



# LOS CABOS TOURISM OBSERVATORY

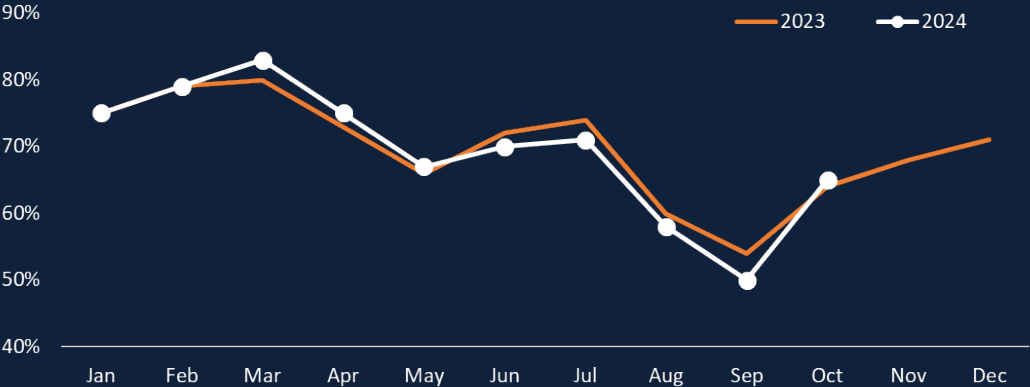
KEY PERFORMANCE INDICATORS

NOVEMBER 2024



# Key Performance Indicators (Oct-2024)

## Hotel Activity



**Hotel Occupancy**  
(Avg. 2024):  
**69%**  
**-1 pp**  
(vs Avg. 2023)

**Average Daily Rate**  
(Avg. 2024):  
**\$456 USD**  
**-0.1%**  
(vs Avg. 2023)

**RevPAR**  
(Avg. 2024):  
**\$321 USD**  
**+0.1%**  
(vs Avg. 2023)

**Hotel Occupancy**  
(Oct-2024):  
**65%**  
**+1 pp**  
(vs Oct-2023)

**Average Daily Rate**  
(Oct-2024):  
**\$411 USD**  
**-2%**  
(vs Oct-2023)

**RevPAR**  
(Oct-2024):  
**\$267 USD**  
**+0%**  
(vs Oct-2023)

SOURCE: AHLC

SOURCE: AHLC

SOURCE: AHLC

## Air Passenger Arrivals

SOURCE: GAP

**Total Passengers**  
(Cum-2024):  
**3.1 million**  
**-3.5%**  
(vs Cum-2023)

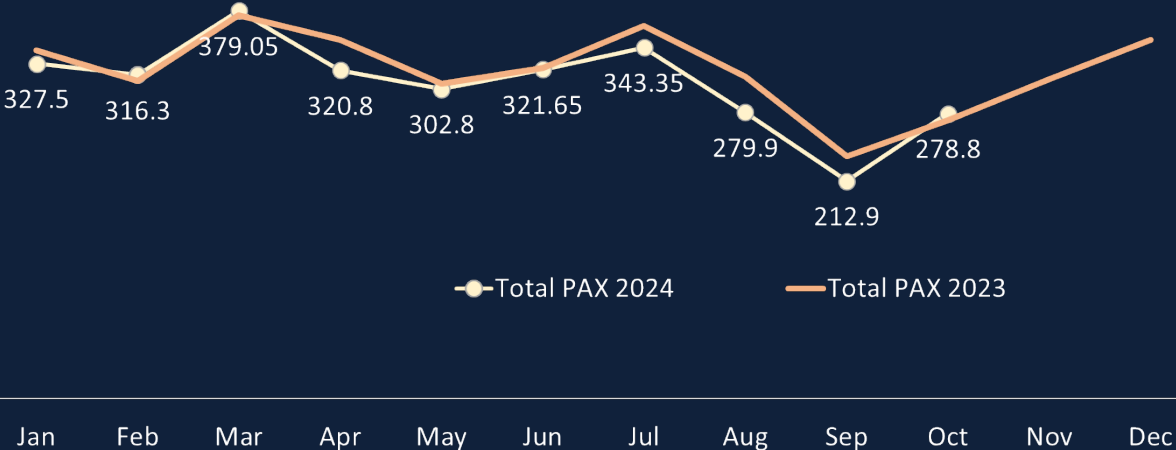
**Domestic Passengers**  
(Cum-2024):  
**1.2 million**  
**-4.8%**  
(vs Cum-2023)

**International Passengers**  
(Cum-2024):  
**1.9 million**  
**-2.7%**  
(vs Cum-2023)

**Total Passengers**  
(Oct-2024):  
**278.8 thousand**  
**+2.6%**  
(vs Oct-2023)

**Domestic Passengers**  
(Oct-2024):  
**116.7 thousand**  
**+2.3%**  
(vs Oct-2023)

**International Passengers**  
(Oct-2024):  
**162.1 thousand**  
**+2.8%**  
(vs Oct-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 (Oct-2024)



**HOTEL ACTIVITY:** This month saw an increase in hotel occupancy, mainly due to an 11pp increase in El Corredor; although declines were registered in Cabo San Lucas and San Jose del Cabo. The average daily rate recovered and showed increases in all sub-destinations, as well as the RevPAR. Room supply remains at similar levels to the previous year, except for San Jose, which continues at levels below 2023. The supply of available properties on AirBnB and similar platforms shows a minor drop for the first time in the year, while their daily rates continue to increase.

- Hotel occupancy in Los Cabos in Oct-2024 registered 65%, or 1pp higher than in Oct-2023. At the sub-destination level Cabo San Lucas registers 68% (-3pp), San Jose del Cabo, 56% (-4pp), and El Corredor, 64% (+11pp) compared to Oct-2023.
- The highest rate is presented in El Corredor (\$612 USD), remaining at high levels (+8.3% when comparing the average of 2024 with 2023), and growing 15% compared to the previous year; Cabo San Lucas reaches \$300 (+24%), while San Jose del Cabo averages \$246 (+10%). In Oct-2024 RevPAR was \$267 USD; same level as in Oct-2023.
- In Oct-2024, lodging supply through online platforms (AirBnB and similar) decreases 0.9%, reaching 5.3 thousand. Meanwhile, its occupancy falls 3 pp to 47%. In Oct-2024 its average daily rate is \$506 (1.8% higher than Oct-2023) and 23% higher than traditional hotels.



**TOURIST SATISFACTION:** Indicators of satisfaction with public safety and the airport remain within the highest levels recorded since the beginning of the observatory, in Feb-2019, although they continue to show slight declines compared to the previous year. However, satisfaction with the destination declines for the fourth consecutive month. In contrast, both the proportion of visitors traveling in vacation packages and returning tourists continue to recover, showing steady growth throughout 2024.

- In Oct-2024, 56% of tourists rate Los Cabos as “more than expected” (15pp lower than in Oct-2023). Satisfaction with safety in Los Cabos registers 1.3% of tourists had a fair or poor perception (0.3 pp higher than Oct-2023).
- Satisfaction with the airport reached 2.4% with a fair or poor perception, dropping 1.1 pp compared to the previous year.
- Returning tourists resume their growth and rise 10pp when compared to the previous year: 39% in Oct-2024. Package tourists also continue to improve and maintain a significant growth (+14pp), reaching 38%.



**MEETINGS:** Receipt of RFPs for group events resumes its recovery and growth compared to 2023.

- In Oct-2024, 44 RFPs are received (12.8% more than in Oct-2023, and matching the 2023 level for the year-to-date.



# Executive Summary (Oct-2024)



**AIR ACTIVITY:** PAX arrivals on commercial flights are beginning to recover and show growth in both domestic and international when compared to Oct-2023. Likewise, there is growth in commercial and private operations. Passengers arriving on flights from airports in California show growth, while those from Texas recover their share, displacing Washington State to third place. Passengers on private flights continue to show strong growth, which has been maintained for most of 2024.

- In Oct-2024, 278.8 thousand passengers arrived at Los Cabos airport (up 2.6% versus Oct-2023).
  - Domestic passengers (116.7 thousand) accounted for 41.9% of the total (up 2.3% versus the previous year). For the year-to-date, 36.9% of these came from CDMX (AICM, TLC and NLU), followed by GDL with 22.1% and TIJ with 21.7%. Tijuana remains the Mexican market with the highest growth (1.8pp more share), surpassing GDL, while CDMX loses share (-4.8pp).
  - Passengers on international flights (162.1 thousand) accounted for 58.1%, an increase of 2.8% 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 (12.3%) and Phoenix (11.1%).
    - California continues to be the main source state for U.S. tourism to Los Cabos (40% of the total), with a growth of 8.8pp in Oct-2024 compared to the average for the year (31.1%). This month, the state of Washington decreases its share after having registered increases throughout the year and having surpassed Texas (registering 9.5% share, and Texas 15.4%).
    - From Canada, the leading market this year has been Vancouver, maintaining a steady growth vs. 2023 (43.9%, and +8.2pp vs. 2023), followed by Calgary (24.8%), and Toronto (14.9%).
    - 90.4% of foreign tourists inbound in Oct-2024 through SJD had U.S. residency and 5.6% Canadian. U.S. passport tourist inbound falls 18.6% versus Sep-2023 while those from Canada fall 1.4%.
- In Oct-2024, 3,780 commercial operations (0.7% less than in Oct-2023) and 1,068 private operations (+15.6%) were recorded at Los Cabos Int. airport (SJD).
- In addition, 3.3 thousand international tourists arrived on private flights in Sep-2024. This level is 24.1% higher compared to the previous year. Cumulative 2024 is 15.3% higher than 2023.

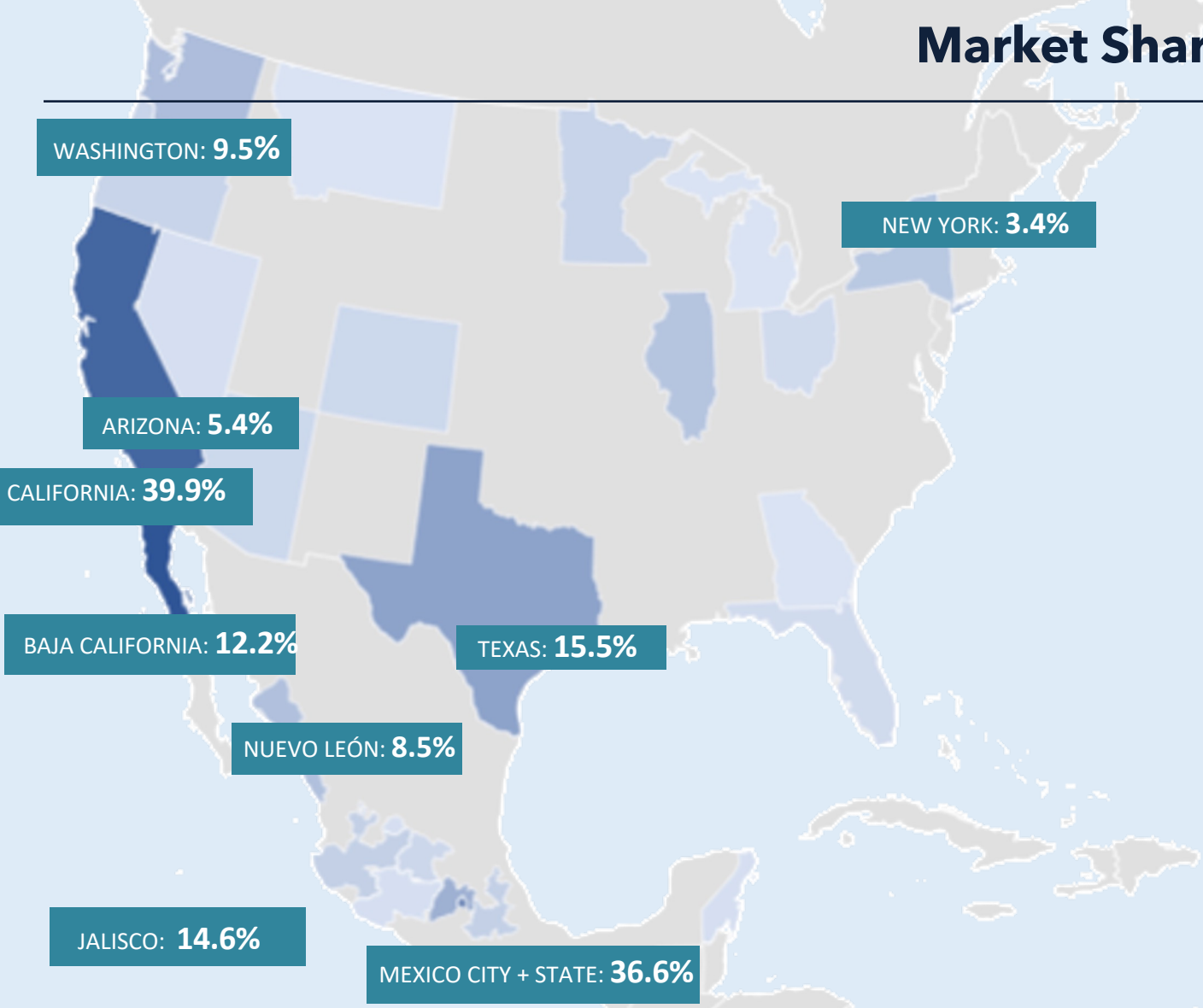


**CRUISES AND YACHTS:** Cruise activity to Los Cabos in Sep-2024 presents a strong growth for the fifth consecutive month in passenger volume and maintaining the average number of passengers per vessel at levels higher than 2023 (demonstrating a higher occupancy or arrival of larger vessels).

- In Sep-2024, 30.6 thousand cruise passengers arrived at the Cabo San Lucas marina; an increase of 41% compared to the same period in 2023. These passengers arrived on 8 vessels (+2 vs. Sep-2023). This represents an average of 3,826 passengers per vessel.

# Market Share

SOURCE TOURIST SURVEY



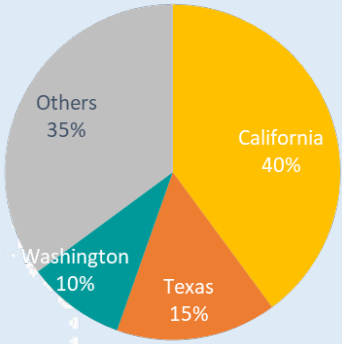
**United States:**  
**52.4%**  
**-1.2 pp** (vs Oct-2023)

**Canada:**  
**5.6%**  
**+0.4 pp** (vs Sep-2023)

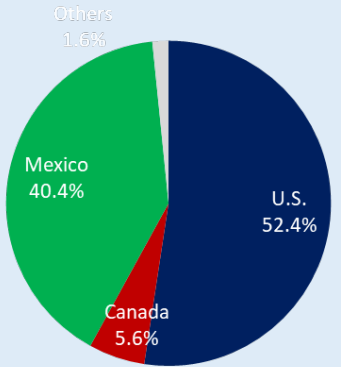
**Domestic:**  
**40.4%**  
**+0 pp** (vs Oct-2023)

**Others:**  
**1.6%**  
**+0.8 pp** (vs Oct-2023)

**U.S. Market:**



**Total Market:**



On the right side are presented the percentages for each of the tourist issuing markets to Los Cabos, while the map shows the total per each state within the same market. For example, the percentage that is presented for California (left), is the participation that that state has within the total (100%) of U.S. tourists that arrive in Los Cabos, whereas the column on the right shows the total tourists that arrive in Los Cabos representing the United States as a whole.



