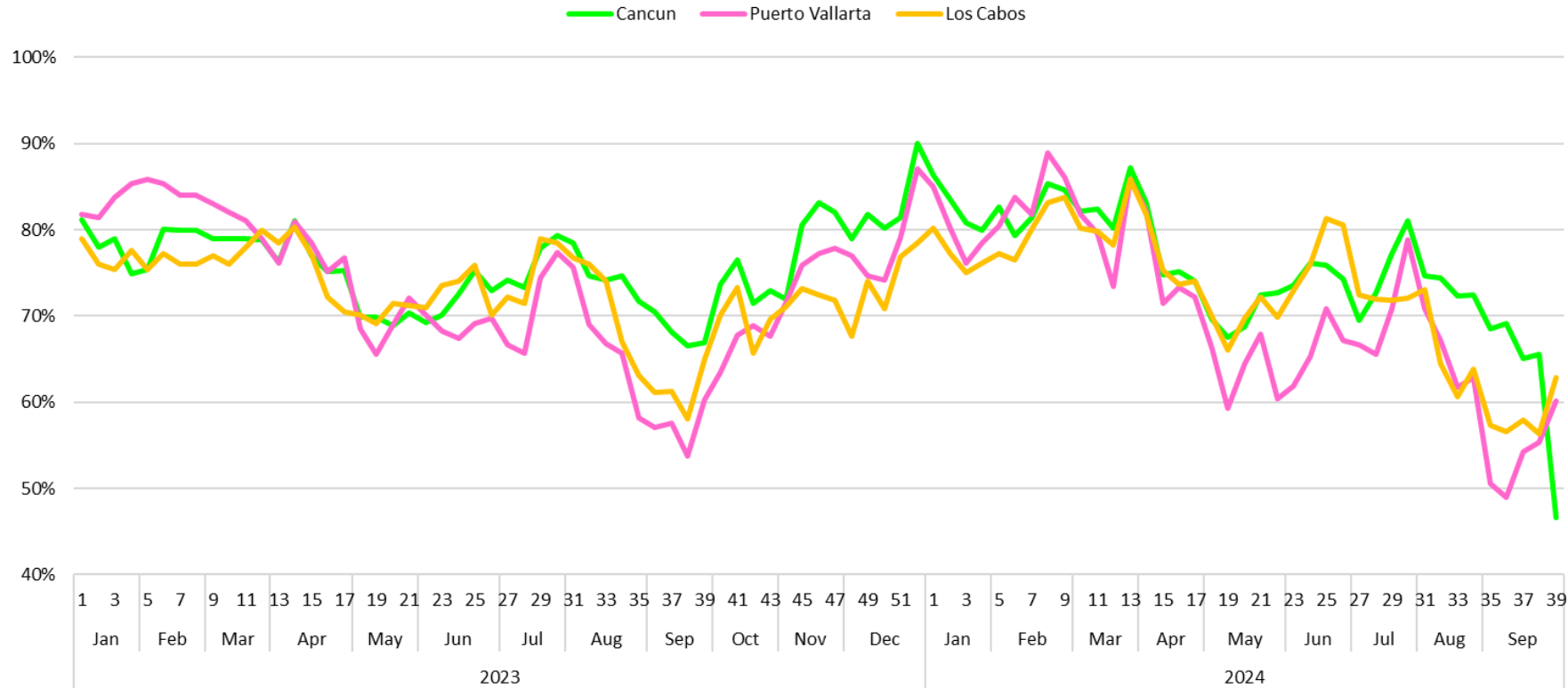
(-6pp vs same week of 2023)

**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



Cancun:  
**46.6%**

Puerto Vallarta:  
**60.2%**

Los Cabos:  
**62.8%**  
(+16.2pp vs Cancun)  
(+2.6pp vs Puerto Vallarta)

Week 39 (Sep 23-29, 2024)

SOURCE : DATATUR

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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 TOURISM OBSERVATORY

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