LOS CABOS

LOS CABOS
TOURISM OBSERVATORY

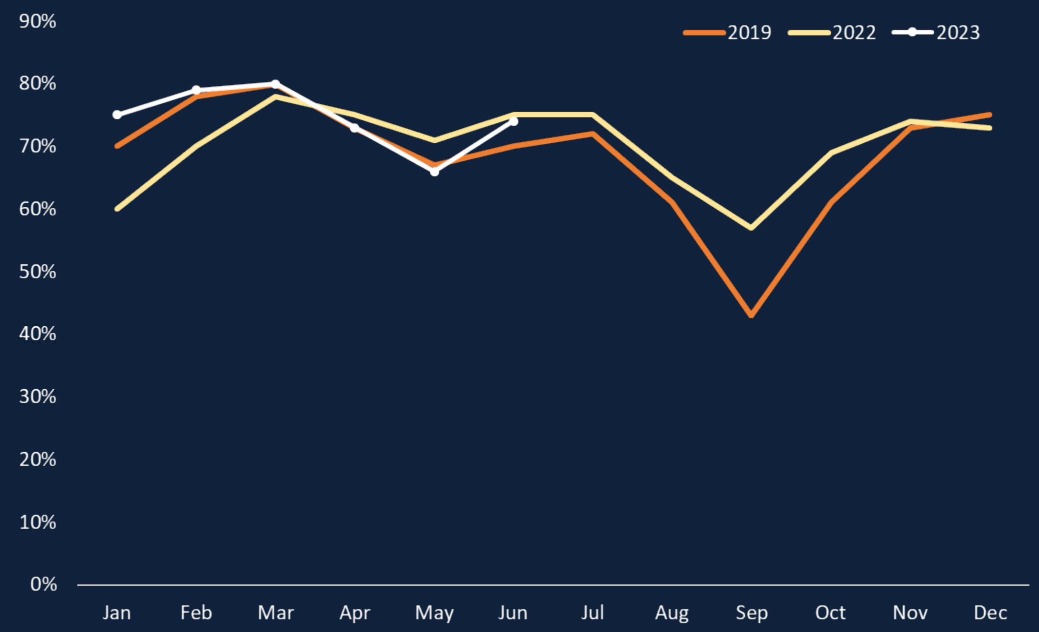
KEY PERFORMANCE INDICATORS

AUGUST 2023

Key Perfomance Indicators (Jul-2023)

Hotel Activity

Hotel Occupancy:



Hotel Occupancy (Jul-2023):
74%
-1pp
(vs Jul-2022)

SOURCE: AHLC

Average Daily Rate (Jul-2023):
$394 USD
-14%
(vs Jul-2022)

SOURCE: AHLC

RevPAR (Jul-2023):
$291 USD
-15%
(vs Jul-2022)

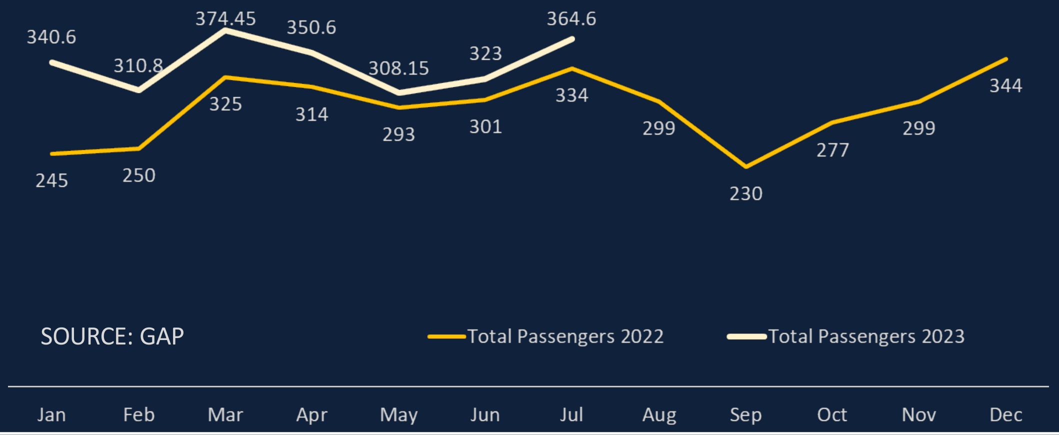
SOURCE: AHLC

Air Passenger Arrivals

Total Passengers (Jul-2023, '000s):
364.6
+9.3%
(vs Jul-2022)

Domestic Passengers (Jul-2023, '000s):
150.85
+17.5%
(vs Jul-2022)

International Passengers (Jul-2023, '000s):
213.75
+4.1%
(vs Jul-2022)



Tourist Satisfaction: More than Expected (Jul-2023):
69%
+2pp
(vs Jul-2022)

SOURCE: TURIST SURVEY

Satisfaction with Public Safety (Jul-2023):
2.2% bottom two
-1.4pp
(vs Jul-2022)

SOURCE: TOURIST SURVEY

Satisfaction with the Airport (Jul-2023):
3.3% bottom two
+0.1pp
(vs Jul-2022)

SOURCE: TOURIST SURVEY

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

LOS CABOS

Executive Summary (Jul-2023)

HOTEL: Occupancy in Los Cabos continues at a high level, driven by good results in Cabo San Lucas (81%); however, both San José del Cabo and El Corredor show decreases compared to Jul-2022. Average rate and RevPAR decrease compared to the previous year, with the exception of San Jose del Cabo, which continues to increase its rate month-over-month (versus Jul-2022)..

- Hotel occupancy in Los Cabos in Jul-2023 registers 74%, down 1pp from Jul-2022. At the sub-destination level Cabo San Lucas recorded 81% (+0pp), San Jose del Cabo, 62% (-9pp), and El Corredor, 60% (-5pp) compared to Jul-2022.
- The average rate at Los Cabos hotels during Jul-2023 was $394 USD; $64 USD less than in 2022. The highest rate is presented in El Corredor ($464 USD), however, this falls 18% compared to the previous year; the only growth is registered in San Jose del Cabo (+28%).
- In Jul-2023 the RevPAR was $291 USD; -15% versus Jul-2022.
- The volume of available rooms in Los Cabos decreases 1.6% versus Jul-2022, with decreases in most sub-destinations, especially in San Jose del Cabo, which loses 12.5%.
- On the other hand, lodging supply through online platforms has 9,080 in Jul-2023 (37.2% increase when compared to Jul-2022). Meanwhile, occupancy reached 59% (a 3pp increase vs. 2022). Occupancy in this type of properties is lower than in traditional hotels, however, their average daily rate is higher ($575USD versus $394).

TOURIST SATISFACTION: Both overall tourist satisfaction with the destination and satisfaction with the airport continue to improve, with low negative perceptions compared to previous years. Satisfaction with safety in the destination decreased again in relation to the previous year, although it remains at low negative levels. The proportion of tourists visiting restaurants remains high.

- In Jul-2023, 69% of tourists rate Los Cabos as "more than expected" (+2pp versus Jul-2022).
- Satisfaction with the Los Cabos airport rises 3.3 pp to 2% with fair or poor perception, while satisfaction with safety rises 0.6 pp to 3.1%.
- Repetitive tourists show no change when compared to 2022: 31% in Jul-2023; while tourists who traveled with a package continue at a low level and register 24% (-5pp).
- The proportion visiting restaurants increased 5pp this month and registered 83%.

MEETINGS: Receipt of RFP's for group events remains high and in higher volumes than those registered in 2022, although this month shows its steepest drop compared to the previous year since the beginning of the observatory (2019), due to the summer vacation season.

- In Jul-2023, 16 fewer RFPs are received for meeting events than in Jul-2019, totaling 43. The 2023 monthly average is at 57.

Executive Summary (Jul-2023)

AIR ACTIVITY: The domestic market continues to demonstrate high growth in flows to SJD (particularly in Guadalajara, which has steadily increased its share) and, in contrast, growth in the U.S. and Canadian markets is beginning to slow.

- In Jul-2023, 364.6 thousand passengers arrived at Los Cabos airport (9.3% growth vs. 2022).
  - Passengers on domestic flights (150.85 thousand) represent 41.4% of the total (17.5% increase vs. 2022).
    - Of these, 46.3% come from Mexico City, followed by Guadalajara with 20.5% and TIJ with 18.8%. Comparing the cumulative 2023 vs. 2022, Guadalajara grows 89.3%. Tijuana remains the Mexican market with the highest growth.
  - Passengers on international flights (213.75 thousand) represent 58.6% (4.1% increase).
    - The main airports of origin are Los Angeles (24.3%), Dallas (15.5%) and Phoenix (14.1%).
    - California continues to be the main source of U.S. tourism to Los Cabos (27% of the total). Especially from Los Angeles and San Francisco. This result is due in part to the average flight cost from LAX to San Jose del Cabo, which continues to be the cheapest option in the United States (58% cheaper than the average).
    - From Canada, the main issuer in this period continues to be Vancouver (34.5%), followed by Calgary (25.6%) and Toronto (17.6%).
    - 96.9% of foreign tourist arrivals in Jun-2023 through SJD were U.S. resident and 2.7% were Canadian.
    - Tourist arrivals from other strategic markets (Australia, South Korea and the United Kingdom) have not yet recovered to pre-pandemic levels. However, in Jun-2023 they show an 80.8% increase compared to Jun-2022 (year-to-date).
    - In the cumulative Jan-Jun 2023, 66.6% of passengers started their trip from US airports, the most used has been Los Angeles with 23.7%.
- A total of 4,457 commercial operations (0.1% less than in 2022) and 795 private operations (-27.4%) were recorded at Los Cabos International Airport (SJD).
- Commercial operations averaged 81.8 passengers per operation (the highest volume since the beginning of this observatory), while private operations averaged 3.4.
- Additionally, in Jun-2023, 5,427 international tourists arrived on private flights (a decrease of 16.8% versus 2022).
  - The Cabo San Lucas (CSL) aerodrome received 34% of these.

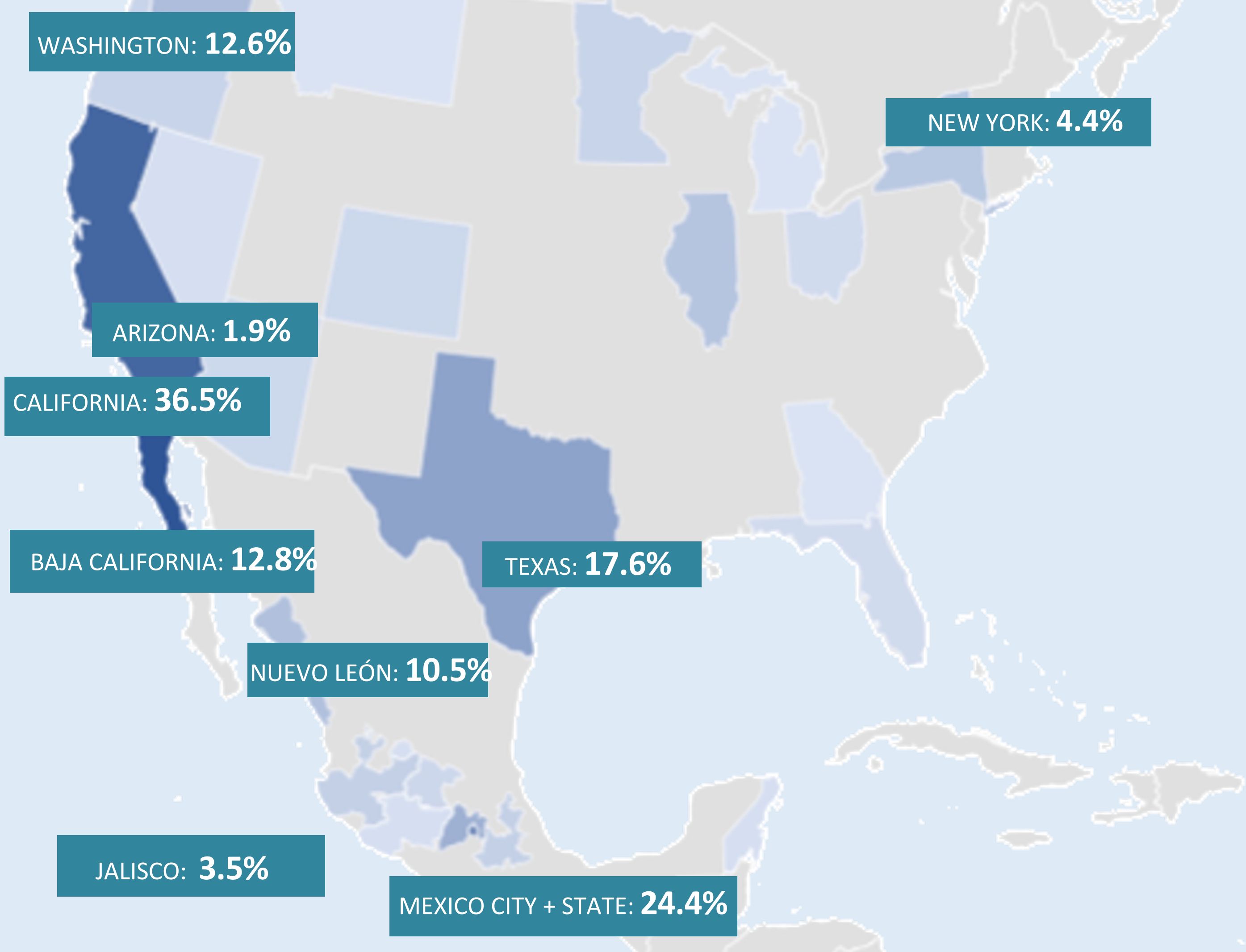
CRUISES AND YACHTS: Cruise ship arrivals in Los Cabos show a seasonal drop in vessel arrivals, however, in Jun-2023 there is still an increase compared to the previous year.

- In Jun-2023, 6 cruise ships arrived at the Cabo San Lucas marina. This represents a decrease of 2 vessels compared to the same period in 2022. These vessels transported a total of 26.8 thousand passengers (+18.5% vs. 2022).

LOS CABOS

Market Share (Jul-2023)

SOURCE TOURIST SURVEY



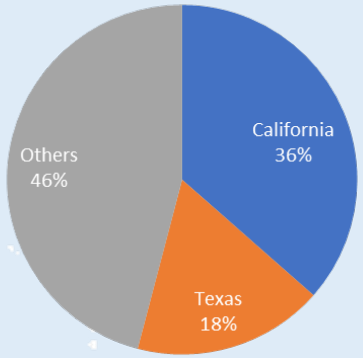
United States:
58%
-2pp (vs Jul-2022)

Canada:
0.8%
+0pp (vs Jul-2022)

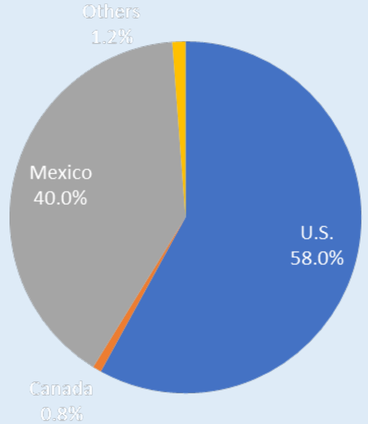
Domestic:
40%
+2.8pp (vs Jul-2022)

Others:
1.2%
-0.8pp (vs Jul-2022)

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

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TOURISM OBSERVATORY

AIR PASSENGER ARRIVALS

Key Indicators
(Jul-2023)

Total Passengers:
364.6 thousand
+9.3% vs Jul-2022

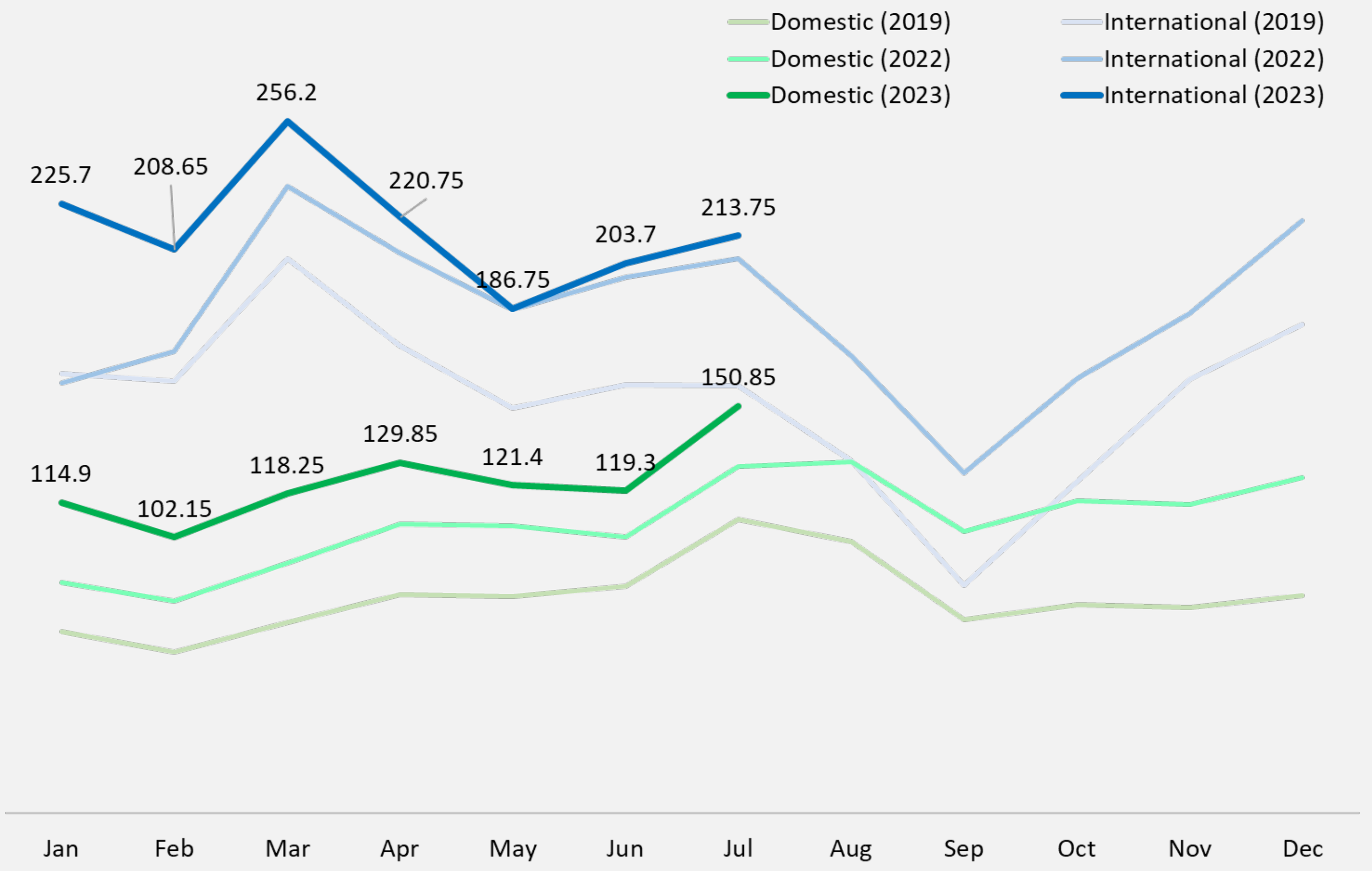
Domestic Passengers:
150.85 thousand
+17.5% vs Jul-2022