# LOS CABOS TOURISM OBSERVATORY

**AIR PASSENGER ARRIVALS**



Key Indicators  
(Oct-2024)

Total Passengers  
(Oct-2024):  
**278.8**  
thousand

+2.6% vs Oct-2023

Domestic Passengers  
(Oct-2024):  
**116.7** thousand

+2.3% vs Oct-2023

International  
Passengers (Oct-  
2024):  
**162.1** thousand

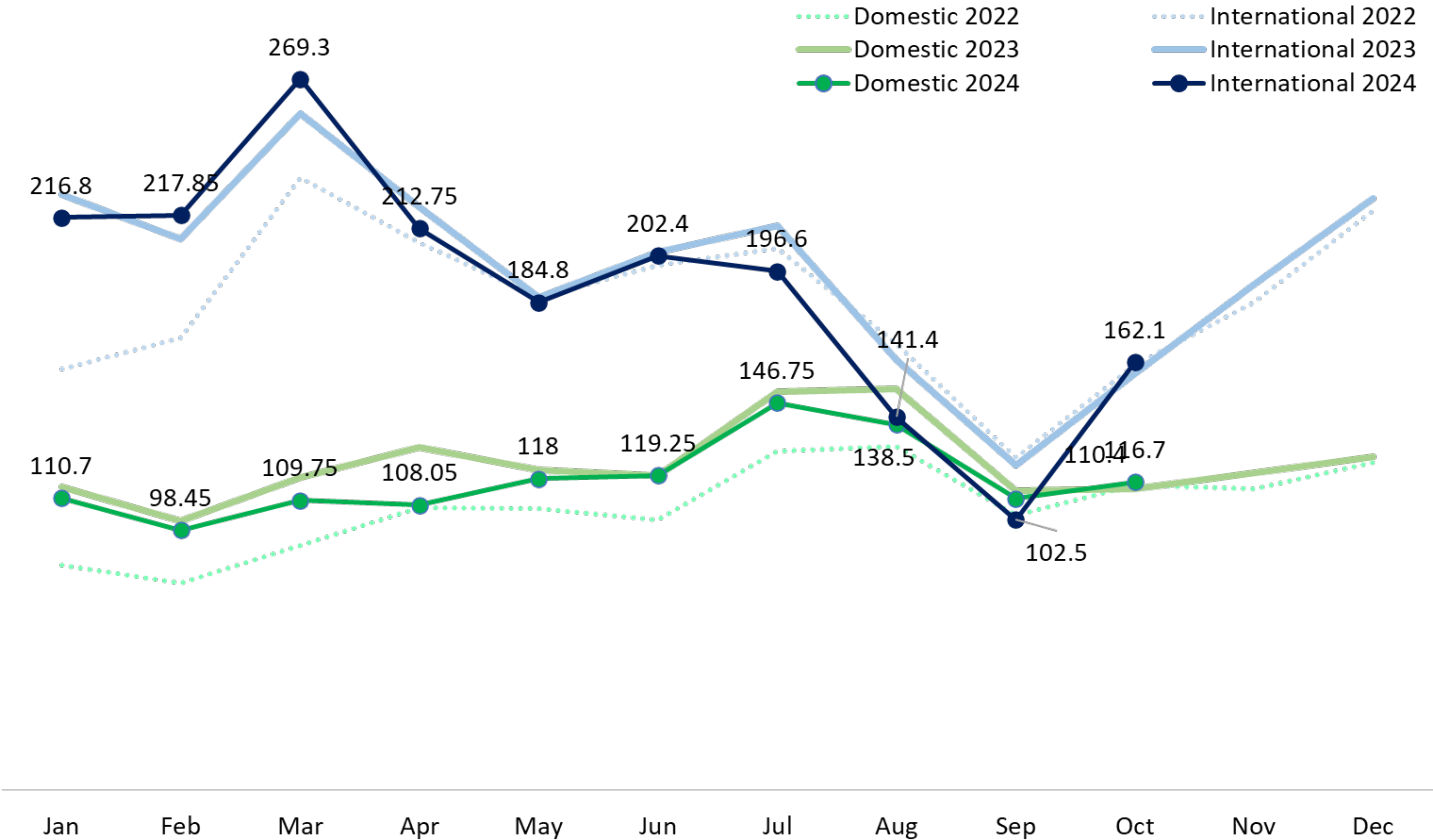
+2.8% vs Oct-2023



Domestic:  
**41.9%**  
Intern.: **58.1%**

Source: GAP

Passenger Arrivals at the Los Cabos International Airport (SJD)



Total Passengers  
(Jan-Oct 2024):  
**3.1** million

-3.5% vs Jan-Oct 2023

Domestic Passengers  
(Jan-Oct 2024):  
**1.2** million

-4.8% vs Jan-Oct 2023

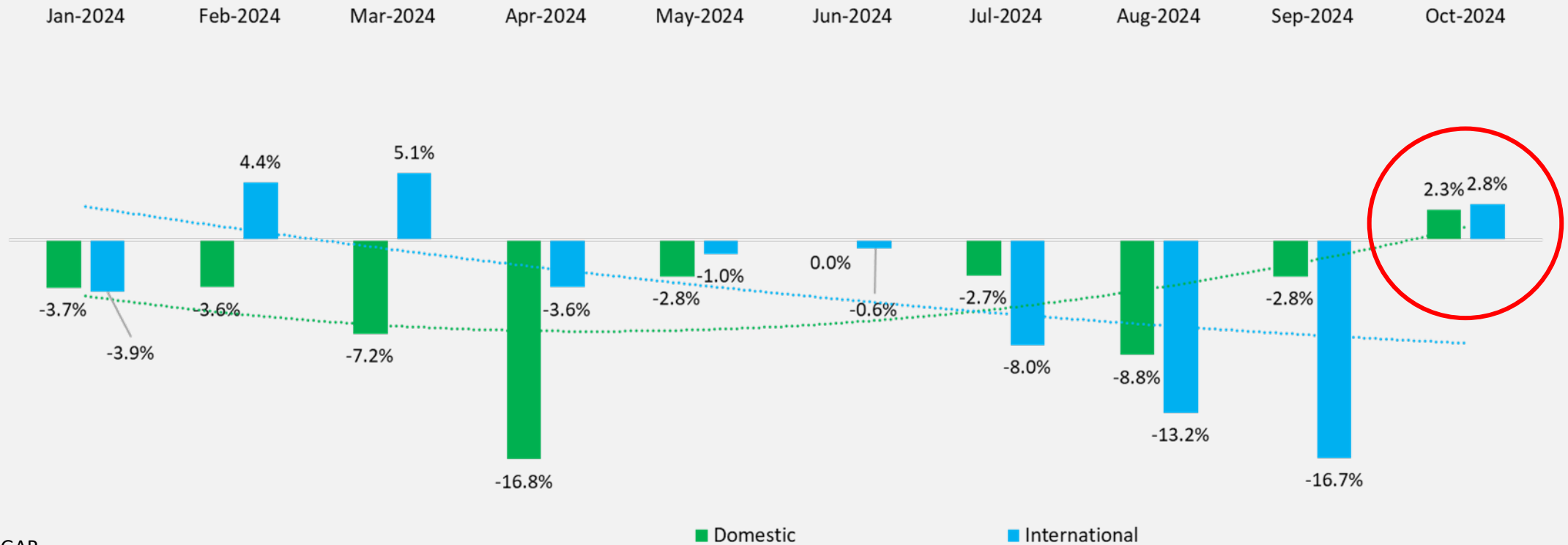
International Passengers  
(Jan-Oct 2024):  
**1.9** million

-2.7% vs Jan-Oct 2023



# Passenger Arrivals at Los Cabos Airport

Percentual change from previous year

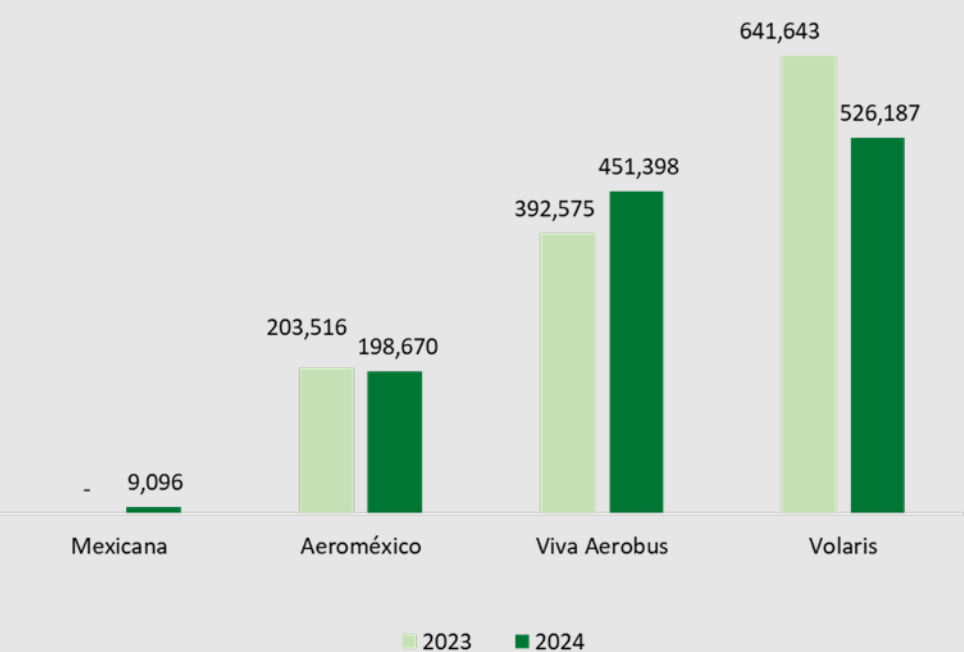


SOURCE: GAP

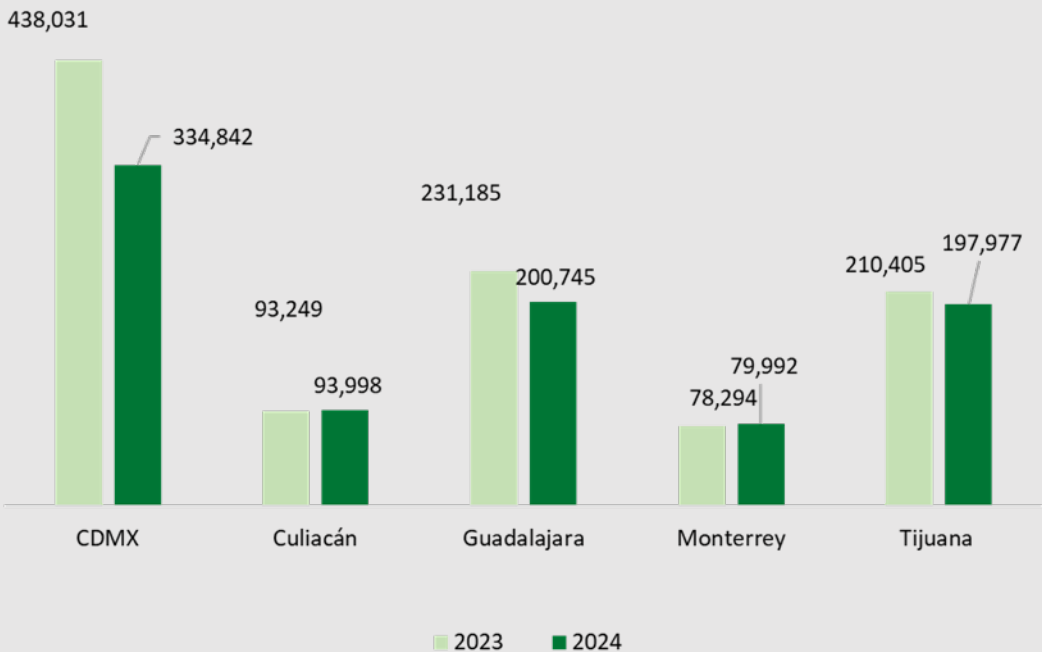


# Cumulative Passenger Arrivals at Los Cabos airport, Domestic Flights, cumulative Jan-Oct-2024

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



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



SOURCE: PAXIS

Cumulative PAX:  
**1.2 million**  
-4.8% vs 2023



Per origin:

GDL: **22.1%** +0.1 pp vs 2023  
CDMX: **36.9%** -4.8 pp vs 2023  
TIJ: **21.8%** +1.8 pp vs 2023  
MTY: **8.8%** +1.4 pp vs 2023

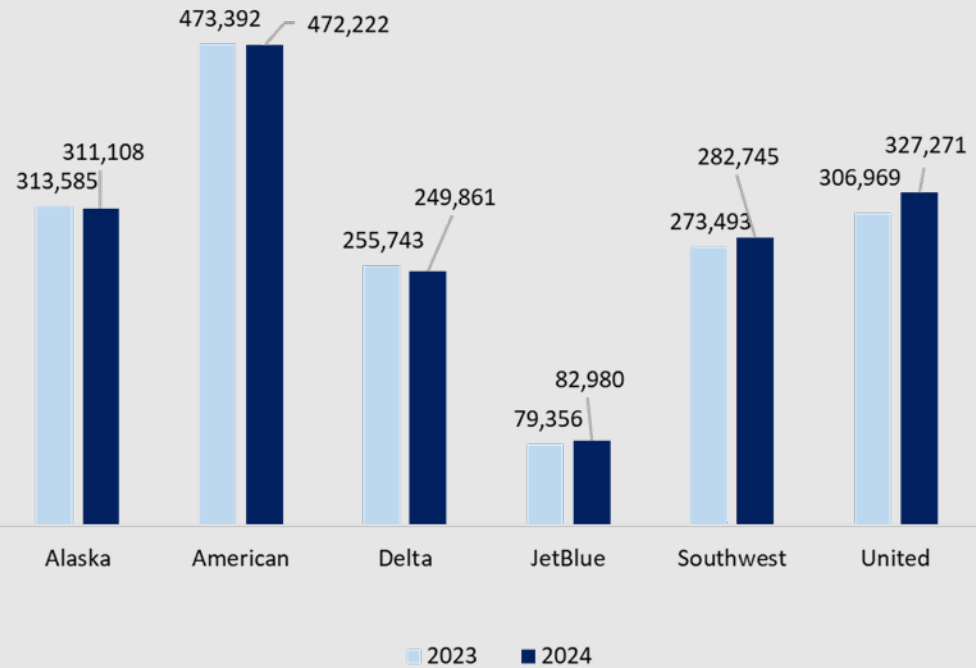
Per airline:

AM: **16.8%** +0.4 pp vs 2023  
VIV: **38.1%** +6.6 pp vs 2023  
VOI: **44.4%** -7.1 pp vs 2023

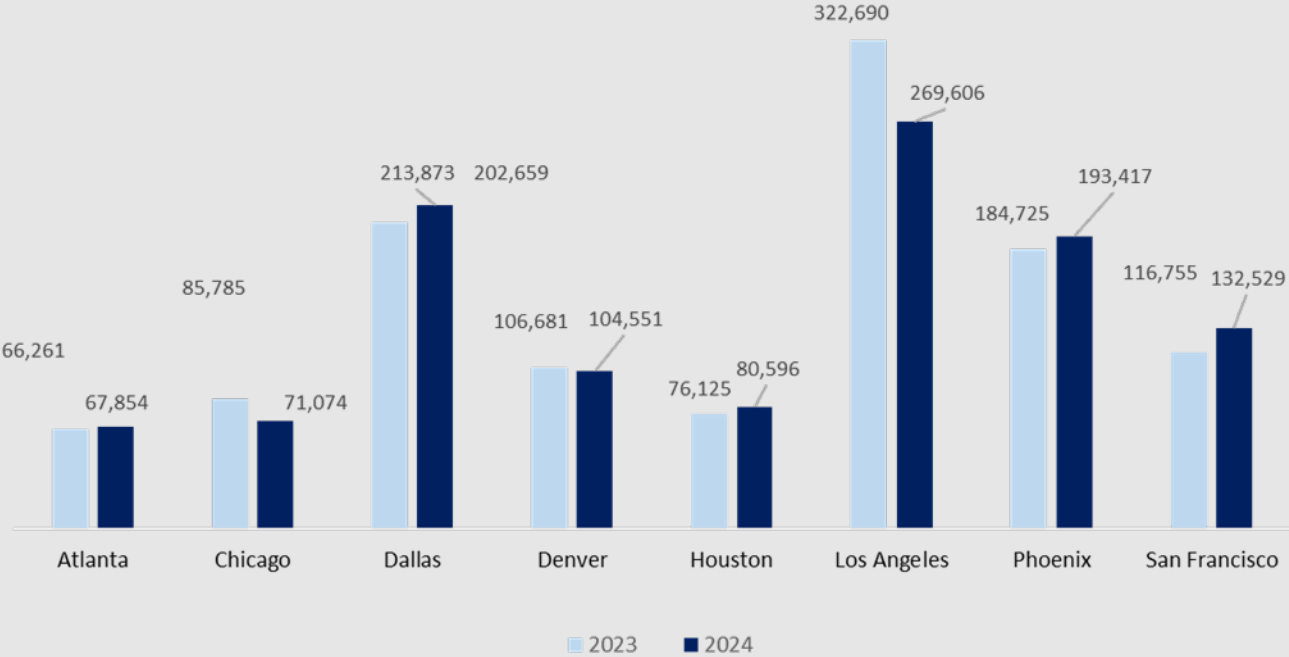


# Cumulative Passenger Arrivals at Los Cabos airport, U.S. Flights, cumulative Jan-Oct-2024

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



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



SOURCE: PAXIS

Cumulative PAX:  
**1.7 million**  
-1.1% vs 2023



Per origin:

DFW: **12.3%** +0.8 pp vs 2023  
LAX: **15.5%** -2.8 pp vs 2023  
PHX: **11.1%** +0.6 pp vs 2023  
DEN: **6.1%** -0.1 pp vs 2023

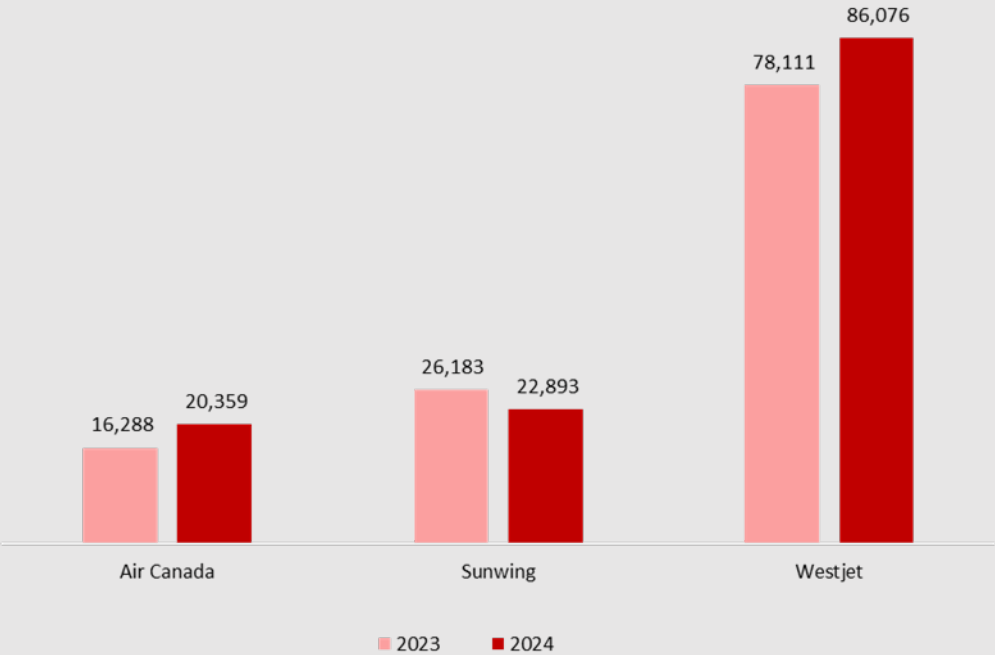
Per airline:

AS: **17.9%** -0.1 pp vs 2023  
AA: **27.2%** +0.2 pp vs 2023  
DL: **14.4%** -0.2 pp vs 2023  
UA: **18.8%** +1.4 pp vs 2023

