



TOURISM OBSERVATORY

KEY PERFORMANCE
INDICATORS

AUGUST 2026



Passenger arrivals at Los Cabos International Airport (Jul-2026)

Total Passengers
(current month)

319.8 thousand

-6.9% vs same month last
year

Domestic Passengers
(current month)

151.3 thousand

+7% vs same month last
year

International Passengers
(current month)

168.5 thousand

-16.6% vs same month last
year

Total Passengers
(year to date)

2.2 million

-5.4% vs 2025

Domestic Passengers
(year to date)

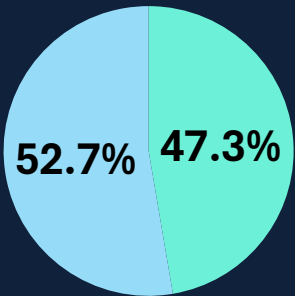
827.1 thousand

-2.2% vs 2025

International Passengers
(year to date)

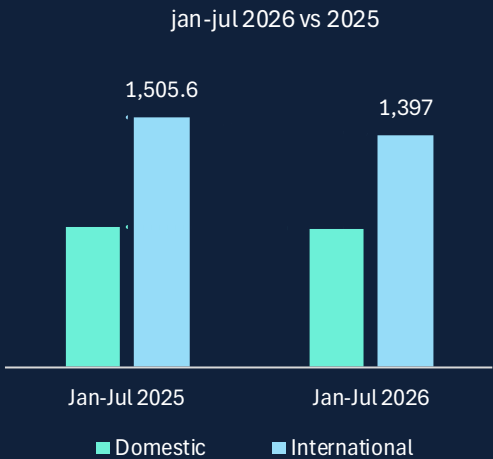
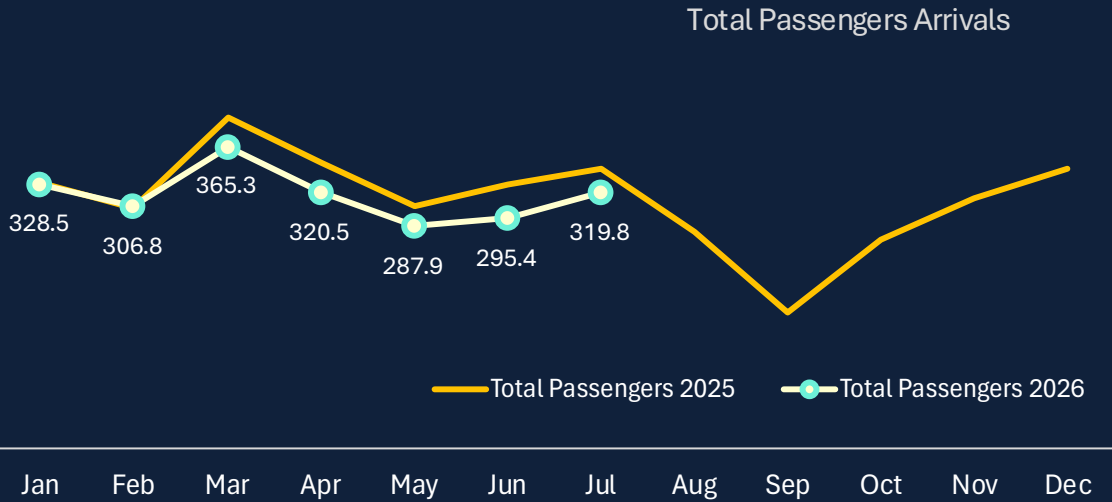
1.4 million

-7.2% vs 2025



Domestic International

Source: GAP, note:



Hotel Performance (Jul-2026)

Source: AHLC, note: 8

Occupancy
(current month)

67%

-7pp Year-over-year

ADR
(current month)

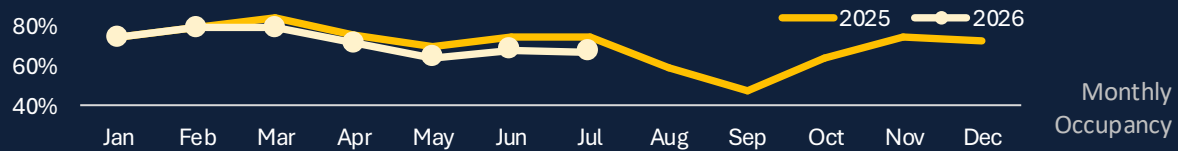
\$376

-3.3% Year-over-year

RevPAR
(current month)

\$252

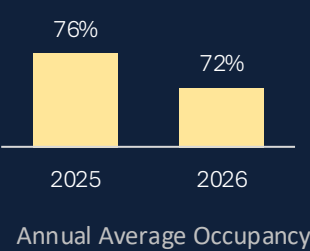
-12.5% Year-over-year



Occupancy
(annual average)

72%

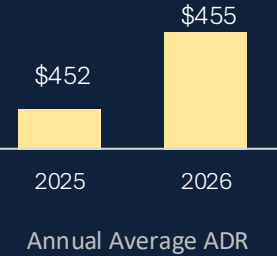
-3.9pp vs 2025



ADR
(annual average)

\$455

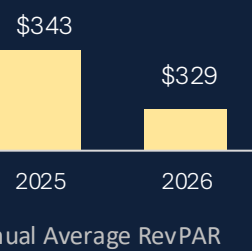
+0.8% vs 2025



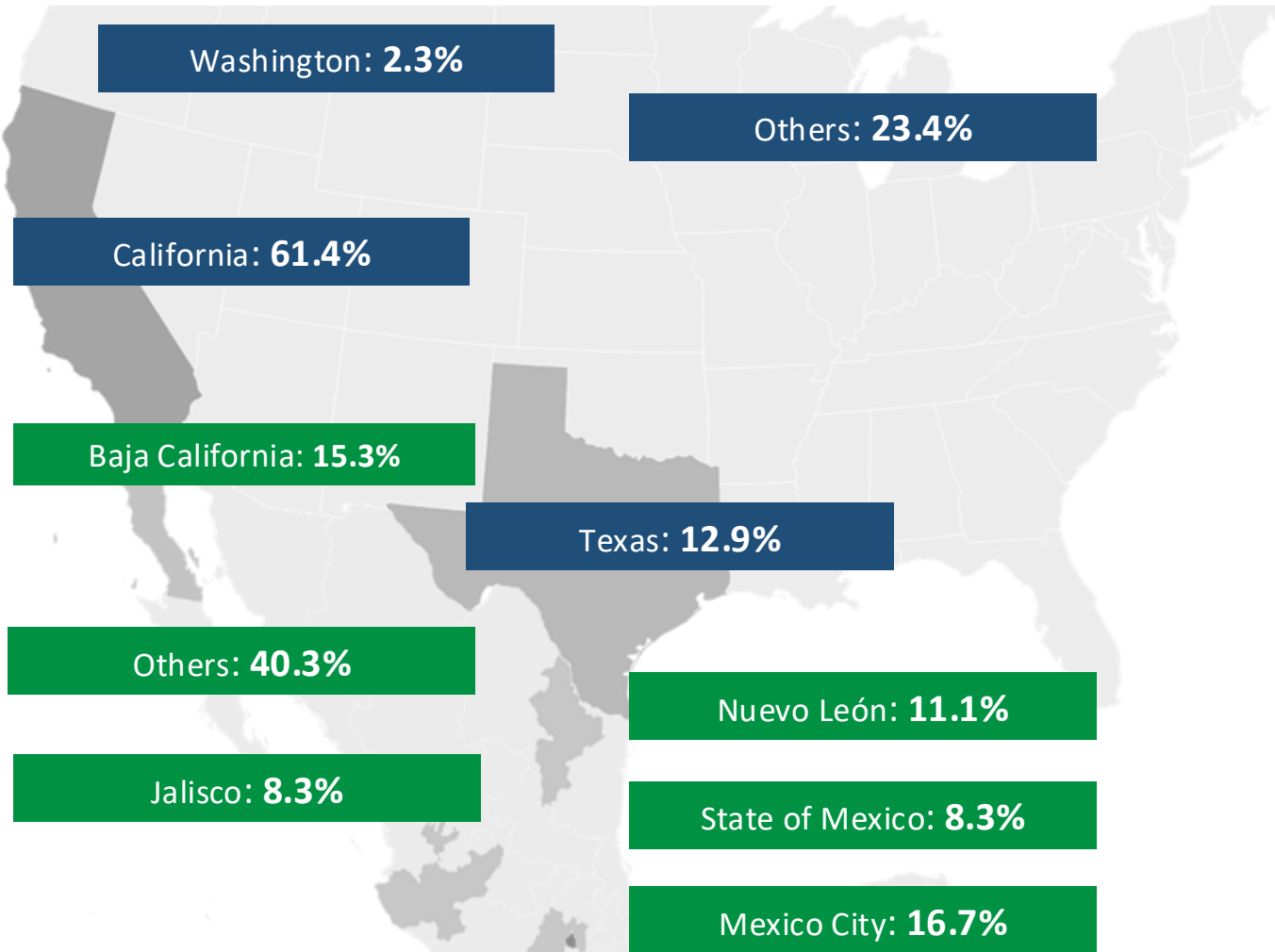
RevPAR
(annual average)

\$329

-3.9% vs 2025



Executive Summary: Market Share by Source Market (Jul-2026)



United States

51.6%

-6.2pp YoY

Canada:

0.8%

-0.4pp YoY

Domestic:

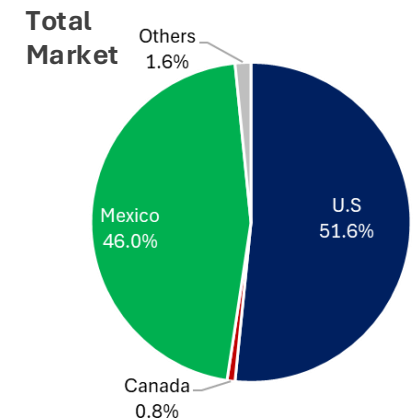
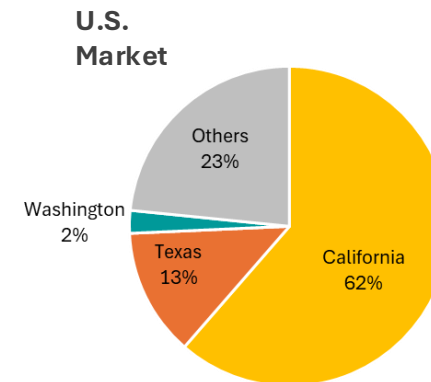
46.0%

+6.6pp YoY

Others:

1.6%

----pp YoY



On the right side are the percentages for each of the tourist issuing markets to Los Cabos, while the map shows the share generated by each state/province within its respective source 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.

AIR TRAFFIC

AIR PASSENGER
ARRIVALS



Passenger Arrivals at Los Cabos International Airport (SJD)

Results (thousand)

Jul 2026 vs
Jul 2025

Total Passengers

319.8
-6.9%

Domestic Passengers

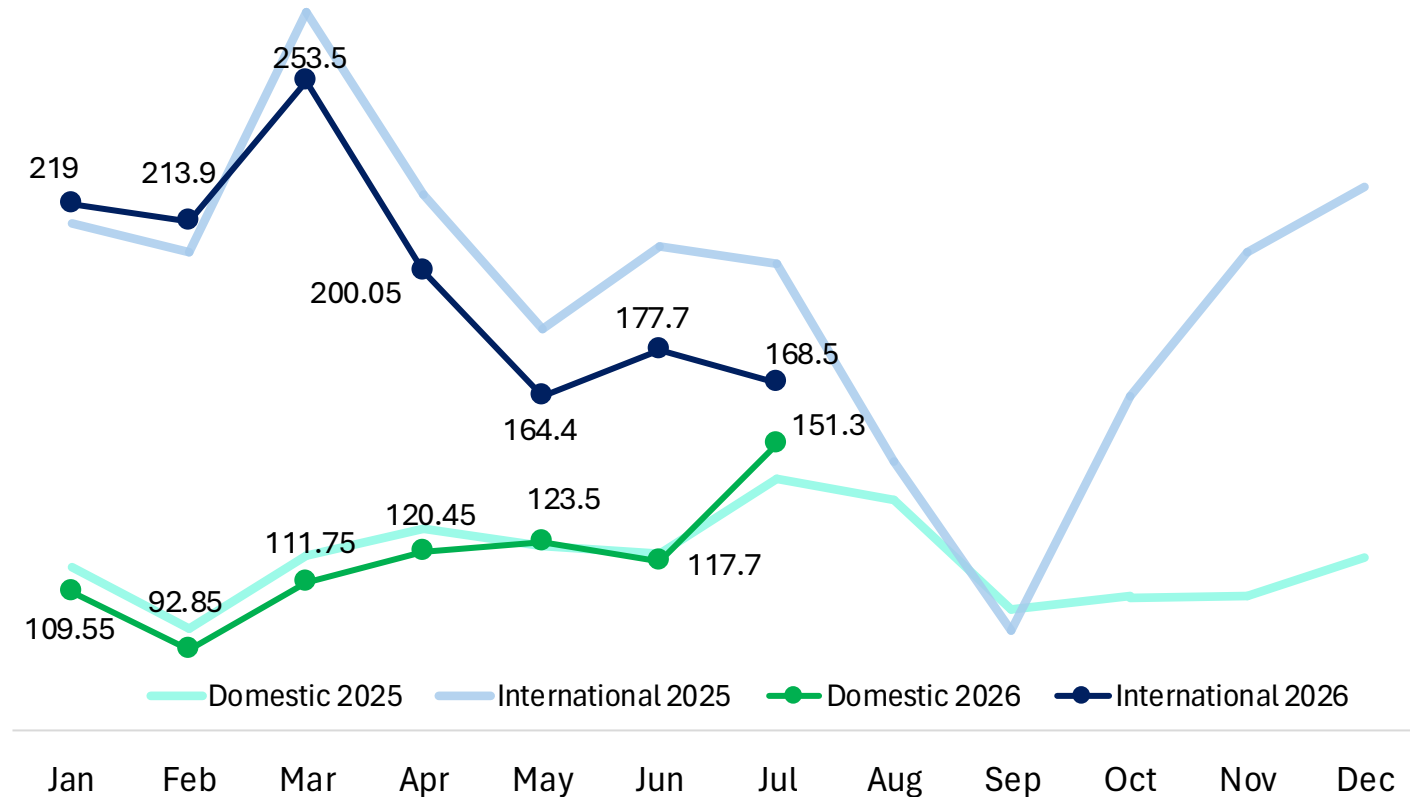
(47.3% of total)

151.3
+7%

International Passengers

(52.7% of total)

168.5
-16.6%



Note:

1

Cumulative results (thousand)

Jan - Jul 2026 vs
Jan - Jul 2025:

Total passengers

2.2 millions
-5.4%

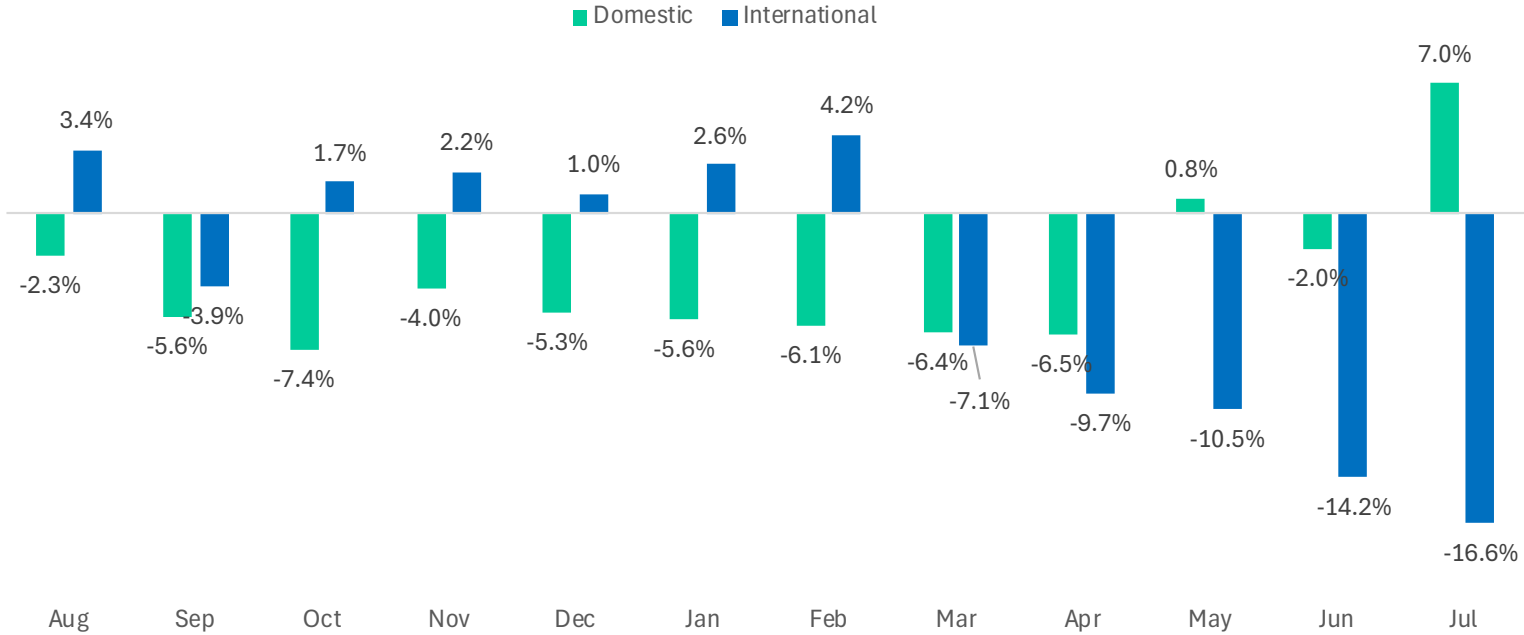
Domestic passengers

827.1
-2.2%

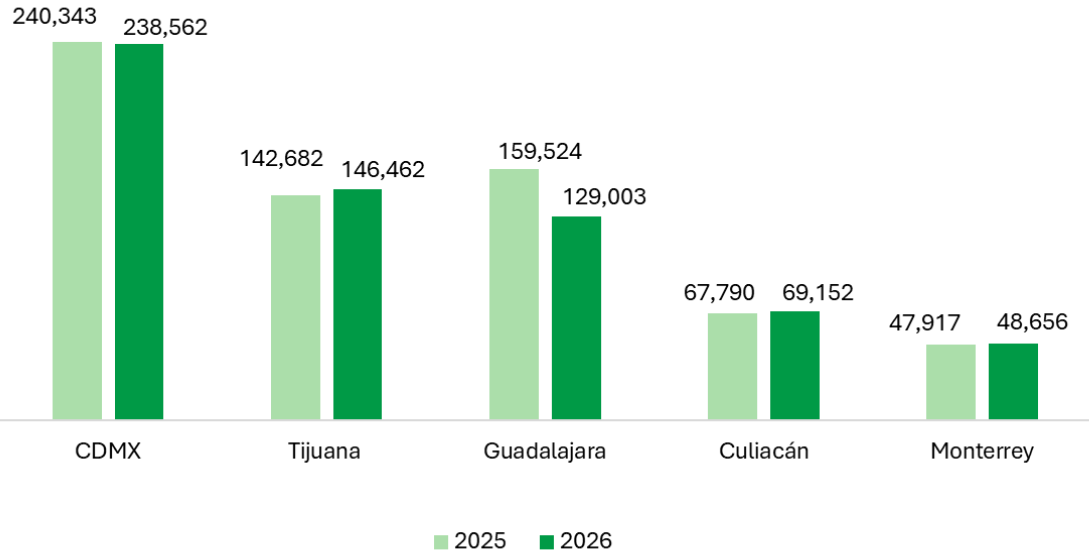
International passengers

1.4 millions
-7.2%

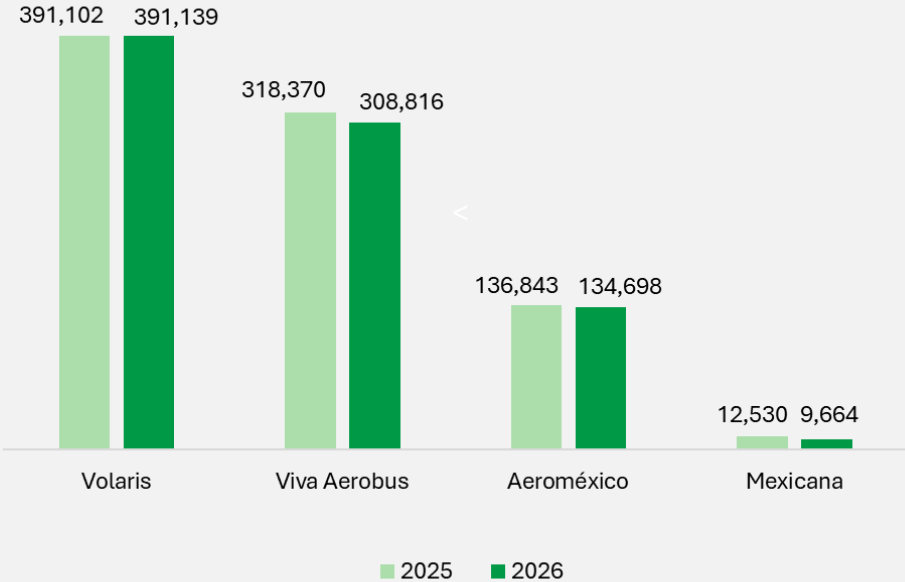
Passenger Arrivals at Los Cabos International Airport (SJD), Monthly Year Over Year Change