International Passengers:
213.75 thousand
+4.1% vs Jul-2022

Domestic: **41.4%**
Intern.: **58.6%**

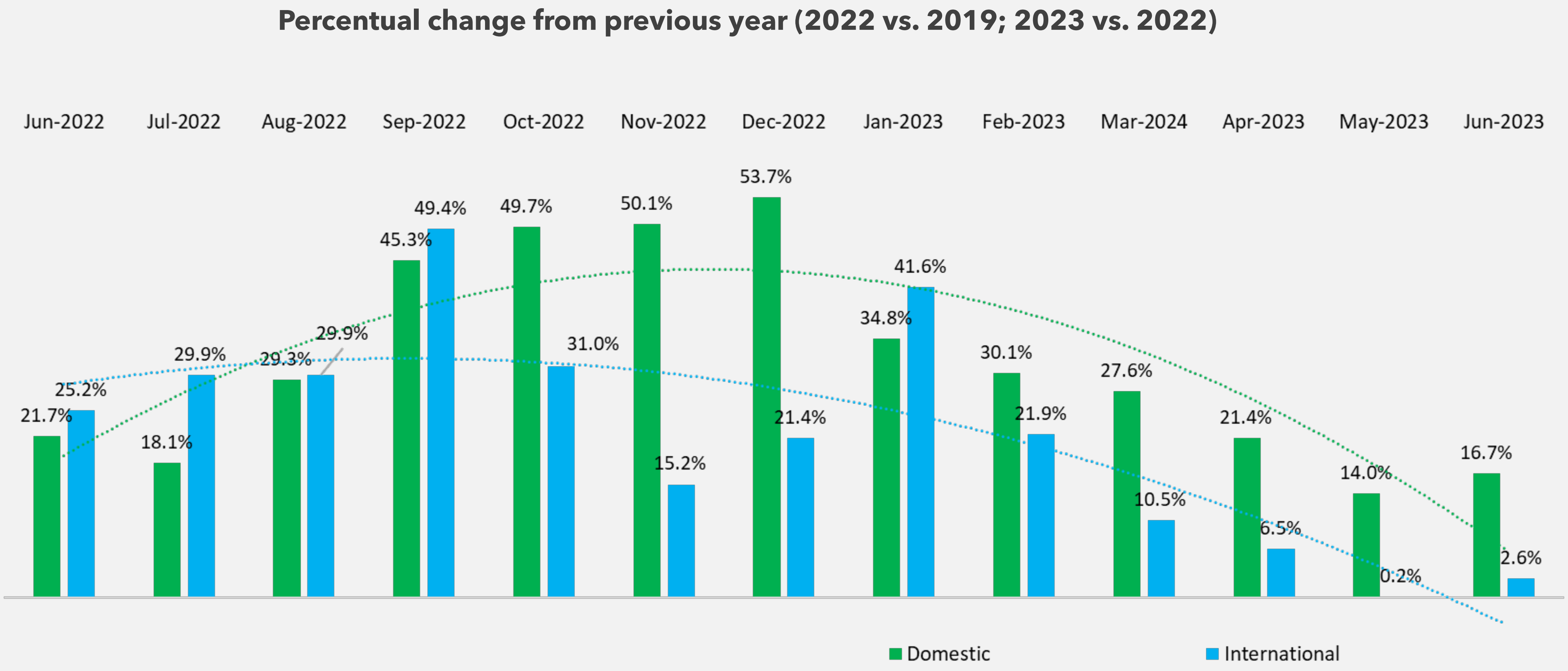
Source: GAP

Passenger Arrivals at Los Cabos Airport, 2019-2023 (Jul-2023)



LOS CABOS

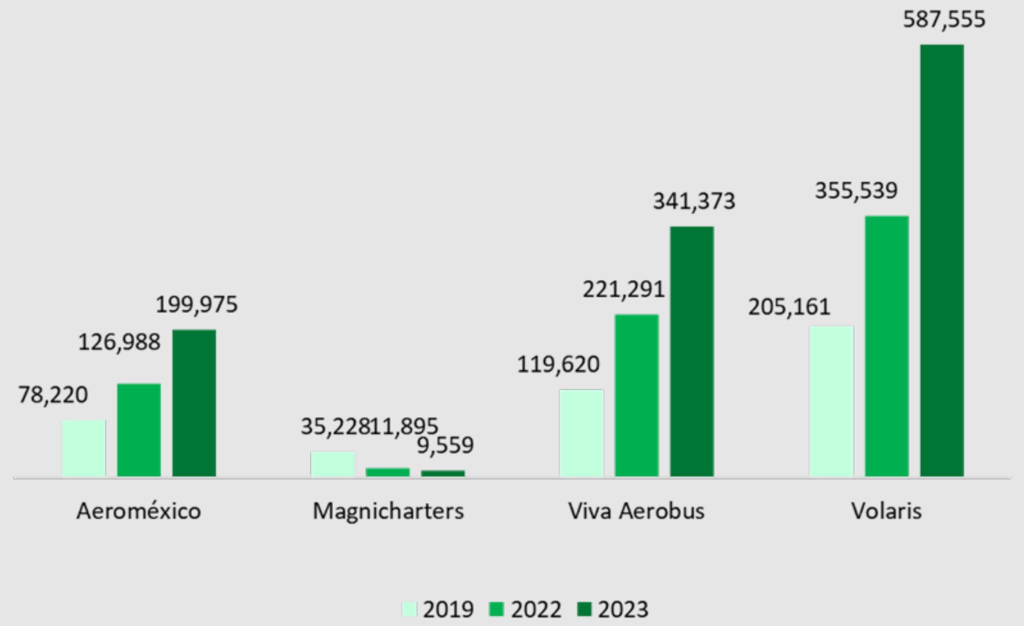
Passenger Arrivals at Los Cabos Airport, 2019-2023



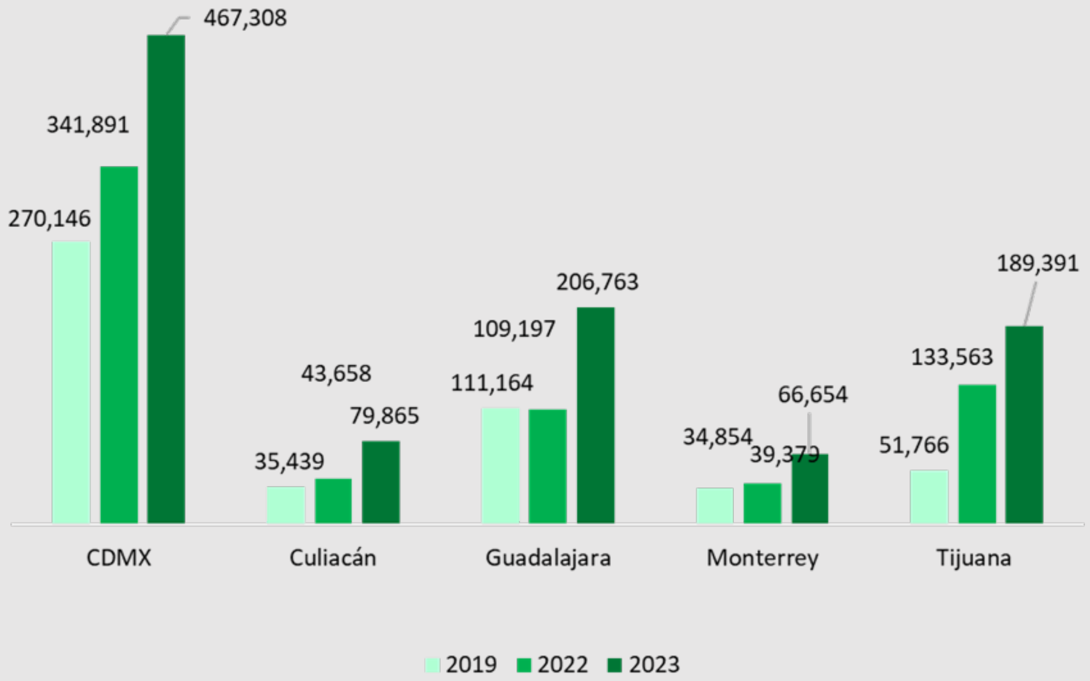
SOURCE: GAP

Cumulative Passenger Arrivals at Los Cabos airport, Domestic Flights, cumulative Jan-Jul-2023

Domestic passenger arrivals at San José del Cabo airport, by airline (Jan-Jul 2019-2023)



Passenger arrivals on international flights to San José del Cabo airport, by origin - Domestic (Jan-Jul 2019-2023)



SOURCE: PAXIS

Cumulative PAX:
1.14 million
+59.1% vs 2022

Per origin:

GDL: **20.5%** +4.1 pp vs 2022
CDMX: **46.3%** -4.9 pp vs 2022
TIJ: **18.8%** -1.3 pp vs 2022
MTY: **6.6%** +0.7 pp vs 2022

Per airline:

AM: **17.6%** -0.2 pp vs 2022
GMT: **0.8%** -0.8 pp vs 2022
VIV: **30%** -0.9 pp vs 2022
VOI: **51.6%** +1.9 pp vs 2022

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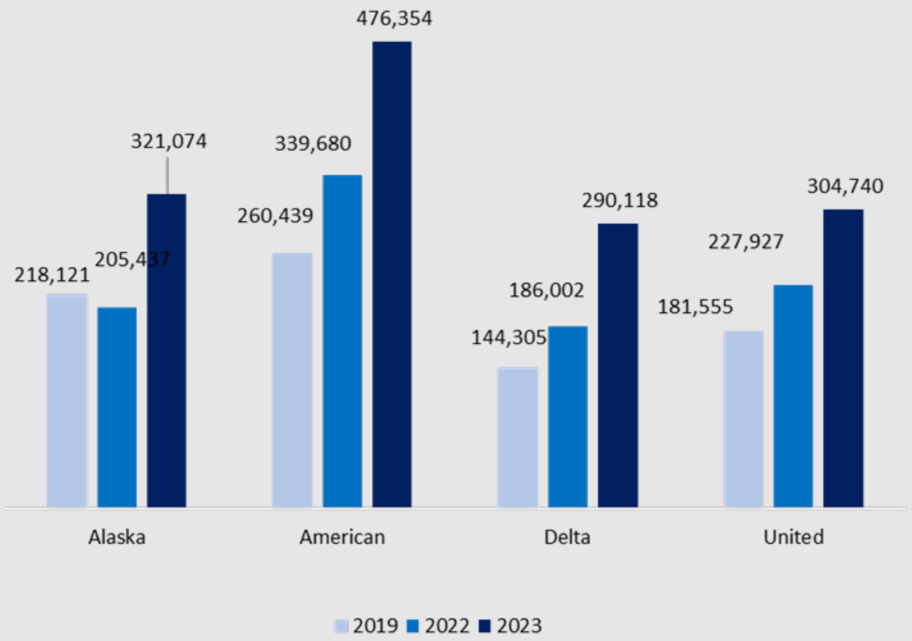
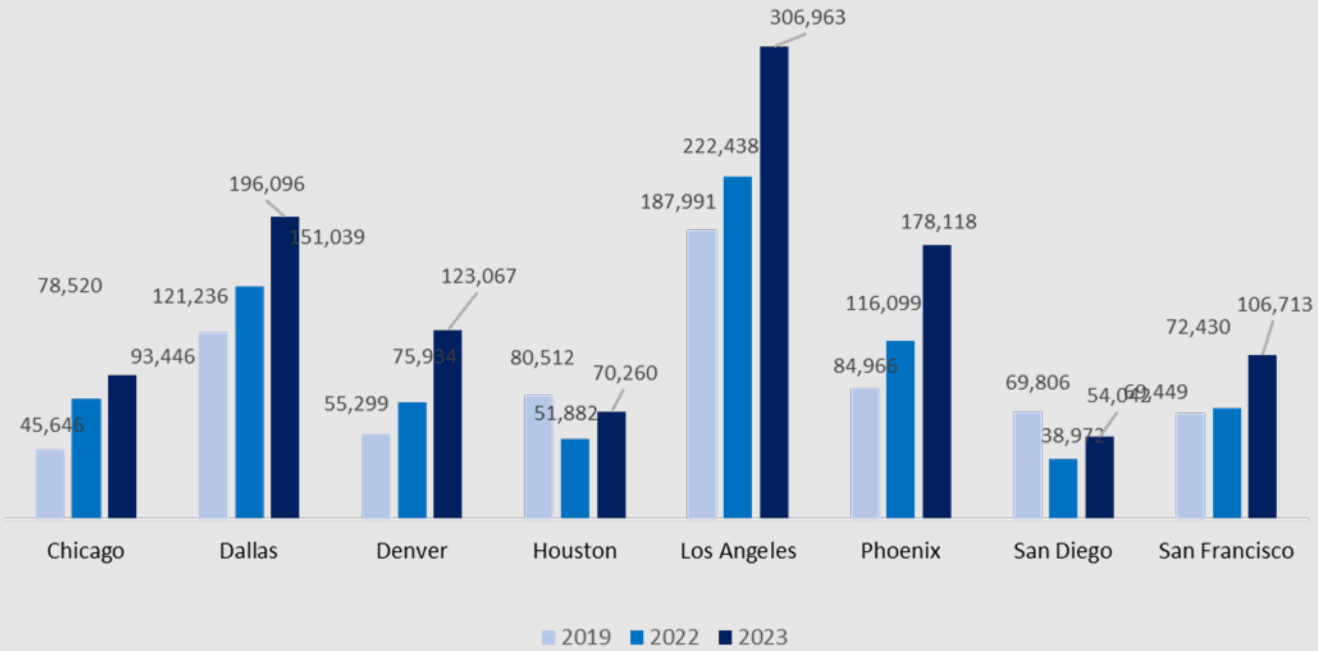
Cumulative Passenger Arrivals at Los Cabos airport, U.S. Flights, cumulative Jan-Jul-2023

International passenger arrivals at San José del Cabo airport, by airline, U.S. (Jan-Jul 2019-2023)



Passenger arrivals on international flights to San José del Cabo airport, by origin – U.S. (Jan-Jul 2019-2023)



SOURCE: PAXIS

Cumulative PAX:
1.78 million
+42.6% vs 2022

Per origin:

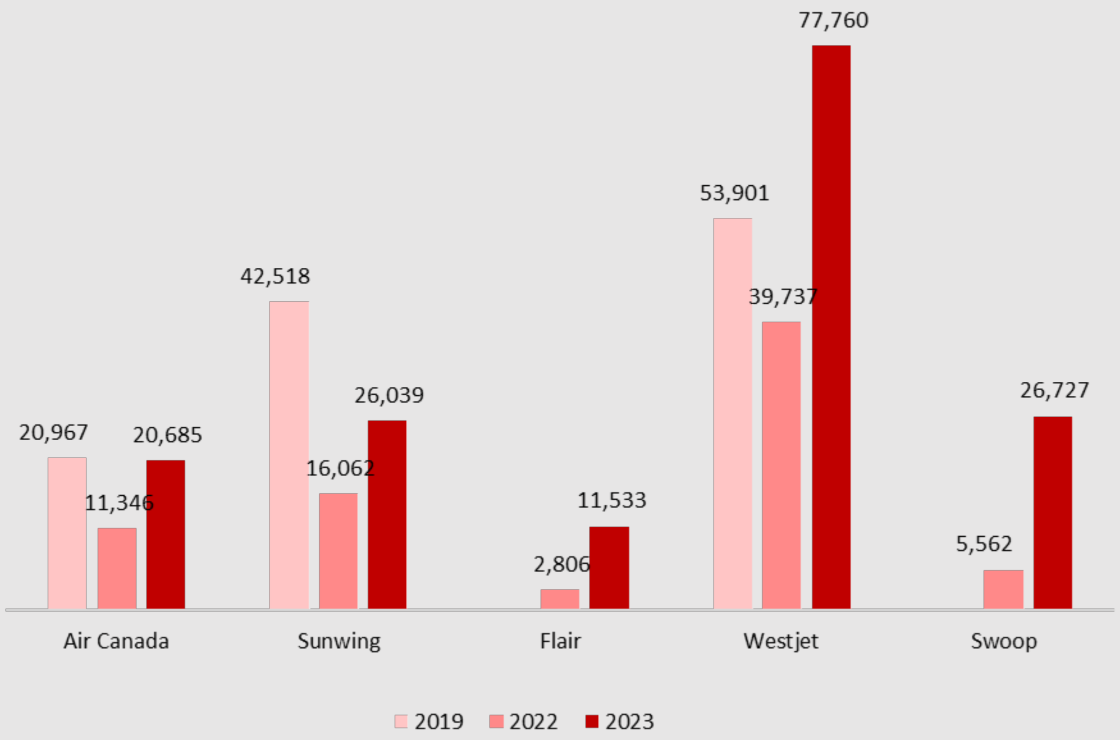
DFW: **15.5%** -7.6 pp vs 2022
LAX: **24.3%** -9.7 pp vs 2022
PHX: **14.1%** -3.7 pp vs 2022
DEN: **9.7%** -1.9 pp vs 2022

Per airline:

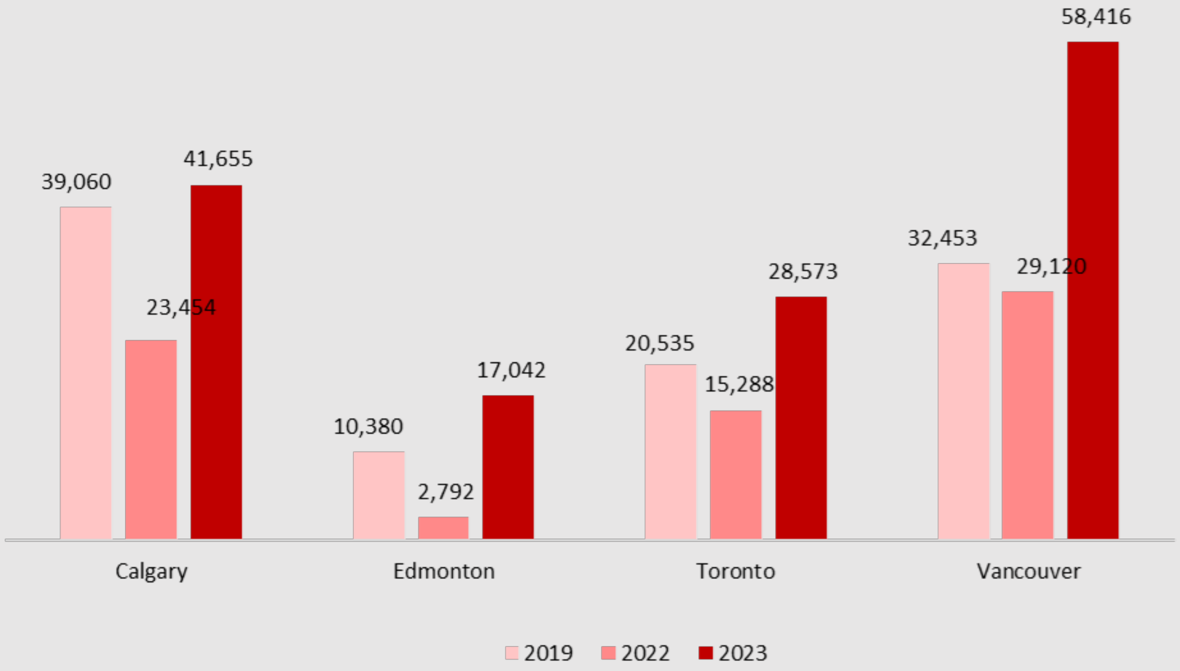
AS: **18%** +1.6 pp vs 2022
AA: **26.7%** -0.5 pp vs 2022
DL: **16.3%** +1.4 pp vs 2022
UA: **17.7** -1.1 pp vs 2022

Cumulative Passenger Arrivals at Los Cabos airport, Canadian Flights, cumulative Jan-Jul-2023

International passenger arrivals at San José del Cabo airport, by airline, Canada (Jan-Jul 2019-2023)



Passenger arrivals on international flights to San José del Cabo airport, by origin - Canada (Jan-Jul 2019-2023)



SOURCE: PAXIS

Cumulative PAX:
162.1 thousand
+15.5% vs 2022

Per origin:

YYC: **25.6%** -5.5 pp vs 2022
YVR: **35.9%** -2.7 pp vs 2022
YEG: **10.5%** +6.8 pp vs 2022
YYZ: **17.6%** -2.7 pp vs 2022

Per airline:

AC: **12.7%** -2.3pp vs 2022
WG: **16%** -5.3 pp vs 2022
WS: **47.8%** -4.8 pp vs 2022
WO: **16.4%** +9.1 pp vs 2022

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TOURISM OBSERVATORY

PASSENGER ARRIVALS
BY NATIONALITY

Key Indicators
(Jun-2023)

International Arrivals (Jun-2023):
197,626
+2.5% vs Jun-2022

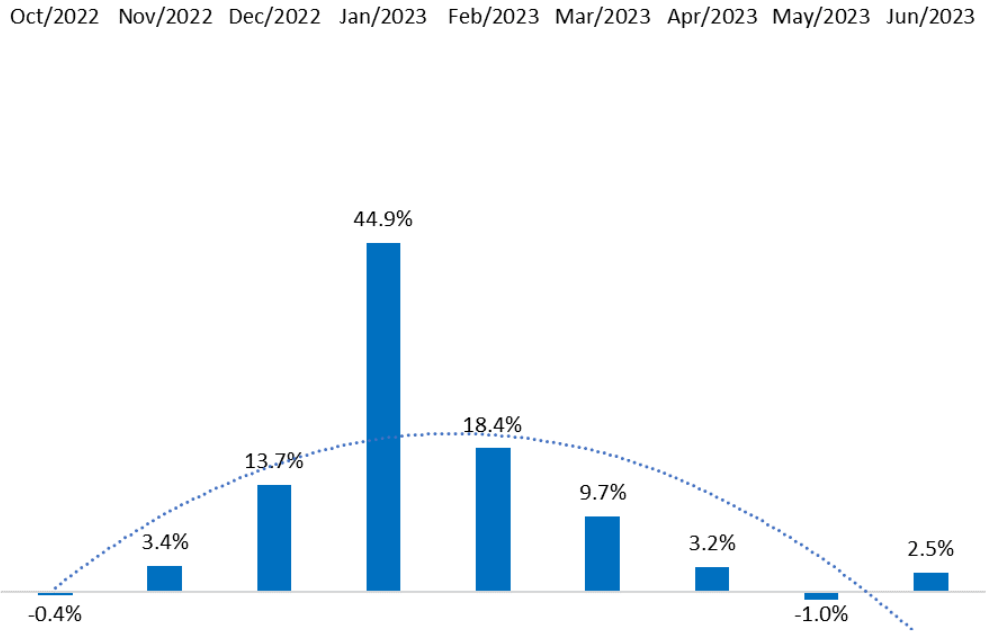
International Arrivals (Cum):
1,240,417
+11.5% vs 2022

U.S.: **96.9%**
Canada.: **2.7%**

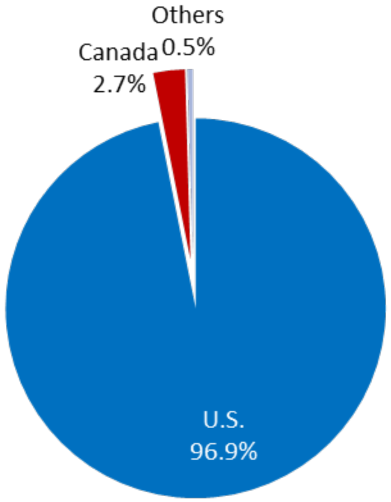
SOURCE: INM- SIOM

Foreign Tourist Admittances through SJD by Country of Residence (Jun-2023)

Annual change in foreign tourist arrivals to San Jose del Cabo airport (Oct-2022 to Jun 2023 vs. 2022)



Foreign Tourist Arrivals in San Jose del Cabo International Airport, per - Residence (Jun-2023)



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Key Indicators
(Jun-2023)

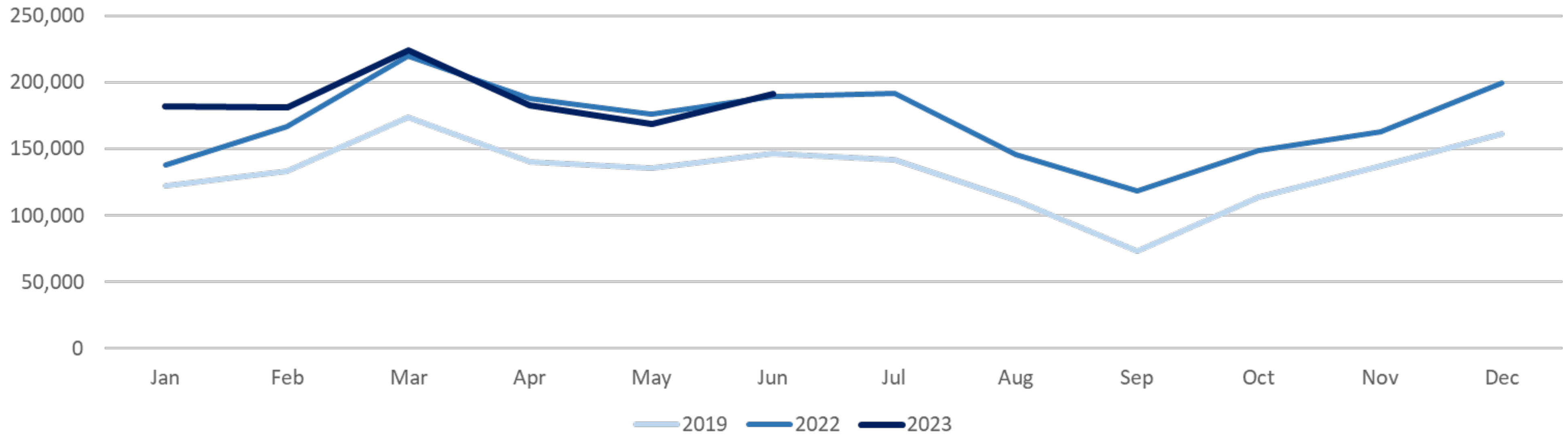
U.S. Arrivals (Jun):
191,401
+1% vs Jun-2022

U.S. Arrivals
(Cum. 2023):
1,130,122
+4.8% vs 2022

SOURCE: INM- SIOM

International Arrivals in SJD, monthly, U.S. Residents

U.S.A.	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	122,360	132,938	173,759	140,159	135,239	146,487	142,111	111,494	73,431	113,947	137,433	161,174
2022	137,967	166,842	220,094	187,961	176,380	189,451	191,412	146,061	118,447	148,776	163,034	199,602
2023	181,783	181,246	224,160	182,890	168,642	191,401	-	-	-	-	-	-



Key Indicators
(Jun-2023)

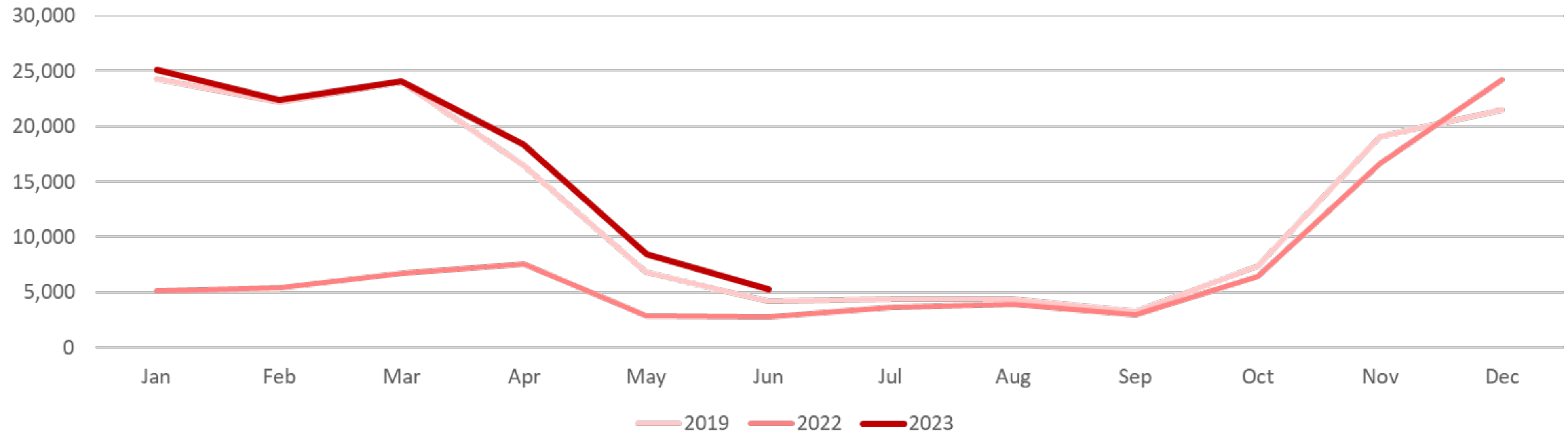
Canadian Arrivals (Jun):
5,318
+87.4% vs Jun-2022

Canadian Arrivals (Cum. 2023):
103,774
+238.8% vs 2022

SOURCE: INM- SIOM

International Arrivals in SJD, monthly, Canadian Residents

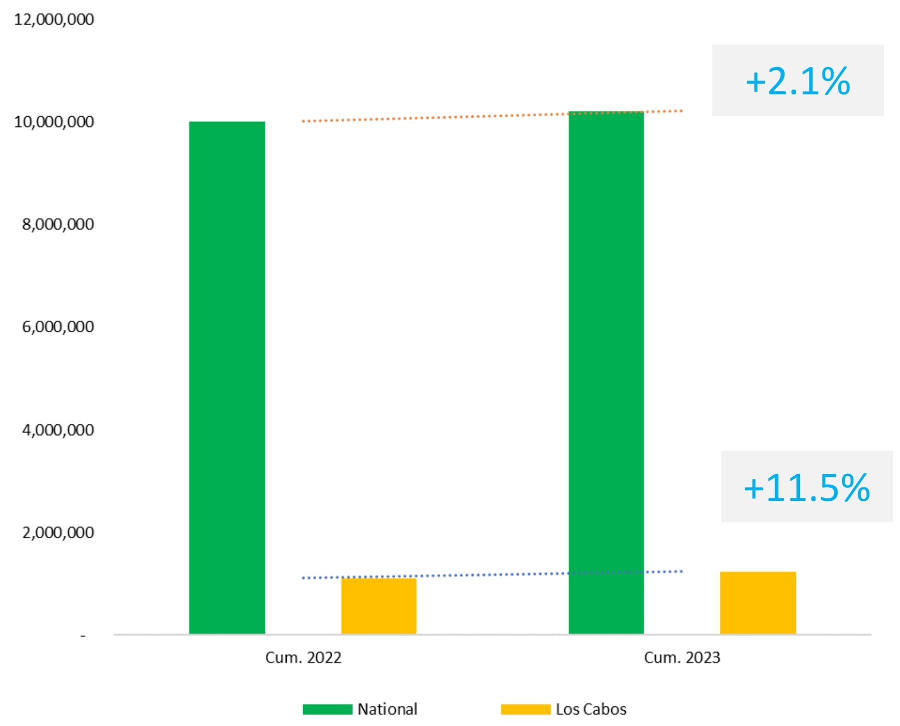
Canada	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	24,304	22,196	24,065	16,499	6,852	4,225	4,373	4,425	3,261	7,350	19,046	21,542
2022	5,176	5,388	6,760	7,578	2,888	2,838	3,651	3,884	3,022	6,457	16,650	24,241
2023	25,135	22,404	24,097	18,354	8,466	5,318	-	-	-	-	-	-



Foreign Tourist Admittance through SJD by Country of Residence, cumulative

Region	National			Los Cabos		
	Cum. 2022	Cum. 2023	Δ 2023/2022	Cum. 2019	Cum. 2022	Δ 2023/2022
United States	6,857,113	6,497,467	-5.2%	1,078,695	1,130,122	4.8%
Canada	803,195	1,349,011	68.0%	30,628	103,774	238.8%
Europe	954,658	946,681	-0.8%	1,493	3,002	101.1%
Caribbean, South and Central A.	1,176,016	1,165,961	-0.9%	526	663	26.0%
Rest	216,169	255,561	18.2%	1,337	2,856	113.6%
Total	**10,007,151**	**10,214,681**	**2.1%**	**1,112,679**	**1,240,417**	**11.5%**

Key Market	National			Los Cabos		
	Cum. 2019	Cum. 2022	Δ 2023/2022	Cum. 2019	Cum. 2022	Δ 2023/2022
United Kingdom	253,270	217,679	-14.1%	633	918	45.0%
Australia	9,835	22,186	125.6%	426	919	115.7%
South Korea	11,574	22,895	97.8%	55	177	221.8%
Total	**274,679**	**262,760**	**-4.3%**	**1,114**	**2,014**	**80.8%**



SOURCE: INM- SIOM

International Arrivals, all Mexico (Cum.):
10.21 million
+2.1% vs 2022

Key Markets, all Mexico (Cum.):
262.8 thousand
-4.3% vs 2022

International Arrivals, SJD (Cum.):
1.24 million
+11.5% vs 2022

Key Markets, SJD (Cum.):
2.01 thousand
+80.8% vs 2022

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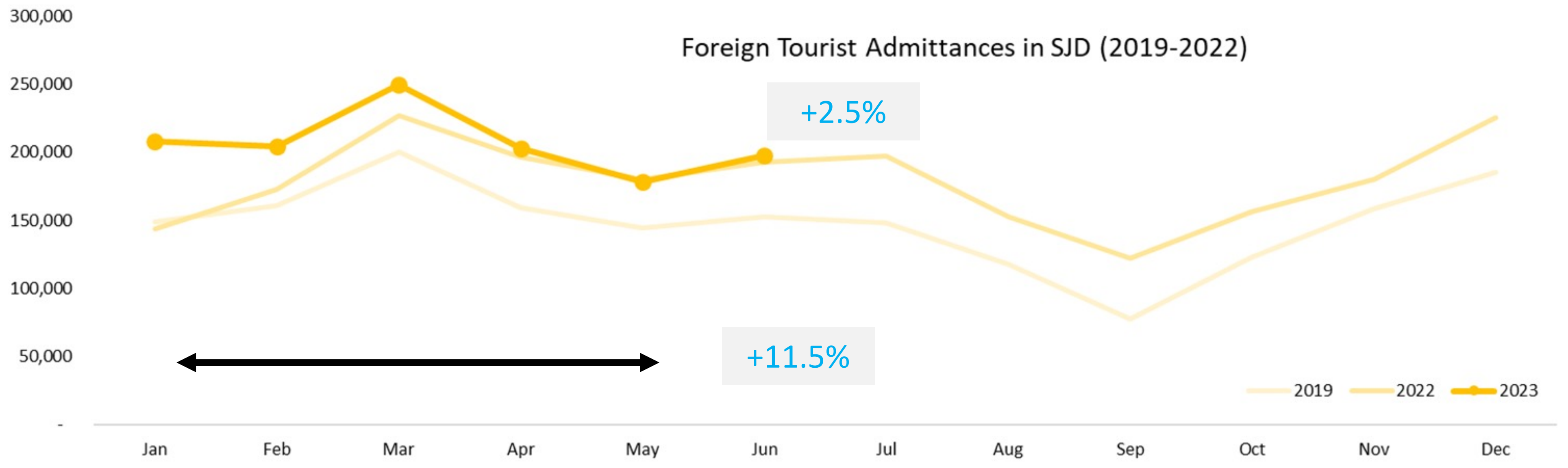
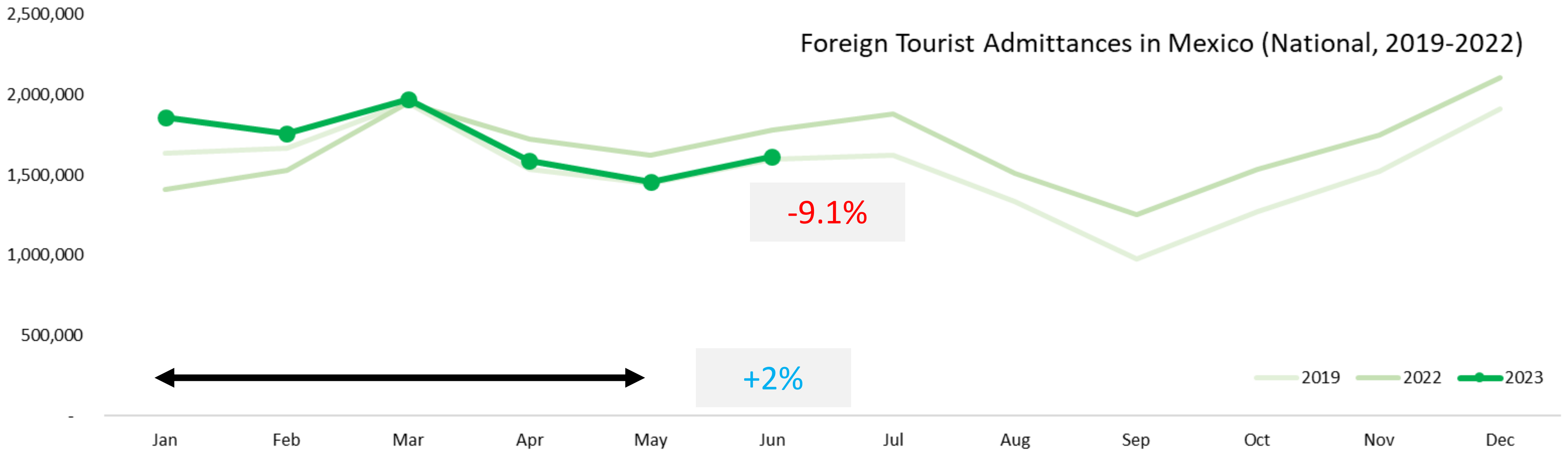
Foreign Tourist Admittances through SJD by Country of Residence, cumulative Jan-Jun 2023 (cont.)