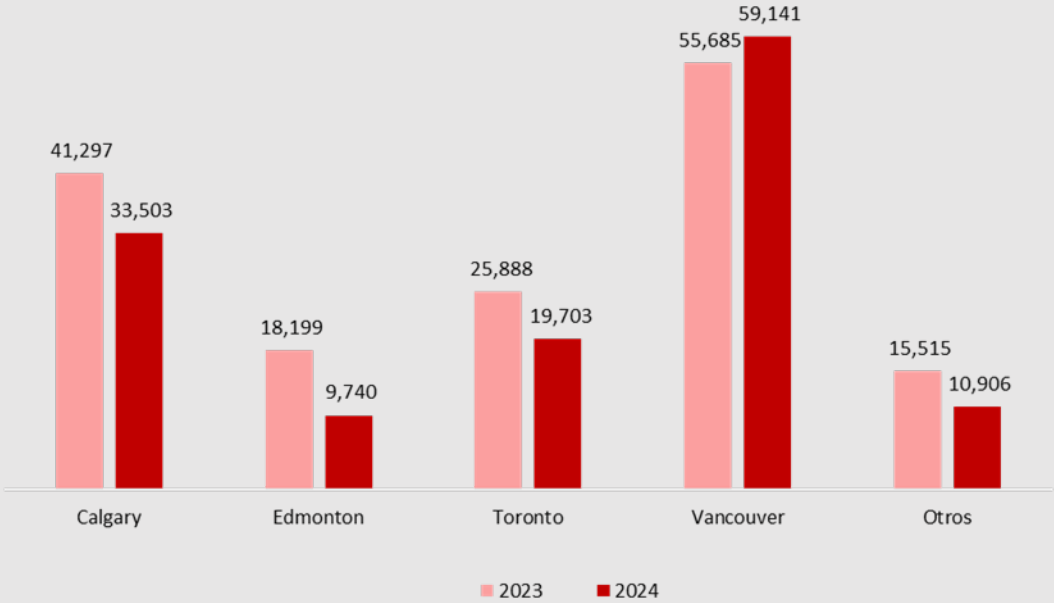


# Cumulative Passenger Arrivals at Los Cabos airport, Canadian Flights, cumulative Jan-Oct-2024

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



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



SOURCE: PAXIS

Cumulative PAX:  
**132.9**  
**thousand**  
-15.1% 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: **15.3%** +2.9 pp vs 2023  
WG: **17.2%** -2.7 pp vs 2023  
WS: **64.7%** +15.4 pp vs 2023





## LOS CABOS TOURISM OBSERVATORY

PASSENGER ARRIVALS  
BY NATIONALITY





Key Indicators  
(Sep-2024)

International Arrivals  
(Sep-2024):

**97.8 thousand** 

-18.5% vs Aug-2023

International Arrivals  
(Cum-2024):

**1.67 million** 

-3.2% vs Cum-2023

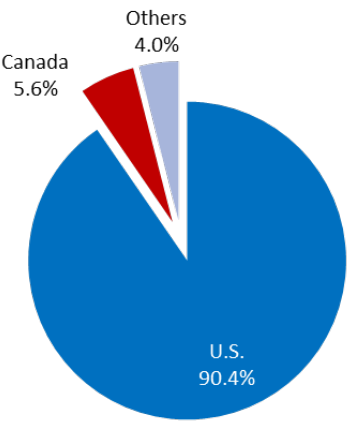


U.S.: **90.4%**  
Canada.: **5.6%**  
Others.: **4%**

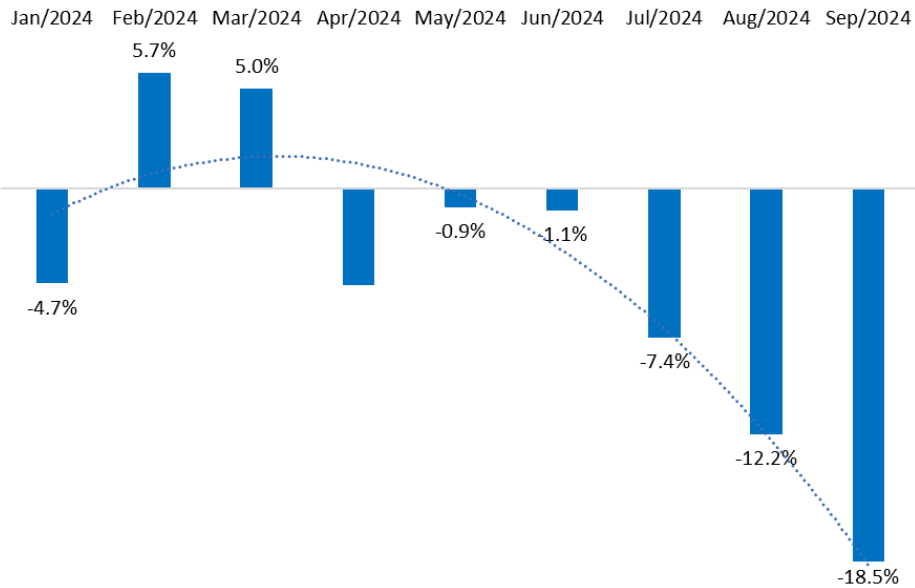
SOURCE: INM- SIOM

# Foreign Tourist Admittances through SJD per Nationality

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



Annual change in foreign tourist arrivals to San Jose del Cabo airport (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  
(Sep-2024):  
**88.4  
thousand**  
-18.6% vs Sep-2023

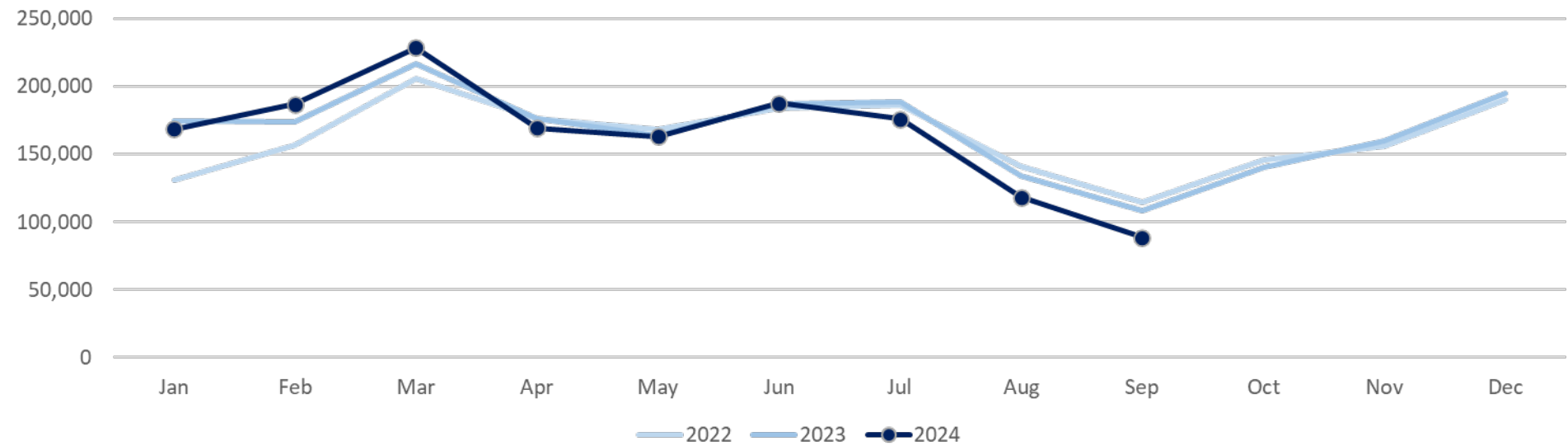
U.S. Arrivals  
(Cum-2024):  
**1.49 million**  
-2.4% vs 2023



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-Sep
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	1,462,530
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	1,522,531
2024	168,391	186,769	228,708	169,143	163,200	187,688	175,723	118,363	88,393				1,486,378



**\* 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 (Sep-2024)



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



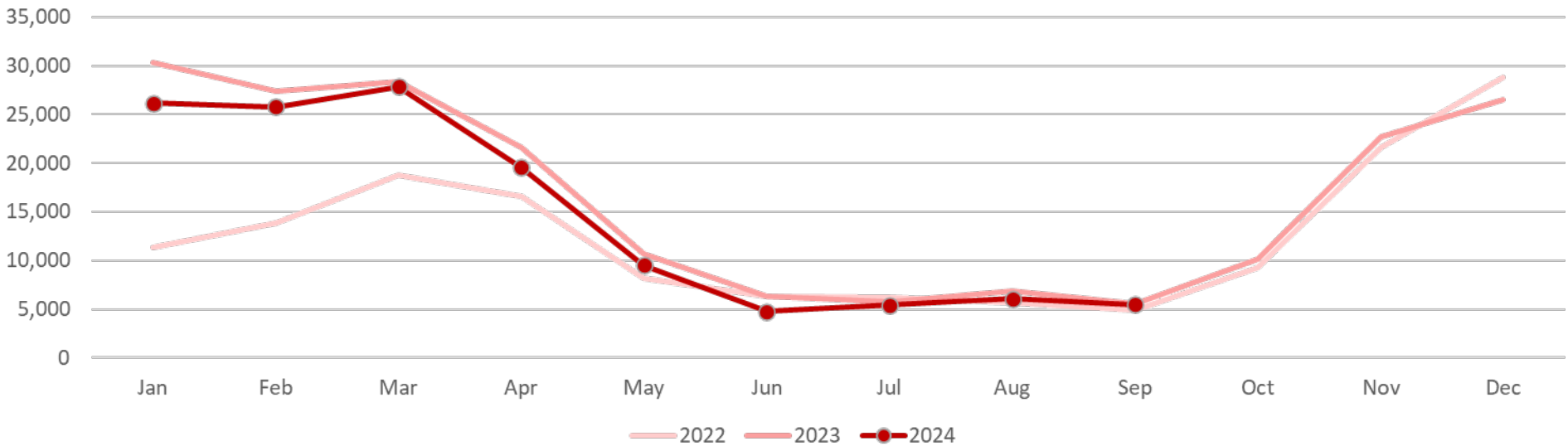
Canadian Arrivals  
(Cum-2024):  
**130.6 thousand**  
-8.5% vs 2023



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-Sep
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	91,959
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	142,855
2024	26,170	25,788	27,862	19,575	9,525	4,760	5,423	6,057	5,488				130,648

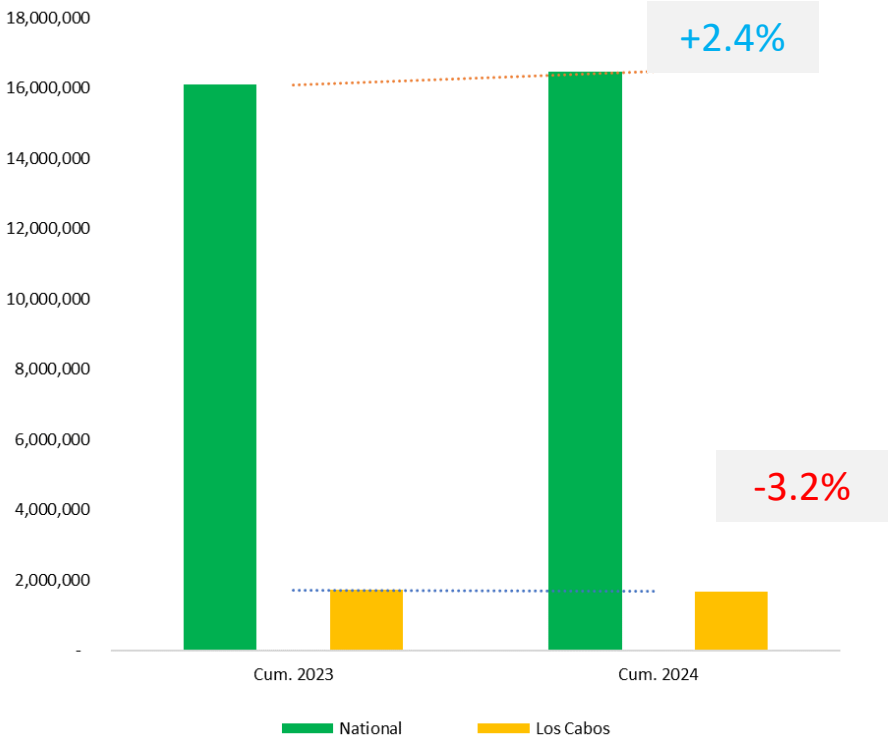


**\* Explanatory note:** Since September 2023, the source of data used to account for tourist arrivals was changed. Previously, the accounting was based on the residence reported by tourists upon entering national territory; currently, this accounting is based on the nationality of the passport presented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

Region	National			Los Cabos		
	Cum. 2023	Cum. 2024	Δ 2024/2023	Cum. 2023	Cum. 2024	Δ 2024/2023
United States	10,097,981	10,561,045	4.6%	1,522,531	1,486,378	-2.4%
Canada	1,708,557	1,852,949	8.5%	142,855	130,648	-8.5%
Europe	1,638,505	1,575,555	-3.8%	22,175	18,849	-15.0%
Caribbean, South and Central A.	2,047,390	1,821,095	-11.1%	7,792	6,879	-11.7%
Rest	602,341	666,213	10.6%	32,041	30,078	-6.1%
Total	16,094,774	16,476,857	2.4%	1,727,394	1,672,832	-3.2%

Key Market	National			Los Cabos		
	Cum. 2023	Cum. 2024	Δ 2024/2023	Cum. 2023	Cum. 2024	Δ 2024/2023
United Kingdom	371,417	352,612	-5.1%	7,307	7,146	-2.2%
Spain	270,612	277,430	2.5%	2,173	1,265	-41.8%
Germany	188,474	182,872	-3.0%	2,688	1,860	-30.8%
Australia	44,096	44,412	0.7%	5,139	5,286	2.9%
South Korea	65,488	77,352	18.1%	3,185	2,894	-9.1%
Total	940,087	934,678	-0.6%	20,492	18,451	-10.0%



SOURCE: INM- SIOM

International Arrivals, all Mexico (Cum. 2024):  
**16.5 million**  
+2.4% vs 2023



Key Markets, all Mexico (Cum. 2024):  
**934.7 thousand**  
-0.6% vs 2023



International Arrivals, SJD (Cum. 2024):  
**1.67 million**  
-3.2% vs 2023

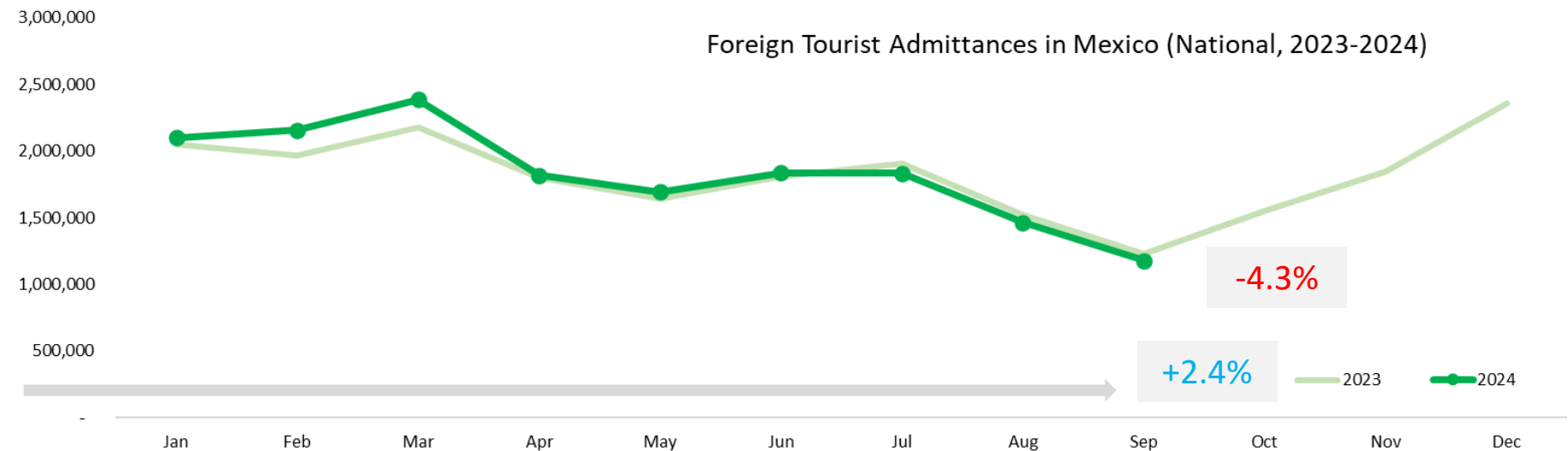
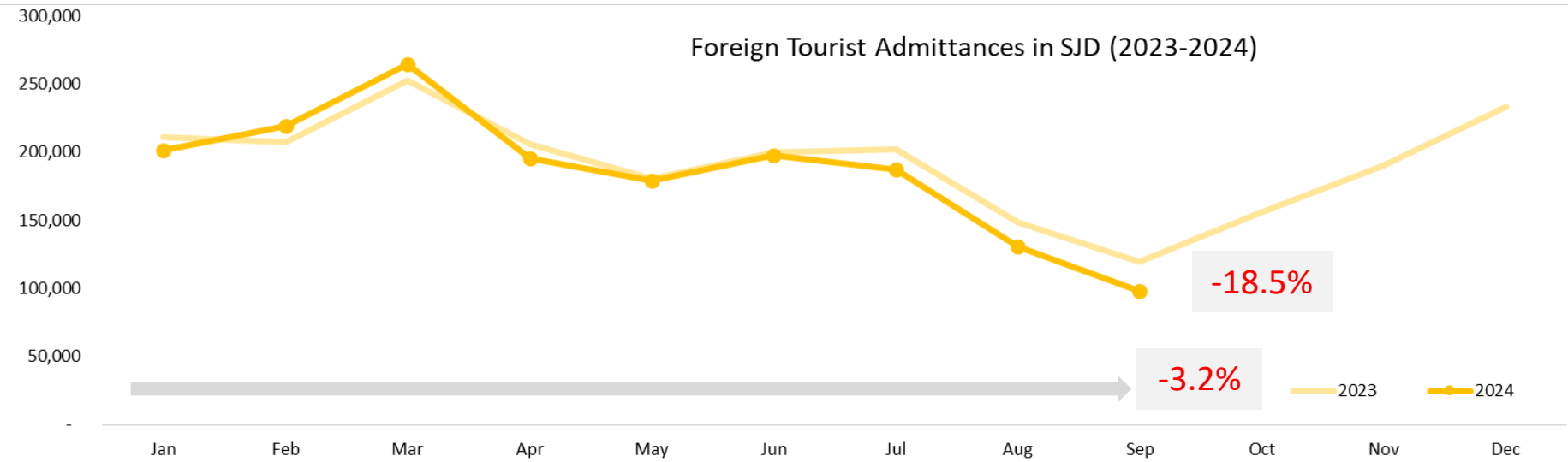