Passenger arrivals on domestic flights to Los Cabos International airport, by origin



Passenger arrivals on domestic flights to Los Cabos International airport, by airline



Note:

1



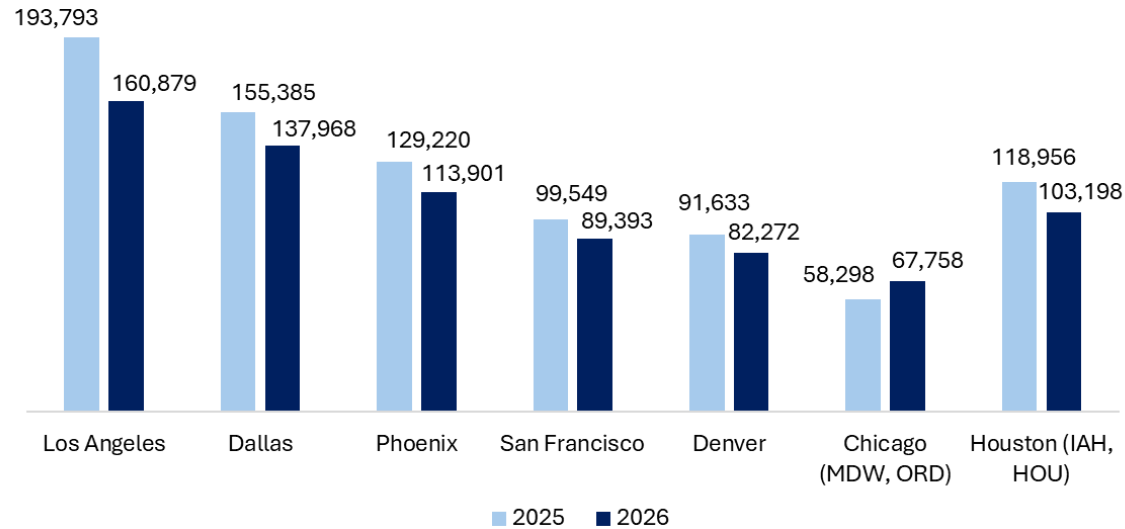
Cumulative Results (thousands)
(Jan-Jul 2026 vs Jan-Jul 2025); Total Passengers

827.1 thousand
-2.2%

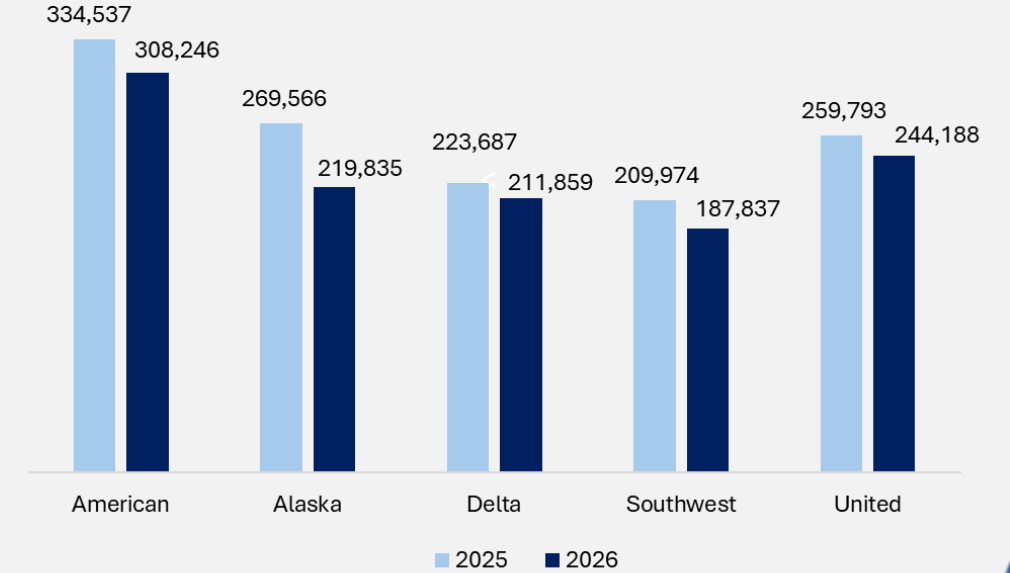
Distribution by Origin			Distribution by Airline		
CDMX	37.8%	1.2 pp	VOL	46.3%	0.8 pp
TIJ	23.2%	1.5 pp	VIV	36.6%	-0.5 pp
GDL	20.4%	-3.8 pp	AM	16.0%	0.0 pp
MTY	7.7%	0.4 pp			

Cumulative Arrivals at Los Cabos International Airport, United States

Passenger arrivals on U.S. flights to Los Cabos International airport, by origin



Passenger arrivals on U.S. flights to Los Cabos International airport, by airline



Note:

1



Cumulative Results (thousands)
(Jan-Jul 2026 vs Jan-Jul 2025); Total Passengers

1,205.2

-9.9%

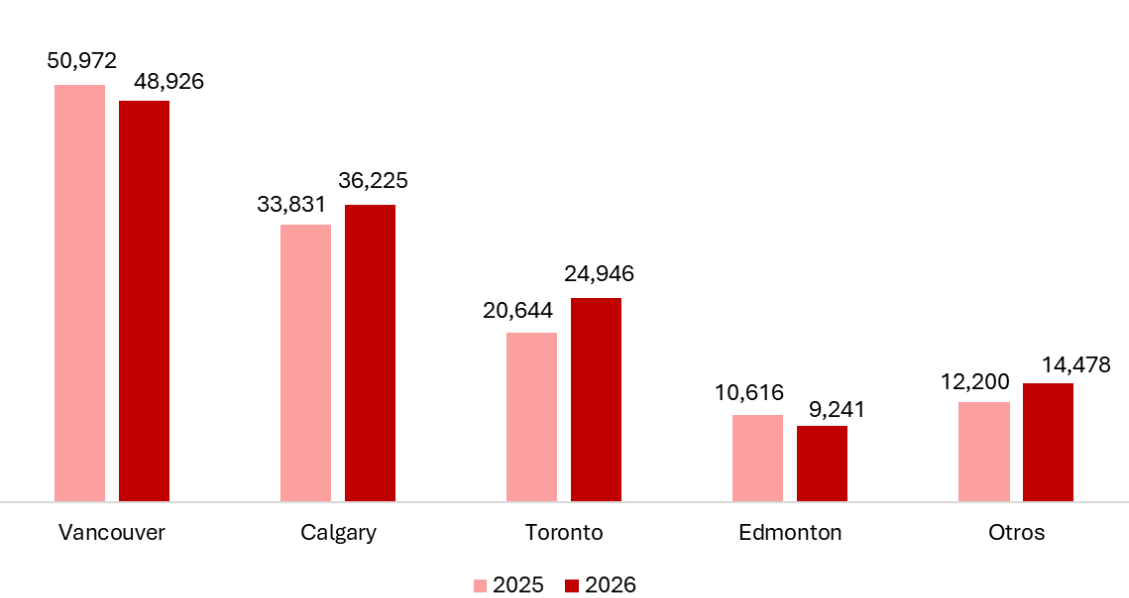
Distribution by Origin

LAX	13.3%	-1.1 pp
DFW	11.4%	-0.2 pp
PHX	9.5%	-0.2 pp
SFO	7.4%	0.0 pp

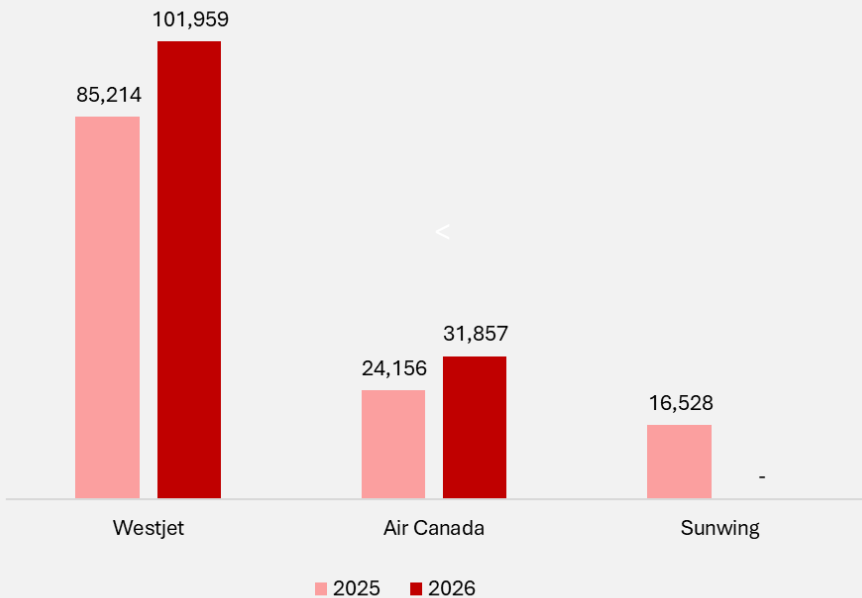
Distribution by Airline

AA	25.6%	0.6 pp
AS	18.2%	-1.9 pp
DL	17.6%	0.9 pp
UA	20.3%	4.6 pp

Passenger arrivals on Canadian flights to Los Cabos International airport, by origin



Passenger arrivals on Canadian flights to Los Cabos International airport, by airline



Note:

1



Cumulative Results (thousands)
(Jan-Jul 2026 vs Jan-Jul 2025); Total Passengers

133.8
+4.3%

Distribution by Origin

YVR	36.6%	-3.2 pp
YYC	27.1%	0.7 pp
YYZ	18.6%	2.5 pp
YEG	6.9%	-1.4 pp

Distribution by Airline

WS	76.2%	9.8 pp
AC	23.8%	5.0 pp
WG	0.0%	-12.9 pp

AIR TRAFFIC

TOURIST ADMISSIONS
BY NATIONALITY



International Tourist Arrivals, by Nationality

Results

Jun-2026 vs
Jun-2025

Total Tourists

176,330
-14.3%

U.S.

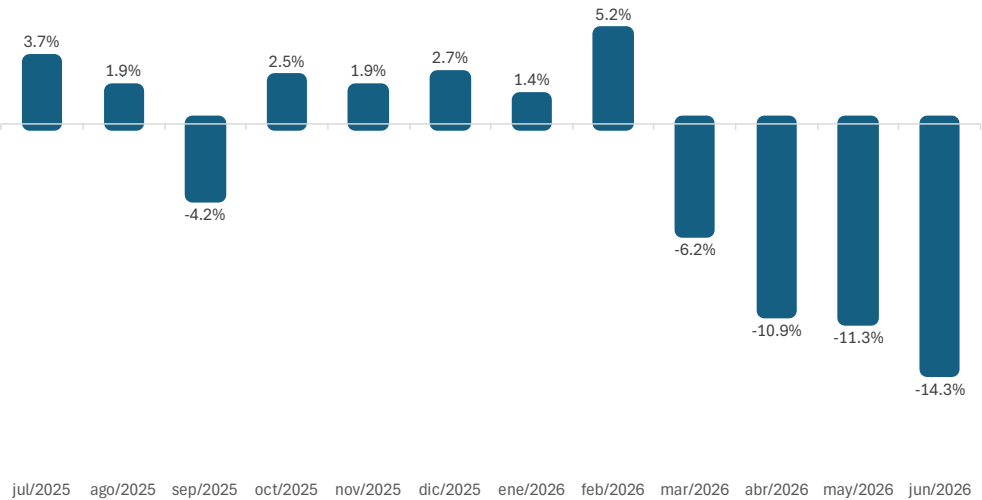
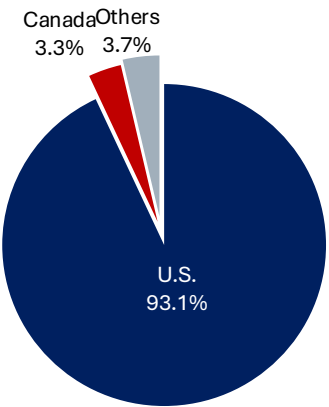
164,077
-15.3%

Canada

5,806
-13.2%

Other Countries

6,447
+20.7%



Note:

3

YTD Cumulative

Jan to Jun-2026 vs
Jan to Jun-2025

Total Tourists

1,202,821
-6%

U.S.

1,022,461
-8.1%

Canada

134,155
+6%

Other Countries

46,205
+15.1%



Results

Jun-2026 vs
Jun-2025

U.S. Tourists

164,077

-15.3%

YTD Cumulative

Jan to Jun-2026 vs
Jan to Jun-2025

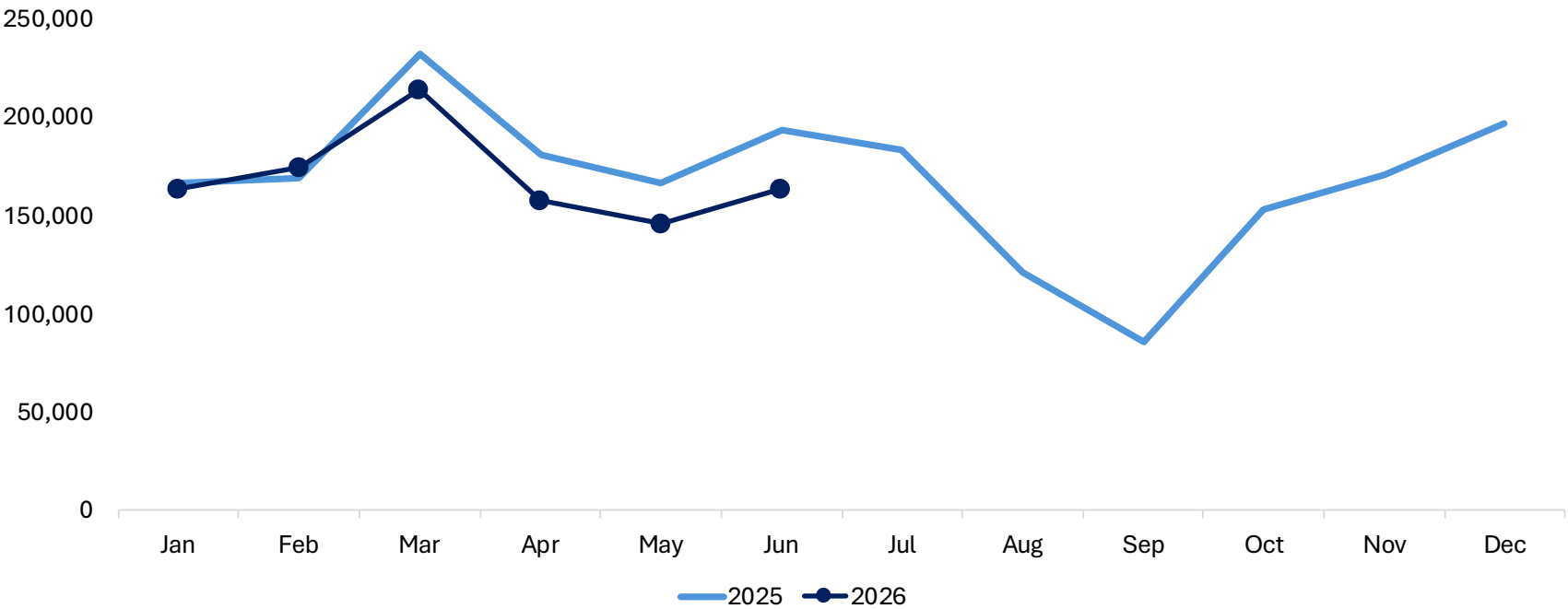
U.S. Tourists

1,022,461

-8.1%

International Tourist Arrivals, U.S.