SOURCE: INM- SIOM

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TOURISM OBSERVATORY

CRUISE AND YACHT ACTIVITY

Cruise Activity (Jun-2023)

Key Indicators (Jun-2023)

Vessels (month)
6
(+2 vs Jun-2022)

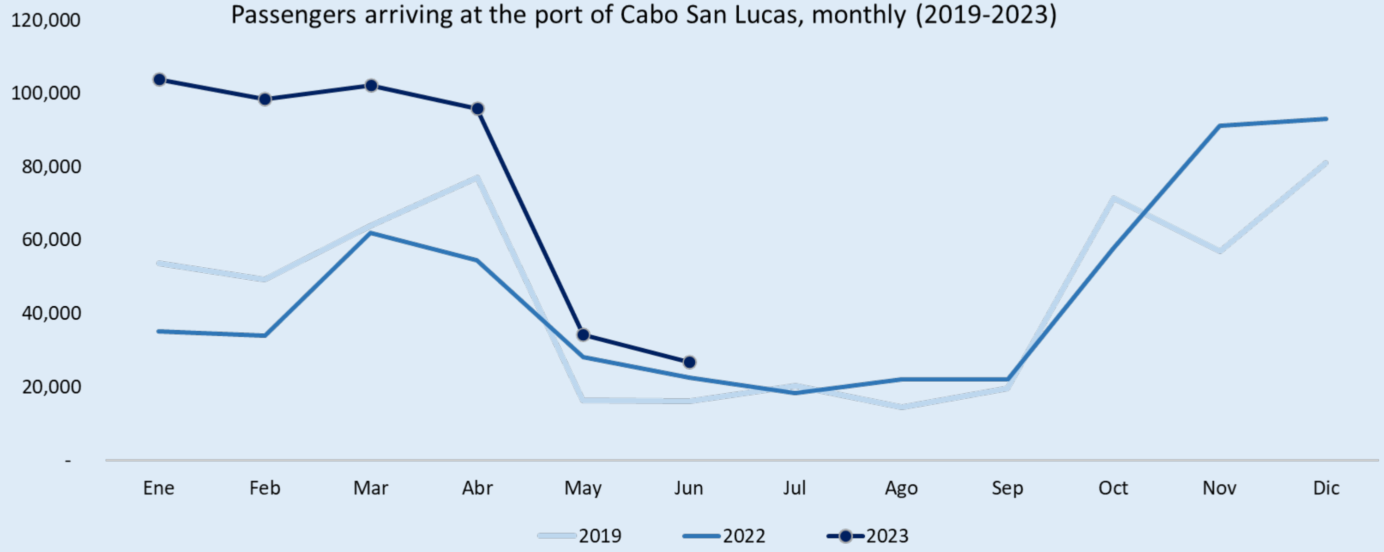
Vessels (cum.)
143
(+24.2% vs 2022)

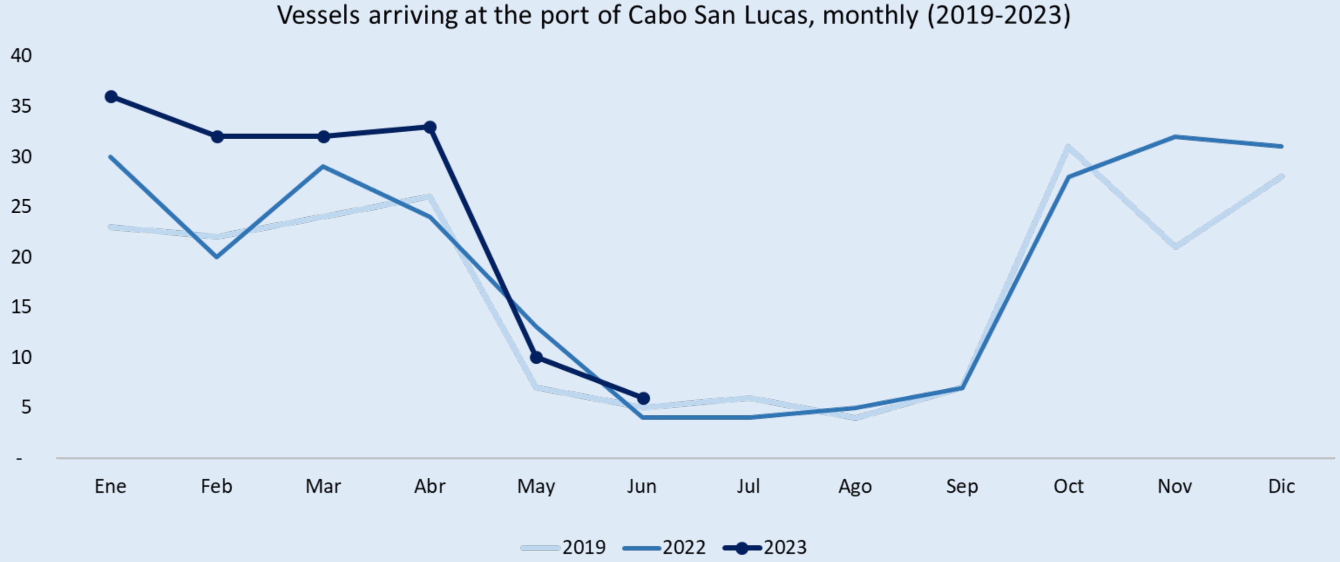
PAX (month)
26,779
(+18.5% vs Jun-2022)

PAX (cum.)
461,611
(+95.2% vs 2022)

PAX/Vessel
4,463
(-21% vs Jun-2022)

Source: DATATUR-SCT





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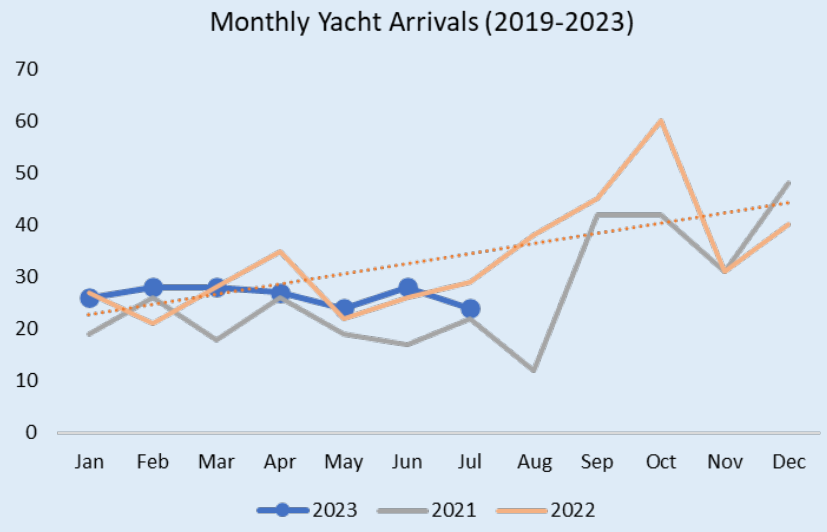
Yacht Arrivals in Cabo San Lucas (Jul-2023)

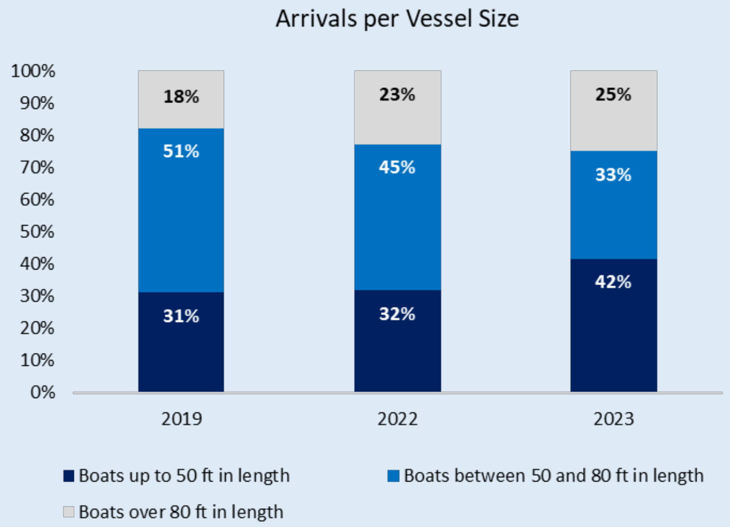
Key Indicators (Jul-2023)

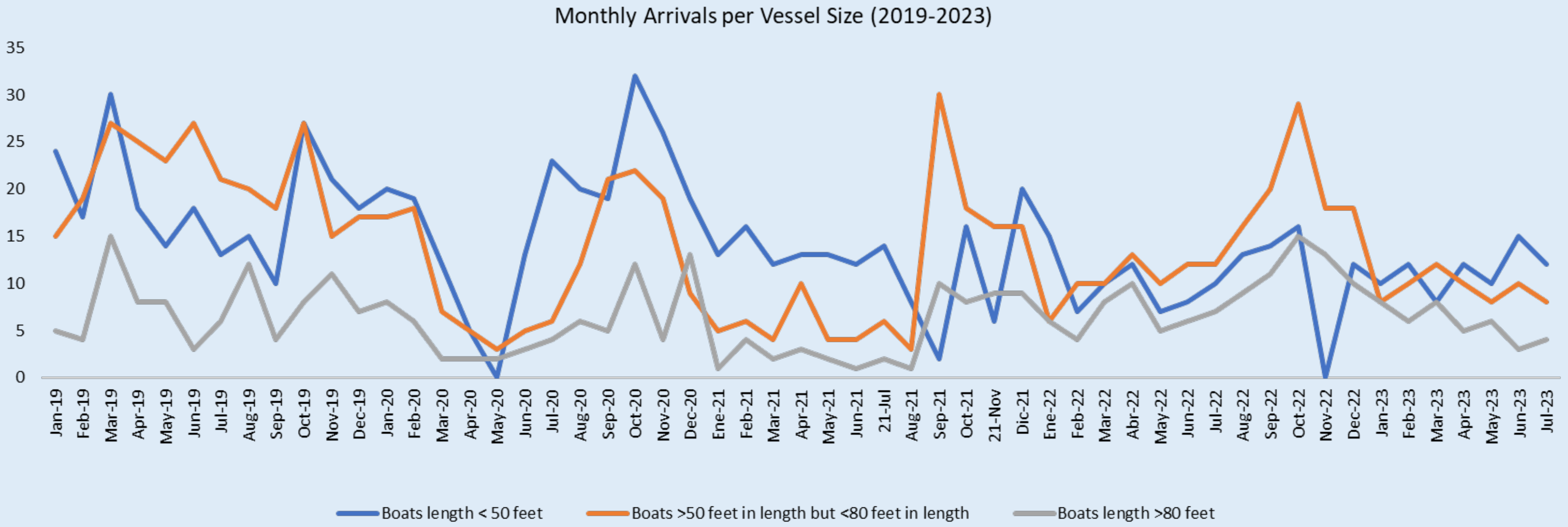
Yachts (current month)
24
(-17% vs Jul-2022)

Yachts (cumulative 2023)
185
(-2% vs 2022)

Source: API Cabo San Lucas







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TOURISM OBSERVATORY

TOURIST SURVEYS AND MEETINGS

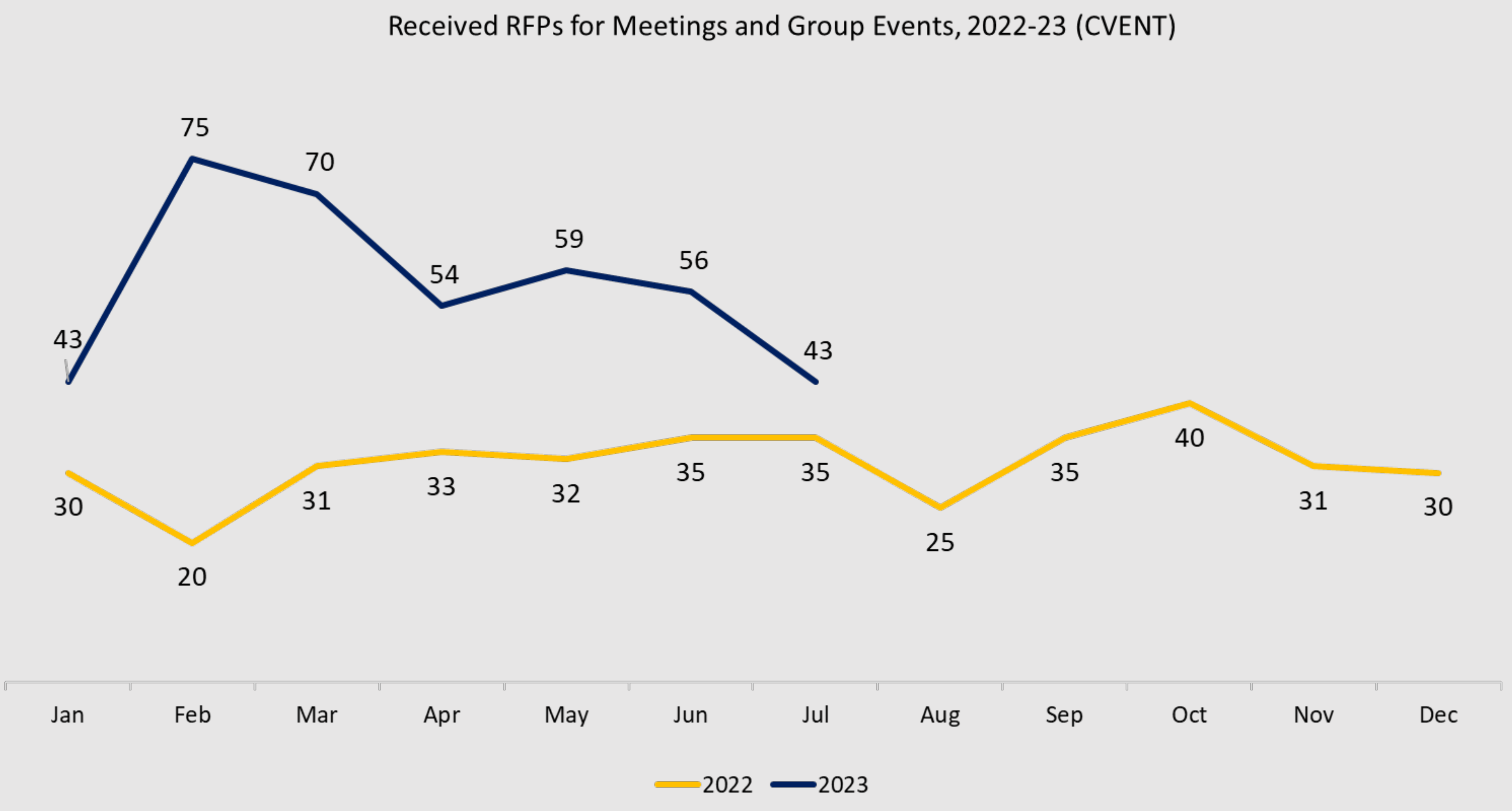
Key Indicators
(Jul-2023)

RFPs (month)
43
(-16 vs Jul-2022)

RFPs (cumulative)
400
(+18.3% vs 2022)

Fuente: CVENT

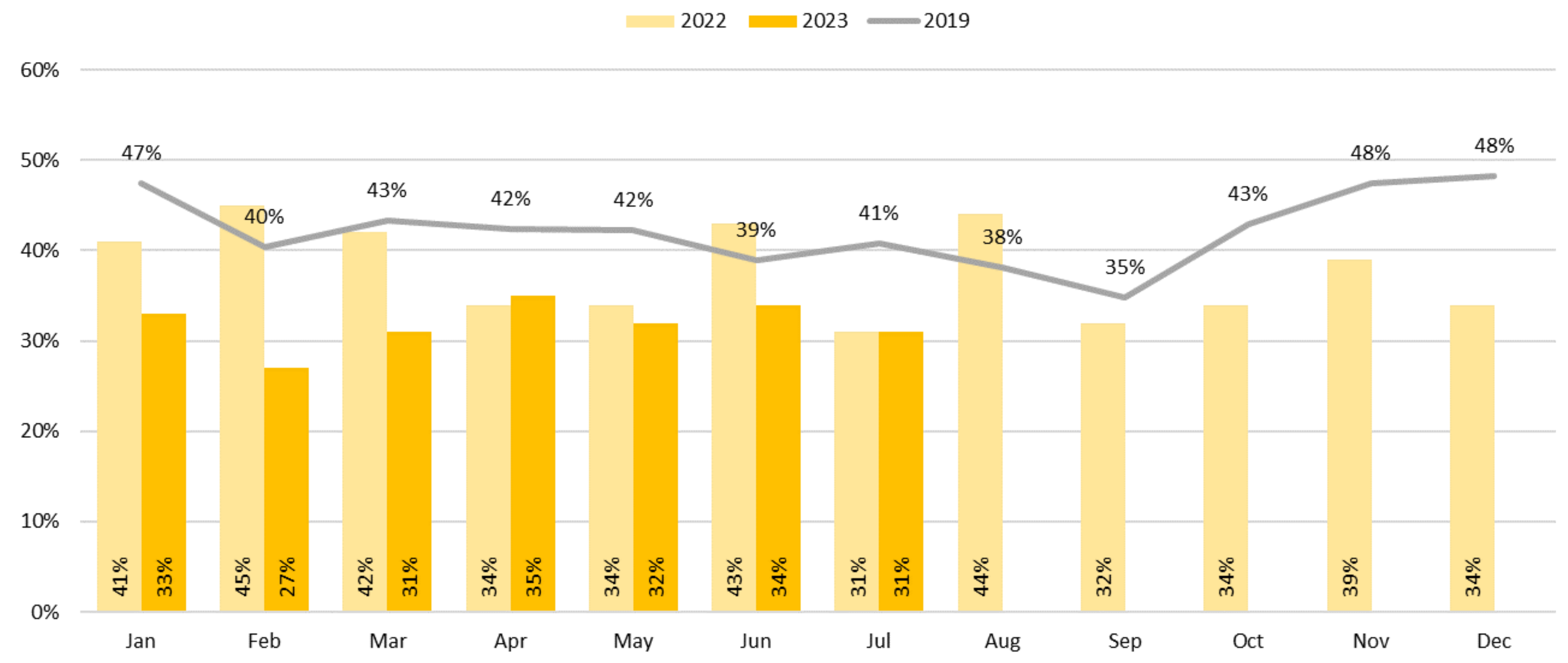
Meetings (Jul-2023)



LOS CABOS

Returning Tourists

Repetitive Tourists Jul-2023:
31%
No change
vs Jul-2022



SOURCE: TOURIST SURVEY

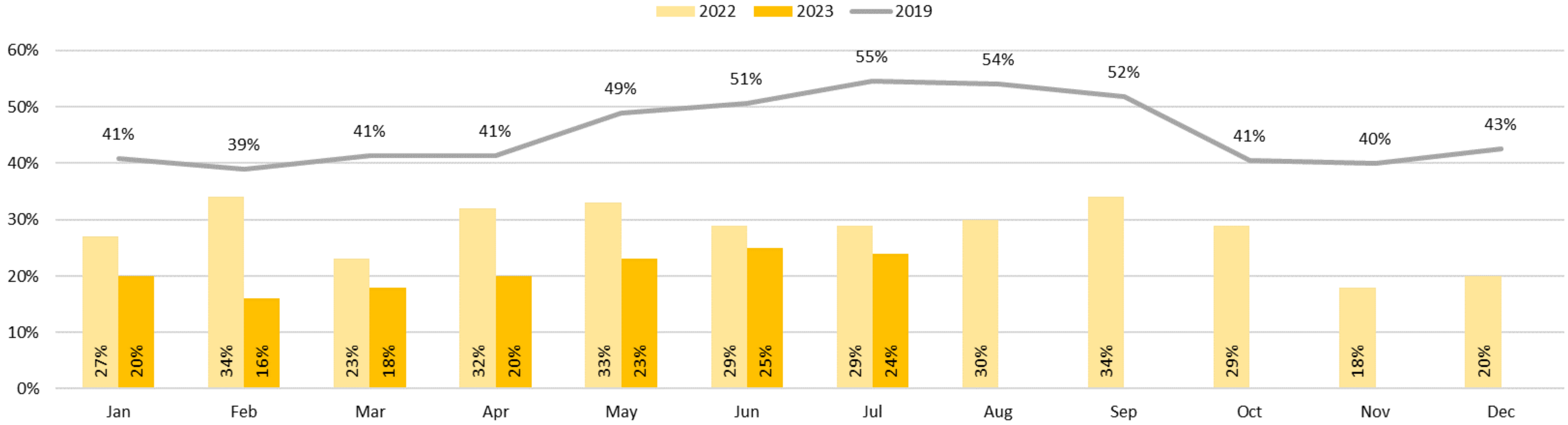
Package Tours

Package Tourse Jul-2023:

24%

-5pp

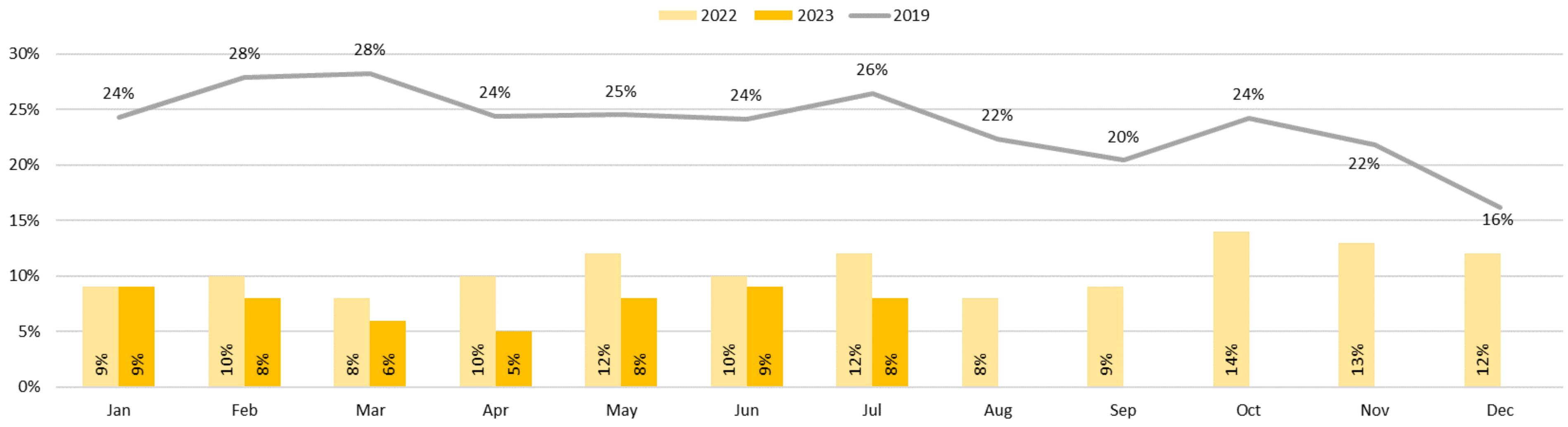
vs Jul-2022



SOURCE: TOURIST SURVEY

Timeshares

Timeshare Use
Jul-2023:
8%
-4pp
Vs Jul-2022



SOURCE: TOURIST SURVEY

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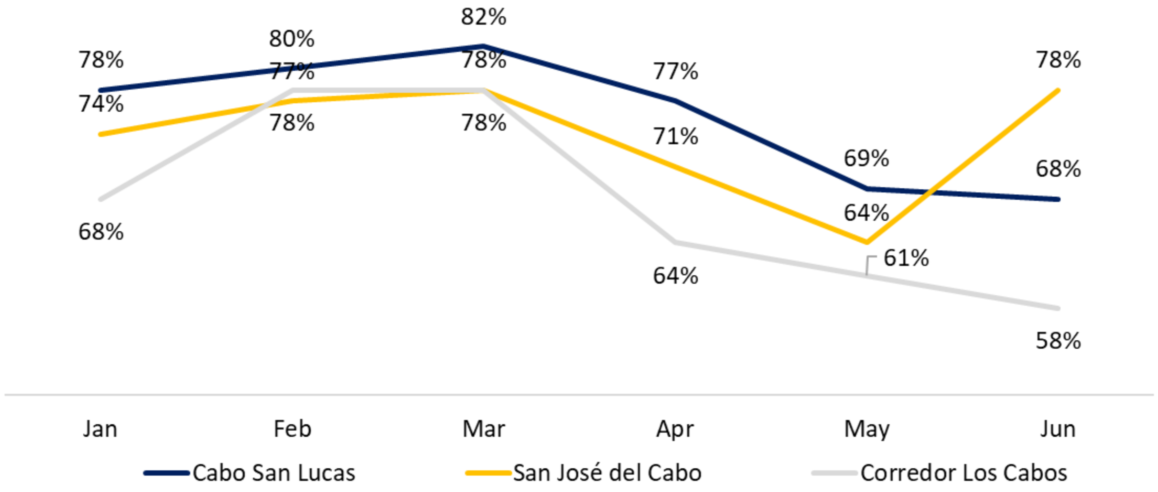
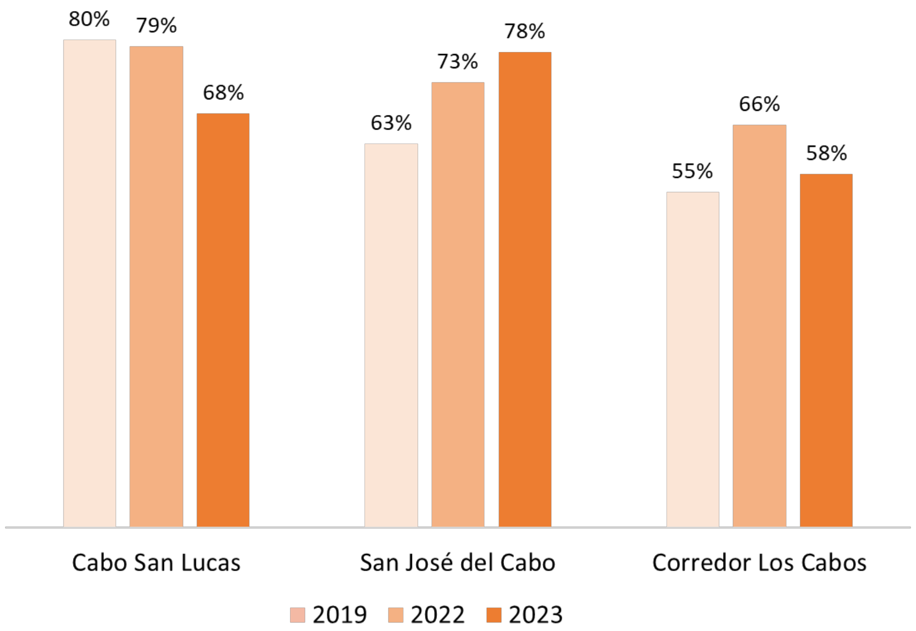
TOURISM OBSERVATORY

HOTEL ACTIVITY

Hotel Occupancy for Los Cabos and Sub-destinations (Jul-2023)



SOURCE: AHLC



SOURCE: AHLC

SOURCE: AHLC

Cabo San Lucas:
(Jul-2023):
68%
-11 pp vs Jul-2022

San José del Cabo:
(Jul-2023)
78%
+5 pp vs Jul-2022

El Corredor:
(Jul-2023)
58%
+3% vs Jul-2022

Hotel Activity (Jul-2023)

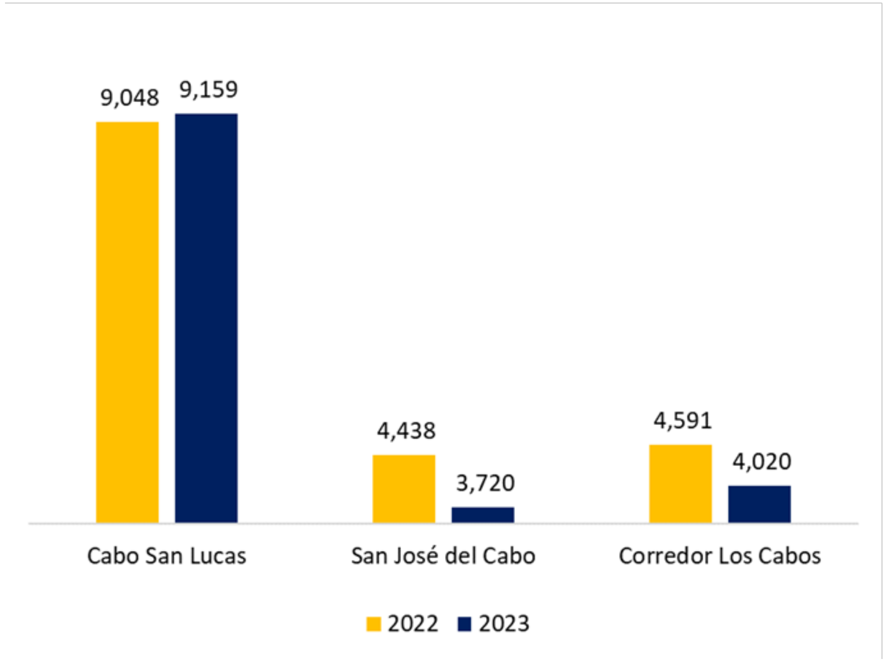
Key Indicators
(Jul-2023)

Cabo San Lucas
(Supply)
9,159 rooms
(+1.2% vs Jul-2022)

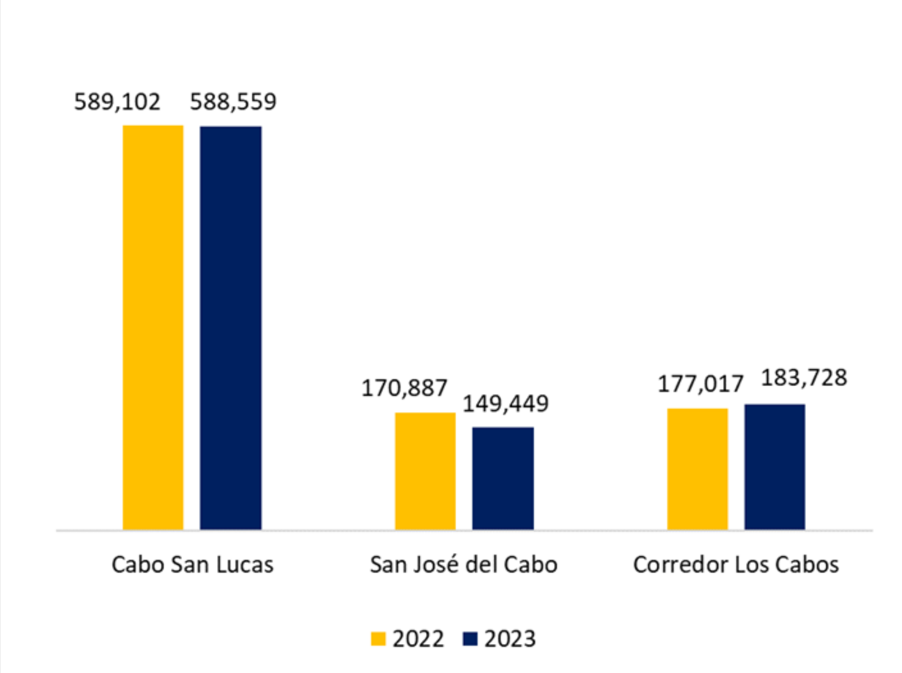
San José del Cabo
(Supply)
3,720 rooms
(-16.2% vs Jul-2022)

El Corredor
(Supply)
4,020 rooms
(-12.4% vs Jul-2022)

Available Rooms (2019-2022)



Room Nights (2019-2022)

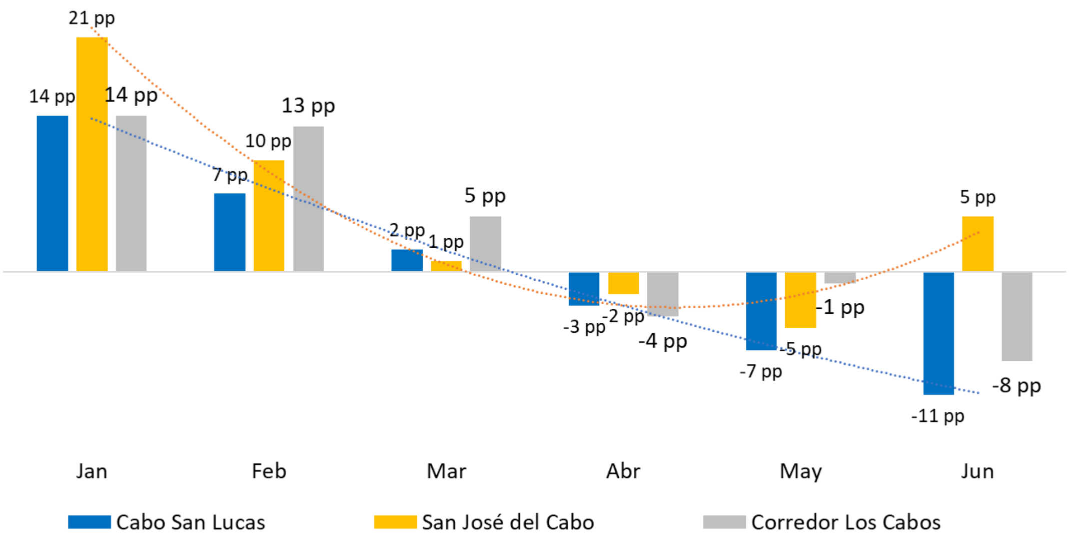


Source: DATATUR

Annual Variations in Hotel Occupancy and Tourist Arrivals

Annual Variation in Hotel Occupancy, by destination

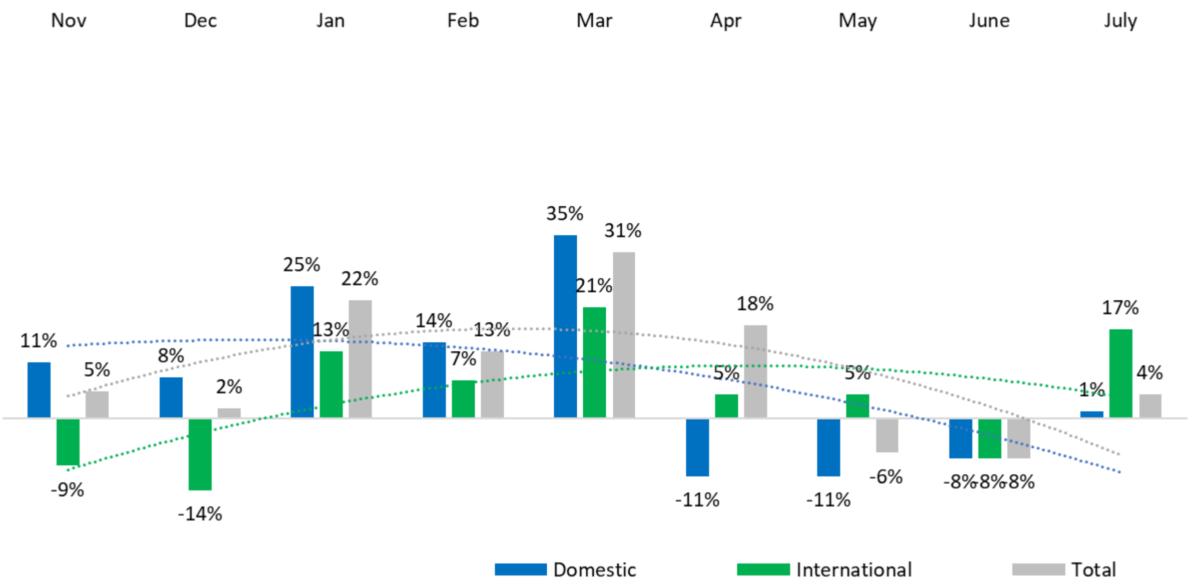
(2023 vs 2022)



SOURCE: AHLC

Annual Variation in Tourist Arrivals to Hotels, by Origin.

(Nov-2022 to Jun-23, vs. 2022)



SOURCE: DATATUR

Average Daily Rate and RevPAR (Jul-2023)

Key Indicators
(Jul-2023)

ADR (Los Cabos)
$394
(-14% vs Jul-2022)

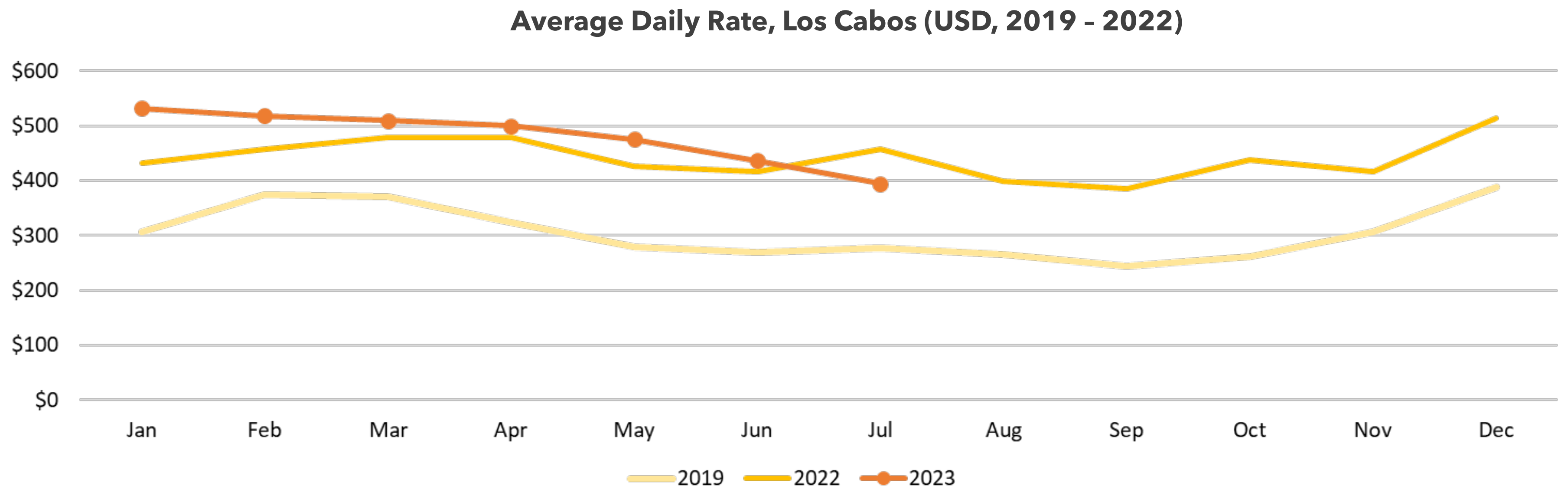
ADR (Cabo San Lucas)
$283
(-1% vs Jul-2022)

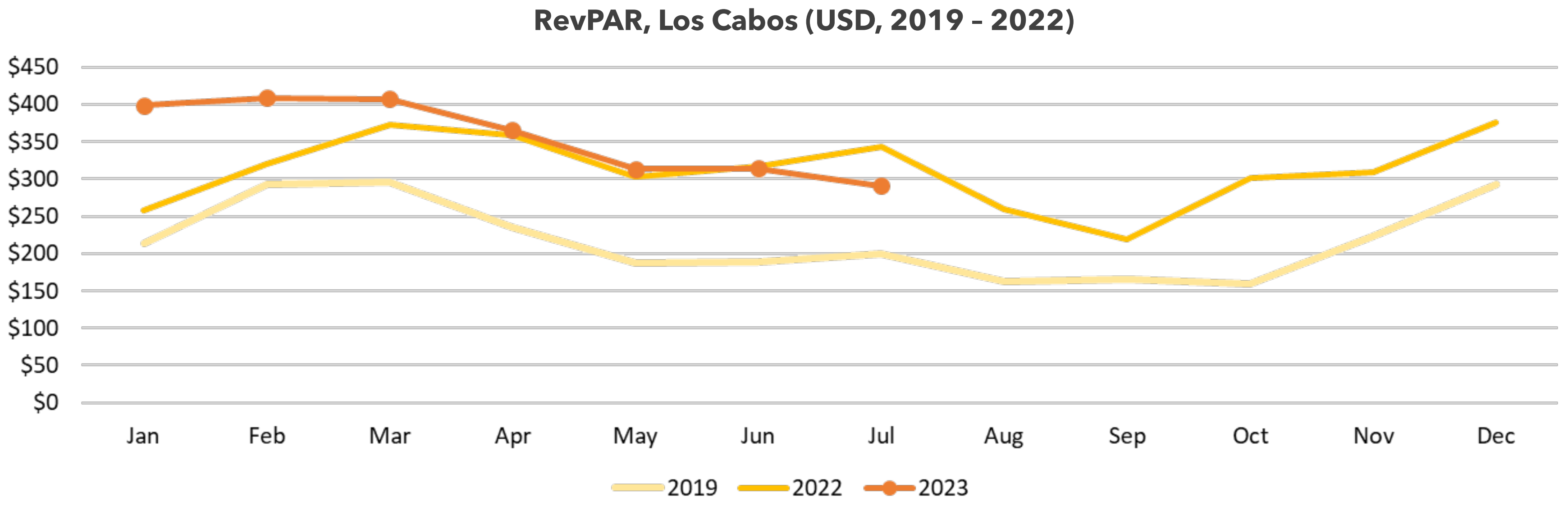
ADR (San José del Cabo)
$285
(+28% vs Jul-2022)

ADR (El Corredor)
$464
(-18% vs Jul-2022)

RevPAR (Los Cabos)
$291
(-15% vs Jul-2022)

Source: AHLC





LOS CABOS

LOS CABOS

LOS CABOS
TOURISM OBSERVATORY

AIR TRAVEL CONNECTIVITY

Key Indicators

Scheduled Air Seats (next 6 months):
1.02 million
(+12.7% vs 2022)

Scheduled Air Seats (Aug-2022):
178.3 thousand
(+20.2% vs Jul-2022)