Key Markets, SJD (Cum. 2024):  
**18.5 thousand**  
-10% vs 2023





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



SOURCE: INM- SIOM



# LOS CABOS TOURISM OBSERVATORY

CRUISE AND YACHT ACTIVITY



Key Indicators  
(Sep-2024)

Vessels (month)

**8**  
(+2 vs Sep-2023)



PAX (month)

**30.6 thousand**  
(+41% vs Sep-2023)



PAX/Vessel

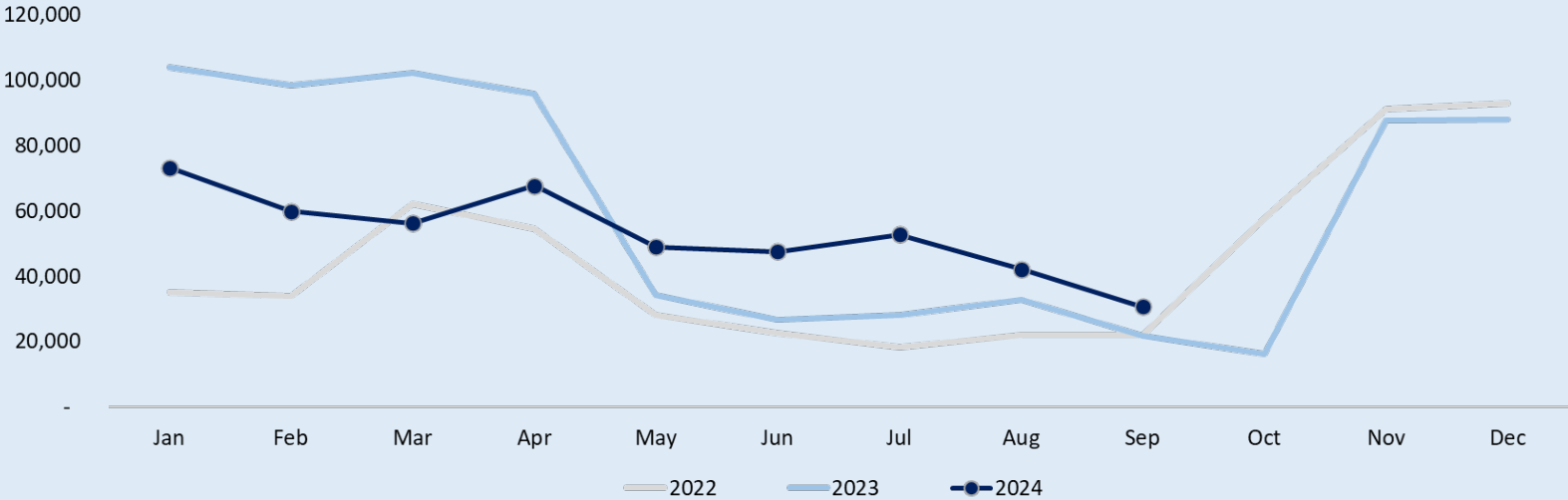
**3.8 thousand**  
(+5.7% vs Sep-2023)



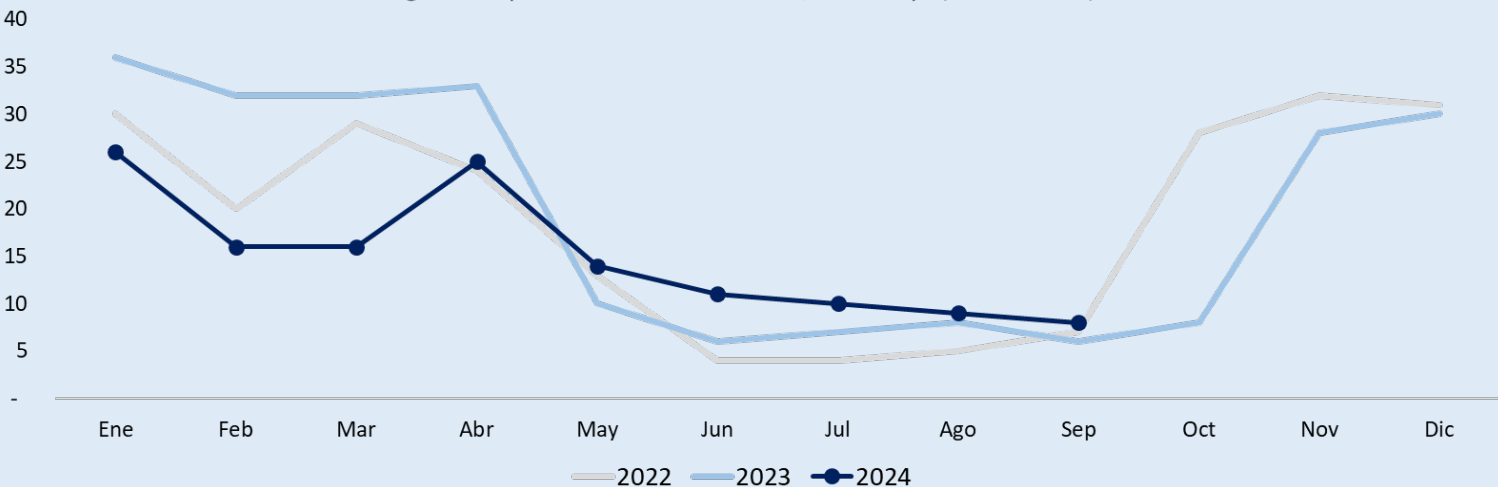
Source: DATATUR-SCT

# 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)







## LOS CABOS TOURISM OBSERVATORY

TOURIST SURVEYS AND  
MEETINGS





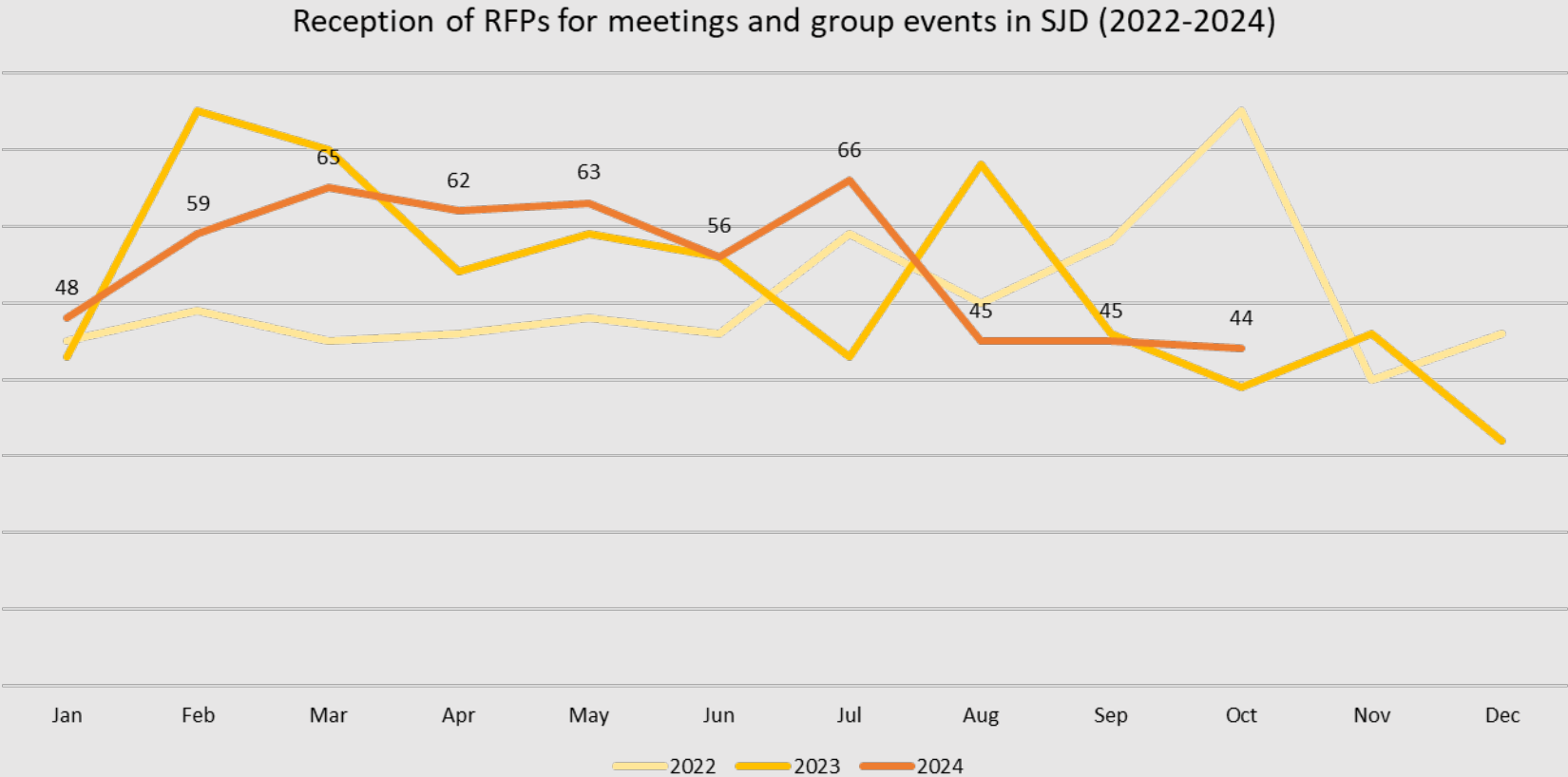
Key Indicators  
(Oct-2024)

RFPs (current month)  
**44**  
(+12.8% vs Oct-2023)

RFPs (Cum. 2024)  
**553**  
(+0% vs 2023)



Meetings

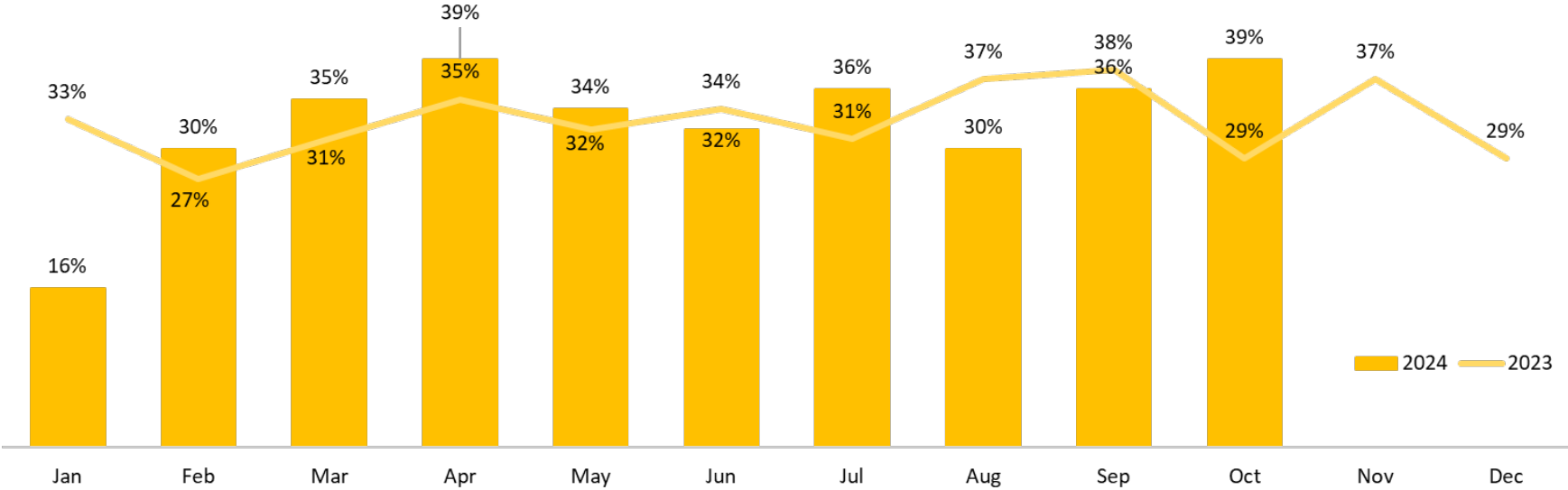


Fuente: CVENT

Returning Tourists  
Oct-2024:  
**39%**  
(+10pp vs Oct-2023)



# Returning Tourists

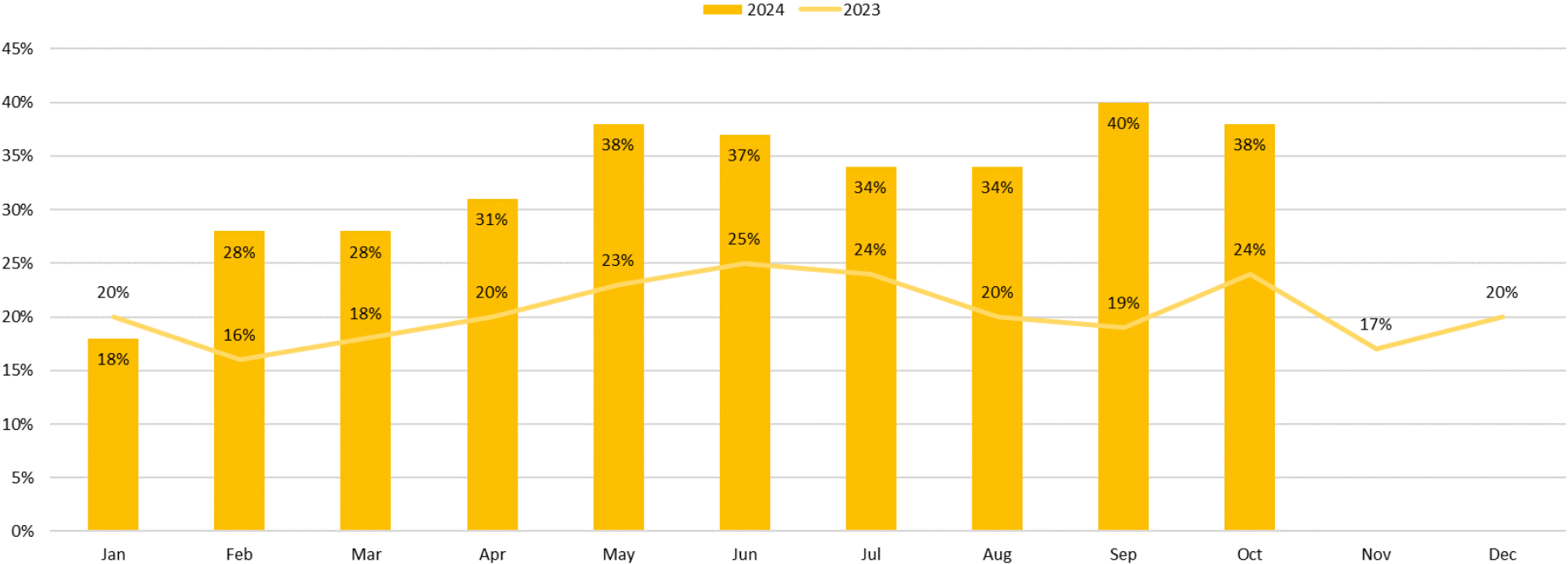


SOURCE: TOURIST SURVEYS

Key Indicators  
(Oct-2024)

Package Tours  
Oct-2024 : **38%**   
(+14pp vs Oct-2023)

# Vacation Packages



SOURCE: TOURIST SURVEYS

# Timeshares

Key Indicators  
(Oct-2024)

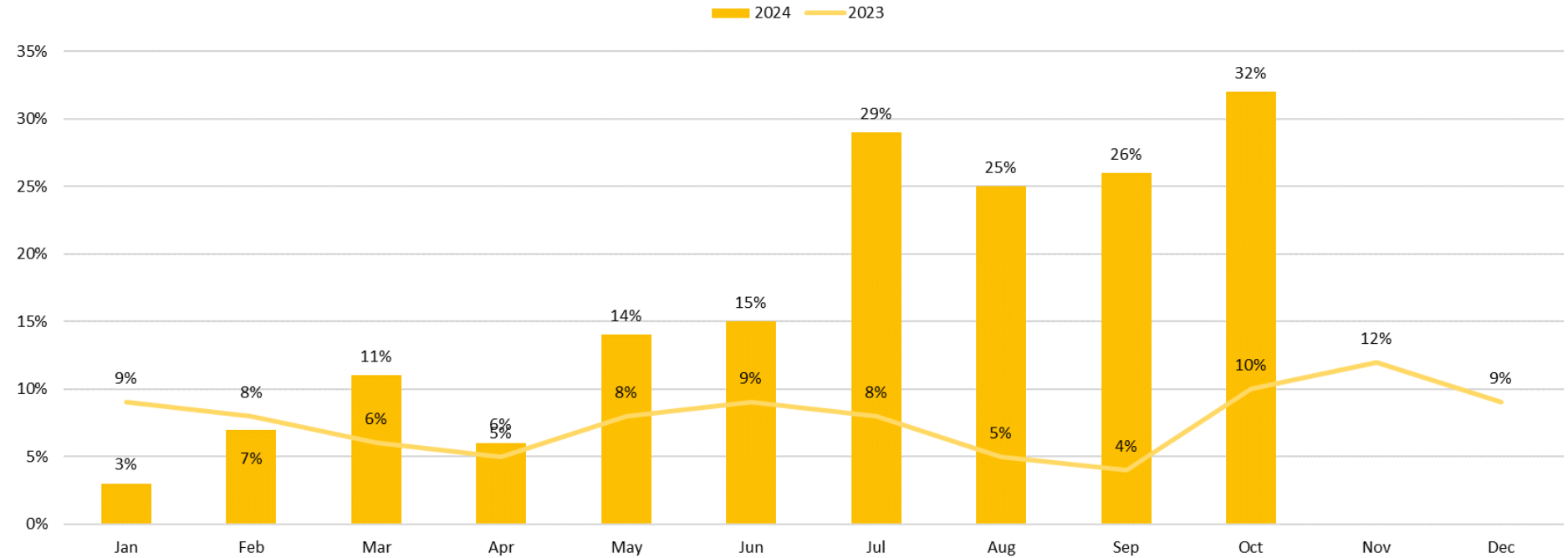
## Timeshare Use

Oct-2024 :