U.S.A.	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Cum. Jan-Jun	Annual Total
2025	167,167	170,023	233,077	181,481	167,377	193,806	184,297	121,520	86,342	153,508	171,178	197,092	1,112,931	2,026,868
2026	163,756	175,414	214,793	158,274	146,147	164,077							1,022,461	





Results

Jun-2026 vs
Jun-2025

Canadian Tourists

5,806

-13.2%

YTD Cumulative

Jan to Jun-2026 vs
Jan to Jun-2025

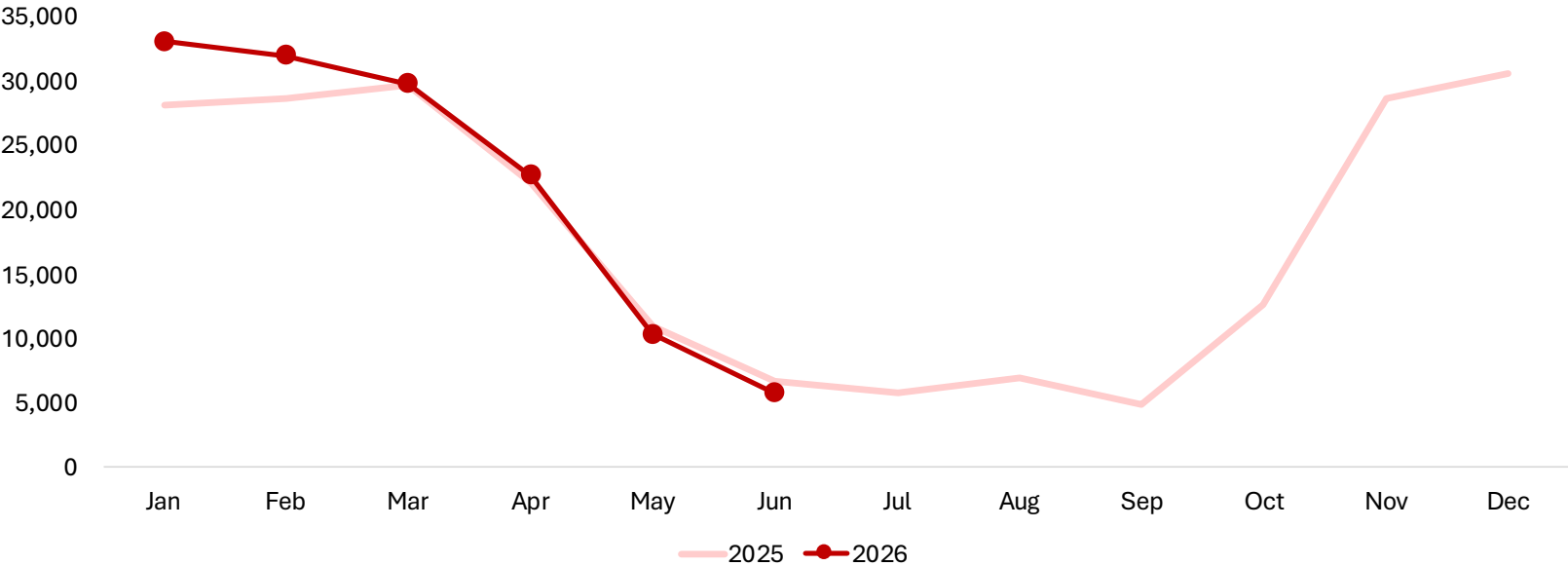
Canadian Tourists

134,155

+6%

International Tourist Arrivals, Canada

Canada	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Cum. Jan-Jun	Annual Total
2025	28,276	28,714	29,804	22,125	10,973	6,688	5,814	7,042	4,948	12,725	28,831	30,666	126,580	216,606
2026	33,201	32,140	29,889	22,753	10,366	5,806							134,155	





Results

Jun-2026 vs
Jun-2025

German Tourists

150

+8.7%

YTD Cumulative

Jan to Jun-2026 vs
Jan to Jun-2025

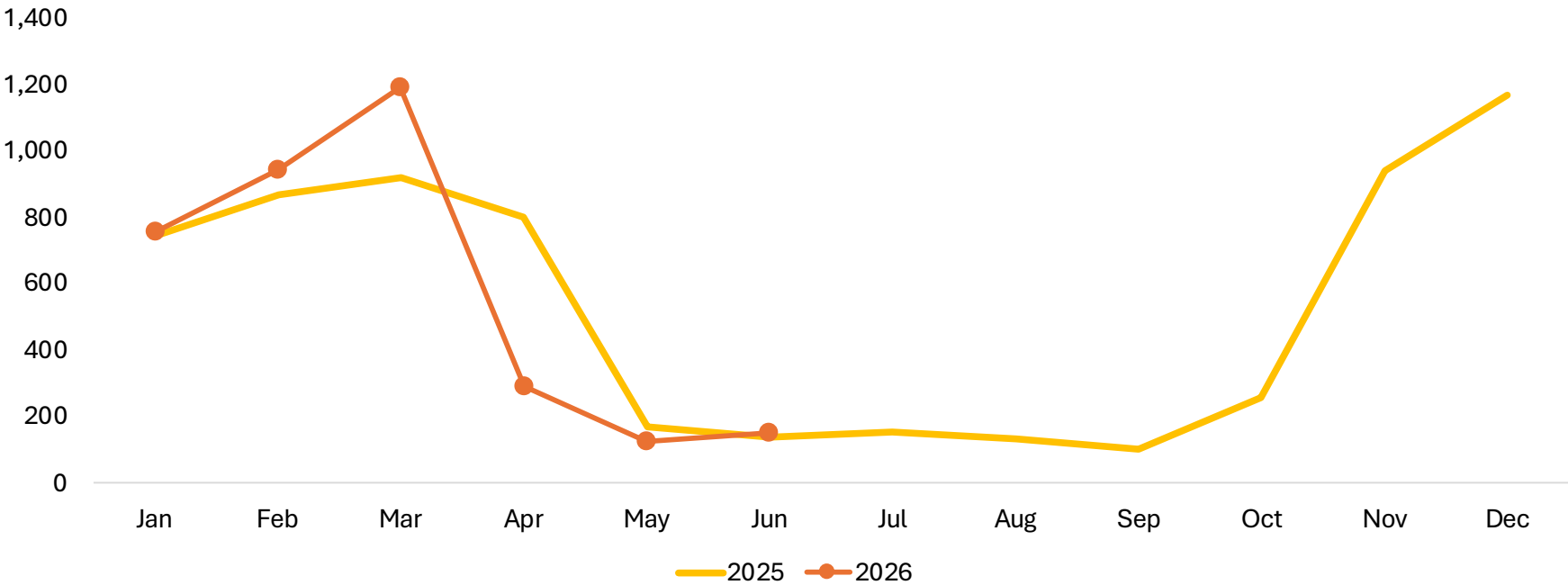
German Tourists

3,462

-5.1%

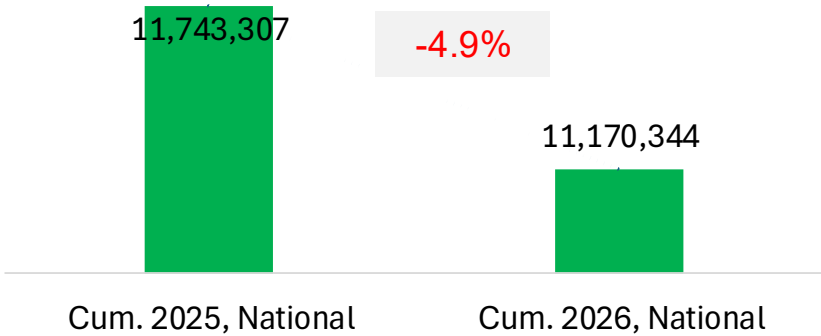
International Tourist Arrivals, Germany

Germany	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Cum. Jan-Jun	Annual Total
2025	744	870	921	805	170	138	152	131	100	259	941	1,105	3,648	6,336
2026	757	944	1,196	289	126	150							3,462	

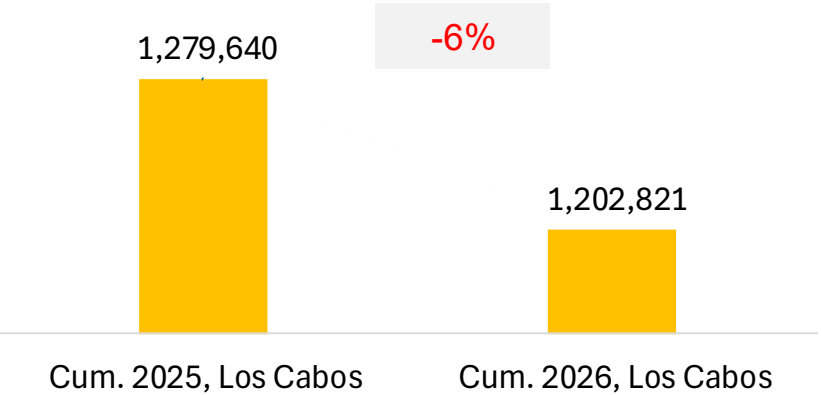


International Tourist Arrivals, by Nationality

Region	National			Los Cabos		
	Cum. 2025	Cum. 2026	Δ 2026/2025	Cum. 2025	Cum. 2026	Δ 2026/2025
United States	7,484,450	6,759,496	-9.7%	1,112,931	1,022,461	-8.1%
Canada	1,692,672	1,817,778	7.4%	126,580	134,155	6.0%
Europe	1,018,154	1,021,644	0.3%	15,793	16,389	3.8%
Caribbean, South ar	1,126,535	1,817,778	61.4%	3,853	11,217	194.7%
Rest	421,496	418,070	-0.8%	20,483	18,599	-9.3%
Total	11,743,307	11,170,344	-4.9%	1,279,640	1,202,821	-6.0%



Key Market	National			Los Cabos		
	Cum. 2025	Cum. 2026	Δ 2026/2025	Cum. 2025	Cum. 2026	Δ 2026/2025
United Kingdom	221,167	222,185	0.5%	4,720	4,401	-6.8%
Spain	165,854	166,247	0.2%	784	908	15.8%
Germany	126,263	124,029	-1.8%	3,648	3,462	-5.1%
Australia	28,506	28,305	-0.7%	3,116	2,840	-8.9%
South Korea	55,097	55,494	0.7%	1,788	1,474	-17.6%
China	104,998	101,712	-3.1%	4,308	4,333	0.6%
India	63,164	55,640	-11.9%	4,880	4,081	-16.4%
Total	765,049	753,612	-1.5%	23,244	21,499	-7.5%



Note: 3

Cumulative Results
Jan to Jun-2026 vs
Jan to Jun-2025

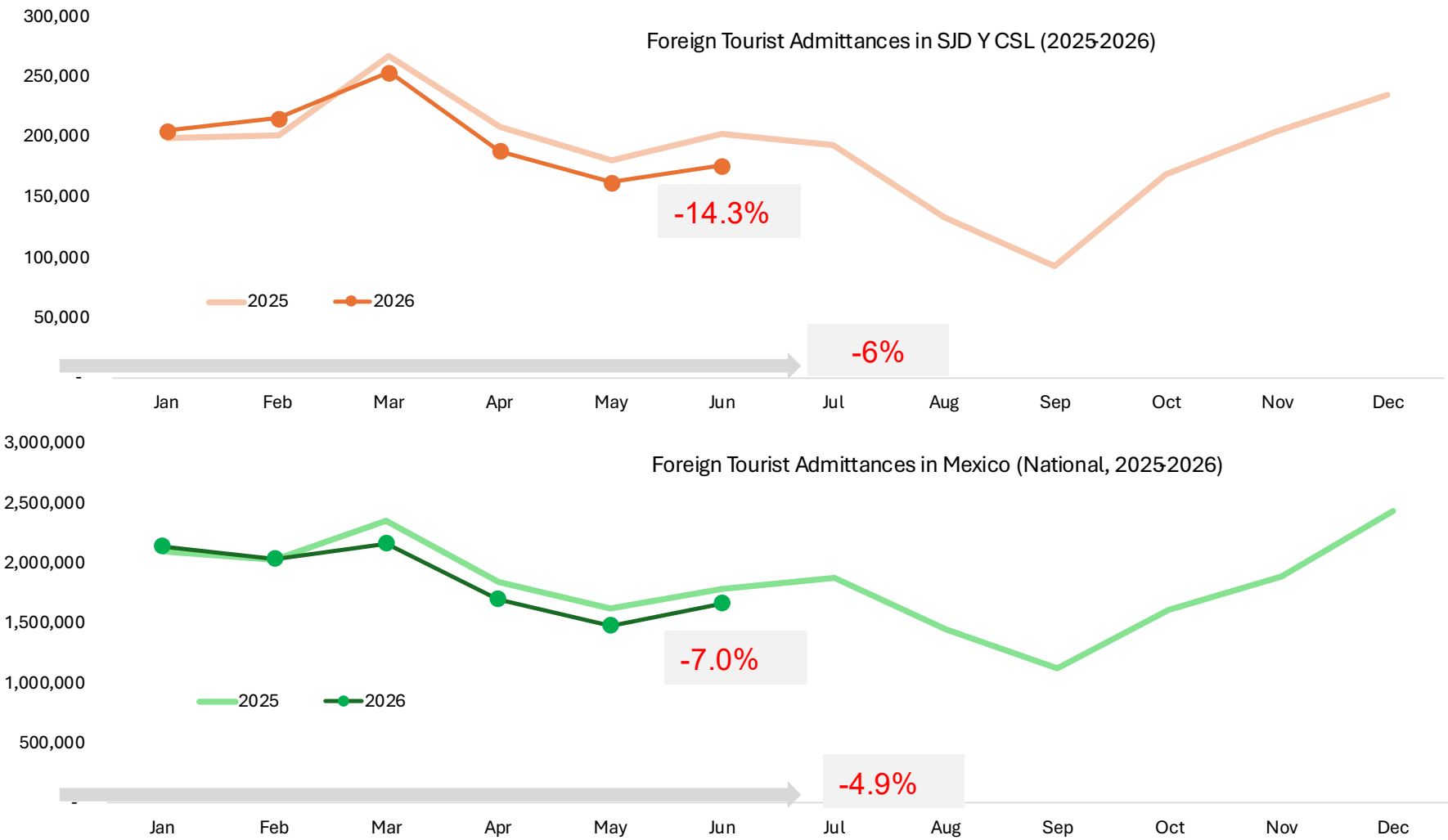
Total Tourist Arrivals
all Mexico
11,170,344
-4.9%

Key Markets
all Mexico
753,612
-1.5%

Total Tourist Arrivals
Los Cabos
1,202,821
-6%

Key Markets
Los Cabos
21,499
-7.5%

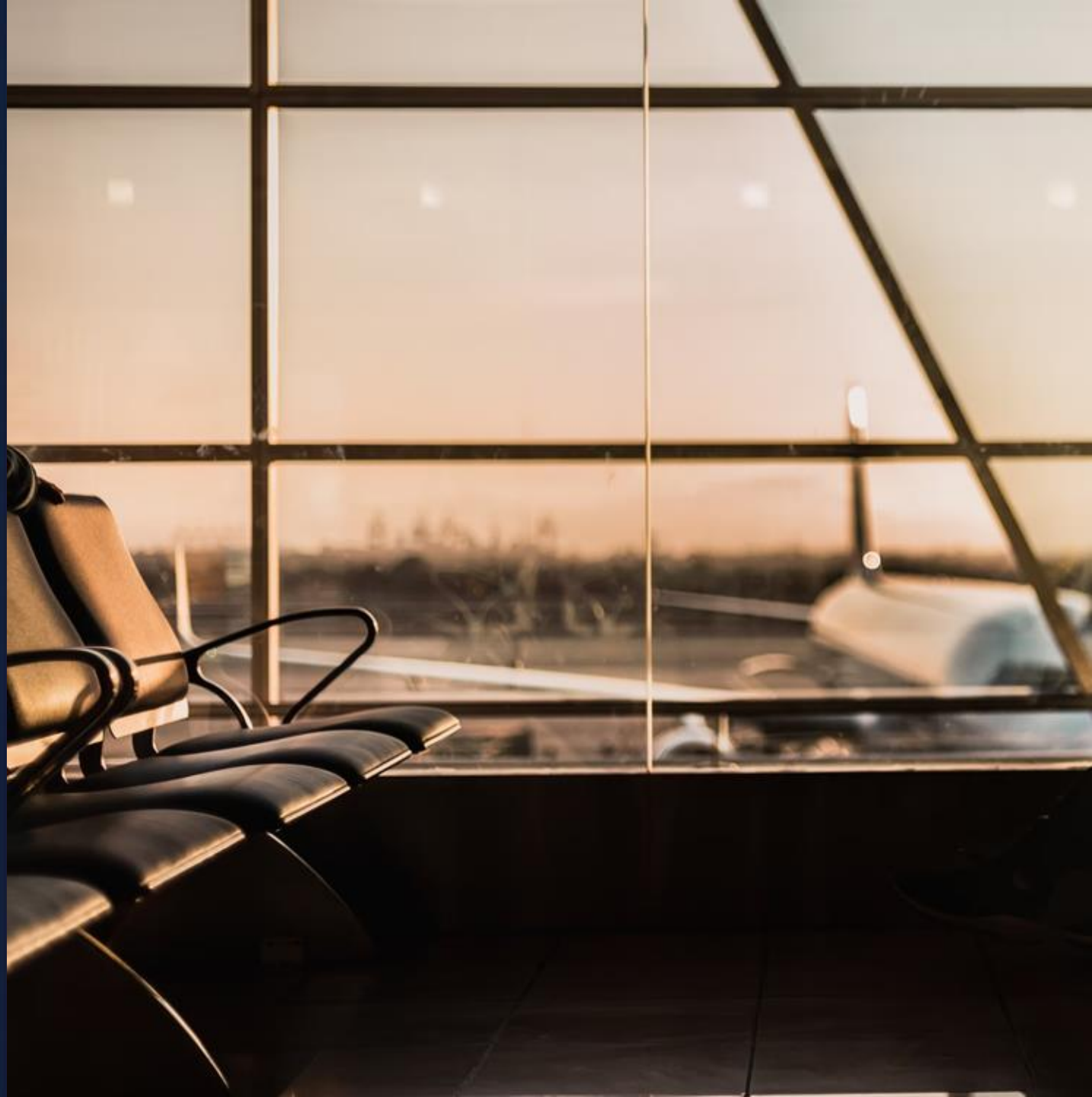
International Tourist Arrivals





AIR TRAFFIC

SCHEDULED SEATS





Scheduled Seats for the Upcoming 6 Months (Sep2026 to Feb2027 vs Year Prior)

Scheduled Seats

829 thousand

+6.3%

CDMX

348.5 thousand

+5.8%

GDL

136.4 thousand

+1.9%

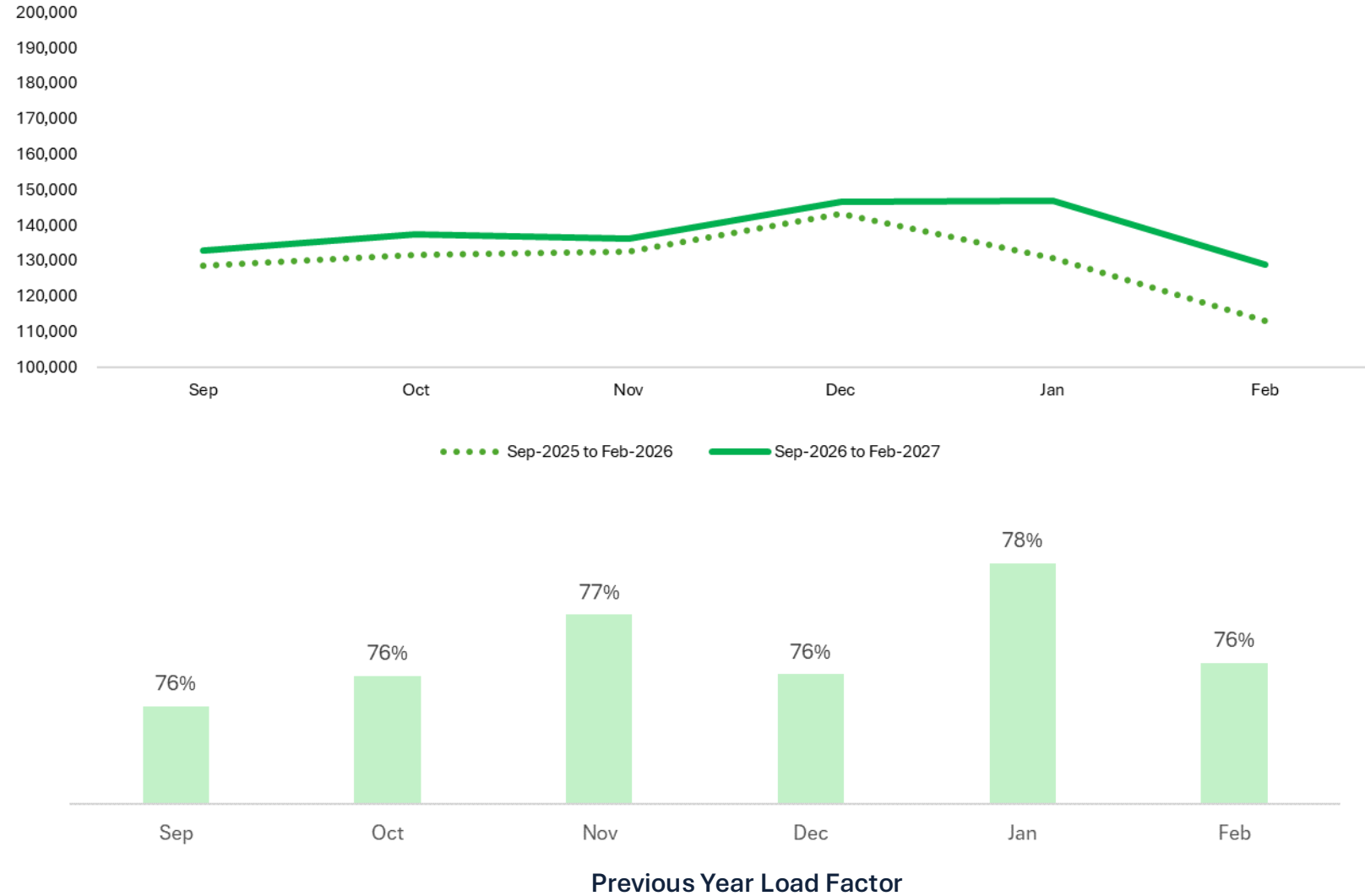
TIJ

146.2 thousand

+0.9%

Scheduled Seats for the Upcoming 6 Months, domestic

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



Note:



Scheduled Seats for the
Upcoming 6 Months (Sep2026
to Feb2027 vs Year Prior)

Scheduled Seats

829 thousand

+6.3%

Aeroméxico

132.9 thousand

+0.3%

Viva Aerobús

310.4 thousand

+6.0%

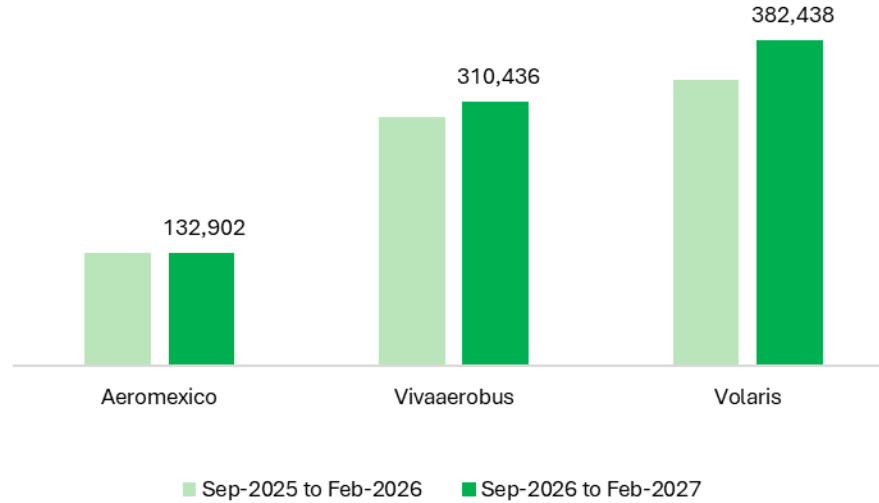
Volaris

382.4 thousand

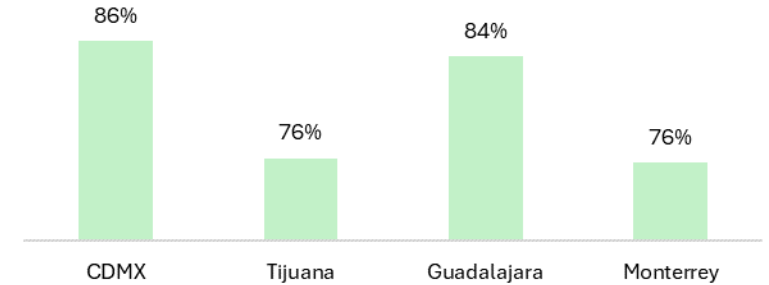
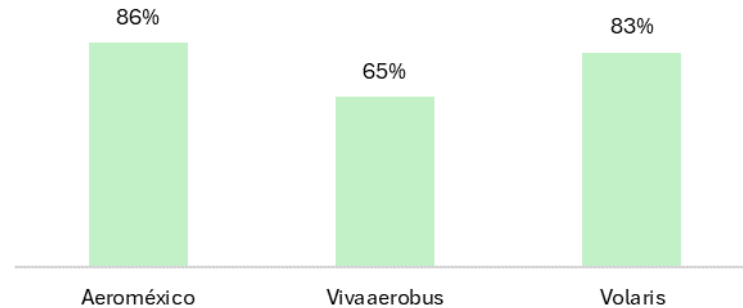
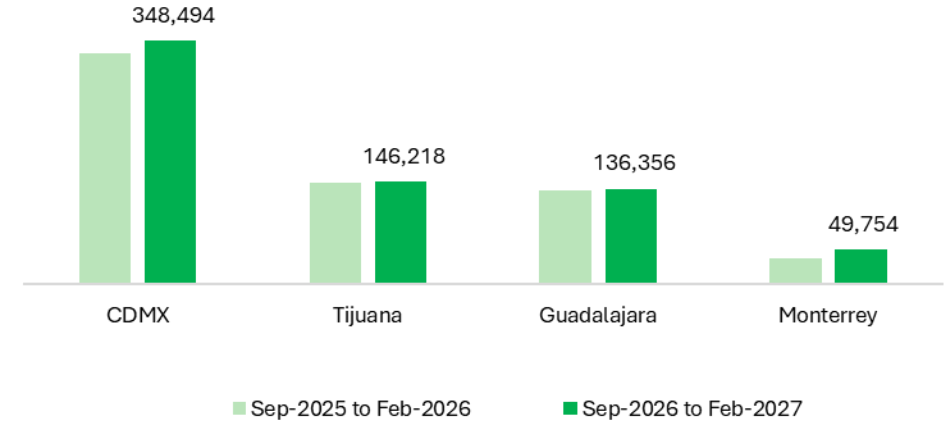
+13.6%

Scheduled Seats for the Upcoming 6 Months, domestic

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



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



Previous Year Load Factor

Note:

6



Scheduled Seats for the
Upcoming 6 Months (Sep2026
to Feb2027 vs Year Prior)

Scheduled Seats

1.20 million

-8.9%

Dallas Fort Worth (DFW)

133.3 thousand

-6.4%

Los Angeles (LAX)

152.3 thousand

-25.8%

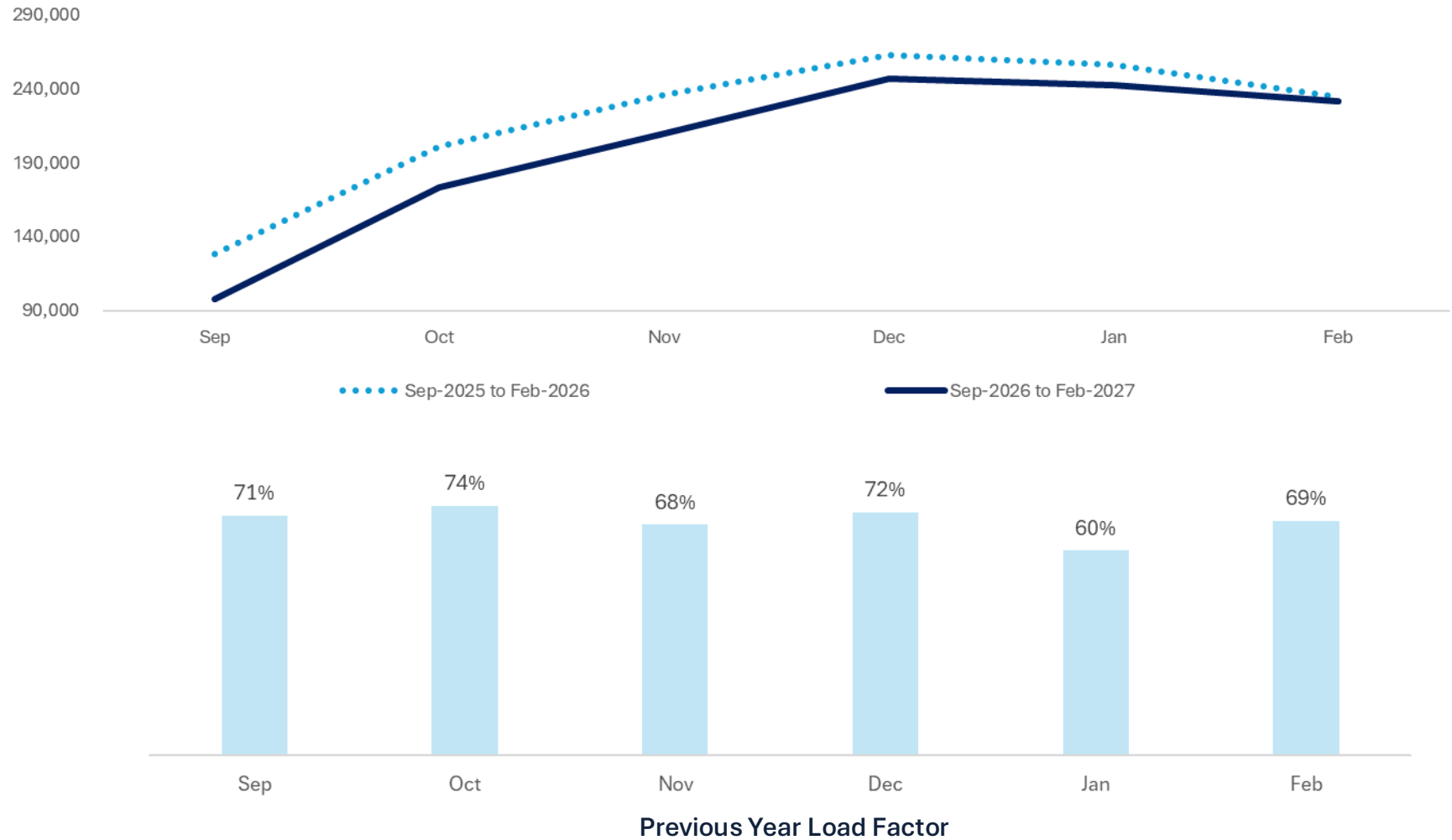
Phoenix (PHX)

132.2 thousand

-4.8%

Scheduled Seats for the Upcoming 6 Months, U.S.

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



Note: 6



Scheduled Seats for the
Upcoming 6 Months (Sep2026
to Feb2027 vs Year Prior)

Scheduled Seats

1.20 million

-8.9%

Alaska

206.8 thousand

-23.1%

American Airlines

290.3 thousand

-14.9%

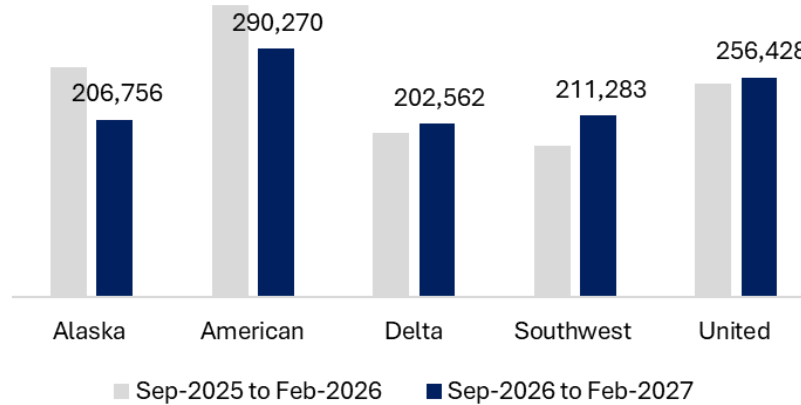
United

256.4 thousand

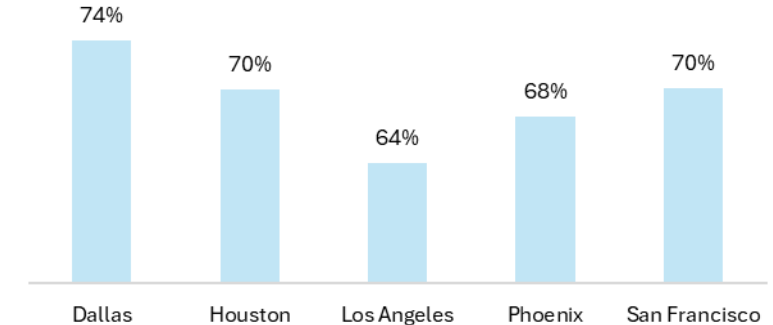
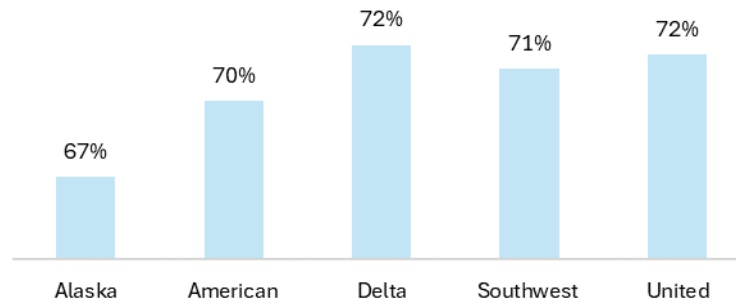
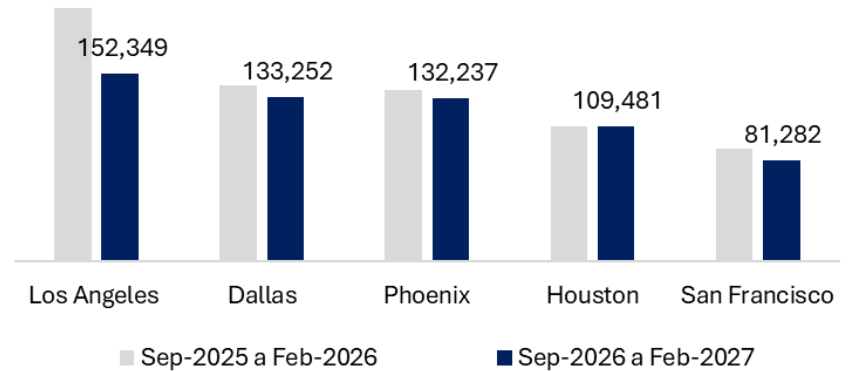
+2.9%

Scheduled Seats for the Upcoming 6 Months, U.S.

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



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



Previous Year Load Factor

Note:

6



Scheduled Seats for the
Upcoming 6 Months (Sep2026
to Feb2027 vs Year Prior)

Scheduled Seats
184.3 thousand
+28.3%

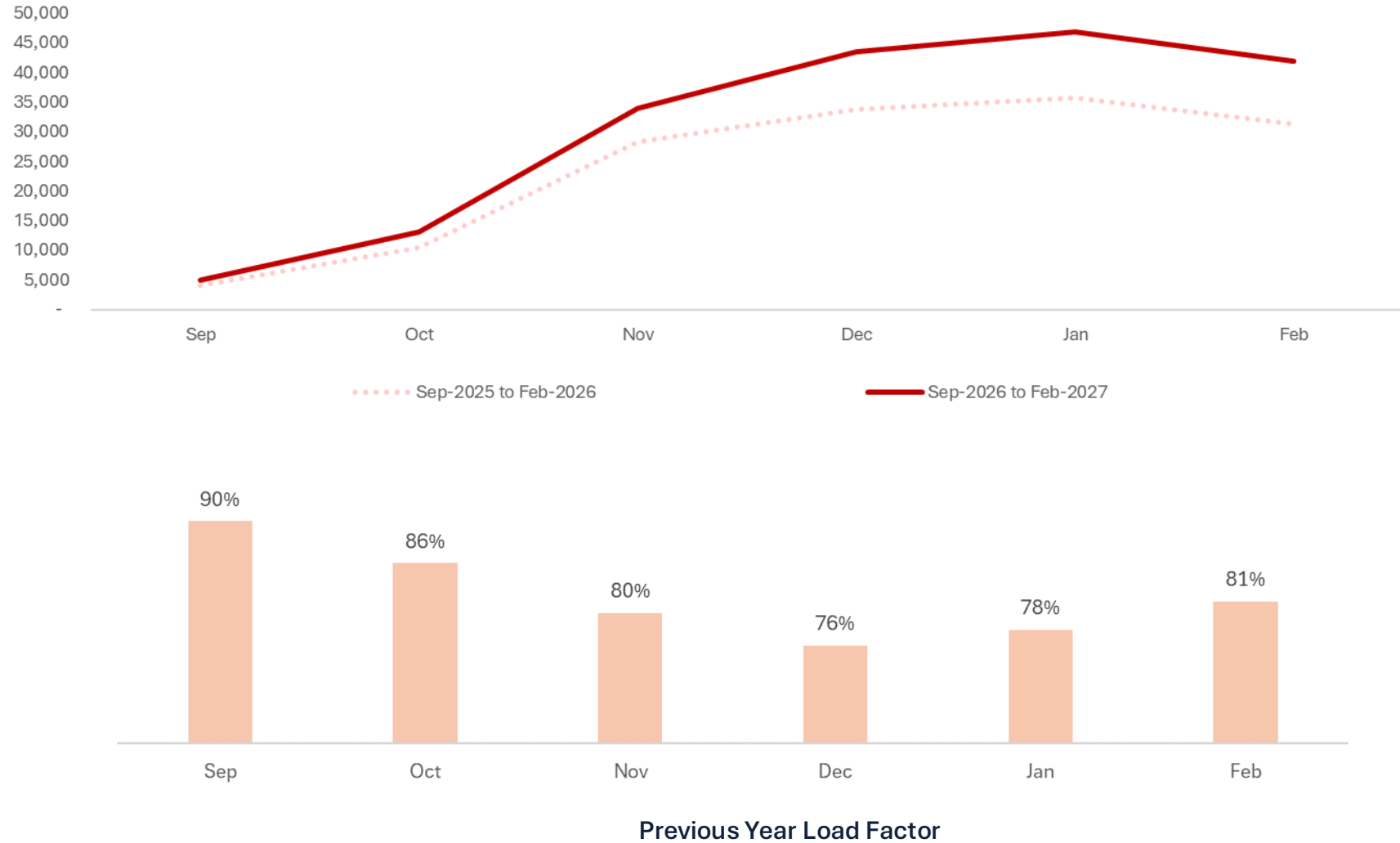
Calgary (YYC)
42.6 thousand
+11.7%

Toronto (YYZ)
34.9 thousand
+24.2%

Vancouver (YVR)
57.4 thousand
+12.0%

Scheduled Seats for the Upcoming 6 Months, Canada

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





Scheduled Seats for the
Upcoming 6 Months (Sep2026
to Feb2027 vs Year Prior)