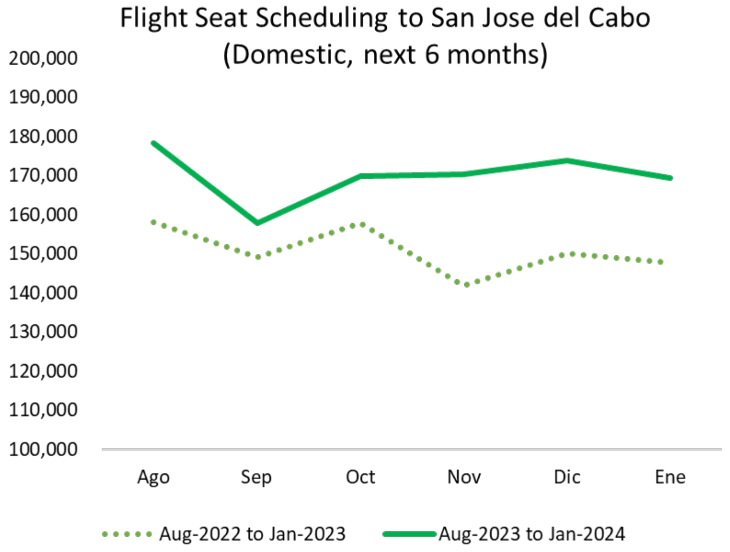
CDMX:
410.7 thousand
(-3.9% vs 2022)

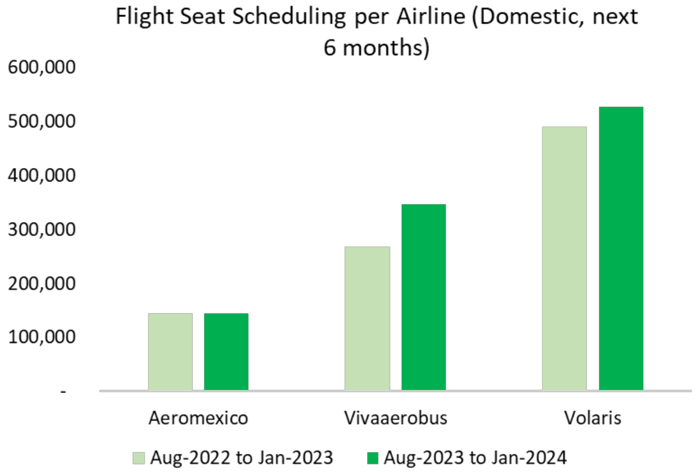
GDL:
183.9 thousand
(-0.5% vs 2022)

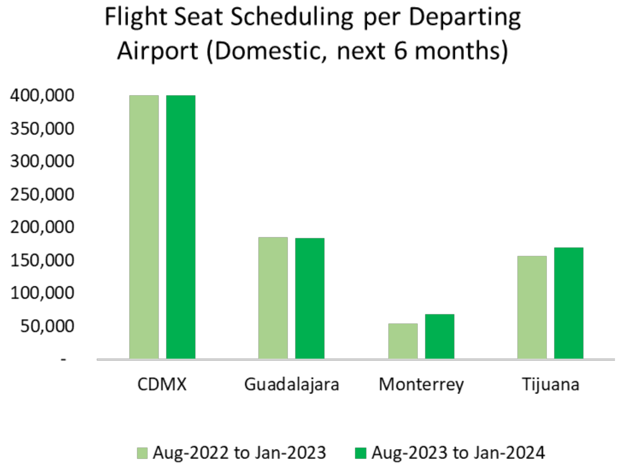
MTY:
67.7 thousand
(+26.4% vs 2022)

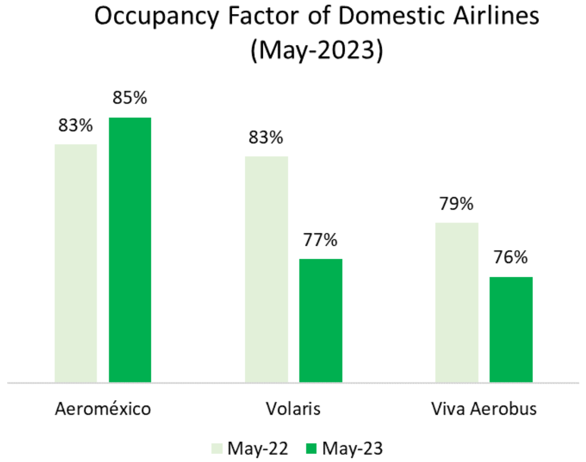
TIJ:
169.8 thousand
(+8.8% vs 2022)

Domestic Air Connectivity









SOURCE: OAG

LOS CABOS

Key Indicators

Scheduled Air Seats (next 6 months):
1.2 million
(-3.3% vs 2022)

Scheduled Air Seats (Jul-2022):
192.4 thousand
(-1.2% vs Jul-2022)

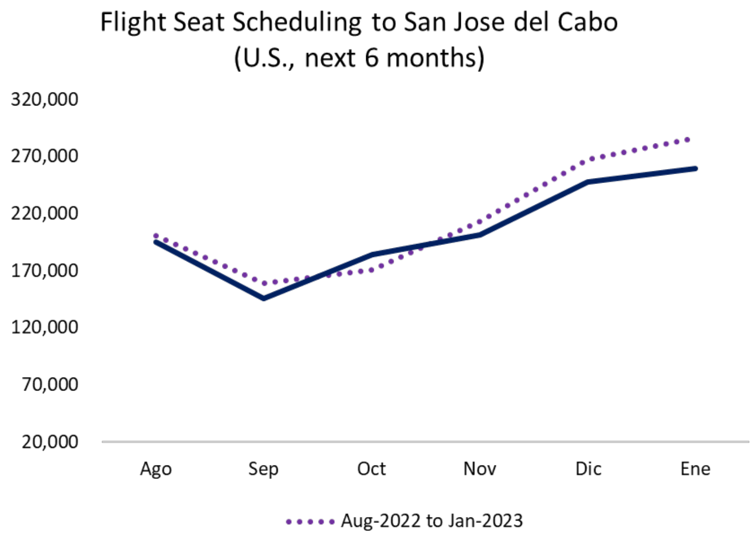
LAX:
226 thousand
(+4% vs 2022)

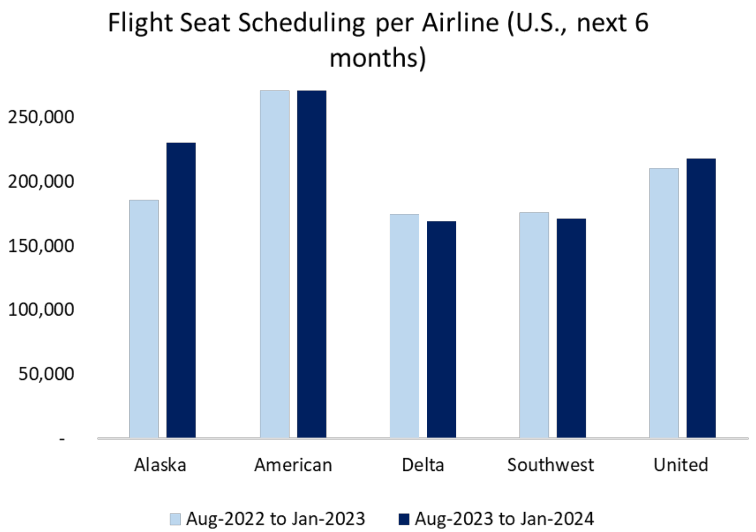
HOU:
118.3 thousand
(-1.7% vs 2022)

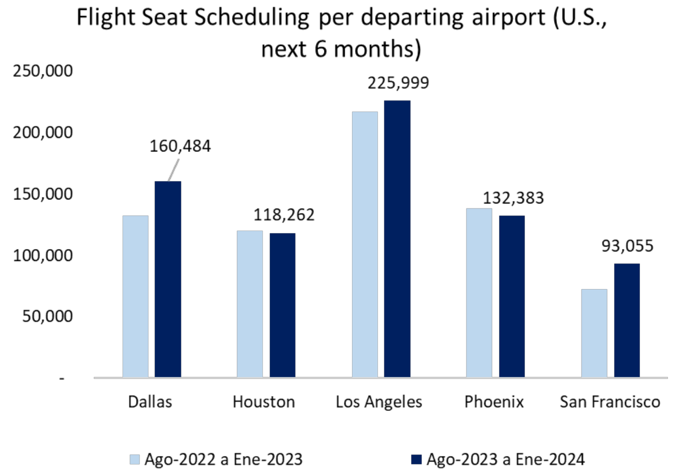
DFW:
160.5 thousand
(+12.5% vs 022)

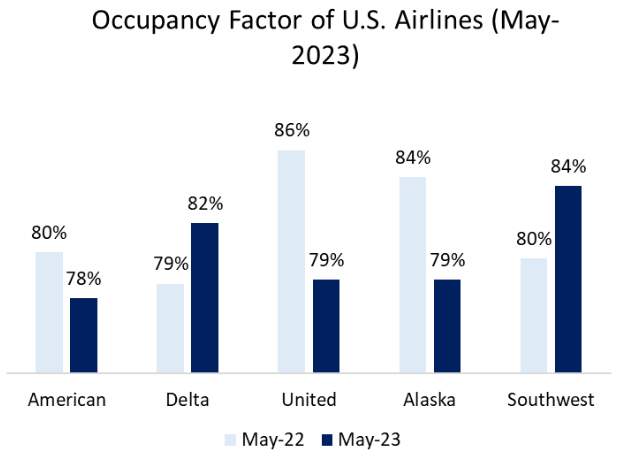
PHX:
132.4 thousand
(-4.2% vs 2022)

Air Connectivity: U.S.









SOURCE: OAG

Air Connectivity: Canada

Key Indicators

Scheduled Air Seats (next 6 months):
88.2 thousand
(-14.5% vs 2022)

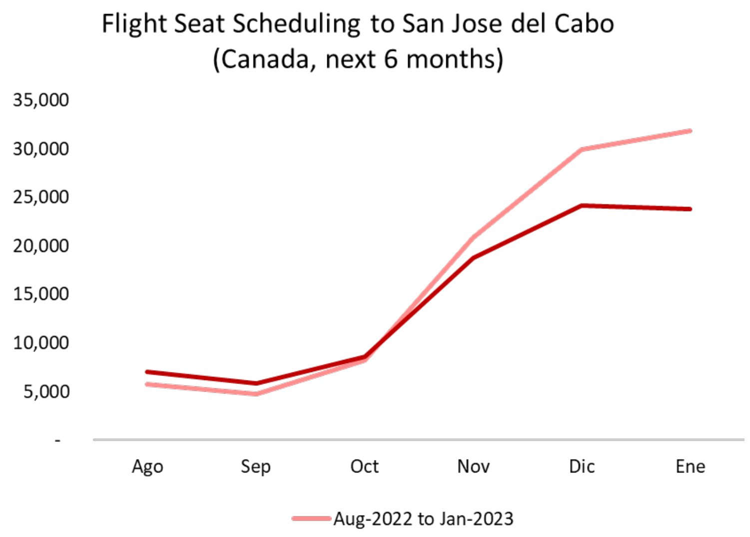
Scheduled Air Seats (Aug-2022):
7 thousand
(+22.6% vs Jul-2022)

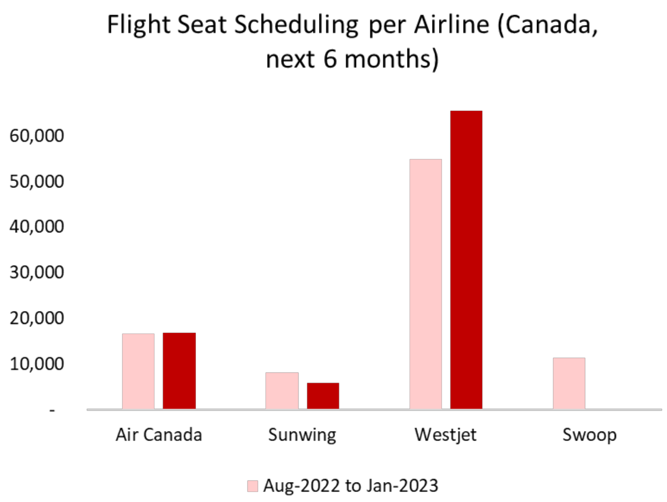
YYZ (Toronto):
8.7 thousand
(-33.7% vs 2022)

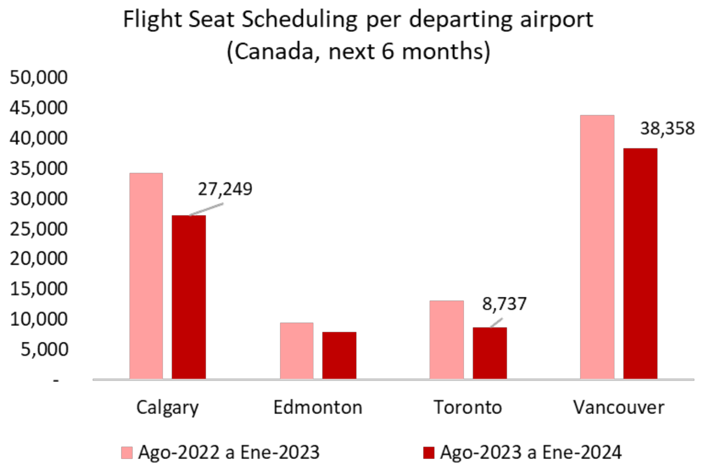
YVR (Vancouver):
38.6 thousand
(-12.5% vs 2022)

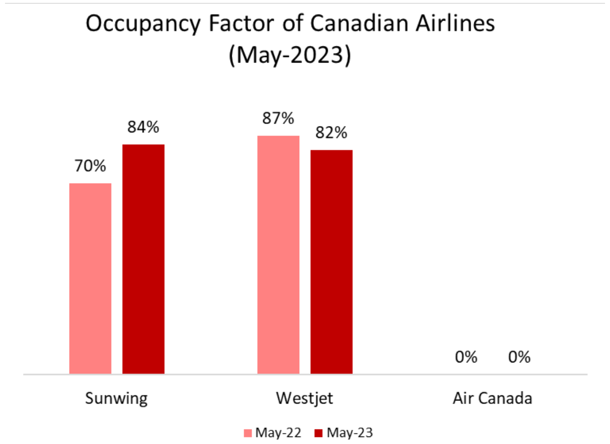
YYC (Calgary):
27.2 thousand
(-20.3% vs 022)

YYG (Edmonton):
8 thousand
(-16% vs 2022









LOS CABOS

LOS CABOS
TOURISM OBSERVATORY

PUBLIC RELATIONS

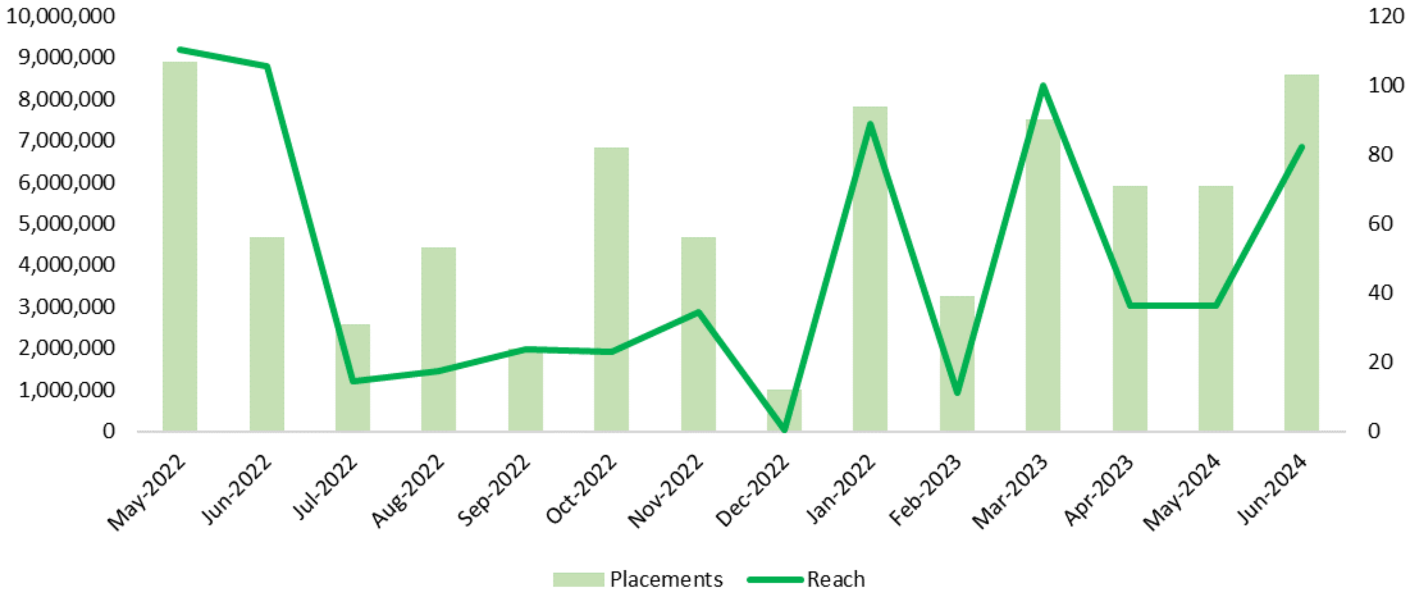
Key Indicators
(May-2023)

Placements:
103
(+93% vs trailing 12-month average)

Reach:
6.8 million
(+81% vs trailing 12-month average)

SOURCE:
LLORENTE Y CUENCA

Public Relations: Placements and Reach (National)



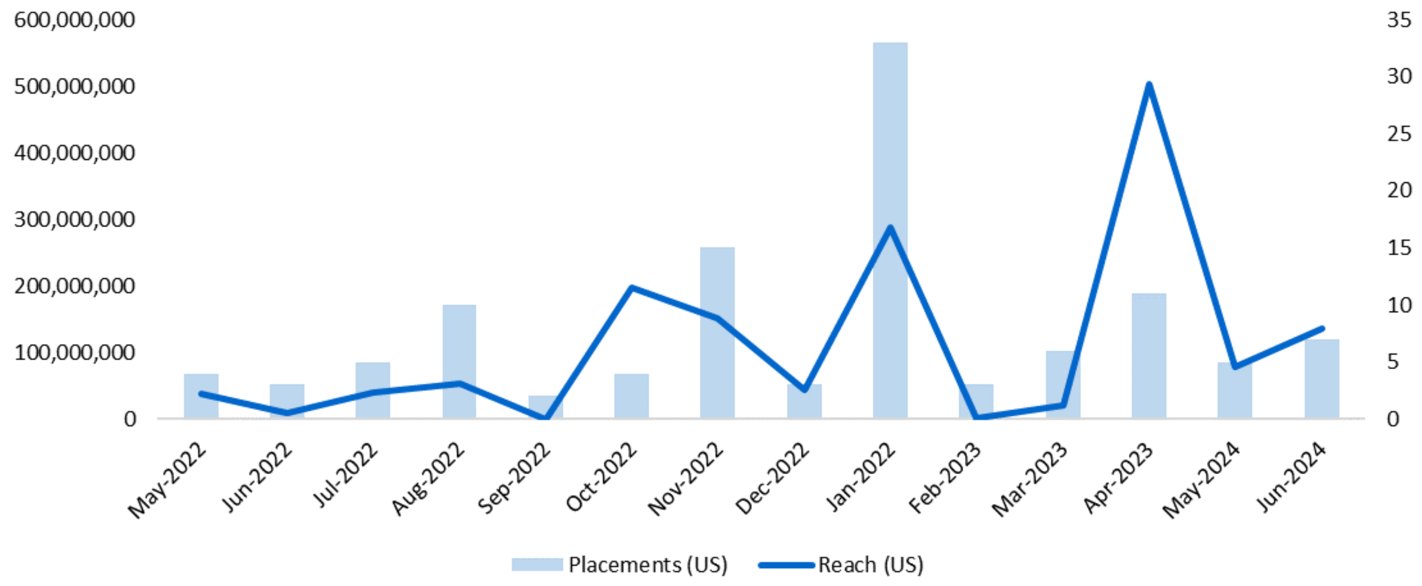
Indicadores clave
(May-2023)