**32%**

+22pp

Vs Oct-2023



SOURCE: TOURIST SURVEYS





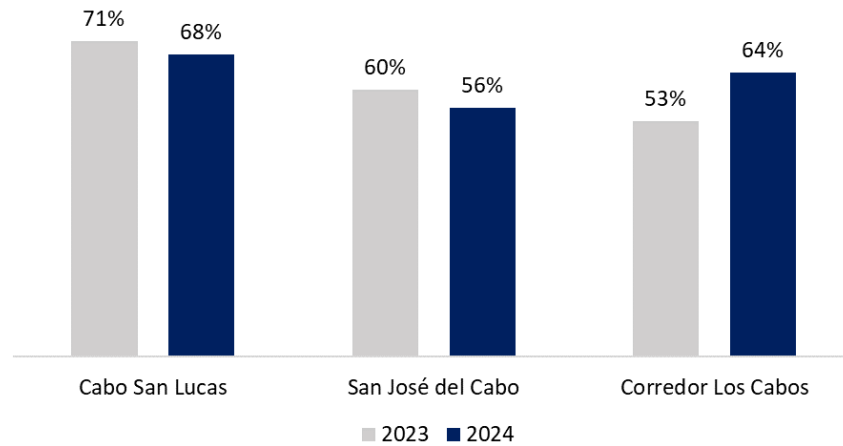
## LOS CABOS TOURISM OBSERVATORY

**HOTEL ACTIVITY**

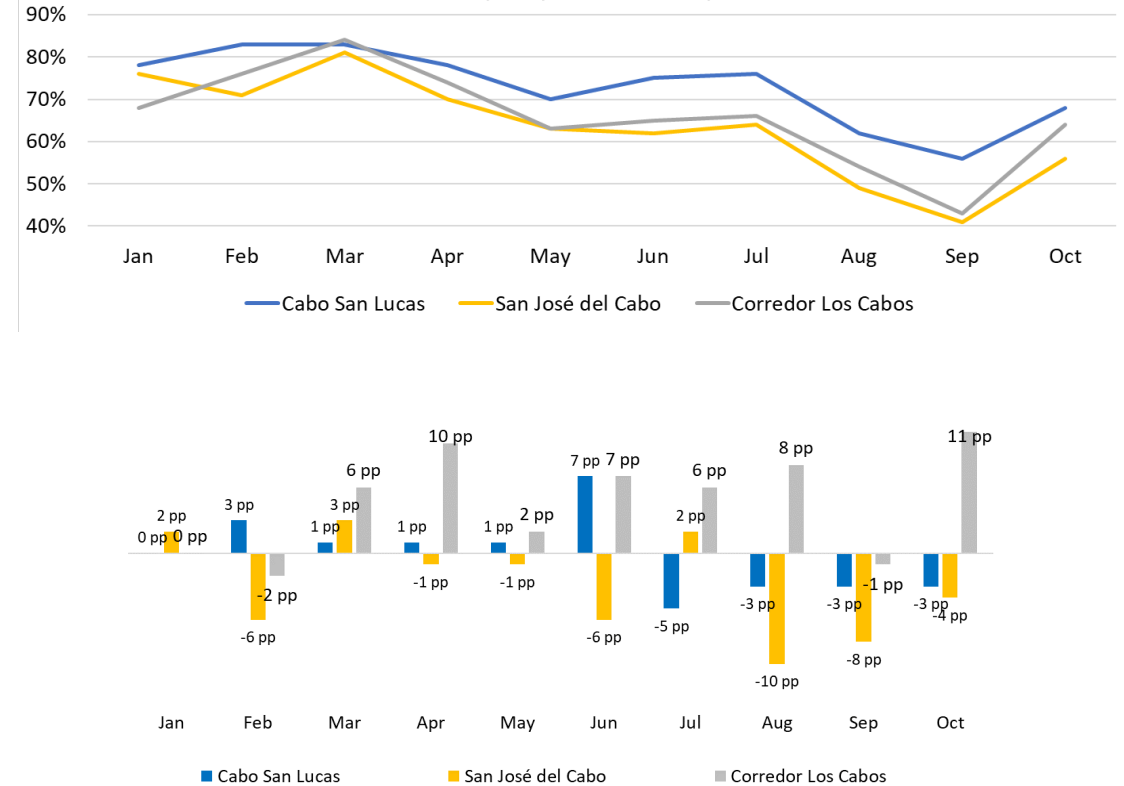


# Hotel Occupancy Rates for Los Cabos and Sub-destinations

Occupancy Rate (Oct-2024)



Occupancy Rate (monthly)



Cabo San Lucas:  
(Oct-2024):

**68%**

-3 pp vs Oct-2023



San José del Cabo:  
(Oct-2024)

**56%**

-4pp vs Oct-2023



El Corredor:  
(Oct-2024)

**64%**

+11 pp vs Oct-2023



# Key Indicators (Oct-2024)

ADR (Los Cabos)

\$411

(-2% vs Oct-2023)



ADR (Cabo San Lucas)

\$300

(+24% vs Oct-2023)



ADR (San José del Cabo)

\$246

(+10% vs Oct-2023)



ADR (El Corredor)

\$612

(+15% vs Oct-2023)



RevPAR (Los Cabos)

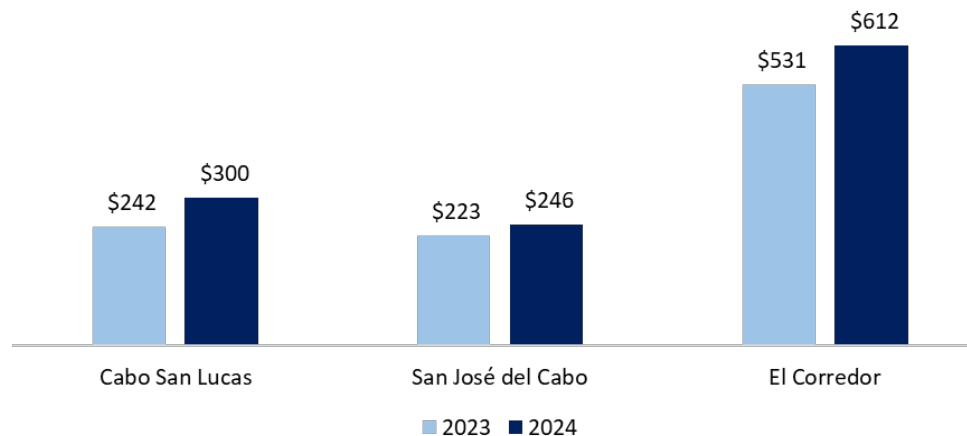
\$267

(+0% vs Oct-2023)

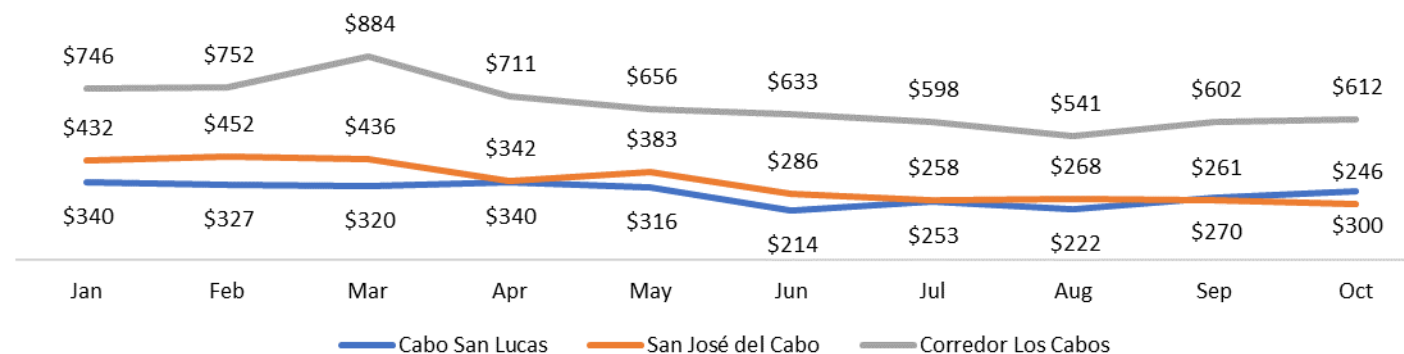


## Average Daily Rate and RevPAR

ADR, current month (subdestinations)



Monthly Evolution



SOURCE: AHLC

Key Indicators  
(Sep-2024)

Cabo San Lucas  
(Supply)

9,199

rooms

(+0.5% vs Sep-2023)

San José del Cabo

(Supply)

3,411 rooms

(-8.3% vs Sep-2023)

El Corredor

(Supply)

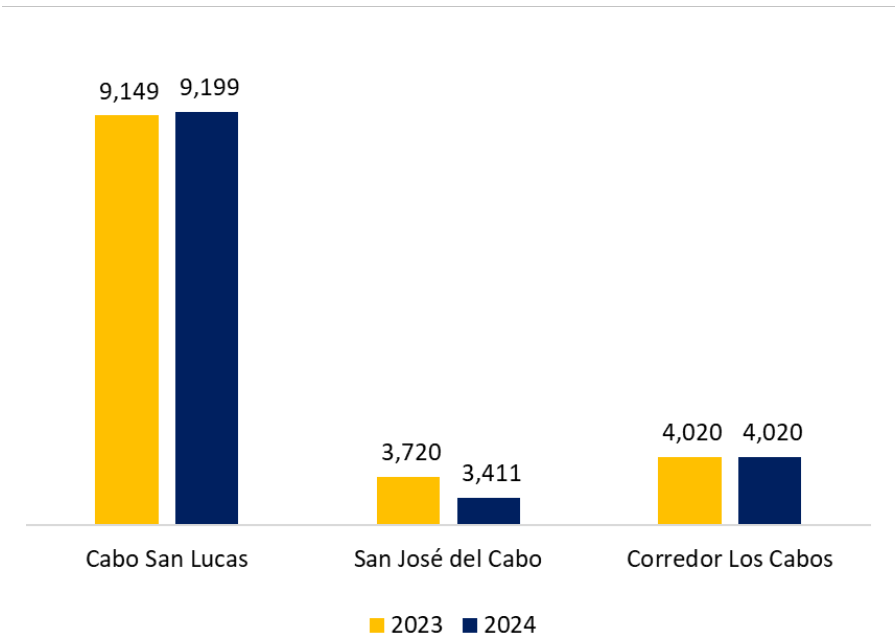
4,020 rooms

(+0% vs Sep-2023)

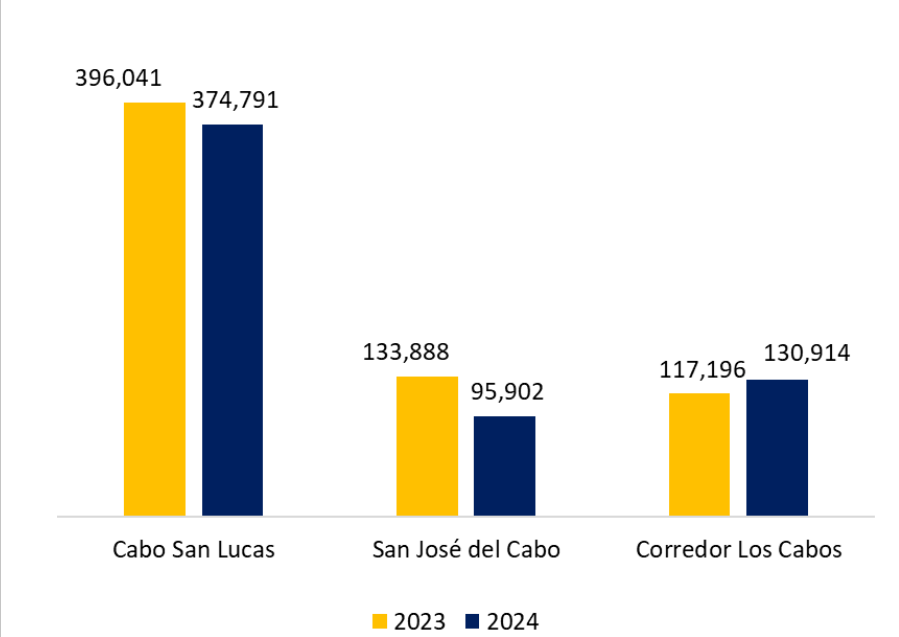


# Hotel Activity

Available Rooms (2023-2024)



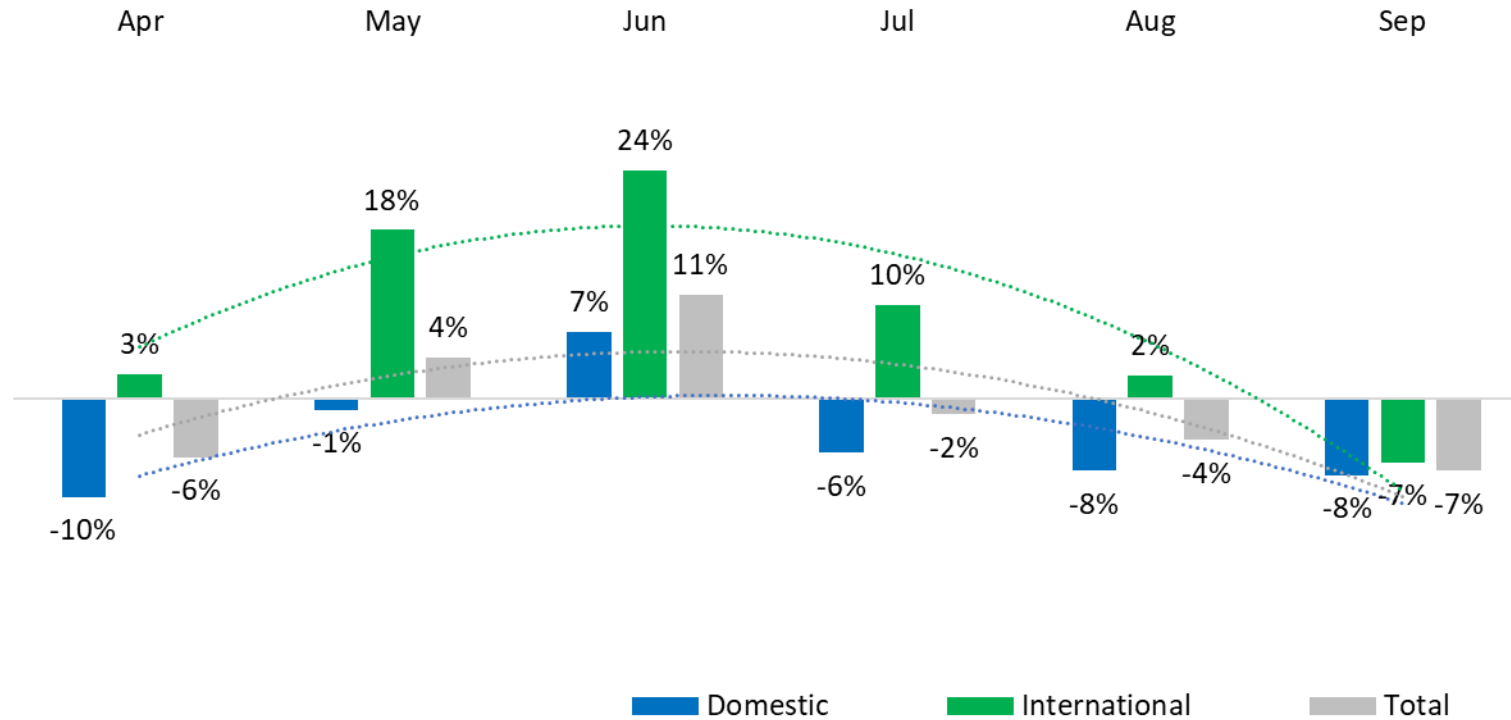
Room Nights (2023-2024)



Source: DATATUR

# Annual Variations in Hotel Occupancy and Tourist Arrivals

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



SOURCE: DATATUR





# LOS CABOS TOURISM OBSERVATORY

AIR TRAVEL CONNECTIVITY



## Key Indicators



### Scheduled Air Seats

(next 6 months):

**858 thousand**

(-9.8% vs 2023)



### Scheduled Air Seats

(Dec-2024):

**155.6 thousand**

(-7.3% vs Dec-2023)



### CDMX (next 6 months):

**342.5 thousand**

(-14% vs 2023)



### GDL (next 6 months):

**160.2 thousand**

(+10.5% vs 2023)



### MTY (next 6 months):

**44.9 thousand**

(-18.1% vs 2023)



### TIJ (next 6 months):

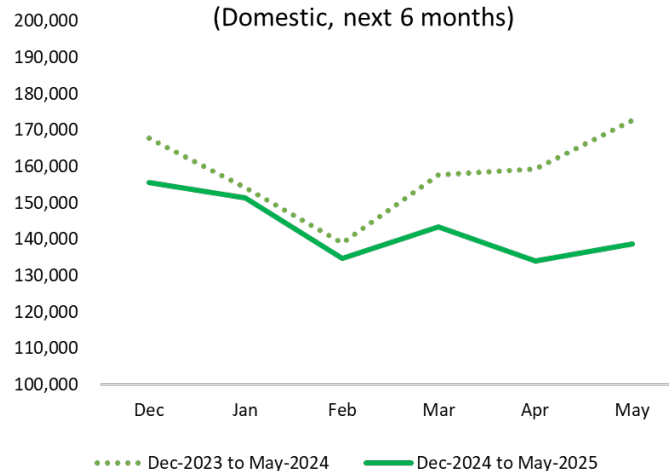
**154.3 thousand**

(-3.8% vs 2023)