Scheduled Seats
184.3 thousand
+28.3%

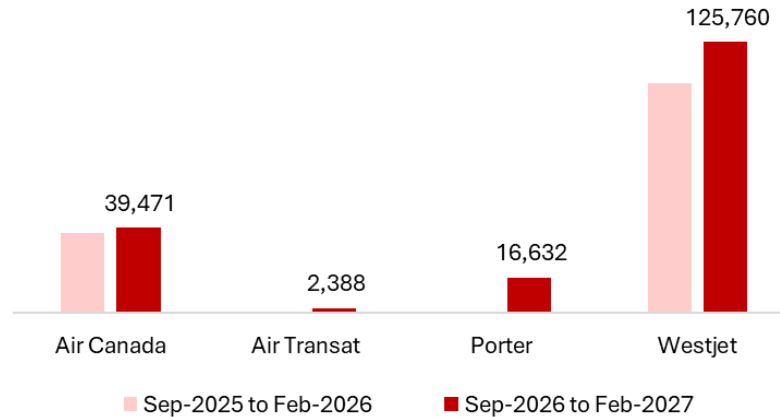
Air Canada
39.5 thousand
+6.2%

Porter
16.6 thousand

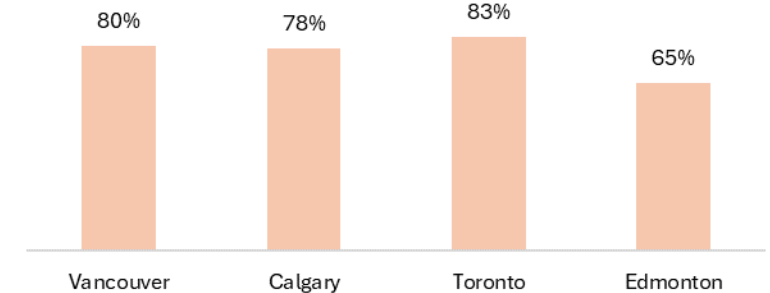
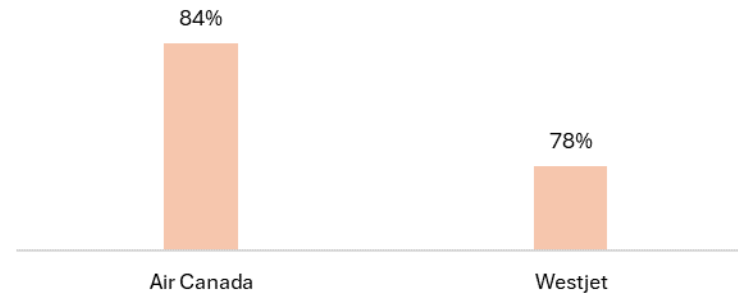
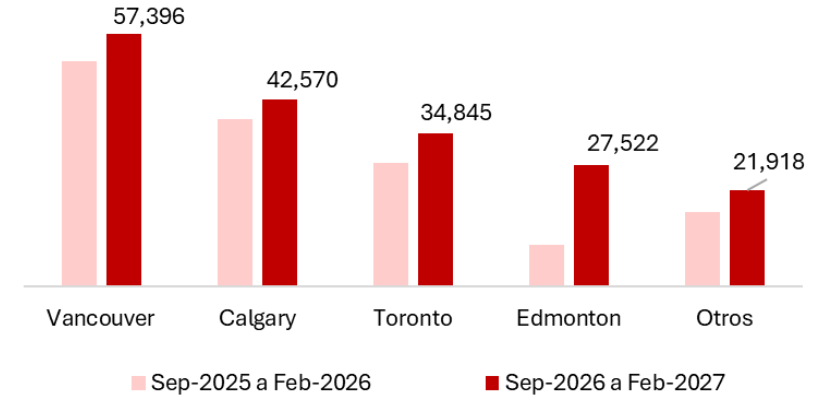
Westjet
125.8 thousand
+18.1%

Scheduled Seats for the Upcoming 6 Months, Canada

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



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



Previous Year Load Factor

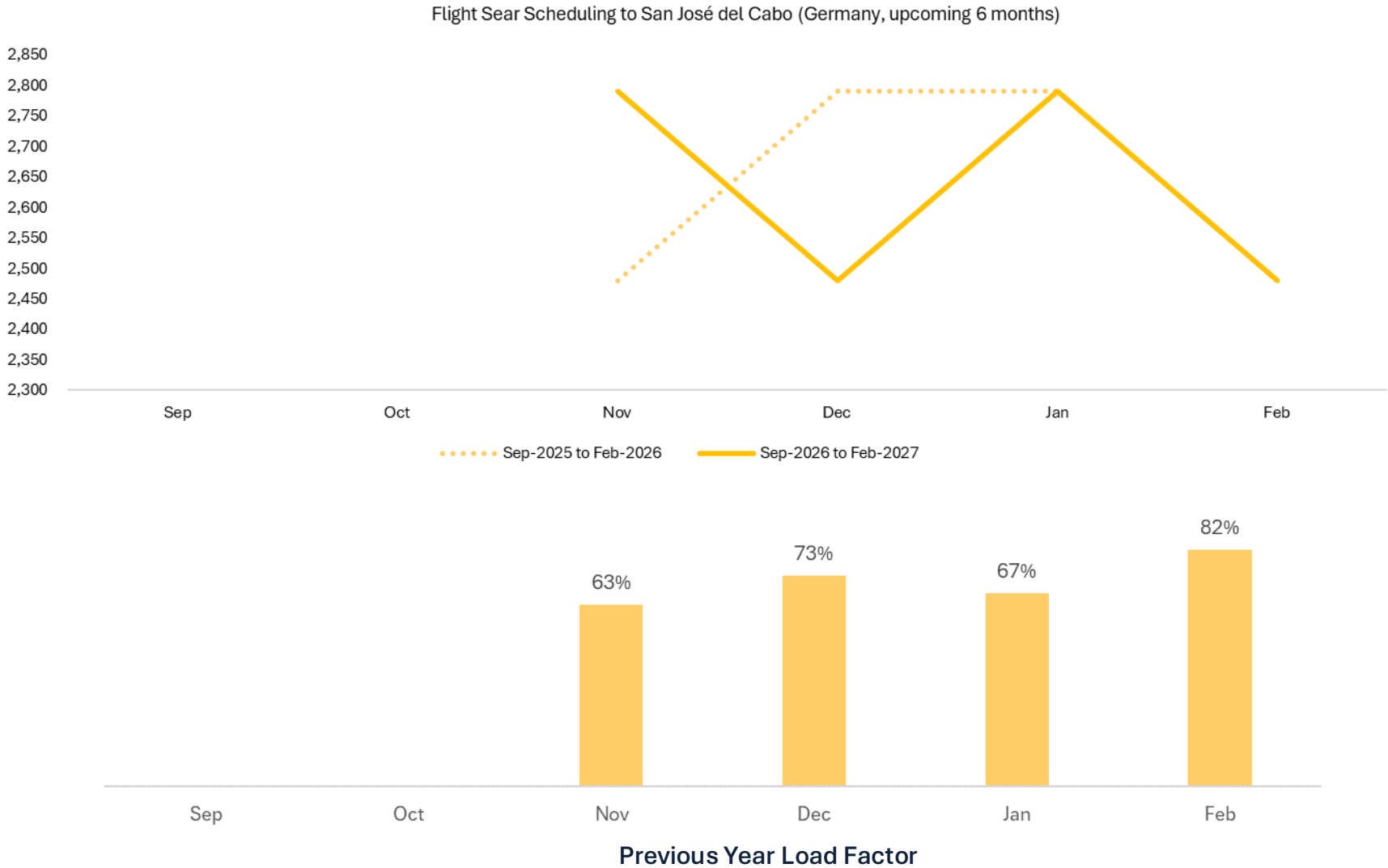


Scheduled Seats for the
Upcoming 6 Months (Sep2026
to Feb2027 vs Year Prior)

Seat Scheduling
(FRA, Condor
Flugdienst)

10.54 thousand
No change

Scheduled Seats for the Upcoming 6 Months, Germany



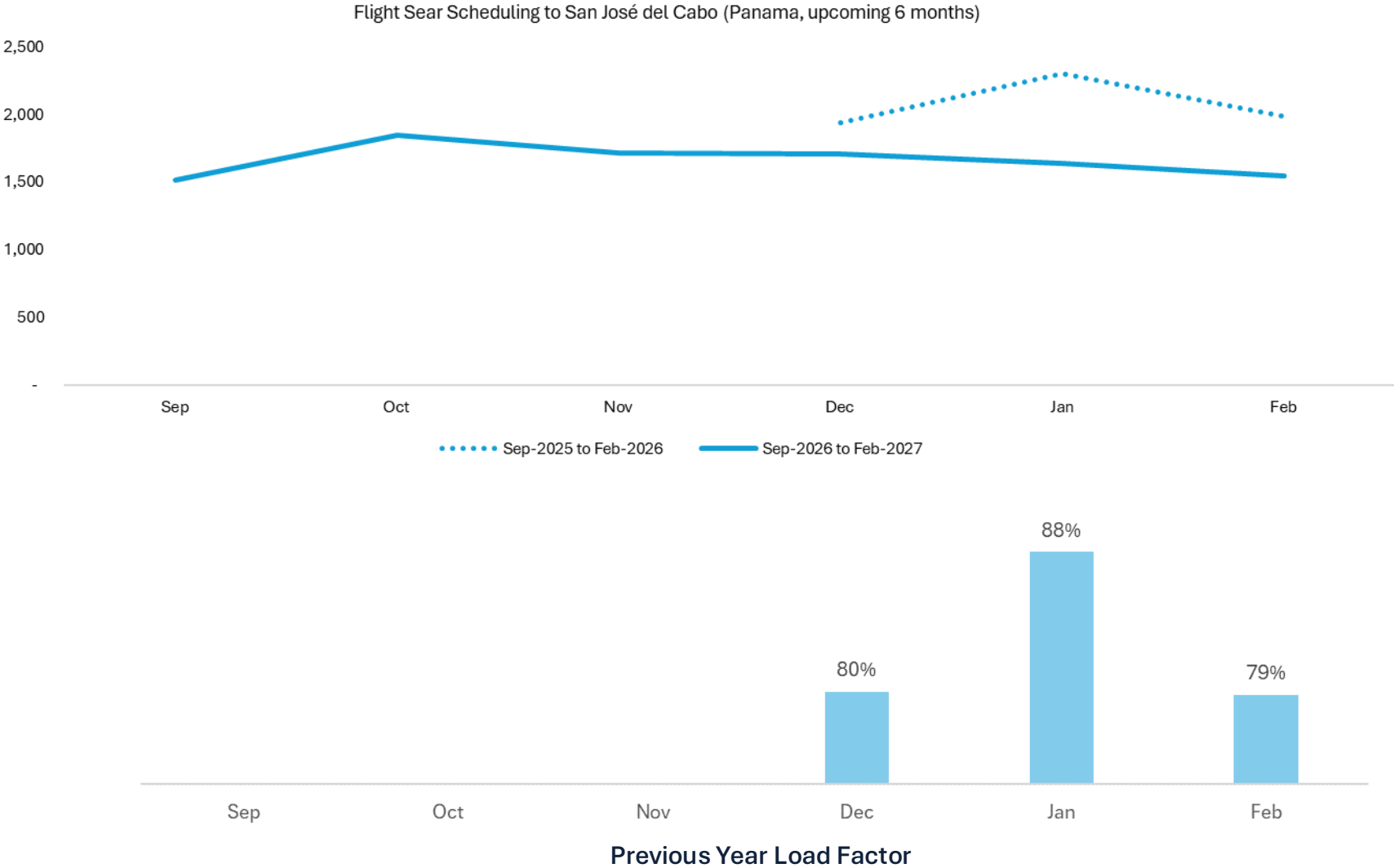
Note:



Scheduled Seats for the
Upcoming 6 Months (Sep2026
to Feb2027 vs Year Prior)

Scheduling Seat
(PTY, Copa Airlines)
9.9 thousand

Scheduled Seats for the Upcoming 6 Months, Panama



Note:

Historical Load Factors
(Sep2025 to Feb2026)

Domestic Airlines

77%

U.S. Airlines

69%

Canadian Airlines

80%

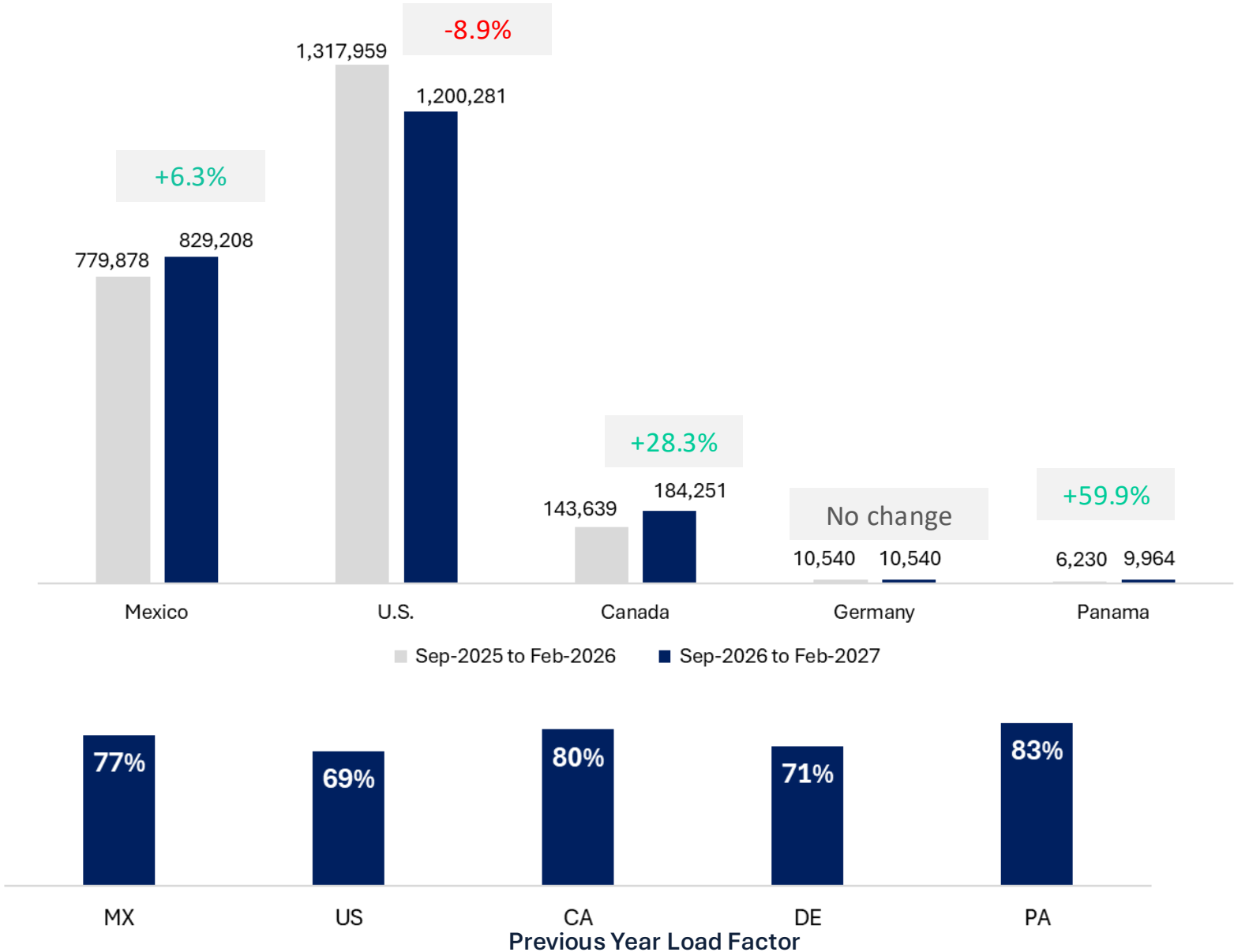
German Airlines

71%

Panamanian Airlines

83%

Scheduled Seats and Load Factors



ACCOMMODATION

HOTEL ACTIVITY



Hotel Occupancy

Jul-2026 vs Jul-2025

Los Cabos

67%

-7pp

Cabo San Lucas

73%

-7pp

San José del Cabo

59%

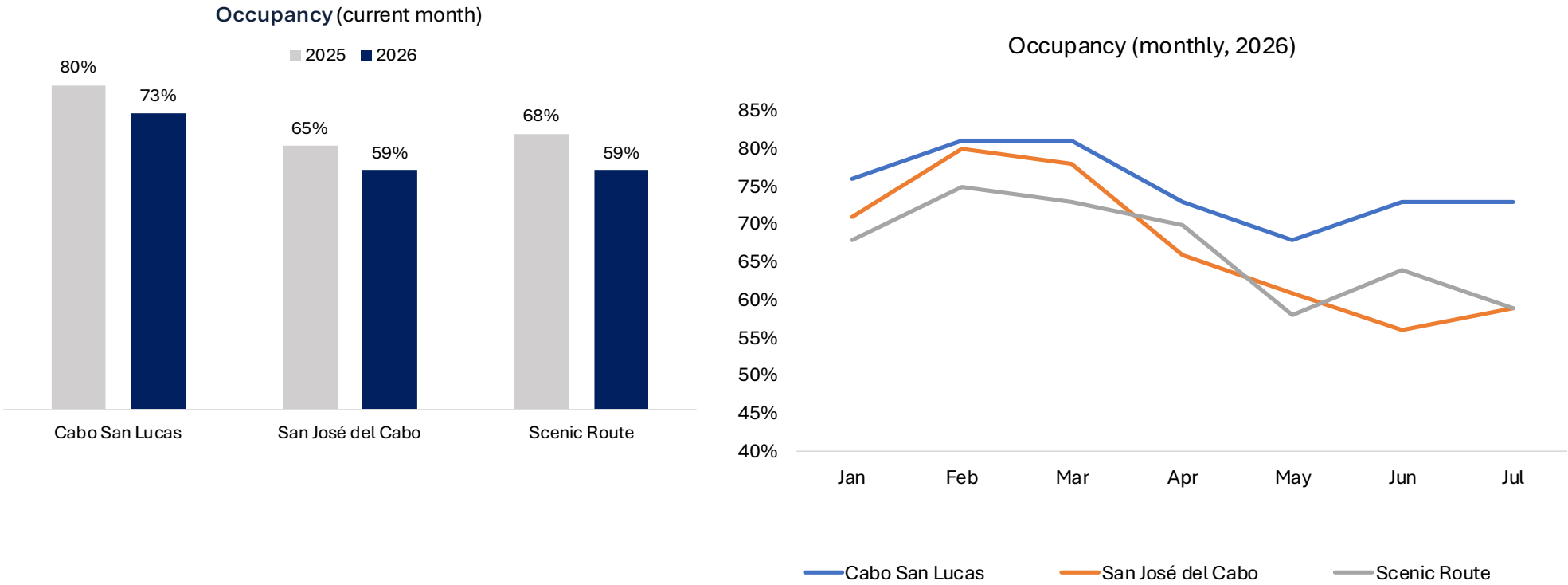
-6pp

Scenic Route

59%

-9pp

Occupancy in Los Cabos and Destination Areas



Cumulative results

Jan-Jul 2026

vs Jan-Jul 2025

Los Cabos

72%

-3.9pp

Cabo San Lucas

75%

-3.7pp

San José del Cabo

67%

-1.7pp

Scenic Route

67%

-4.4pp

ADR in Los Cabos and Destination Areas

Average ADR

Jul-2026
vs Jul-2025

Los Cabos

\$376
-3.3%

Cabo San Lucas

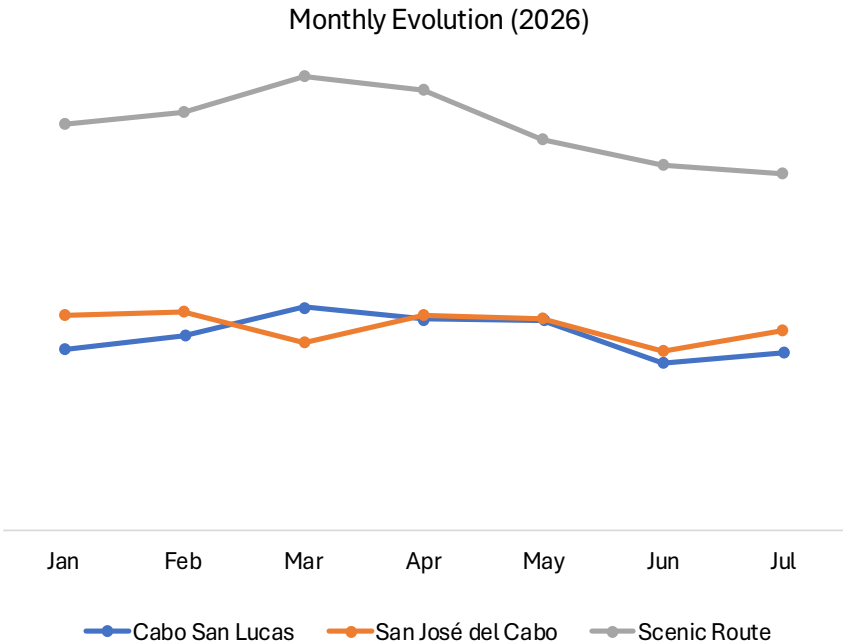
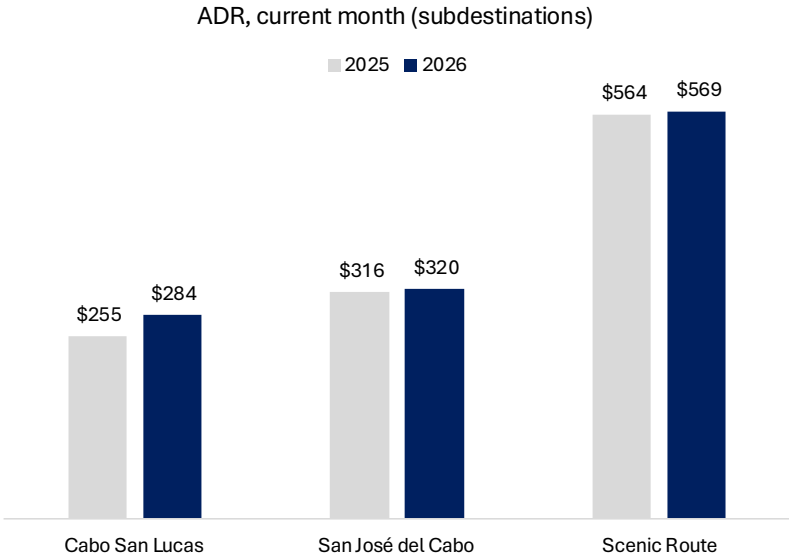
\$284
+11.4%