Placements:
5
(-48% vs trailing 12-month average)

Reach:
77.7 million
(-63% vs trailing 12-month average)

SOURCE: OGILVY

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



LOS CABOS

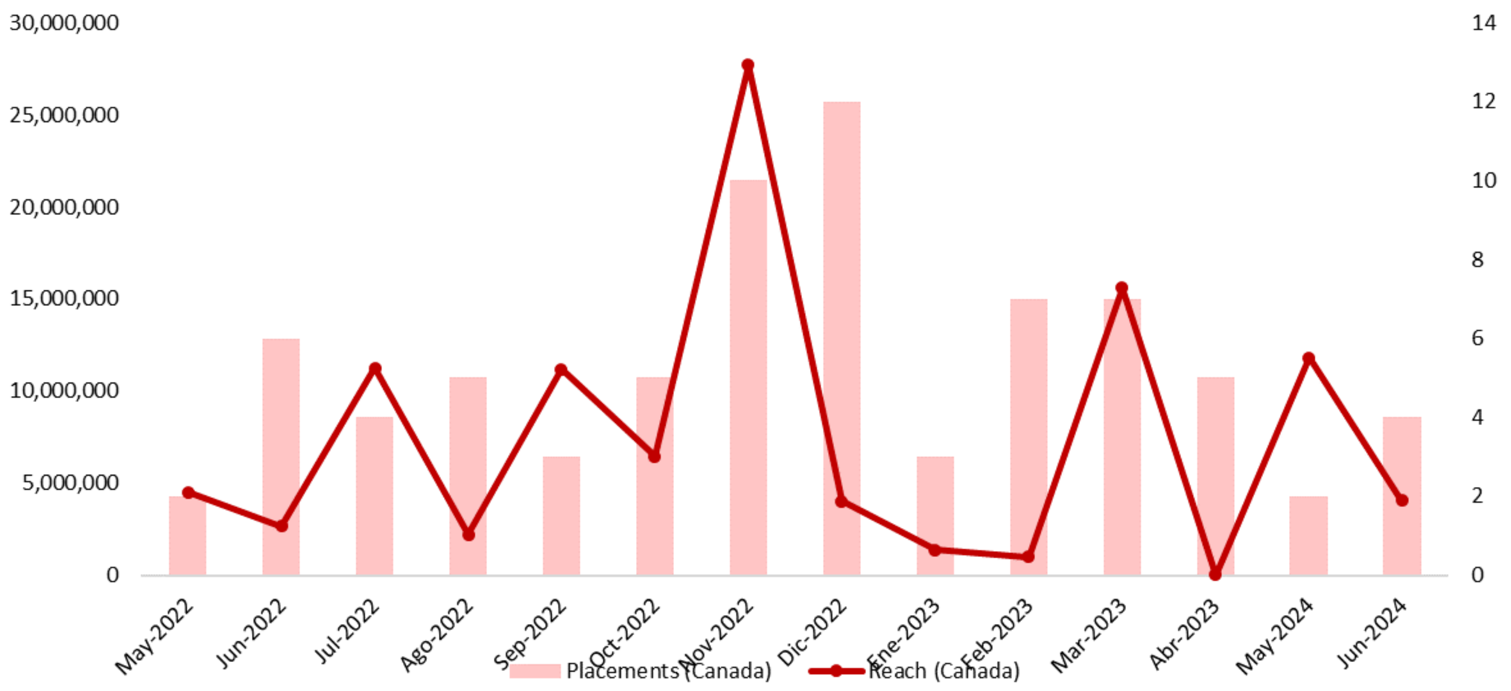
Key Indicators
(May-2023)

Placements:
3
(-39% vs trailing 12-month average)

Reach:
4 million
(-26% vs trailing 12-month average)

SOURCE:
JESSON + CO

Public Relations: Placements and Reach (Canada)



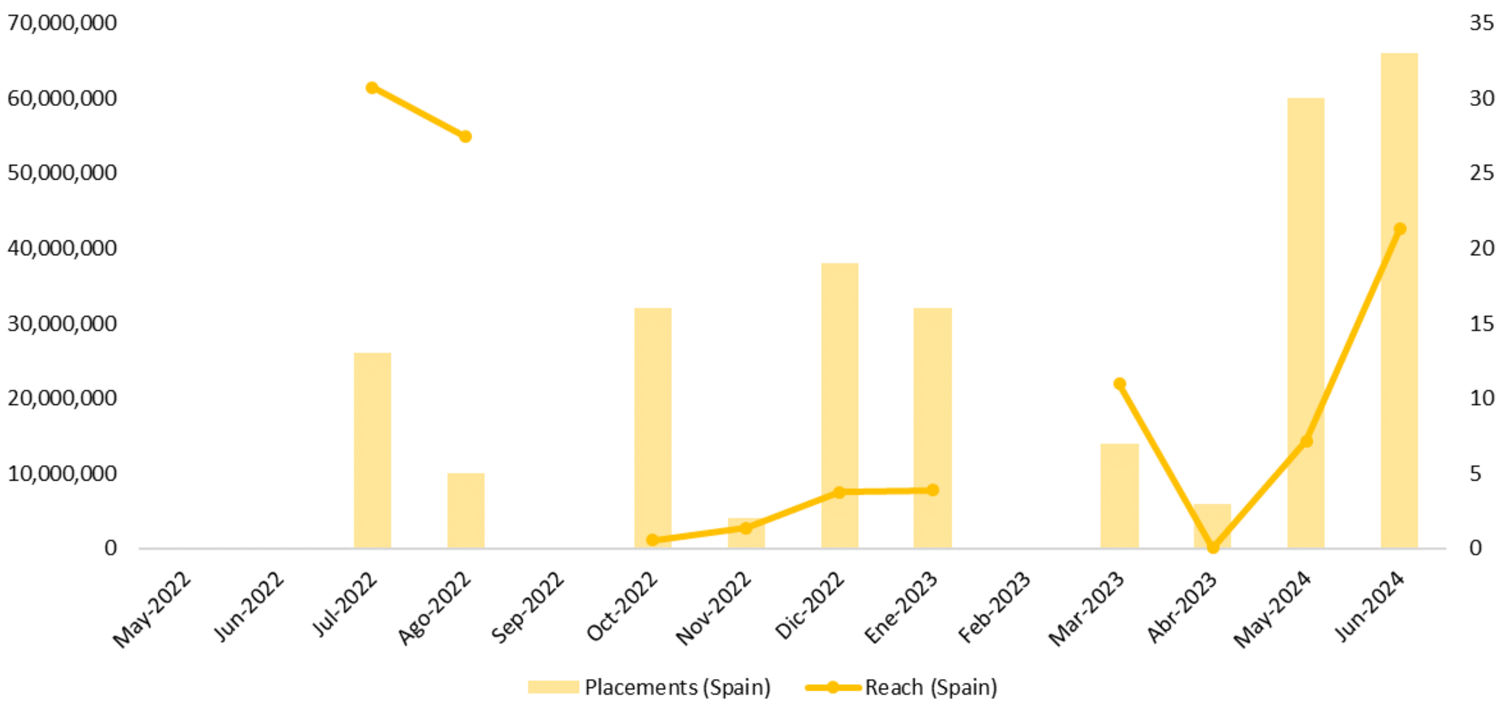
LOS CABOS

Indicadores clave
(May-2023)

Public Relations: Placements and Reach (Spain)

Placements:
33
(+129% vs trailing 12-month average)

Reach:
42.6 million
(+99% vs trailing 12-month average)



FUENTE:
ROMAN

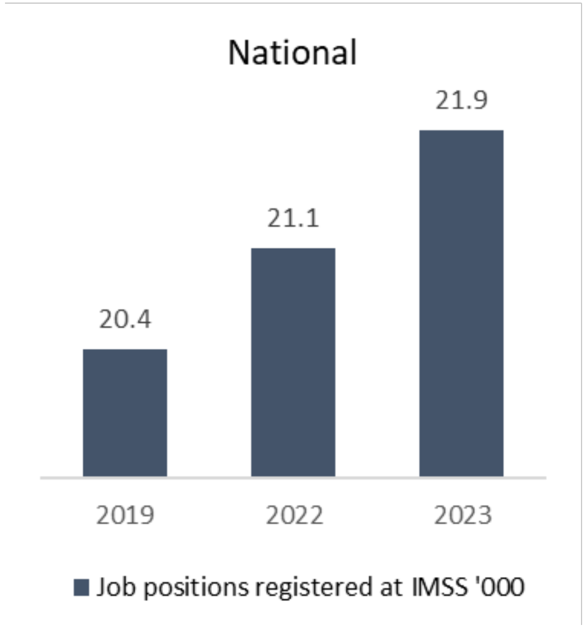
LOS CABOS

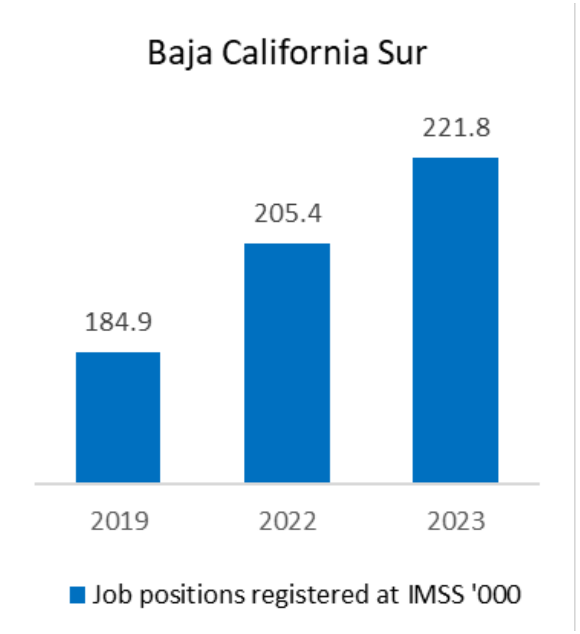
LOS CABOS
TOURISM OBSERVATORY

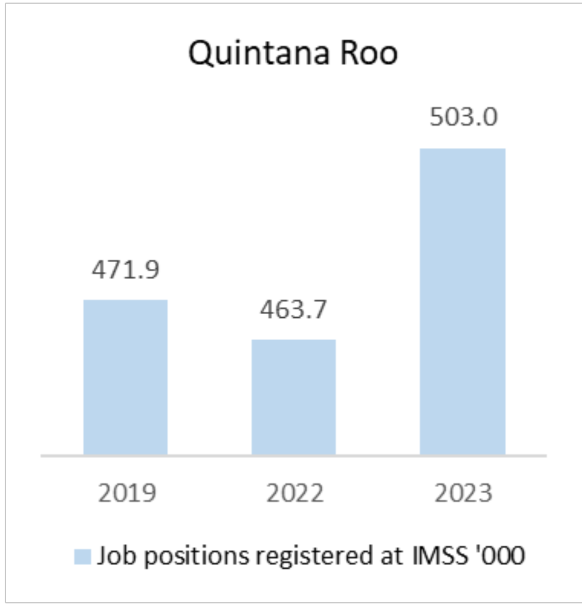
COVID-19 IMPACT

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

Impact on Employment in Mexico







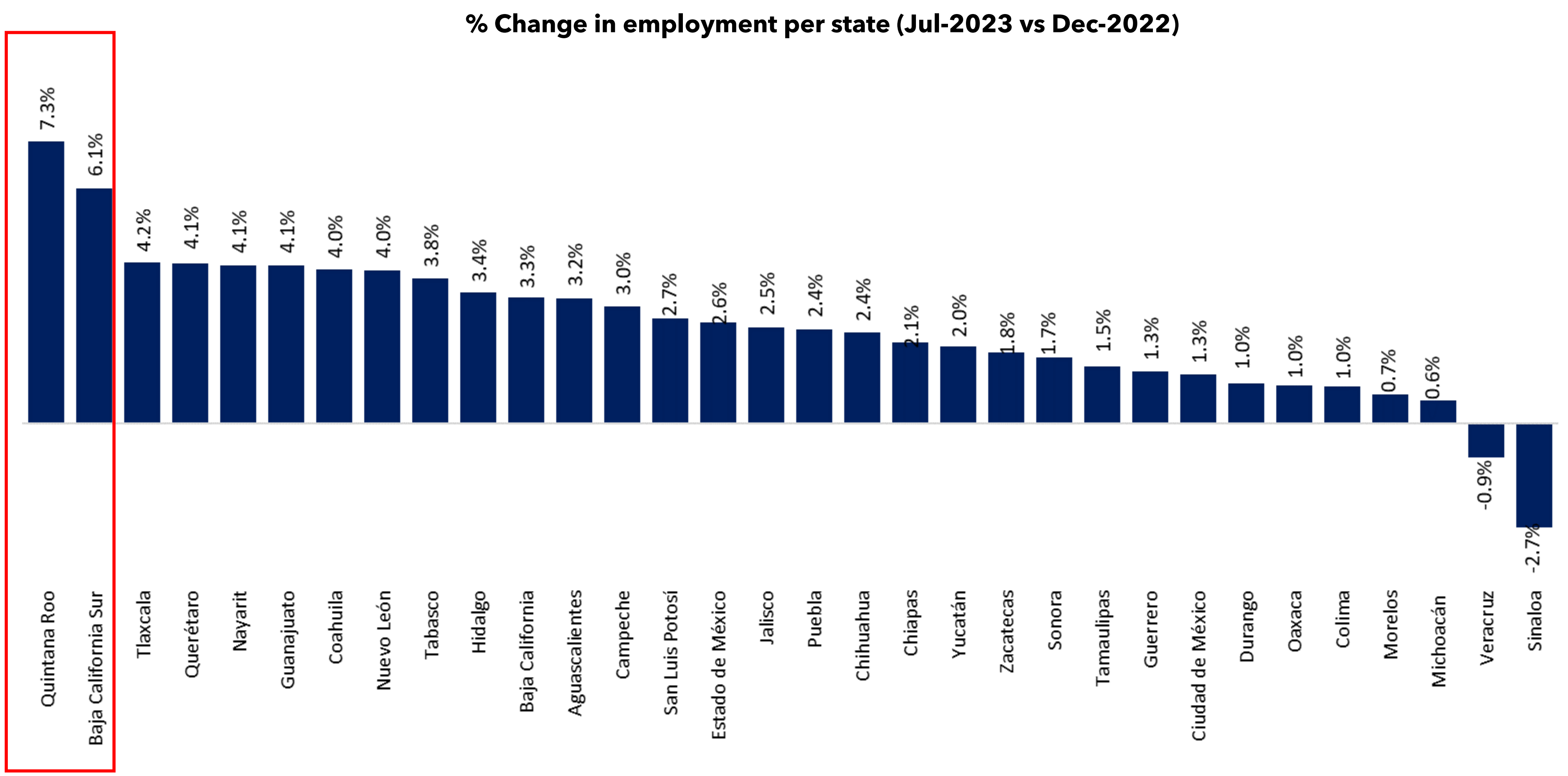
Employment (National):
21.9 million
+3.8%
vs Jul-2022

Employment (Baja California Sur):
221.8 thousand
+8%
vs Jul-2022

Employment (Quintana Roo):
503.6 thousand
+8.5%
vs Jul-2022

SOURCE: IMSS

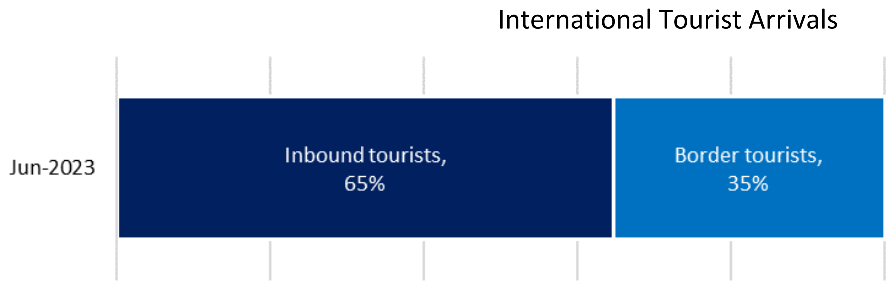
Impact on Employment in Mexico



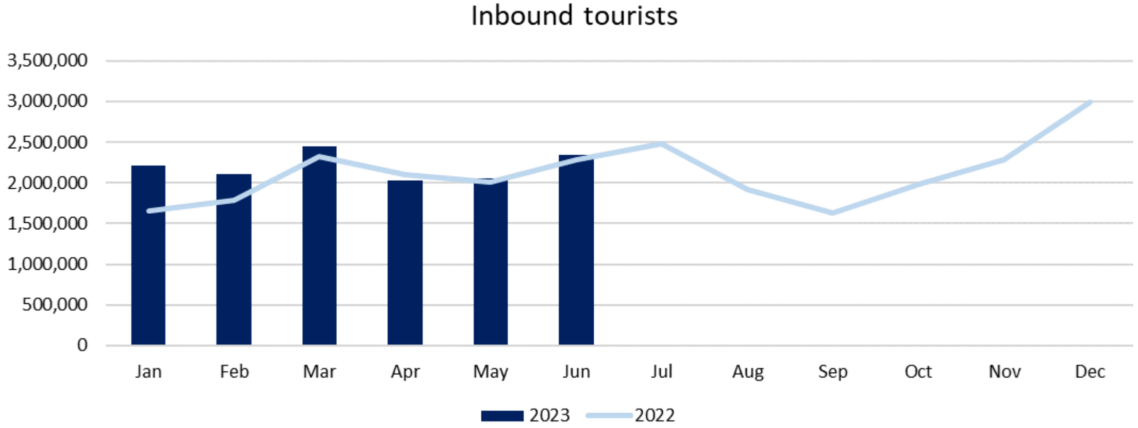
SOURCE : IMSS

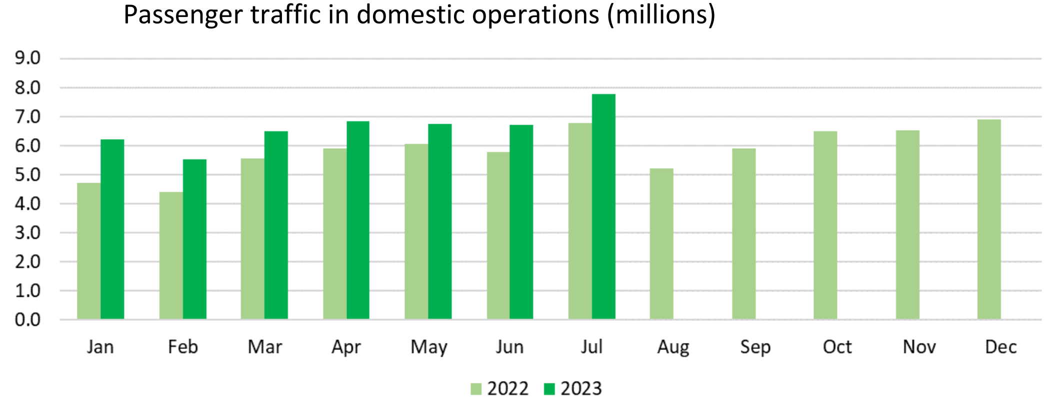
International Tourist Arrivals in Mexico