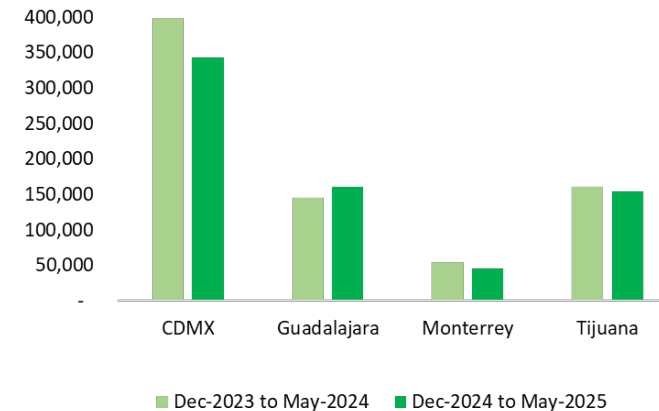


# Domestic Air Connectivity

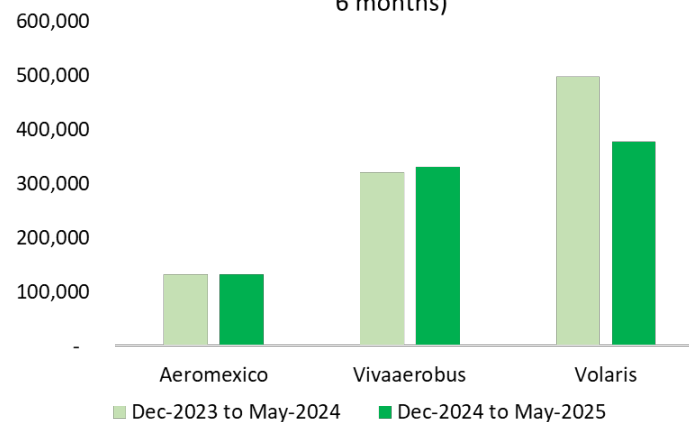
Flight Seat Scheduling to San Jose del Cabo  
(Domestic, next 6 months)



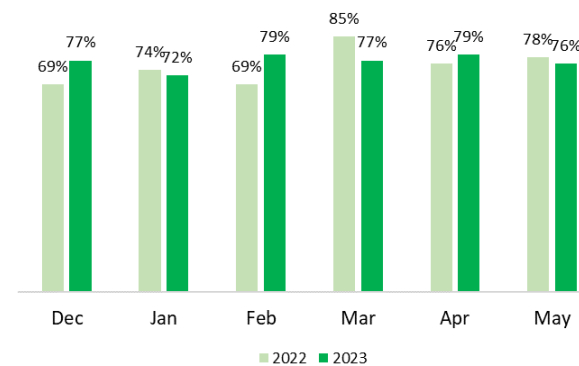
Flight Seat Scheduling per Departing Airport  
(Domestic, next 6 months)



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



Occupancy factor of domestic airlines  
(Dec-2023 to May-2024)



## Key Indicators



Scheduled Air Seats  
(next 6 months):

**1.4 million**

(-2.1% vs 2023)



Scheduled Air Seats  
(Dec-2024):

**231 thousand**

(-6% vs Dec-2023)



LAX (next 6 months)

**181.6 thousand**

(-16% vs 2023)



DFW (next 6 months)

**155.1 thousand**

(-4.9% vs 2022)



HOU (next 6 months)

**116.1 thousand**

(-12.2% vs 2022)



PHX (next 6 months)

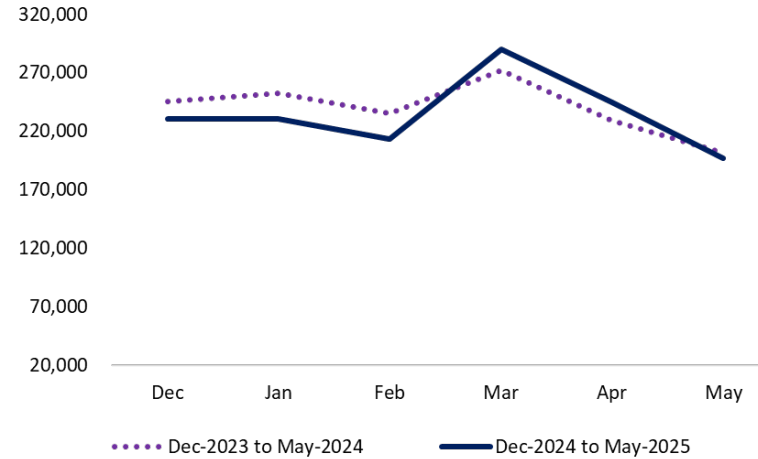
**143.3 thousand**

(-2.3% vs 2022)

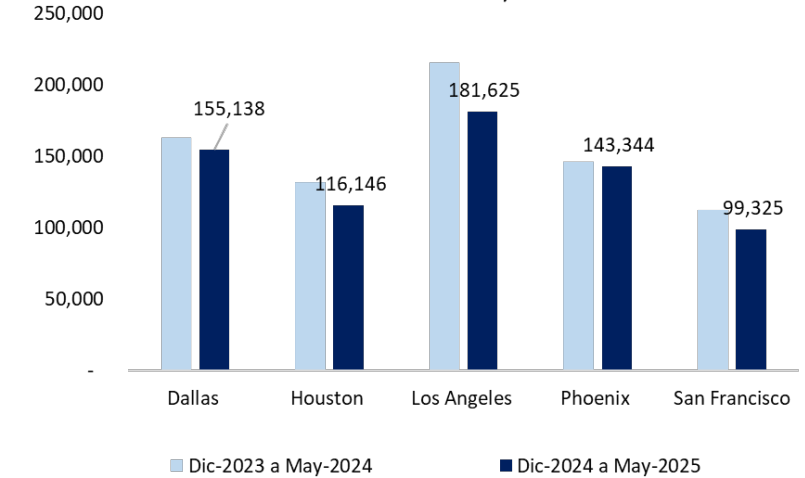


# Air Connectivity: U.S.

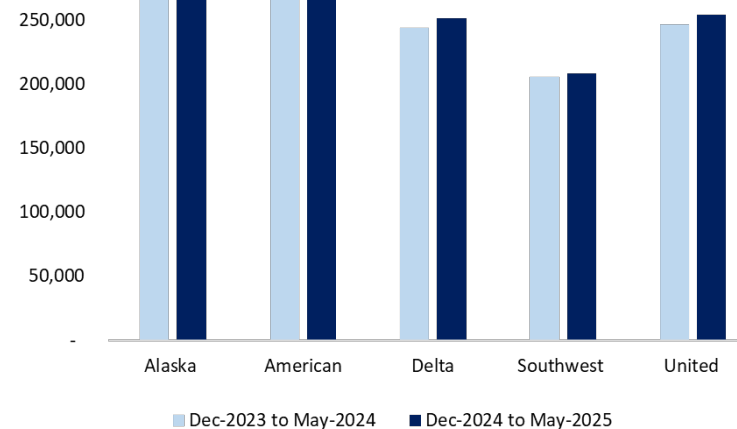
Flight Seat Scheduling to San Jose del Cabo  
(U.S., next 6 months)



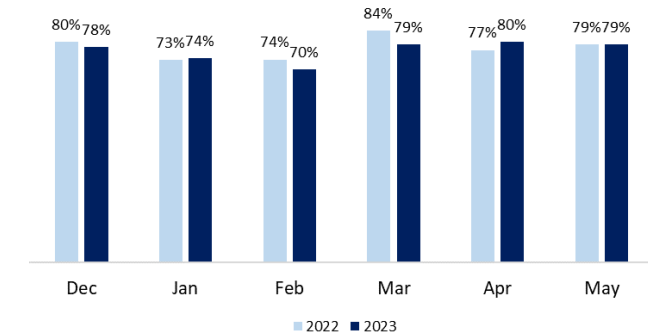
Flight Seat Scheduling per departing airport (U.S., next 6 months)



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




Occupancy factor of US airlines  
(Dec-2023 to May-2024)




## Key Indicators



Scheduled Air Seats  
(next 6 months):

**158.7 thousand**   
(+3.4% vs 2023)


Scheduled Air Seats  
(Dec-2024):

**31.4 thousand**   
(+10.1% vs Dec-2023)

YYZ (next 6 months)

**24.9 thousand**   
(+36.6% vs 2023)

YVR (next 6 months)

**63.2 thousand**   
(-8.5% vs 2023)

YYC (next 6 months)

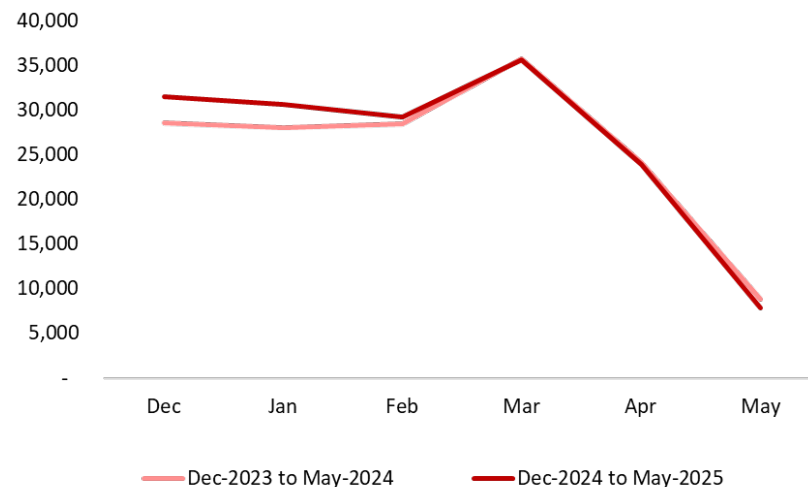
**38.8 thousand**   
(+6.9% vs 2023)

YYG (next 6 months)

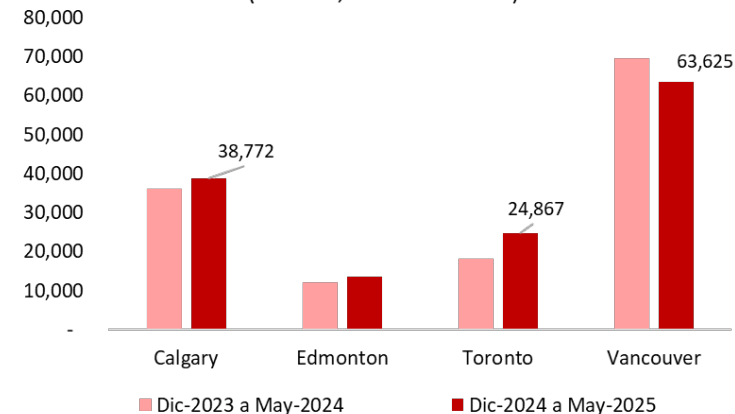
**13.6 thousand**   
(+10.6% vs 2023)

# Air Connectivity: Canada

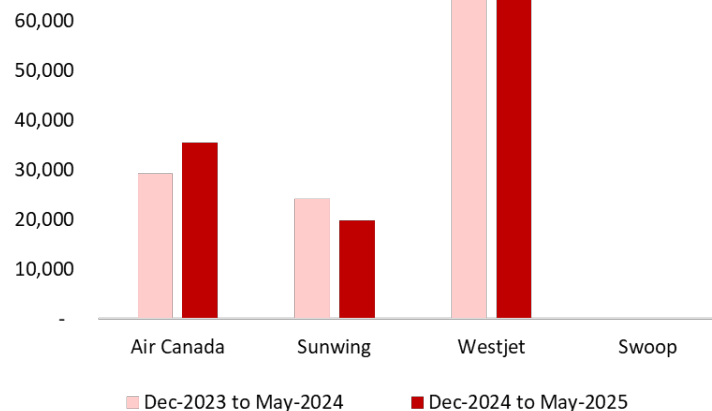
Flight Seat Scheduling to San Jose del Cabo  
(Canada, next 6 months)



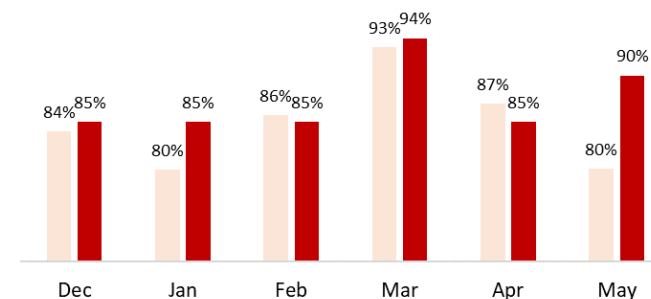
Flight Seat Scheduling per departing airport  
(Canada, next 6 months)



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



Occupancy factor of Canadian airlines  
(Dec-2023 to May-2024)







# LOS CABOS TOURISM OBSERVATORY

PUBLIC RELATIONS





# Public Relations: Placements and Reach (National)

Key Indicators  
(Aug-2024)



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



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



SOURCE:  
LLORENTE Y CUENCA



Indicadores clave  
(Sep-2024)

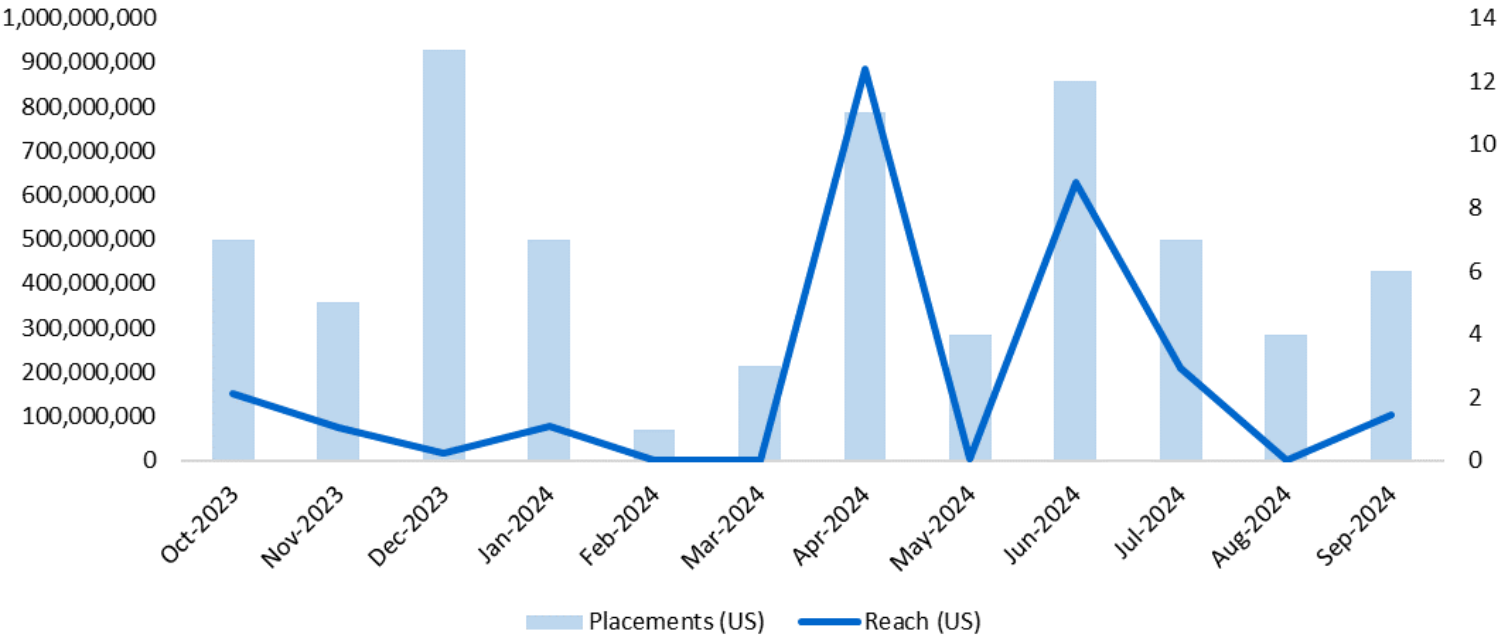


Placements:  
**6**  
(-10% vs trailing 12-month average)

Reach:  
**104.9 million**   
(-42% vs trailing 12-month average)

SOURCE:  
OGILVY

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



Key Indicators  
(Aug-2024)



Placements:  
**8**  
(-13% vs trailing  
12-month average)

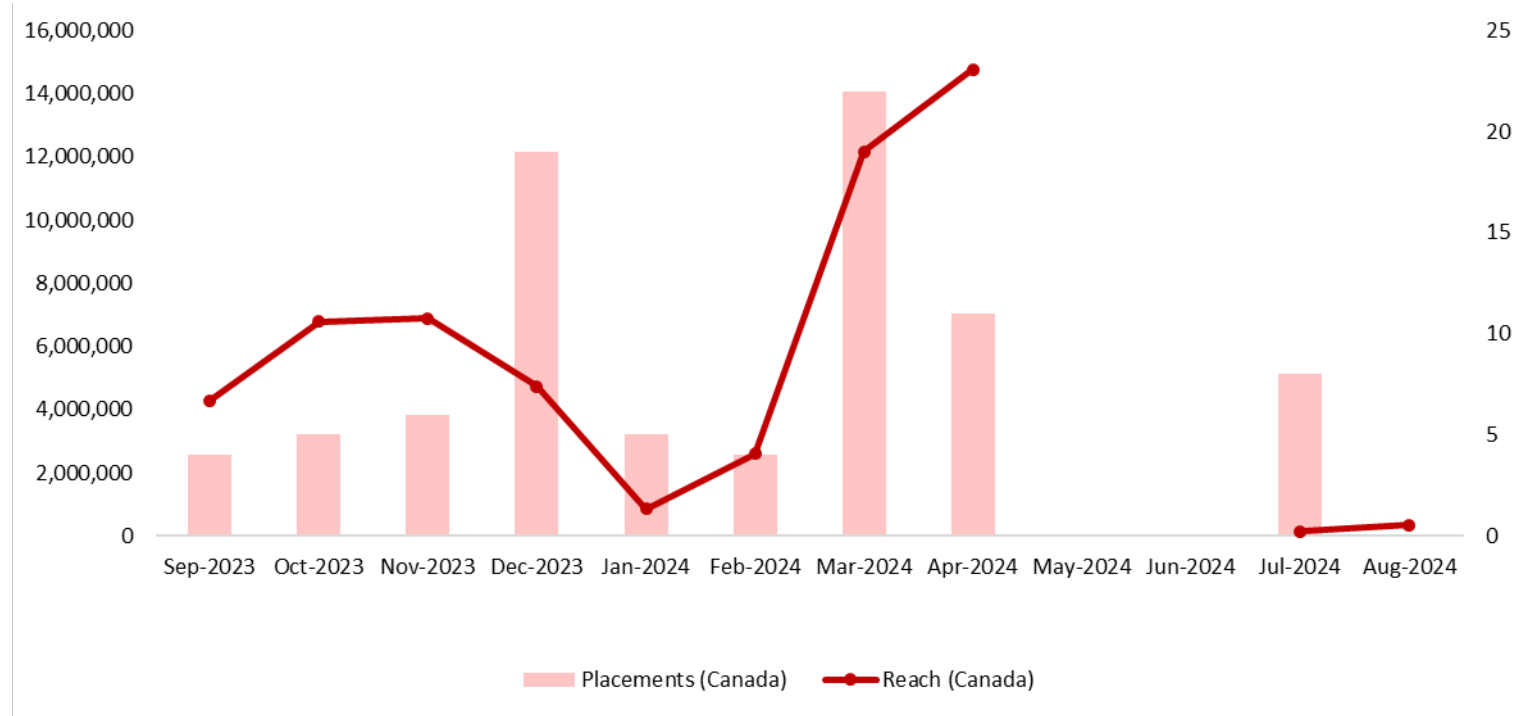


Reach:  
**341 thousand**  
(-94% vs trailing  
12-month average)