San José del Cabo

\$320
+1.3%

Scenic Route

\$569
+0.9%



Note:

7

Average ADR
Jan-Jul 2026
vs Jan-Jul 2025

Los Cabos
\$455
+0.8%

Cabo San Lucas
\$311
+0.3%

San José del Cabo
\$326
+4.6%

Scenic Route
\$646
-6.2%

Jul-2026 vs Jul-2025

Occupancy
67%
-7pp

ADR
\$376
-3.3%

Occupancy
(Jan-Jul 2026):

71.7%

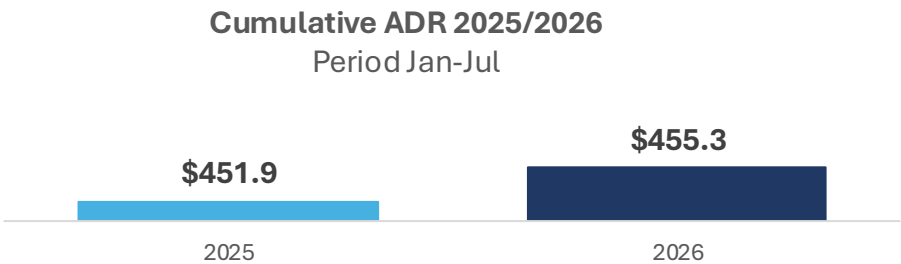
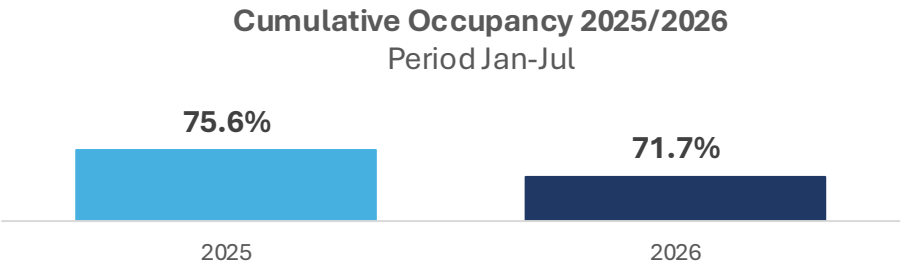
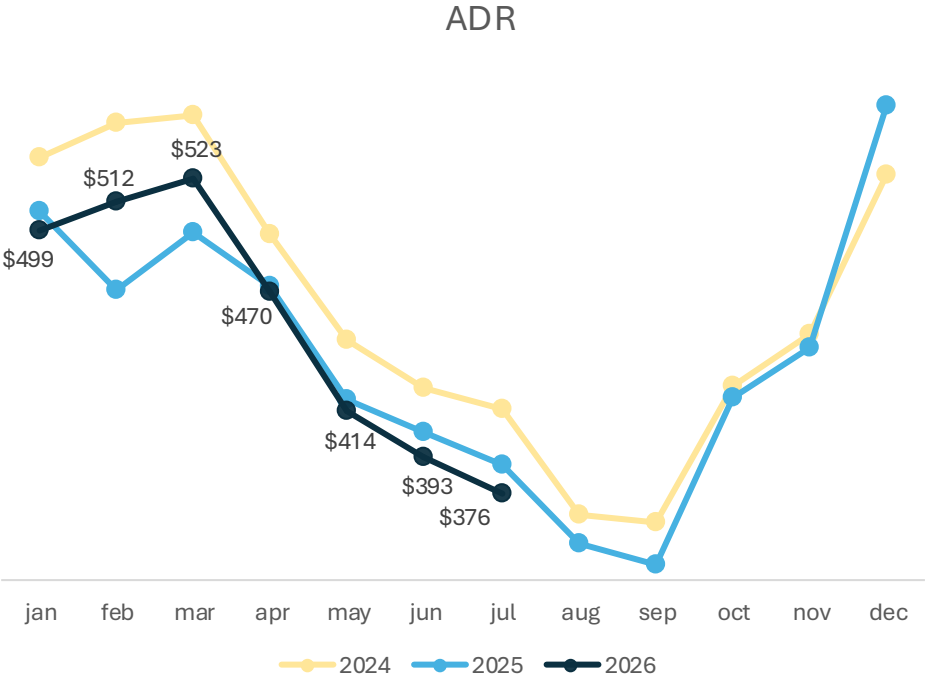
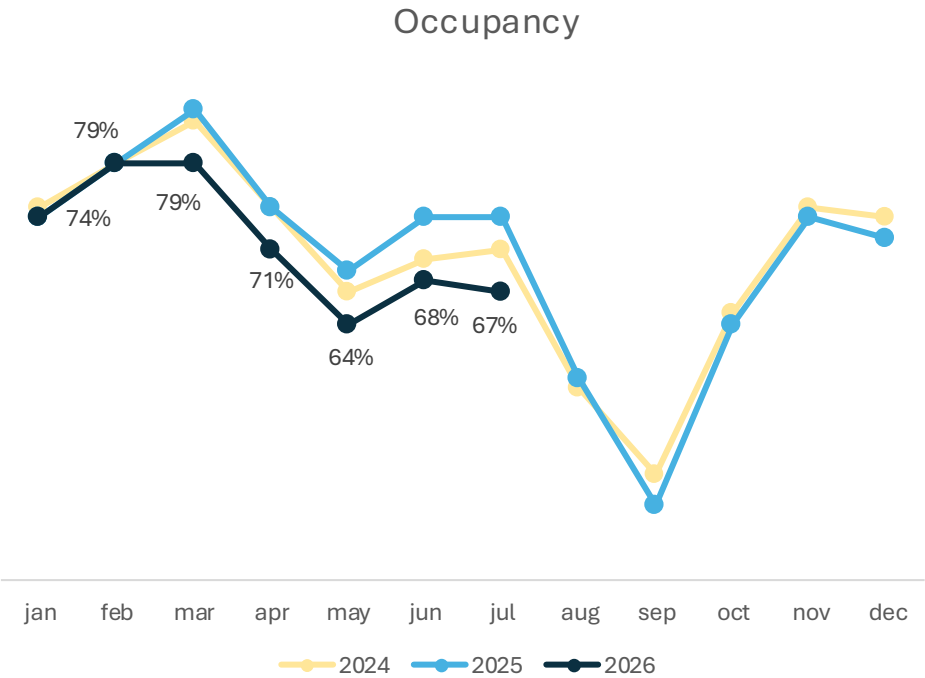
-3.9pp vs Jan-Jul 2025

ADR
(Jan-Jul 2026):

\$455.3

+0.8% vs Jan-Jul 2025

Occupancy and ADR in Los Cabos (All Accommodation Plans)



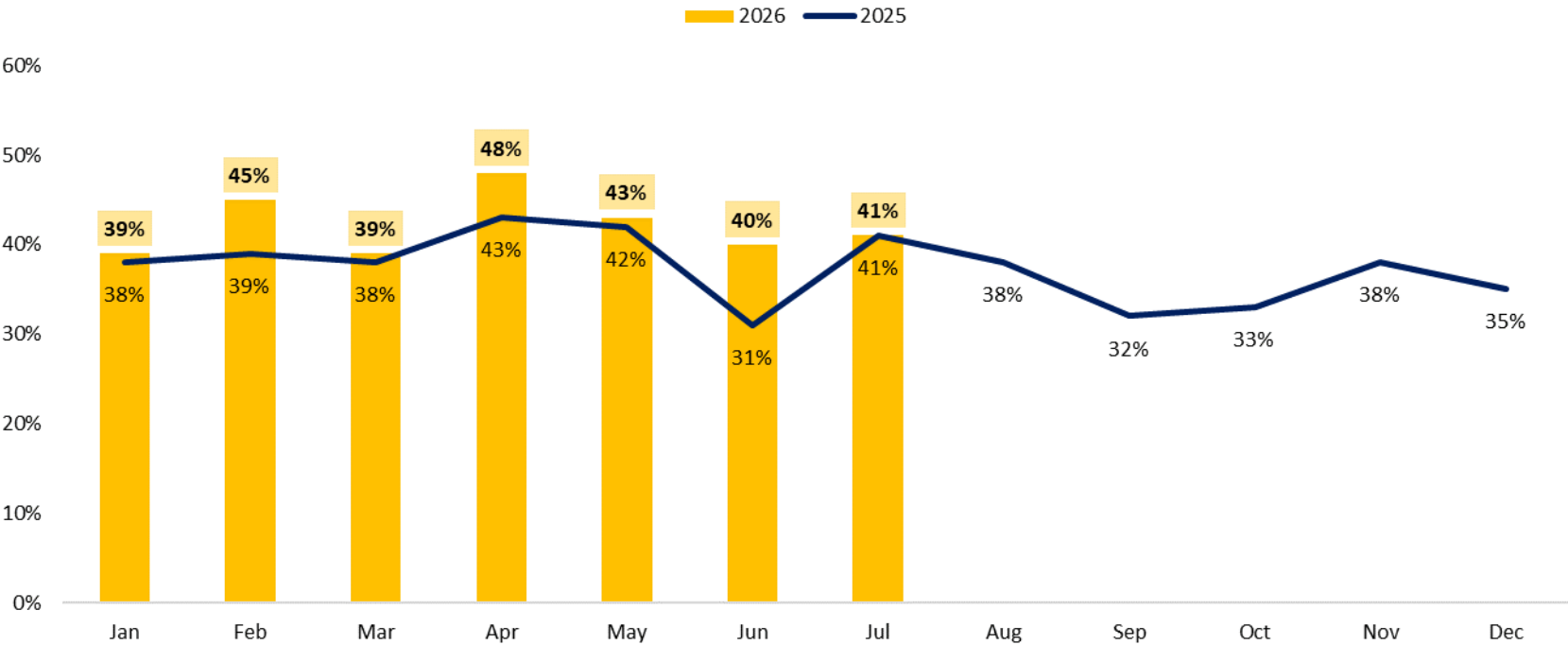
TOURIST BEHAVIOR



Results
Jul-2026
vs Jul-2025

Returning Tourists
41%

Returning Tourists



Results

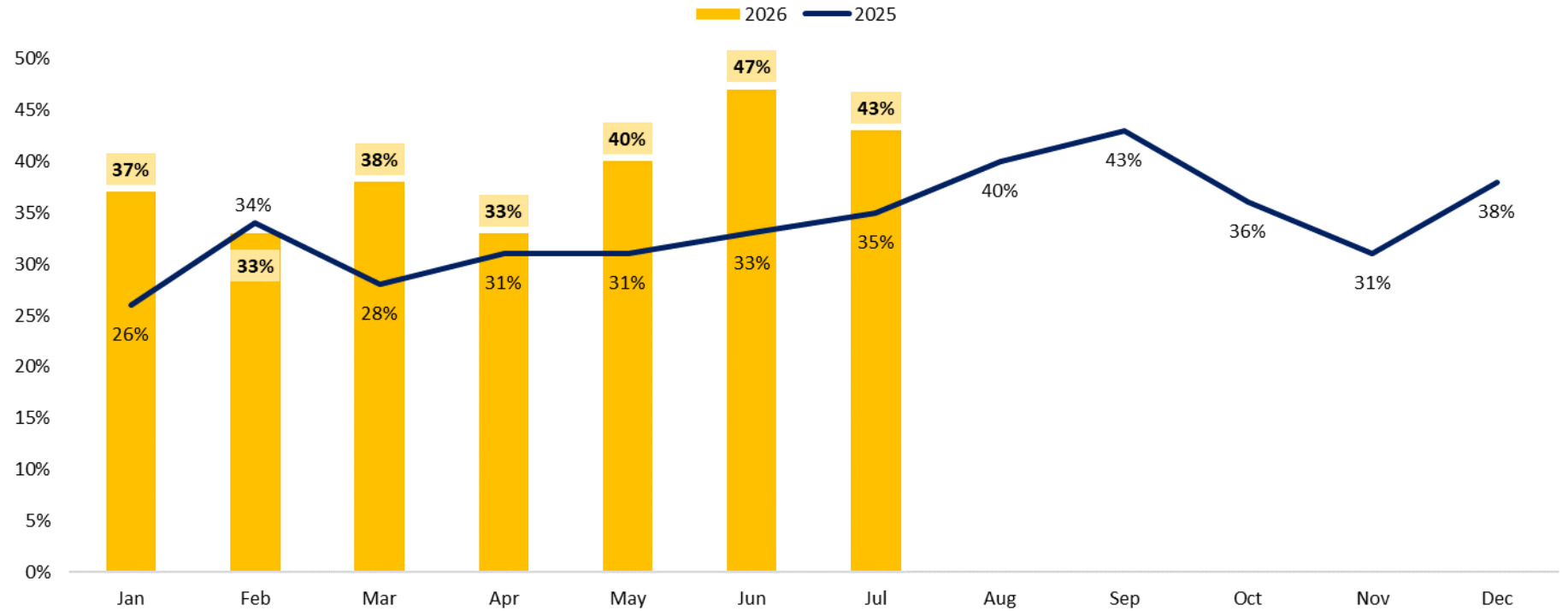
Jul-2026
vs Jul-2025

Vacation Packages

43%

+8pp

Vacation Packages



Results

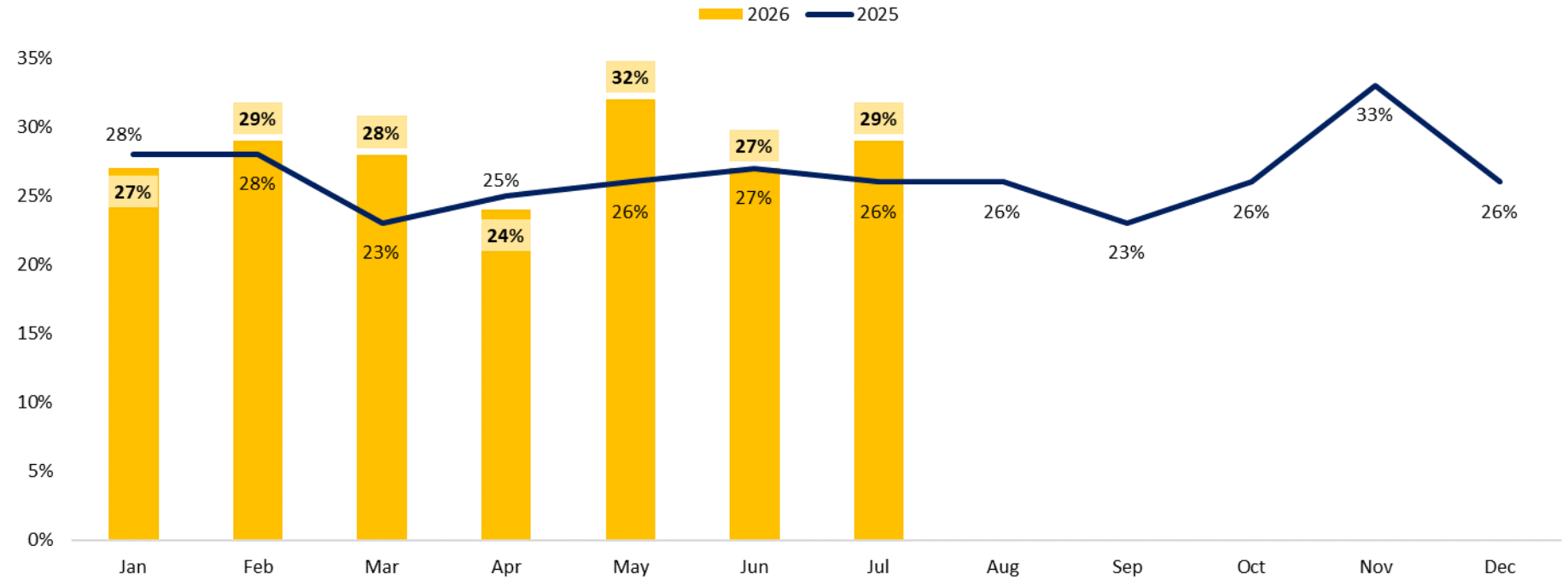
Jul-2026
vs Jul-2025

Time Shares

29%

+3pp

Time Shares

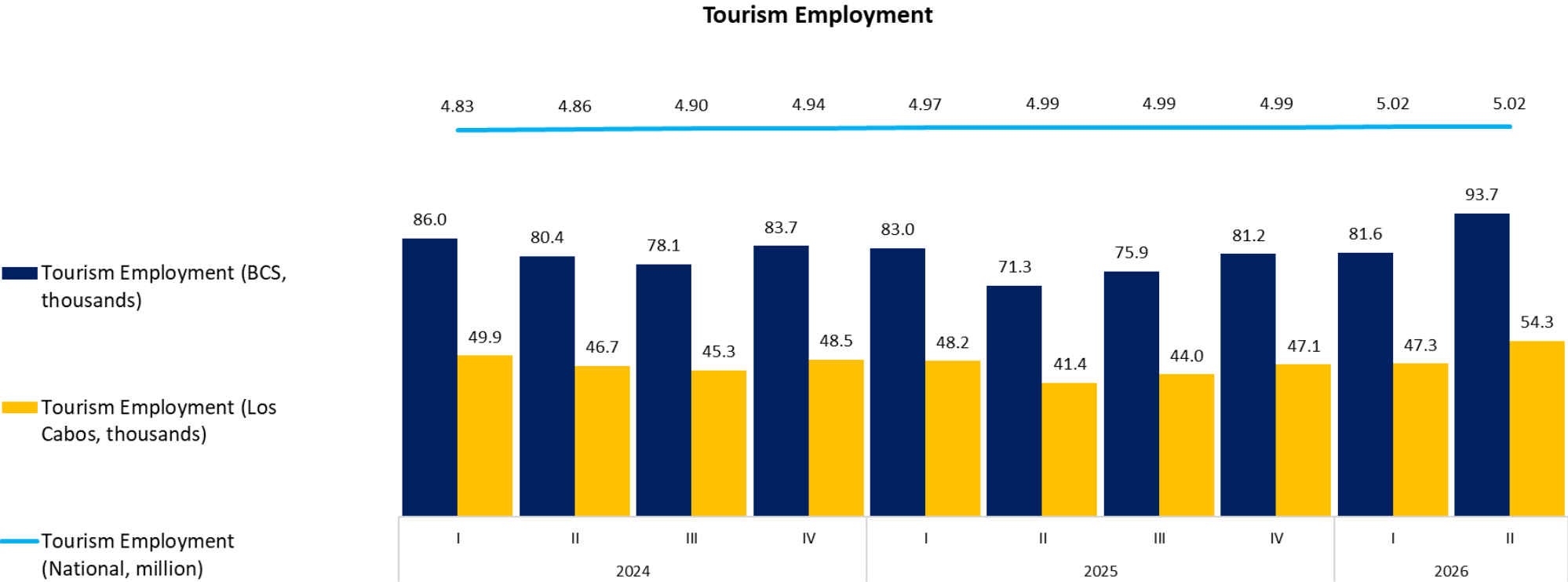




ECONOMIC IMPACT OF TOURISM IN LOS CABOS AND BAJA CALIFORNIA SUR



Formal Employment in Baja California Sur



The tourism employment data series is smoothed by calculating the average of the last four quarters. The goal is to eliminate short- and medium-term fluctuations from the series. Tourism employment includes salaried employees and self-employed workers.