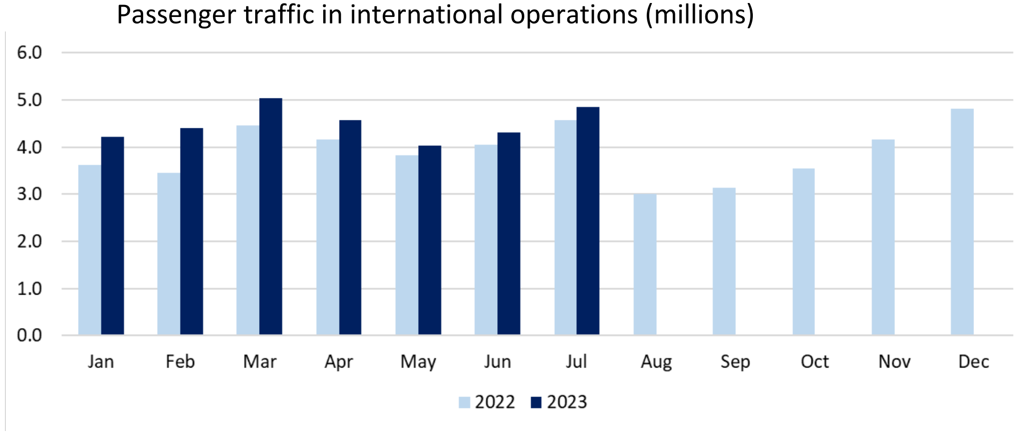
Air Activity in Mexico - Airport Groups



Jun-2023	Jun-2022	VAR
3,614,767	3,363,239	7.5%







International tourist arrivals:
3.61 million
+7.5%
vs Jun-2022

International admittances:
2.34 million
+2.3%
vs Jun-2022

Average expenditure of inbound tourists by air:
$1,096 USD
-2%
vs Jun-2022

PAX In domestic operations:
7.8 million
+15%
vs Jul-2022

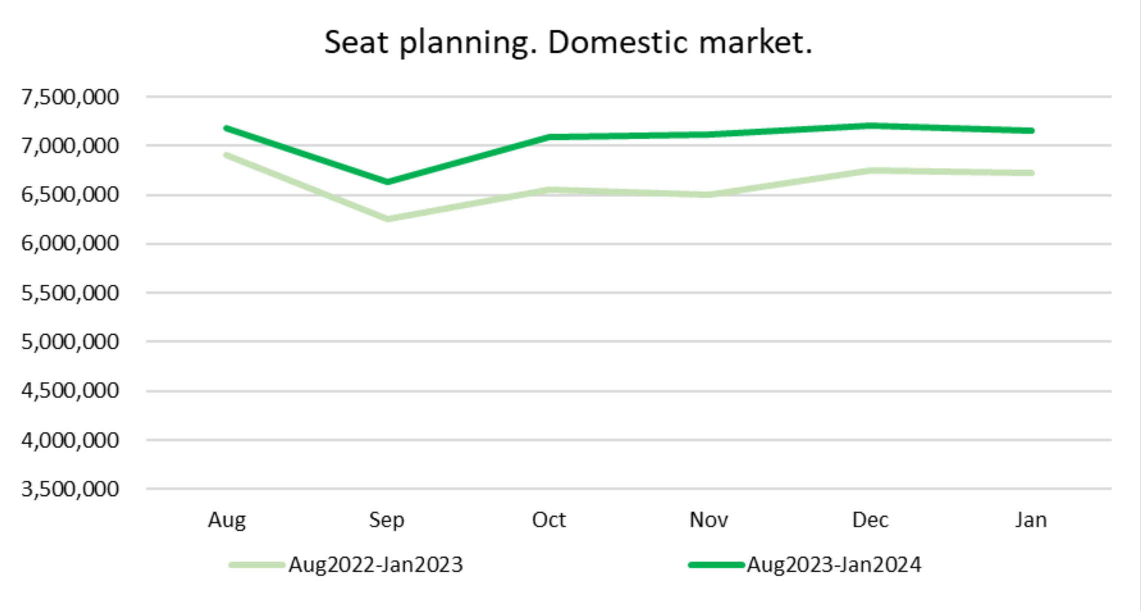
PAX in international operations:
4.85 million
+6%
vs Jul-2022

SOURCE : ASUR, OMA,GAP

SOURCE: INTERNATIONAL TOURIST SURVEY. INEGI

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

Seat planning for Mexico (Aug-2023 and beyond)

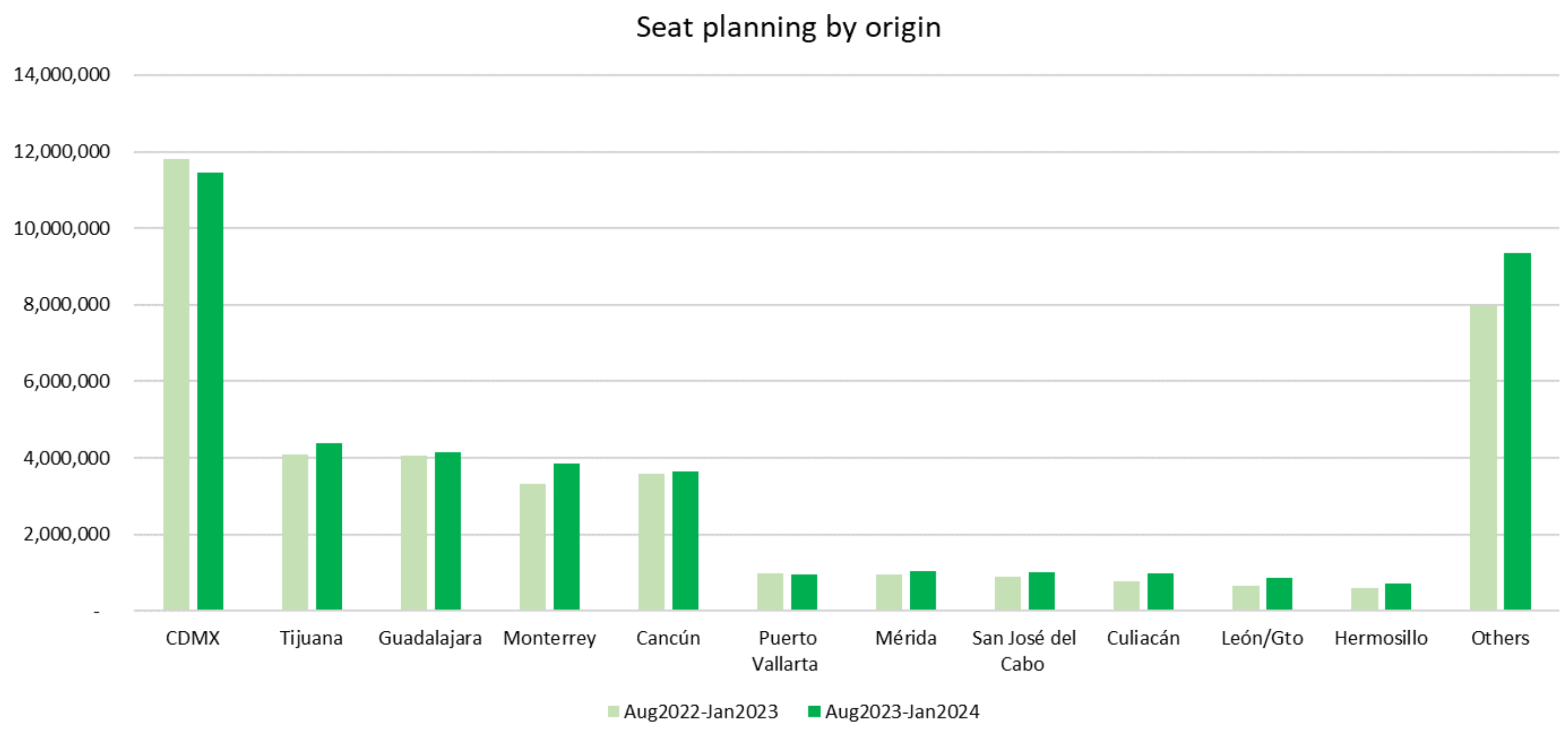


Domestic Seats:
42.4 million
+6.8%
vs Ago-Ene 2022

International Seats:
17.1 million
+5%
vs Ago-Ene 2022

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

Seat planning for Mexico



Domestic
(Aug2023-Jan2024):

CDMX
11.44 million
(-3.2% vs Aug2022-Jan2023)

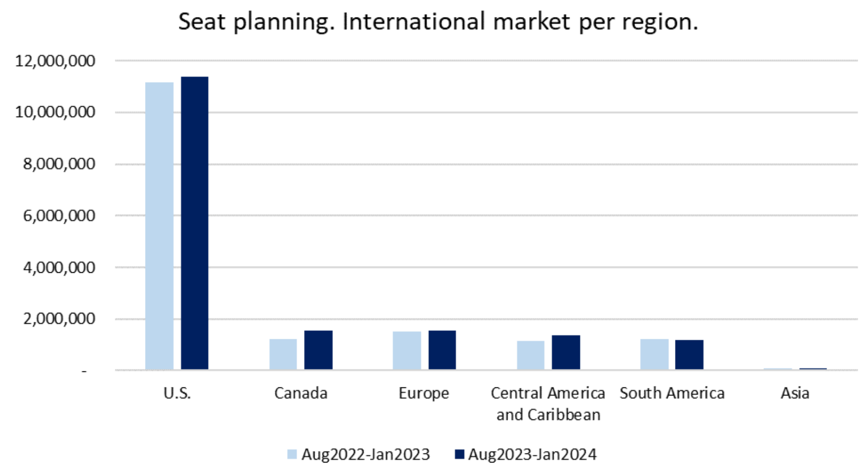
Tijuana:
4.39 million
(+7.6% vs Aug2022-Jan2023)

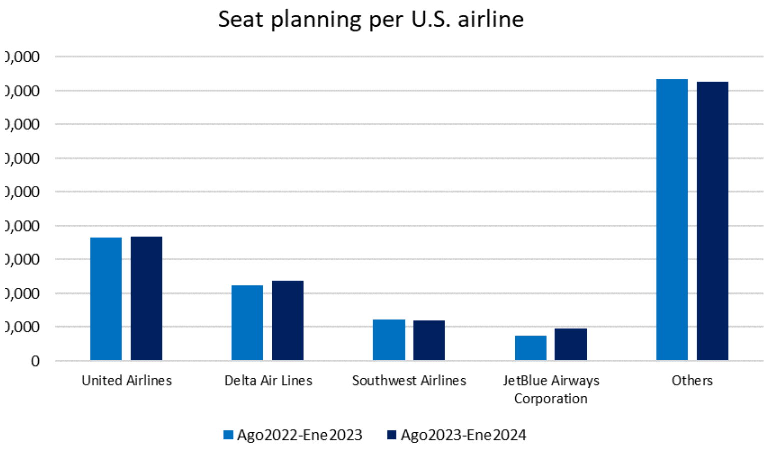
Guadalajara:
4.14 million
(+2.0% vs Aug2022-Jan2023)

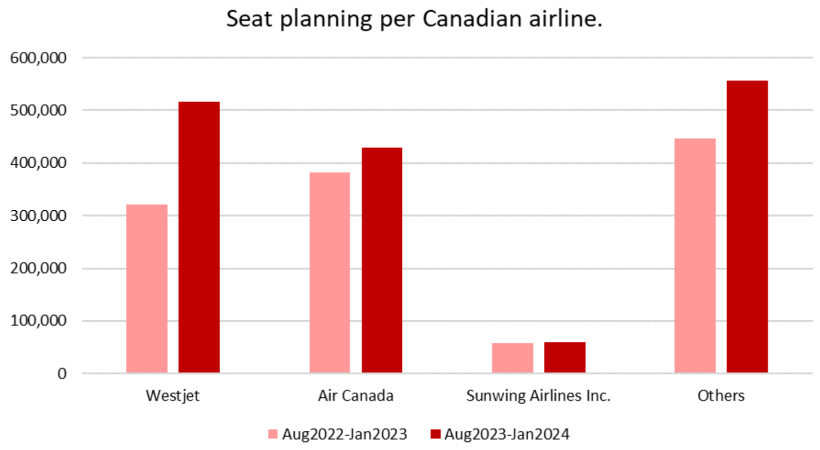
San José del Cabo:
1.02 million
(+13.6% vs Aug2022-Jan2023)

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

Seat Planning for Mexico for the Coming Months







U.S.

11.39 million seats

+2.2%

vs Aug-Jan 2022

66.5%

%VAR planned seats

Dallas:
1.4 million
-0.7%

Los Angeles:
1.4 million
+11.5%

Houston:
1.5 million
-3.6%

Chicago:
938 thousand
+3.1%

vs Aug-Jan

Canada

1.56 million

+29.2%

vs Aug-Jan 2022

9.1%

%VAR planned seats

Toronto:
540 thousand
+27.1%

Montreal:
280 thousand
+11.9%

Vancouver:
322 thousand
+39.7%

Calgary:
201 thousand
+26.8%

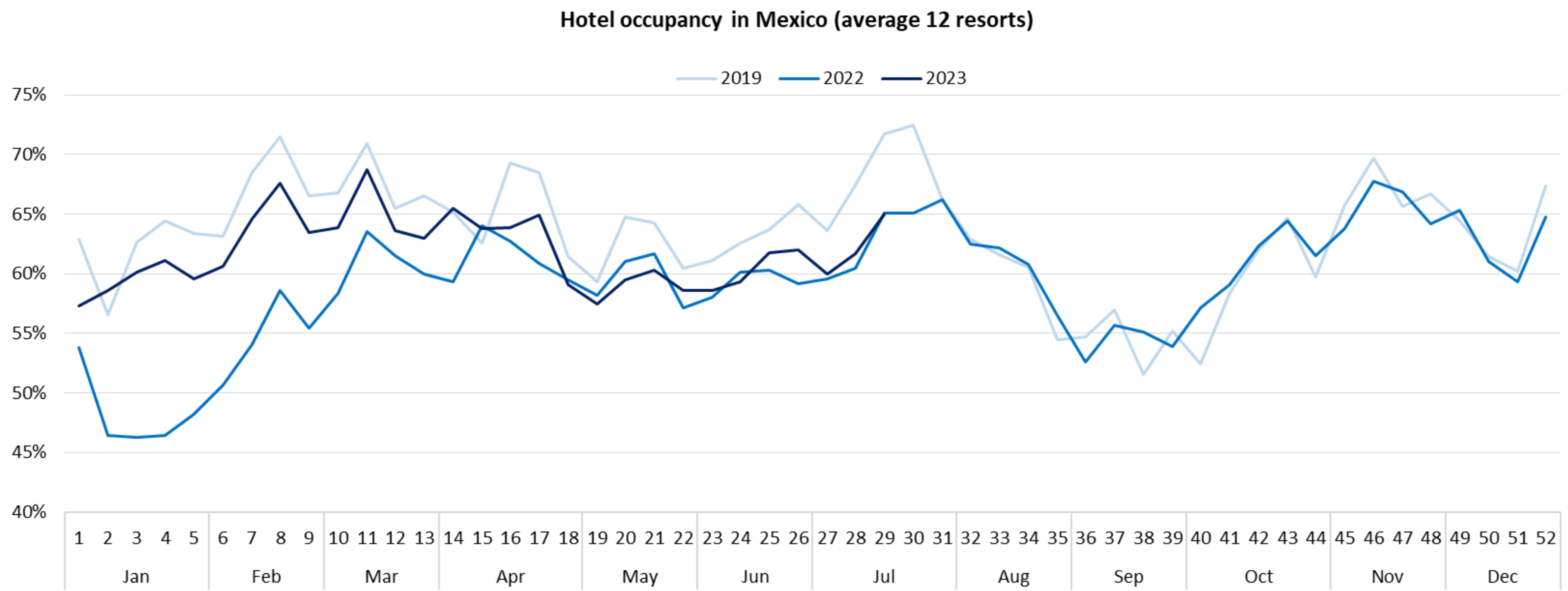
vs Aug-Jan 2022

SOURCE : OAG

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

LOS CABOS

Hotel Indicators in Mexico



Average Occupancy, week 29:

65%

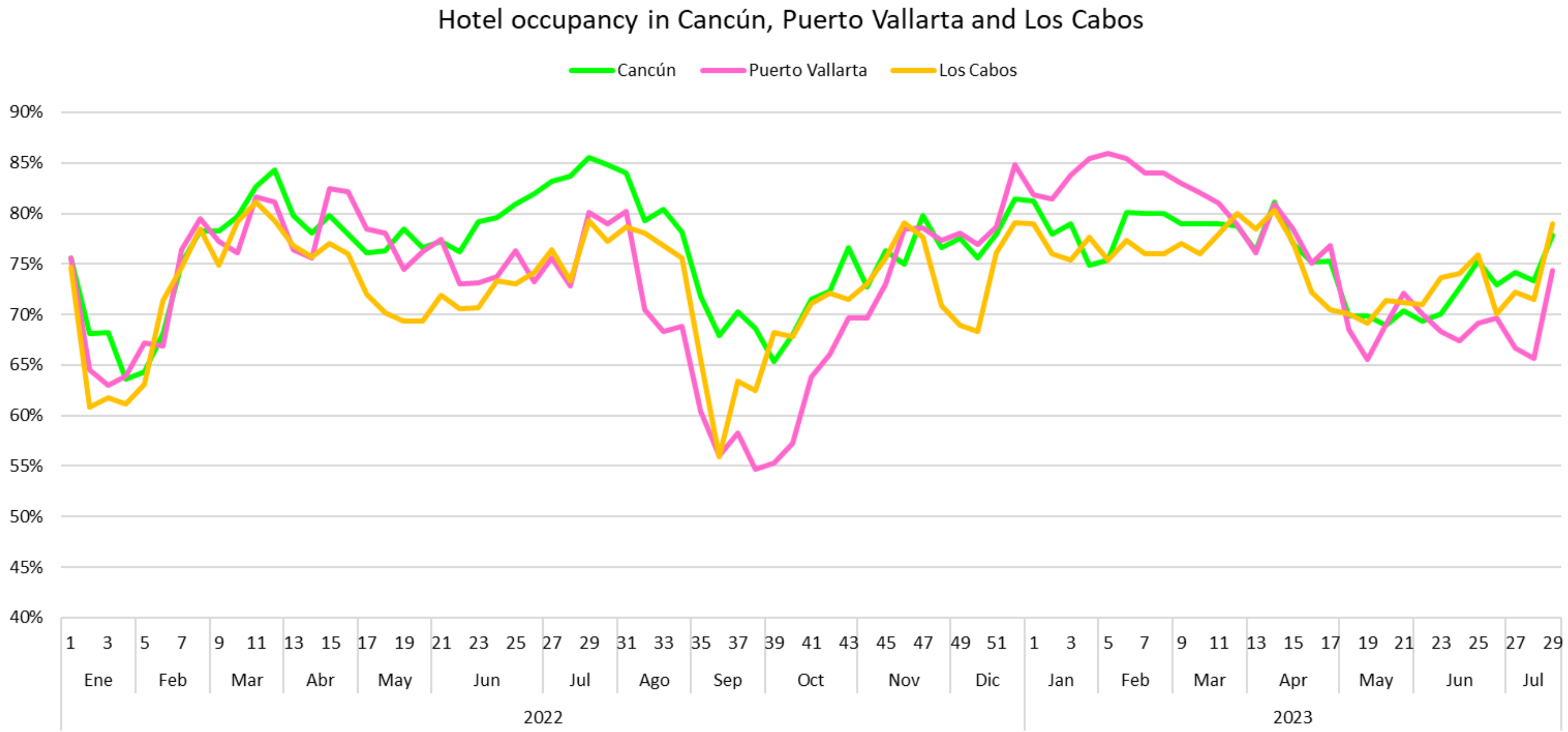
-0.1.pp

vs same week of 2022

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



Cancún:
77.8%

Puerto Vallarta:
74.4%

Los Cabos:
79%

+1.2pp vs Cancún

+4.3pp vs Puerto Vallarta

Week 29 (Jul 17-231 2023)

SOURCE : DATATUR

LOS CABOS

LOS CABOS
TOURISM OBSERVATORY

GLOSSARY

Glossary

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

Glossary

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

LOS CABOS

LOS CABOS TOURISM OBSERVATORY