SOURCE:  
JESSON + CO

## Public Relations: Placements and Reach (Canada)



# Public Relations: Placements and Reach (Spain)

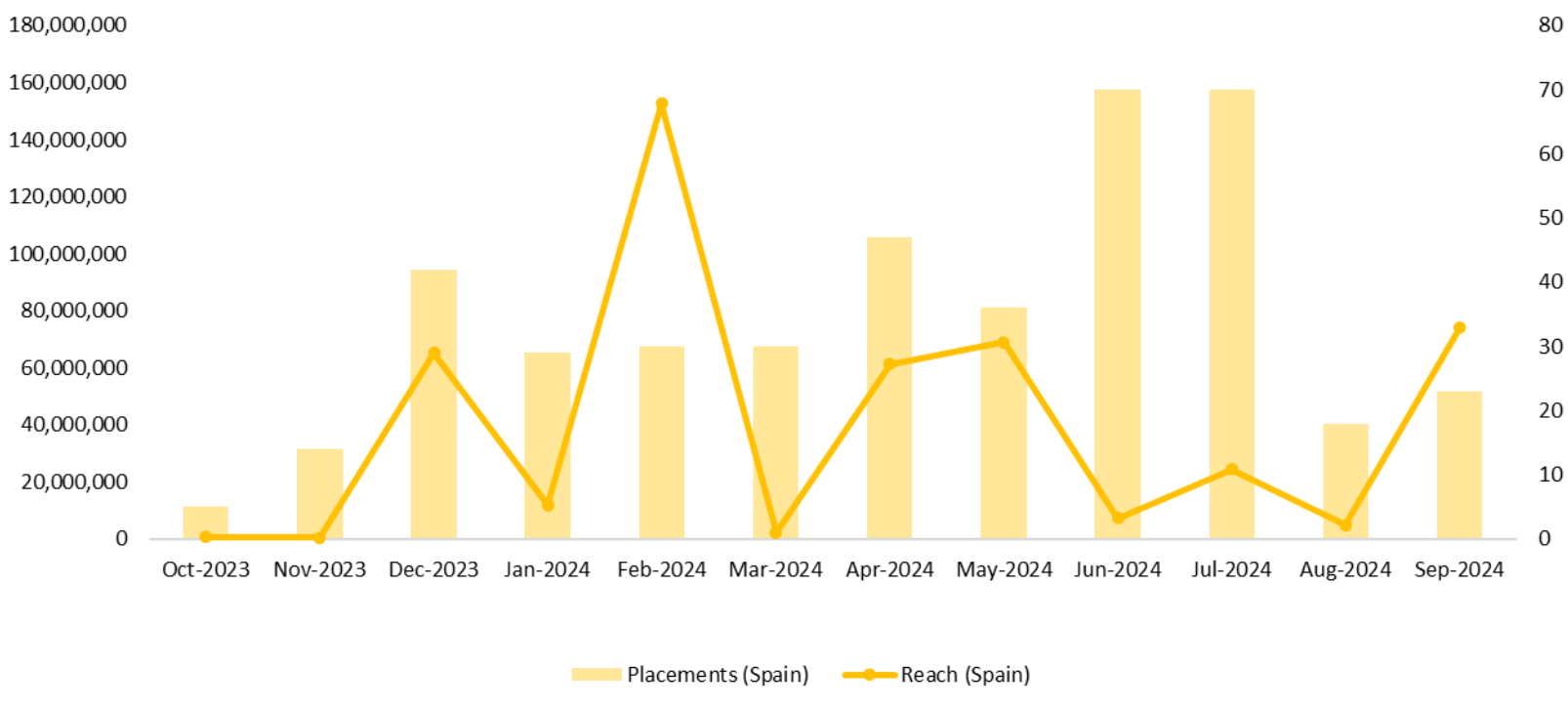
Key Indicators  
(Sep-2024)



Placements:  
**23**  
(-35% vs trailing  
12-month average)



Reach:  
**74 million**  
(+87% vs trailing  
12-month average)



FUENTE:  
ROMAN



# LOS CABOS TOURISM OBSERVATORY

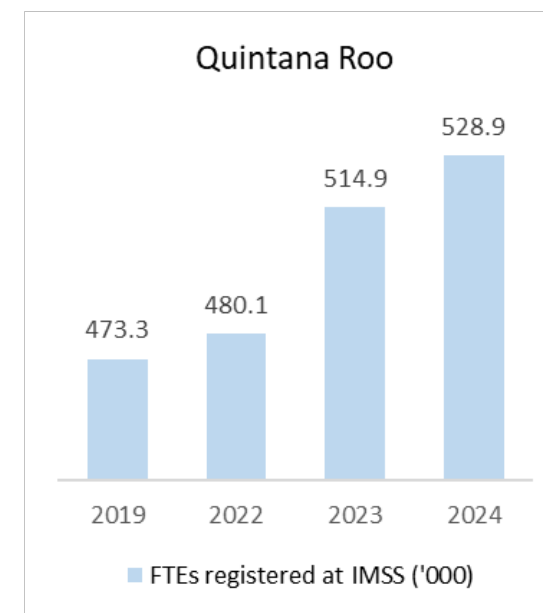
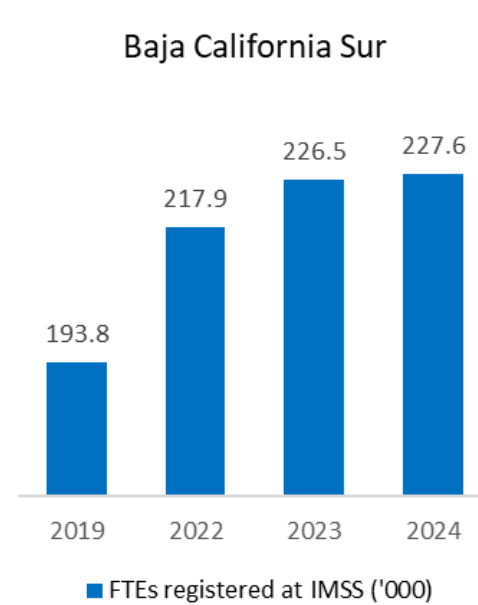
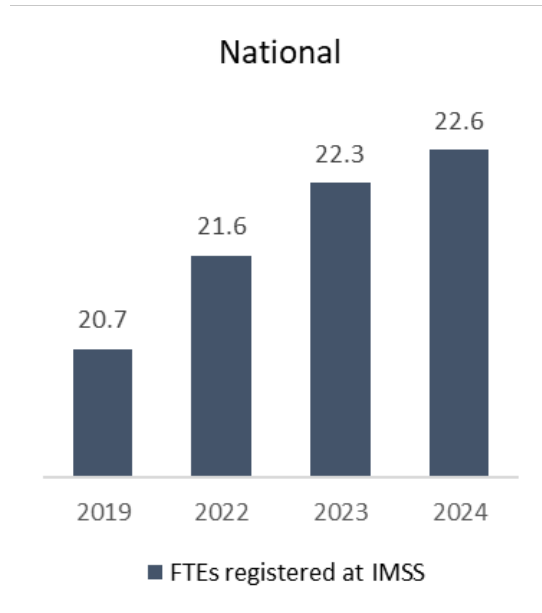
## NATIONAL CONTEXT

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





# Impact on Employment in Mexico



National Employment  
(Oct-2024)

**22.6 million** 

(+1.6% vs Oct-2023)

Baja California Sur Employment  
(Oct-2024)

**223.7 thousand** 

(-0.4% vs Oct-2023)

Quintana Roo Employment  
(Oct-2024)

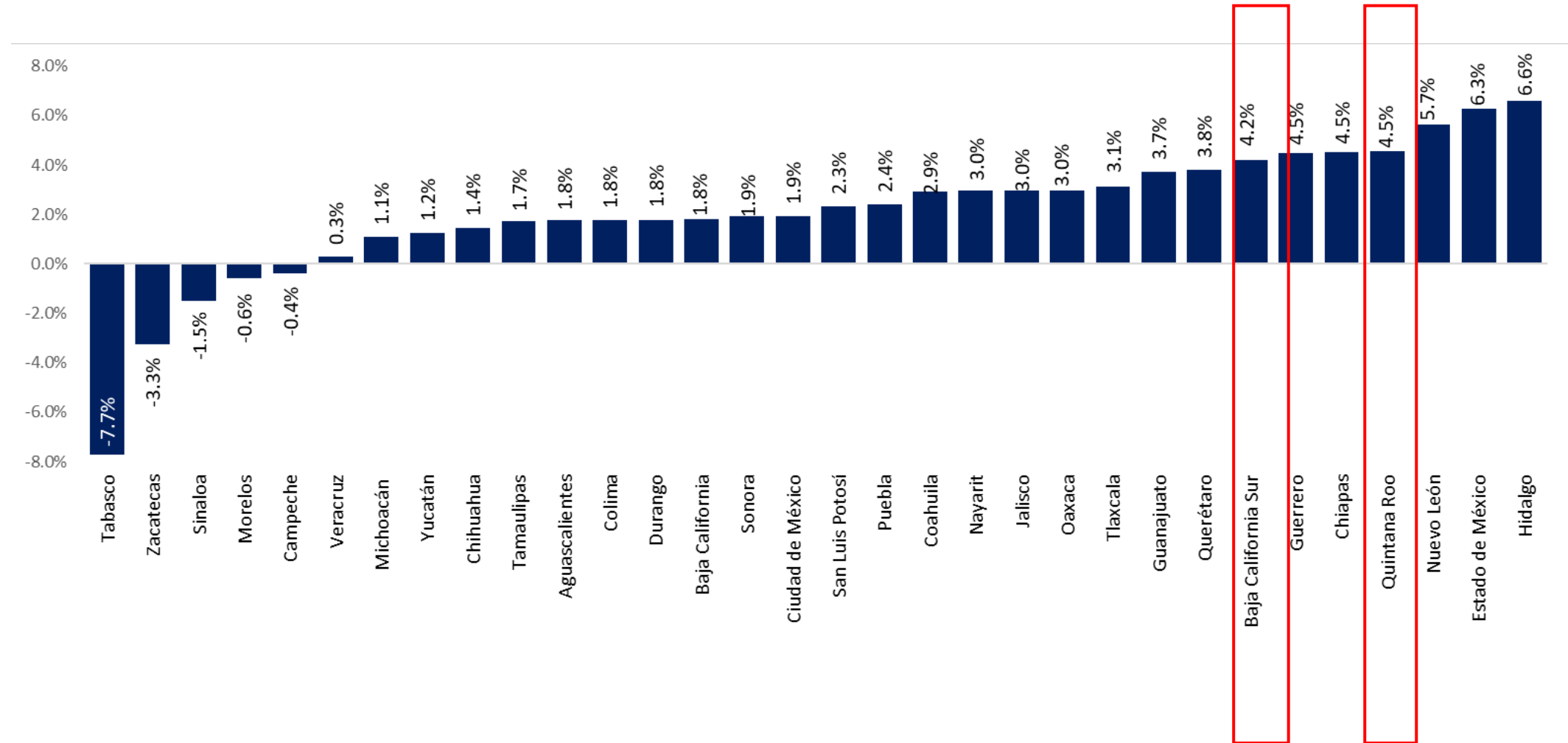
**528.9 thousand** 

(+3.5% vs Oct-2023)

SOURCE: IMSS

# Impact on Employment in Mexico

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

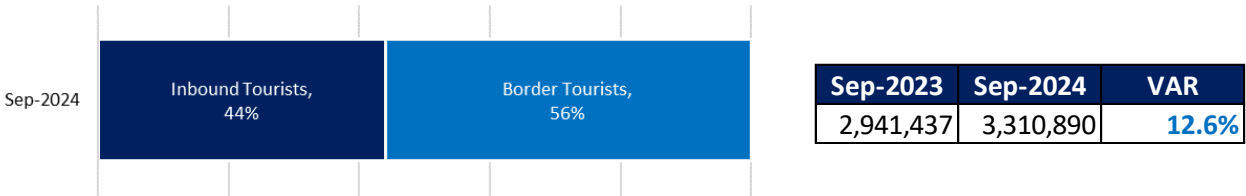


SOURCE : IMSS

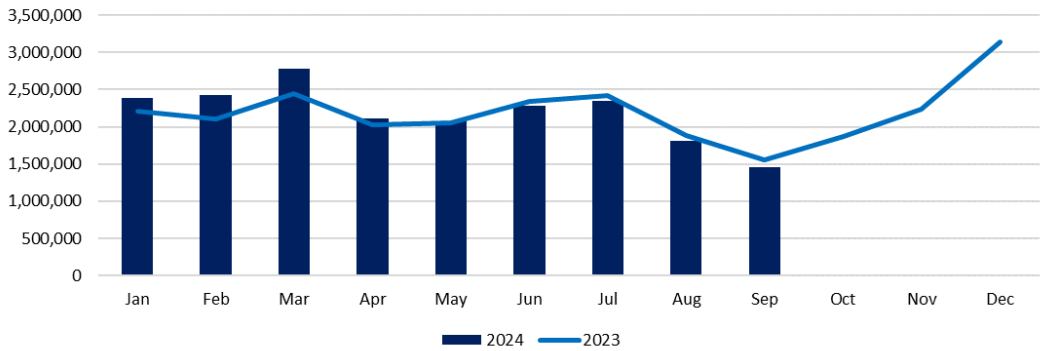
# International Tourist Arrivals in Mexico

# Air Activity in Mexico - Airport Groups

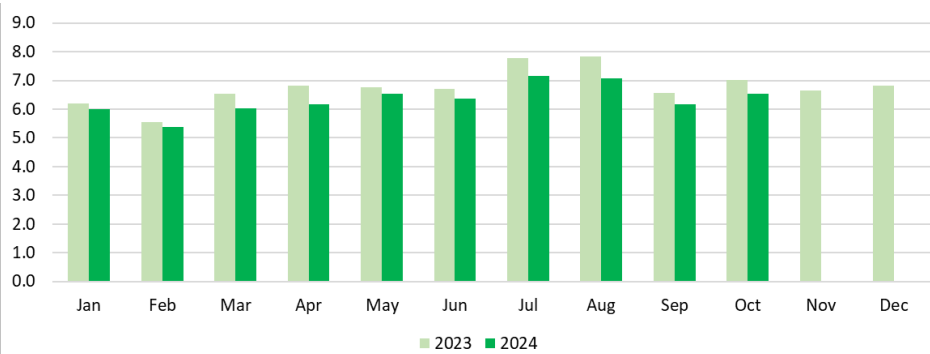
International Tourist Arrivals



Inboud Tourists



Passenger traffic in domestic operations (millions)



Passenger traffic in international operations (millions)



International tourist arrivals

Sep-2024

**3.31 million** ⬆

(+12.6% vs Sep-2023)

International admittances

Sep-2024

**1.46 million** ⬇

(-6.1% vs Sep-2023)

Average expenditure of inbound tourists by air

Sep-2024

**\$1,075 USD** ⬆

(+3.2% vs Sep-2023)

PAX In domestic operations

Oct-2024

**6.5 million** ⬇

(-6.6% vs Oct-2023)

PAX in international operations

Oct-2024

**3.56 million** ⬇

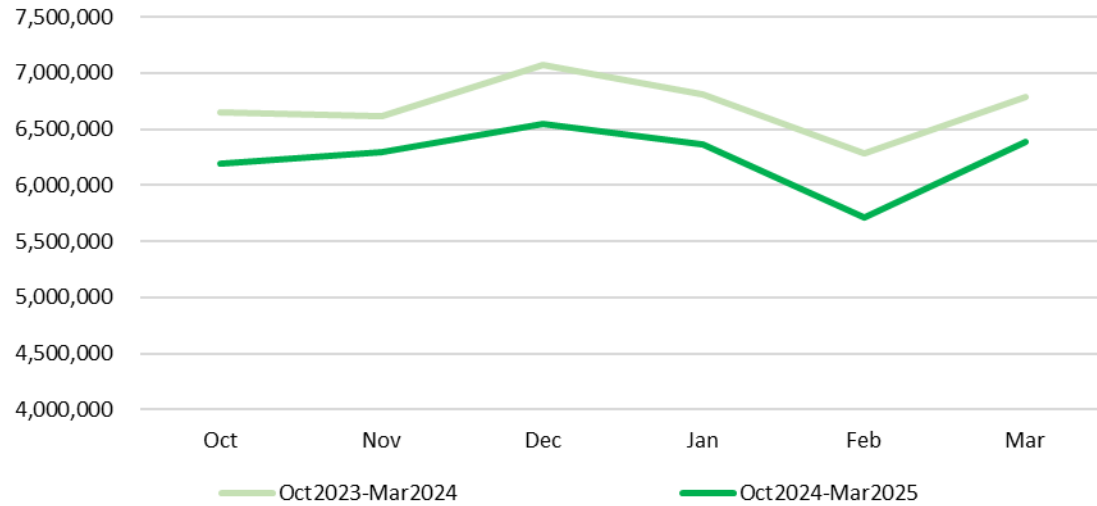
(-2.2% vs Oct-2023)

SOURCE: ASUR, OMA, GAP

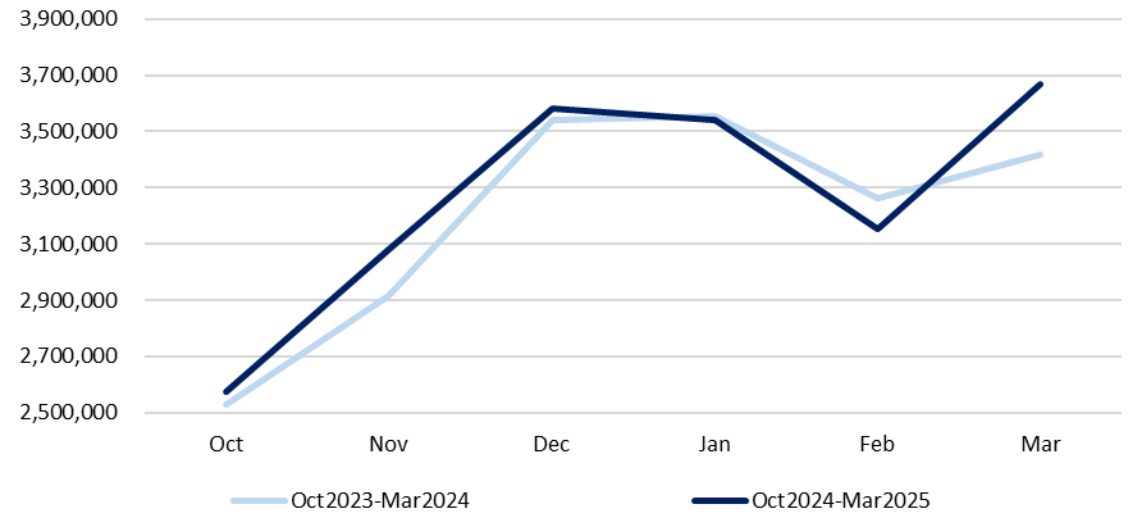
\*TOTAL TRAFFIC OF THE THREE AIRPORT GROUPS (ARRIVALS AND DEPARTURES), INFORMATION FROM MEXICO CITY IS NOT INCLUDED.