Tourism Employment
Estimates for Los Cabos:

Q2 2026 vs Q2 2025
54,319 positions
+31.3%

Q2 2026
vs Q2 2025

Tourism Income BCS

\$11,546 MXN

+3.4%

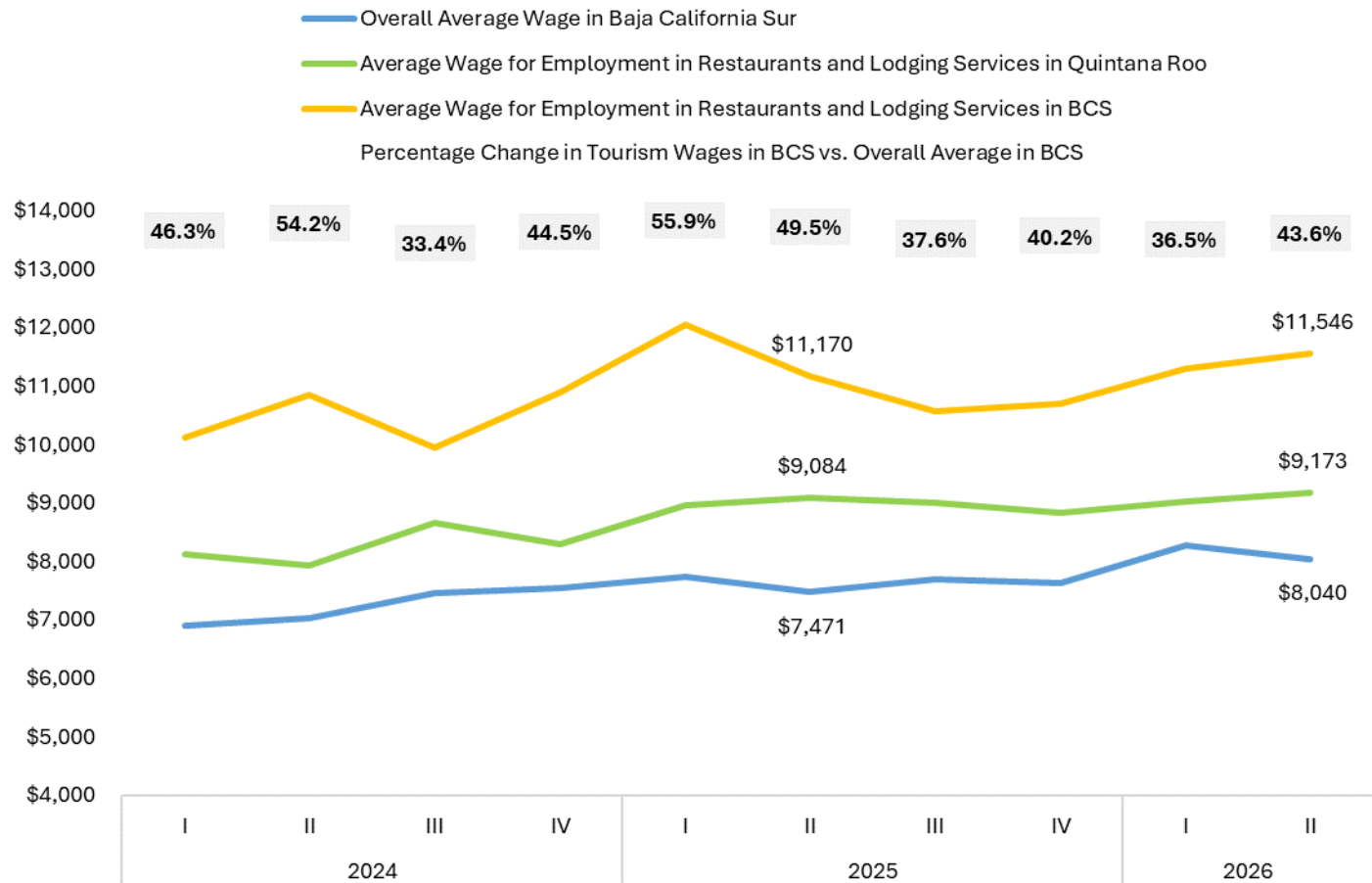
Q2 2026

Tourism Income BCS

+43.6%

vs Q2 2026
Overall Average
Income BCS

Income and Employment in Baja California Sur



Average tourism employment income in BCS (current pesos), Tourism labor income in Quintana Roo and BCS tourism (pesos Q1 2020).

CRUISE ACTIVITY
AND MEETINGS



Results

Jun-2026
Vs Jun-2025

Vessels

21

+31.3%

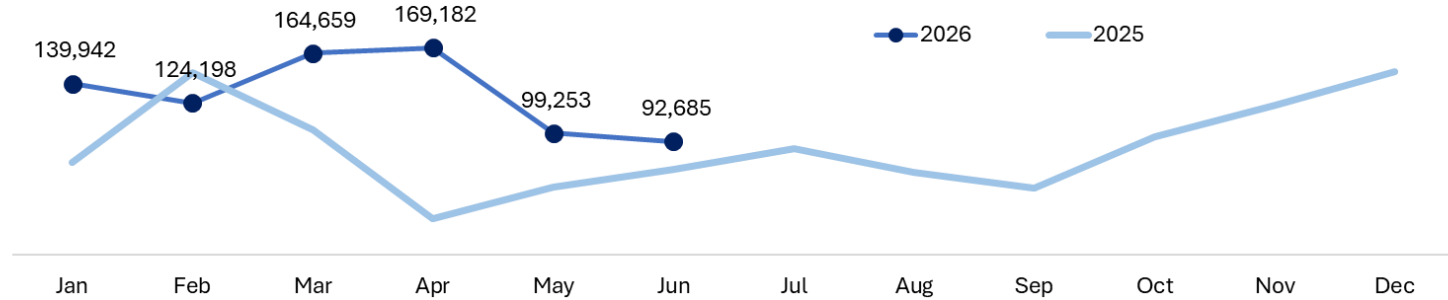
Passengers

92,685

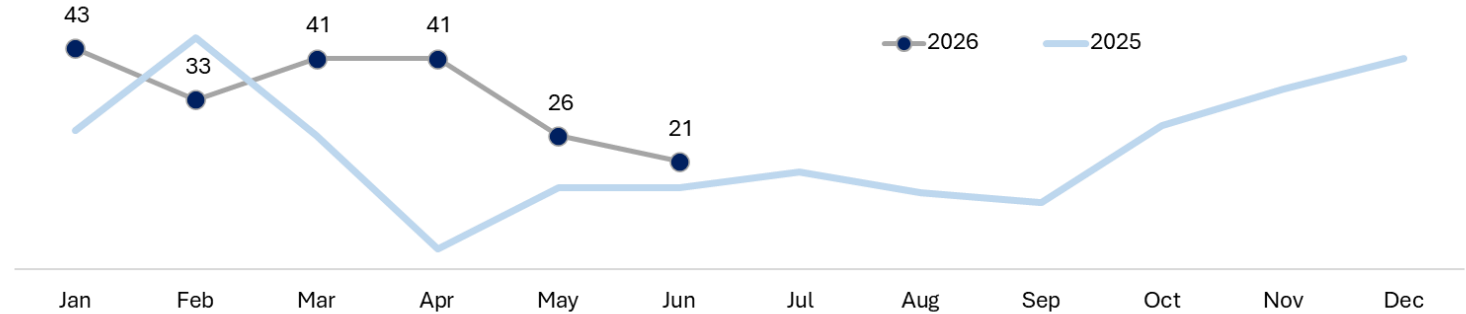
+33.3%

Cruise Activity in Cabo San Lucas

Cruise ship passengers arriving at the port of Cabo San Lucas, monthly (2025–2026)



Vessels arriving at the port of Cabo San Lucas, monthly (2025–2026)



Cumulative Results

Jan-Jun 2026
vs Jan-Jun 2025

Vessels

205

+53.0%

Passengers

789,919

+64.5%

Received RFPs for Meetings in Los Cabos

Results

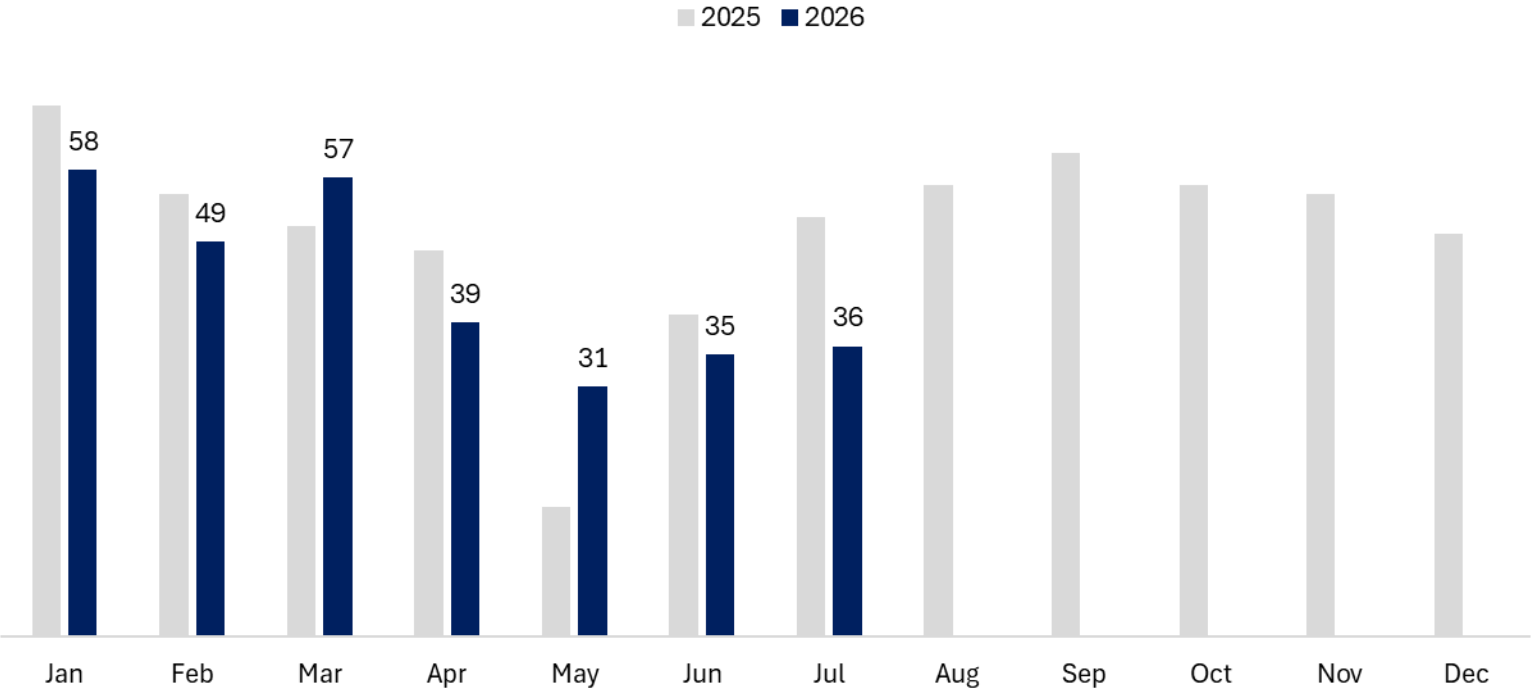
Jul-2026

vs Jul-2025

Received RFPs

36

-30.8%



Cumulative RFPs

Jan-Jul 2026
vs Jan-Jul 2025

Received RFPs

305
-7.0%

NATIONAL CONTEXT

TOURISM ACTIVITY

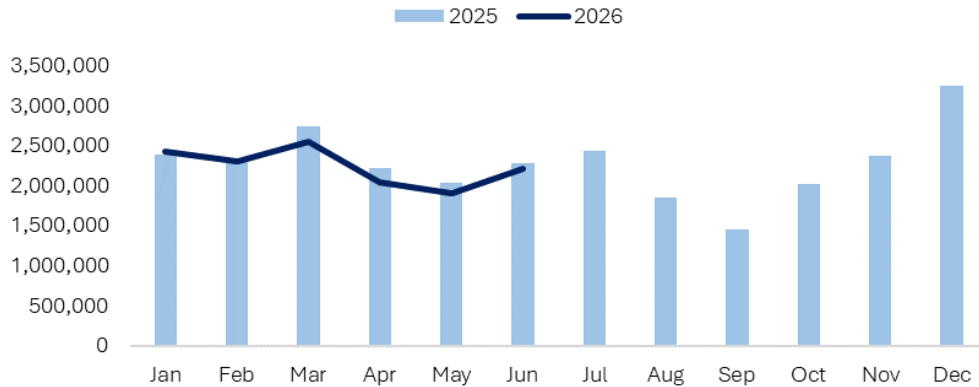


International Arrivals and Air Traffic in Mexico

International Tourist Arrivals



Inbound Tourists



Jun-2026 vs Jun-2025

*International Tourist Arrivals

4.1 million

+1.1%

*Inbound Tourists

2.2 million

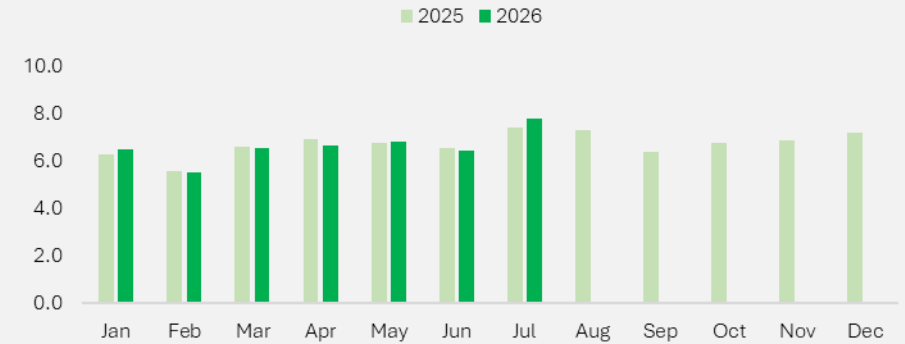
-3.2%

*Average Spending by Tourists
Arriving by Air

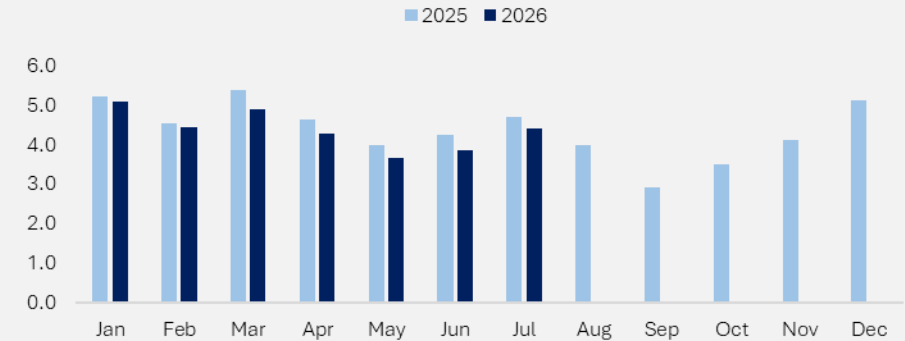
\$1,284 USD

+9.6%

PAX Traffic through Domestic Operations (million)



PAX Traffic through International Operations (million)



Jul-2026 vs Jul-2025

**PAX in Domestic Operations

7.8 million

+4.6%

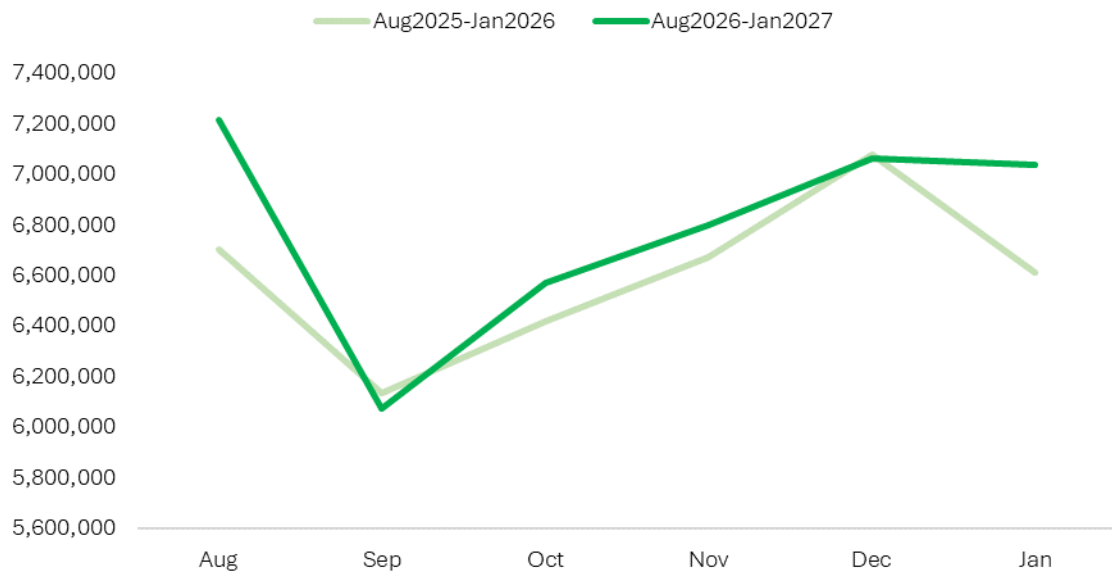
**PAX in International Operations

4.4 million

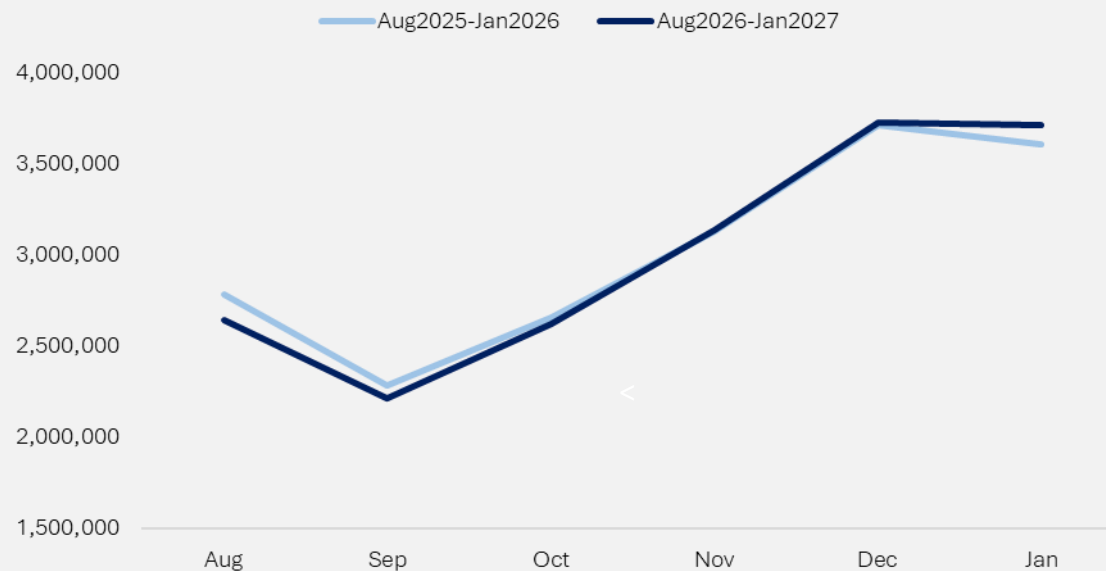
-6.7%

Seat Scheduling to Mexico for the Upcoming Months

Seat Scheduling. Domestic.