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

Seat scheduling. Domestic market.



Seat scheduling. International market to Mexico



Domestic Seats:

**37.3 million**

(-4.2% vs Nov2023-Apr2024)



International Seats

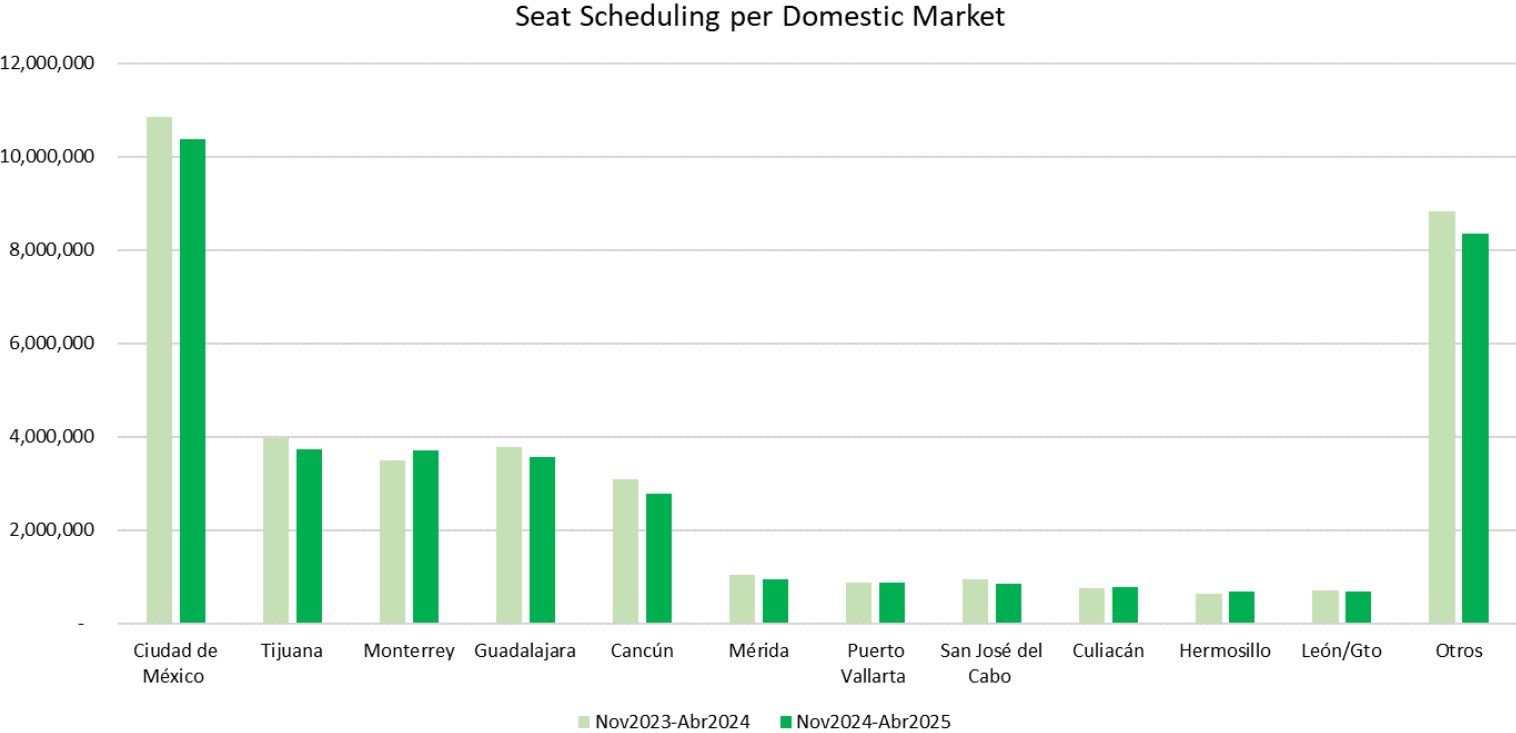
**20.2 million**

(+2.2% vs Nov2023-Apr2024)



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

# Seat planning for Mexico



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

Domestic  
(Oct2024 – Mar2025):

Mexico City  
**10.37 million**  
(-4.5% vs Nov2023–Apr2024)

Tijuana:  
**3.74 million**  
(-5.9% vs Nov2023–Apr2024)

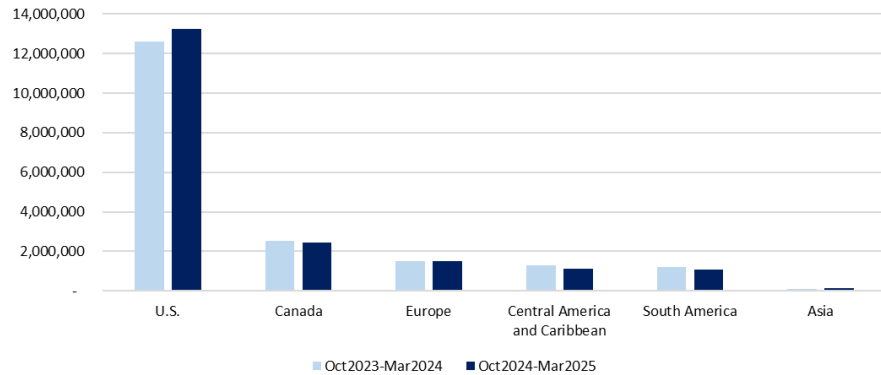
Guadalajara:  
**3.71 million**  
(+6.3% vs Nov2023–Apr2024)

San José del Cabo:  
**856 million**  
(-10% vs Nov2023–Apr2024)

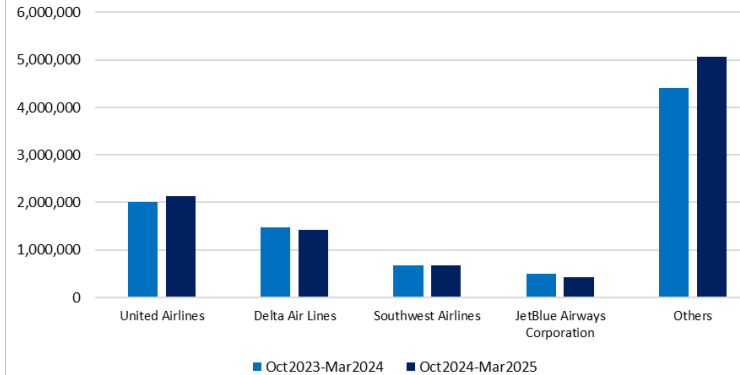


# International Seat Planning for Mexico

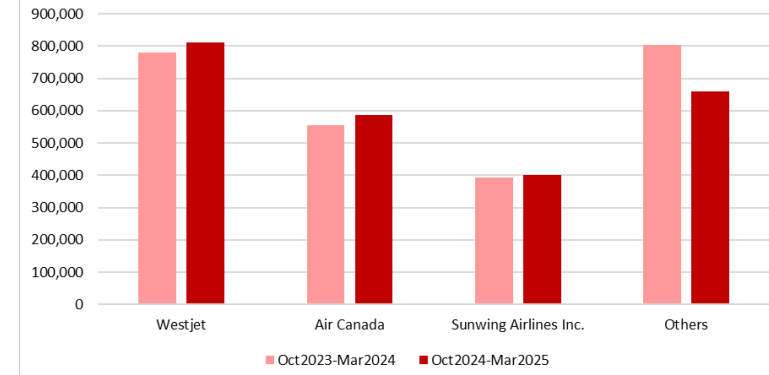
International Market per Region



Seat scheduling. USA



Seat scheduling. Canada



Oct2024-Mar2025:

**USA**  
**13.54 million seats**  
(+4.6% vs Nov2023-Apr2024)



**67.7%**



## %VAR planned seats

Dallas:   
**1.6 million**  
**+5.6%**

Los Angeles:   
**1.4 million**  
**-3.1%**

Houston:   
**1.5 million**  
**-1.5%**

Chicago:   
**1.1 million**  
**-3.6%**

(vs Nov2023-Apr2024)



Nov2024-Apr2025:

**Canada**  
**2.64 million seats**  
(-3.6% vs Nov2023-Apr2024)



**13.1%**



## %VAR planned seats

Toronto:   
**746**  
**thousand**  
**-6.7%**

Vancouver:   
**490**  
**thousand**  
**-8.3%**

Montreal:   
**480**  
**thousand**  
**+1.6%**

Calgary:   
**333**  
**thousand**  
**-6.1%**

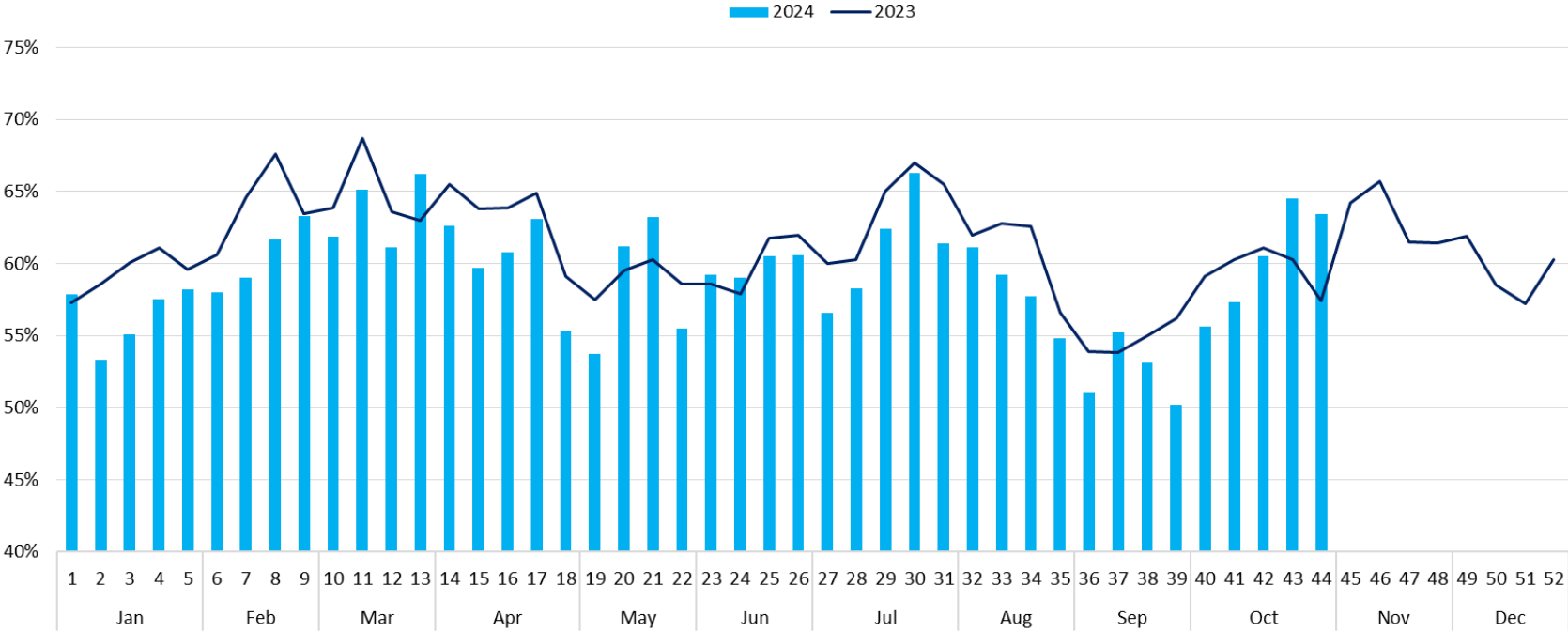
(vs Nov2023-Apr2024)

SOURCE : OAG

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

# Hotel Indicators in Mexico

Hotel Occupancy in Mexico (12 Tourist Centre Average)



Average Occupancy  
(week 44)

63.4%

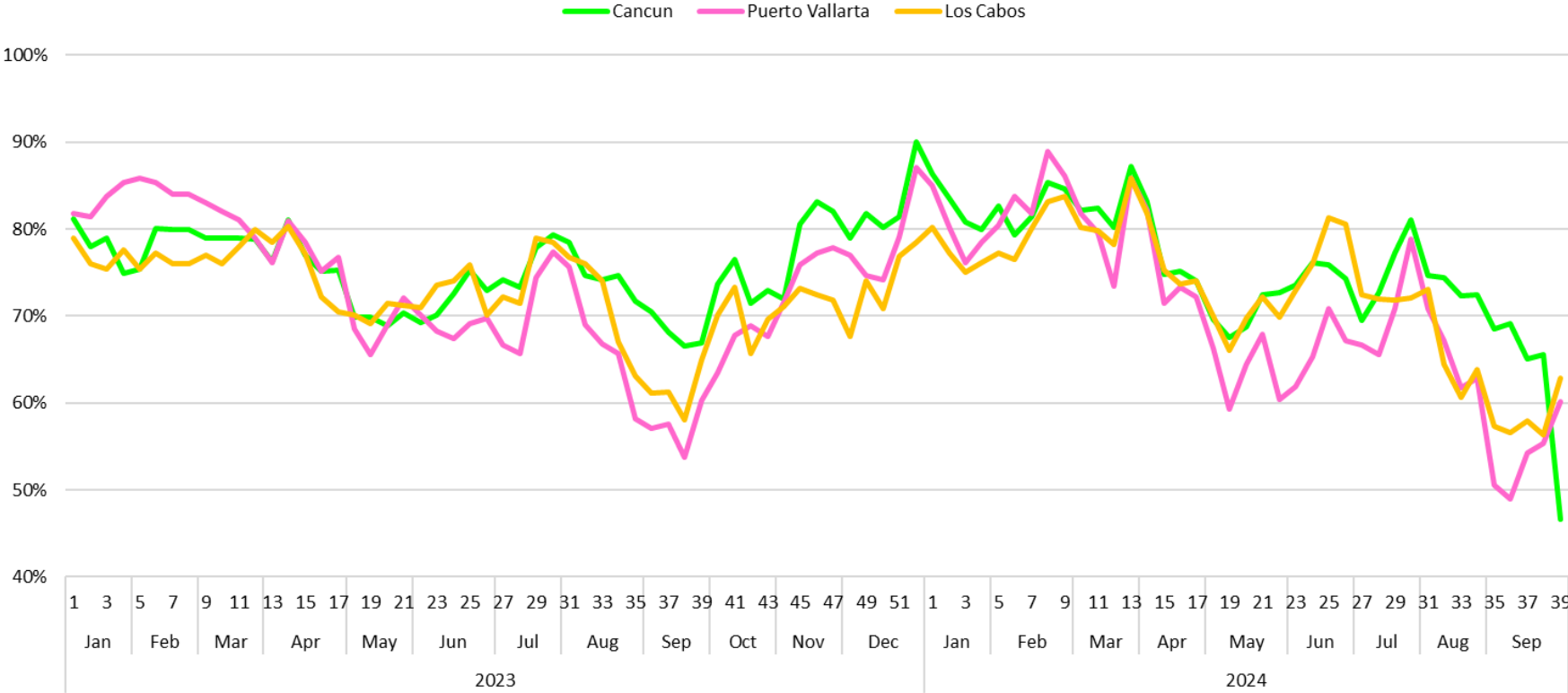


(+6pp vs same week of  
2023)

**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:  
**72.8%**

Puerto Vallarta:  
**73.5%**

Los Cabos:  
**71.9%**  
(-0.9pp vs Cancun)  
(-1.6pp vs Puerto Vallarta)

Week 44 (Oct 28-Nov 3, 2024)

SOURCE : DATATUR



# 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:  $\text{RevPAR} = \text{It} / \Sigma \text{Ht}$ , where It is equal to the total revenue generated by rooms in a period t. and  $\Sigma \text{Ht}$  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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