Seat Scheduling. International.



Seat Scheduling for the Last Week of July 2025 and 2026, respectively.

Seat Scheduling
Aug2026-Jan2027
vs Aug2025-Jan2026

Domestic Seats

40.7 million

+2.9%

International Seats

18.1 million

-0.6%

Seat Scheduling

Aug2026-Jan2027

vs Aug2025-Jan2026

CDMX

11.1 million

+2.9%

Monterrey

4.2 million

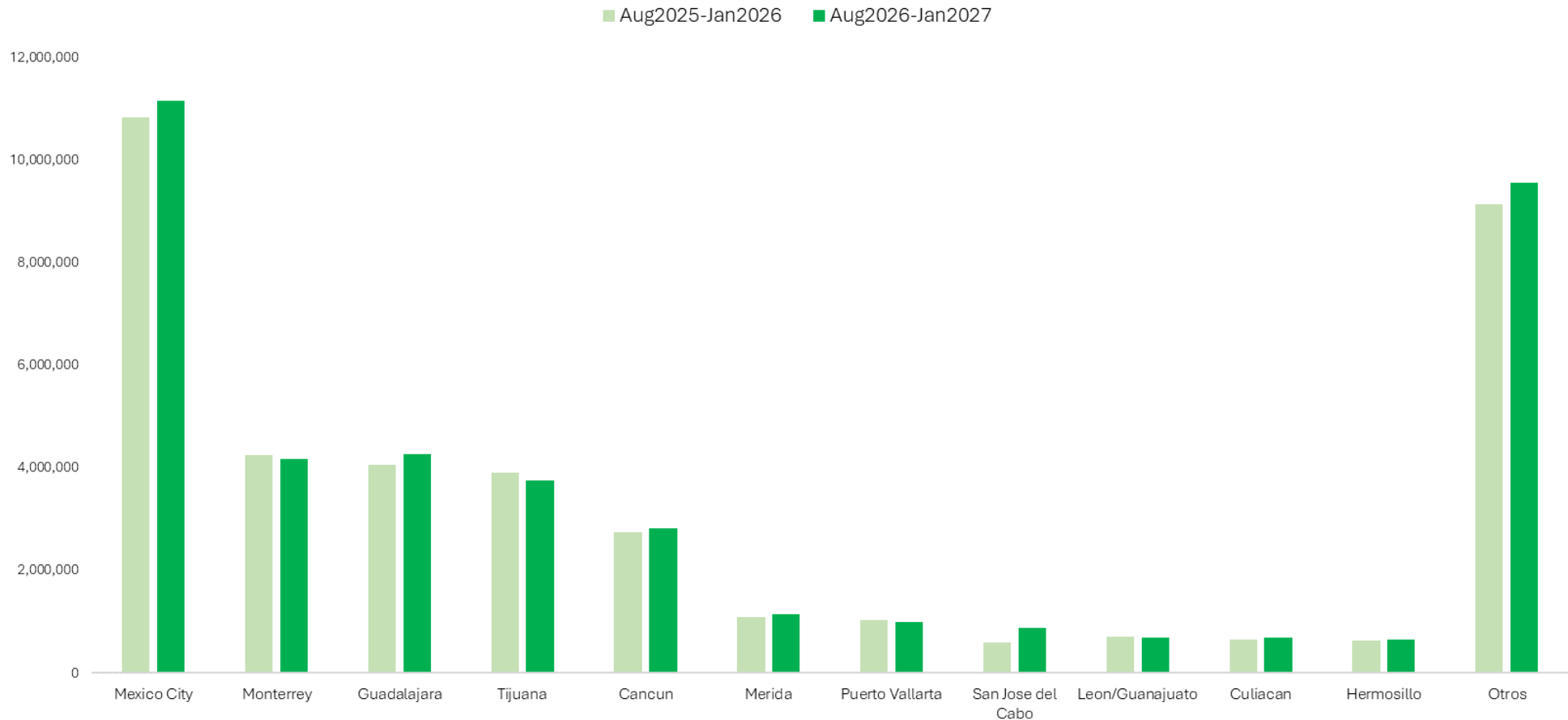
-1.5%

Guadalajara

4.3 million

+5.4%

Domestic Seat Scheduling



Seat scheduling for the last week of July 2025 and 2026, respectively.

Seat Scheduling
Aug2026-Jan2027
vs Aug2025-Jan2026

U.S. 11.7 million -4.9% 	Dallas 1.5 million -3.9%	Los Angeles 1.3 million -8.1%
	Houston 1.5 million -3.3%	Chicago 1.0 million +2.2%
	Toronto 707 thousand +15.2%	Vancouver 383 thousand +9.7%
	Montreal 336 thousand +8.9%	Calgary 302 thousand +31.0%

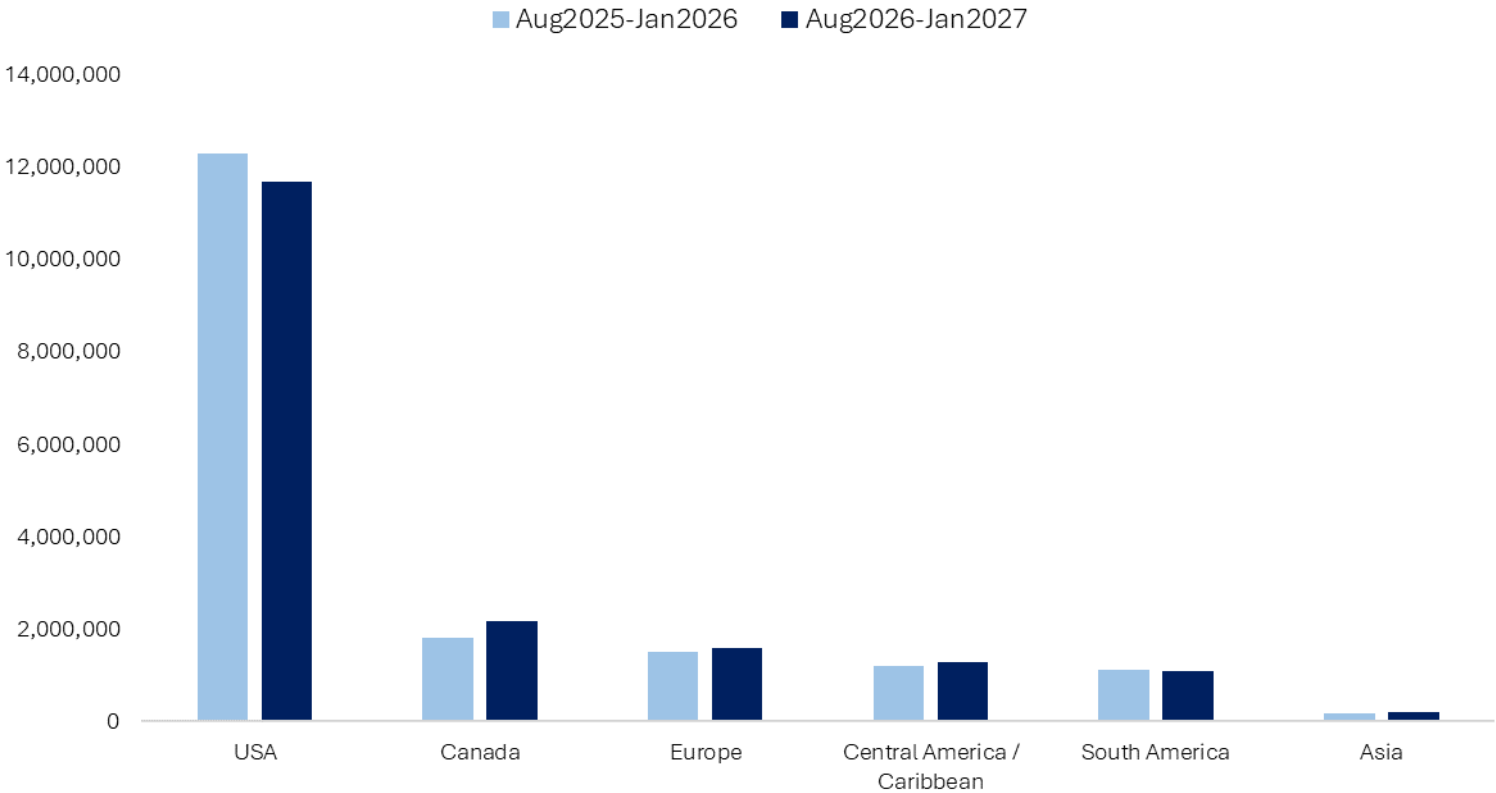
Canada

2.2 million

+18.8%



International Seat Scheduling to Mexico



Seat scheduling for the last week of July 2025 and 2026, respectively.

Jun-2026
vs Jun-2025

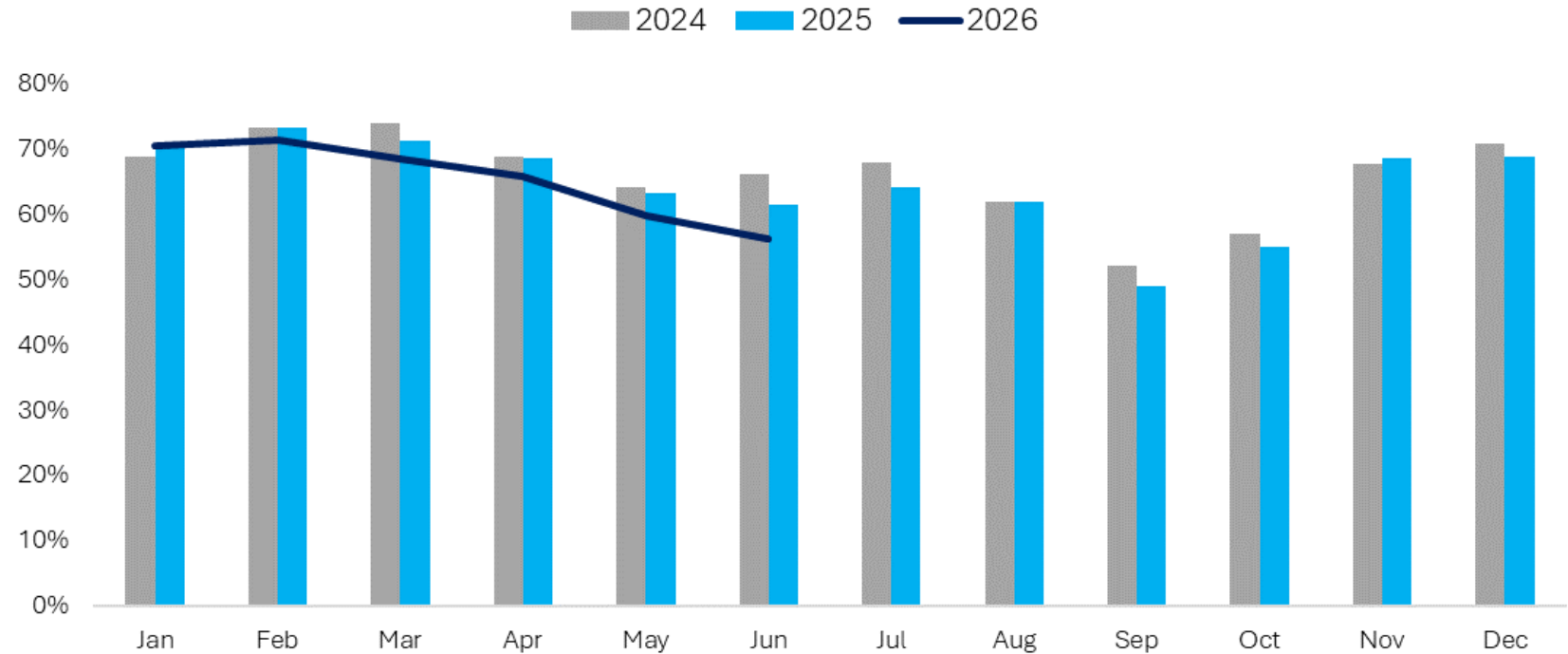


Average Occupancy

56.3%

-5.2pp

Hotel Occupancy, Beach Destinations (Weekly)



- Monitored destinations: traditional beach destinations, integrally planned resorts, and other destinations (Cancún, Los Cabos, Puerto Vallarta, Huatulco, Acapulco).

APPENDICES

METHODOLOGICAL NOTES, DEFINITIONS,
ACRONYMS AND SOURCES



1

This refers to passengers on domestic and international flights arriving at SJD. This source (GAP) does not distinguish the nationality of passengers, but rather the origin of the flight. In its monthly reports, GAP publishes the total number of passengers who used its facilities, so the number reported in the Observatory corresponds to half (arrivals).

2

SJD's private aviation operations are reported by GAP, while CSL's operations are reported by INM. The second source has a one-month delay, while the first is reported approximately 10 days after the end of each month.

3

The difference between the information reported by the INM and that reported by the Pacific Airport Group (GAP) is that the former refers to the visitor's country of nationality. Only those tourists who have entered Mexico through Los Cabos airport are considered. It indicates the number of people who entered the country through Los Cabos airport, while the second reports the total number of passengers on domestic or international flights, without specifying whether the passengers are of a particular nationality. In the case of the INM, if a tourist entered the country via Mexico City airport and then flew to Los Cabos on a domestic flight, they will appear in the Mexico City statistics

4

.Flight seat reservations to SJD based on the following global distributors (GDSs): SABRE, Amadeus, Worldspan, and Us. The information reported by ICF does not necessarily represent tickets purchased and only covers a fraction of the global distributors. Other sources included in the observatory (IATA-GAP) report, in contrast, airline ticket purchases through travel agencies. Therefore, they will not match.

Number of passengers who purchased their airline ticket through a travel agency. This allows the origin of the passenger to be identified, i.e., the point of departure of the ticket. The information reported by IATA-GAP therefore considers different concepts than those reported by ICF (see note 11), which refer to reservations made through certain globalizers.

IATA-GAP applies only to passengers who have purchased through an IATA-affiliated travel agency. Not to be confused with the GAP source, which corresponds to SJD airport operations.

5

IATA-MIS reports the passenger's first airport of origin and the number of stopovers made to reach their destination, unlike AFAC or IATA-PAXIS, which shows the last airport used to reach the destination. For example, if a passenger travels from Toronto to Los Cabos and made a stopover in Los Angeles, IATA-MIS shows the first origin (Toronto), while in AFAC statistics, the passenger is recorded in the statistics for Los Angeles as the point of origin.

6

The difference between the number of passengers reported by each of the aforementioned sources may vary for different reasons. When selecting in IATA-MIS, only visitors are filtered, i.e., travelers who began their journeys outside the Los Cabos airport. If a Los Cabos resident takes a flight and then returns, they will not appear in the IATA-MIS database (as long as this filter is applied) but will appear in AFAC or GAP. Since IATA counts purchased tickets, it may not consider crew or complimentary tickets that may appear in AFAC or GAP.

7

It only includes data corresponding to members of the Los Cabos Hotel Association (AHLC), and for this reason may not match other sources such as the total reported by DATATUR and/or STR-Costar, which have smaller samples. The AHLC covers on average more than 77% of the universe of hotels in Los Cabos, which is usually higher for this reason.

8

Only data included in AHLC reports is reported. In some months, rates for timeshares or all-inclusive resorts are not reported, nor is data for certain months. In some graphs, the average reference value for Los Cabos uses a secondary axis, so the proportion with the average rate is higher.

9

This refers to properties offered for accommodation through the online platforms Airbnb, Vrbo, and HomeAway in Los Cabos, including the three sub-destinations (Cabo San Lucas, San José del Cabo, and Scenic Route) and the rest of the destination.

10

Average travel prices in US dollars for one person, including round-trip economy class airfare (direct or maximum one stopover), plus the cost of accommodation for 4 days and 3 nights in 6- and 7-star hotels, arriving on Thursday and departing on Sunday. To obtain the cost of accommodation, a sample of hotels within the indicated categories was selected, which operate in Los Cabos and/or competing destinations. These include: Barceló Hotels, DoubleTree by Hilton, Dreams (AM Resorts), Hard Rock Hotel, Hilton, Hyatt Regency, JW Marriott, Riu, Secrets (AM Resorts), Sheraton, The Ritz Carlton, Viceroy, W by Marriott, and Westin.

For the domestic market, a purchase period of two months prior to the travel date is considered, i.e., purchase date in January for travel during the month of March. For the international market, a purchase period of four months prior to the travel date is considered.

11

The information provided by STR-Costar and AHLC is not necessarily comparable. The former works with a sample covering 26% of the universe, while the latter covers more than 77%.

12

Interest over time: the maximum value on the graph is 100. The values on the graph do not represent absolute search volume but are indexed on a scale of 1 to 100, with each point on the graph divided by the highest point (100). For example, if a period of the last 30 days is set, the highest search point is assigned a value of 100 and the rest are distributed proportionally.

13

Related topics: refers to other things that are of interest to people searching for the main term. It allows you to identify subcategories or interests related to the main term. Related queries: these are specific searches, i.e., what other words or phrases users used that include the term being analyzed.

- **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 (professional, cultural, sports, religious, social, governmental, or academic, among others). 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.

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

Acronyms

- **CSL:** Cabo San Lucas International Airport
- **DFW:** Dallas Fort Worth International Airport
- **HOU:** William P. Hobby, Houston Airport
- **LAX:** Los Angeles International Airport
- **PHX:** Phoenix Sky Harbor International Airport
- **SJD:** Los Cabos International Airport
- **YEG:** Edmonton International Airport
- **YVR:** Vancouver International Airport
- **YYC:** Calgary International Airport
- **YYZ:** Toronto-Pearson International Airport

Sources

- Asociación de Hoteles de Los Cabos (AHLC)
- Asociación Internacional de Transporte Aéreo (IATA)
- Agencia Federal de Aeronáutica Civil (AFAC)
- AirDNA
- Aeropuertos del Sureste (ASUR)
- Banco de México (BANXICO)
- Cvent
- Expedia.com
- Fideicomiso Turístico de Los Cabos (FITURCA)
- Google Trends
- Grupo Aeroportuario del Pacífico (GAP)
- ICF International
- Instituto Nacional de Migración; Sistema Integral de Operación Migratoria (INM-SIOM)
- Multiple Listing Service (MLS)
- Official Airline Guide (OAG)
- Secretaría de Turismo, Sistema Nacional de Información Estadística del Sector Turismo en México (DATATUR)
- STR-COSTAR



LOS CABOS TOURISM OBSERVATORY

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