



LOS CABOS TOURISM OBSERVATORY

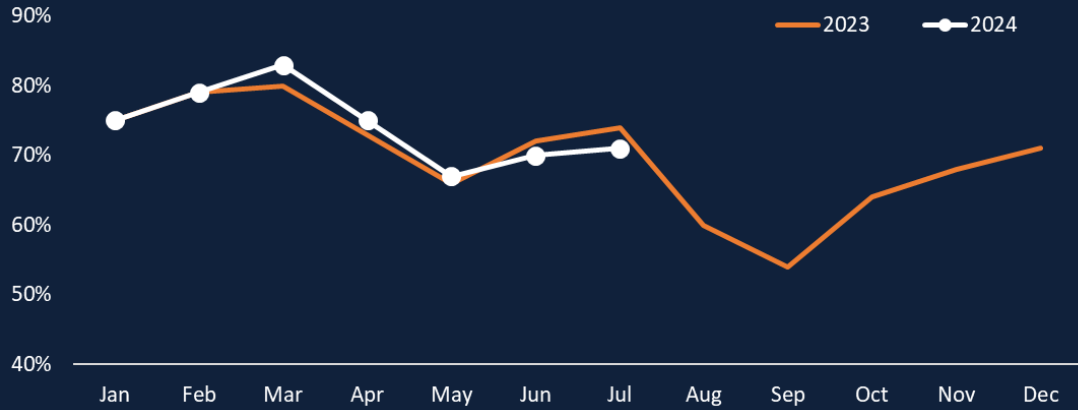
KEY PERFORMANCE INDICATORS

AUGUST 2024



Key Performance Indicators (Jul-2024)

Hotel Activity



Hotel Occupancy
(Avg. 2024):
74%
+0 pp
(vs Avg. 2023)

Average Daily Rate
(Avg. 2024):
\$489 USD
+1.7%
(vs Avg. 2023)

RevPAR
(Avg. 2024):
\$365 USD
+2.2%
(vs Avg. 2023)

Hotel Occupancy
(Jul-2024):
71%
-3 pp
(vs Jul-2023)

Average Daily Rate
(Jul-2024):
\$415 USD
+5%
(vs Jul-2023)

RevPAR
(Jul-2024):
\$294 USD
+1%
(vs Jul-2023)

SOURCE: AHLIC

SOURCE: AHLIC

SOURCE: AHLIC

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.

Air Passenger Arrivals

SOURCE: GAP

Total Passengers
(Cum-2024):
2.3 million
-2.6%
(vs Cum-2023)

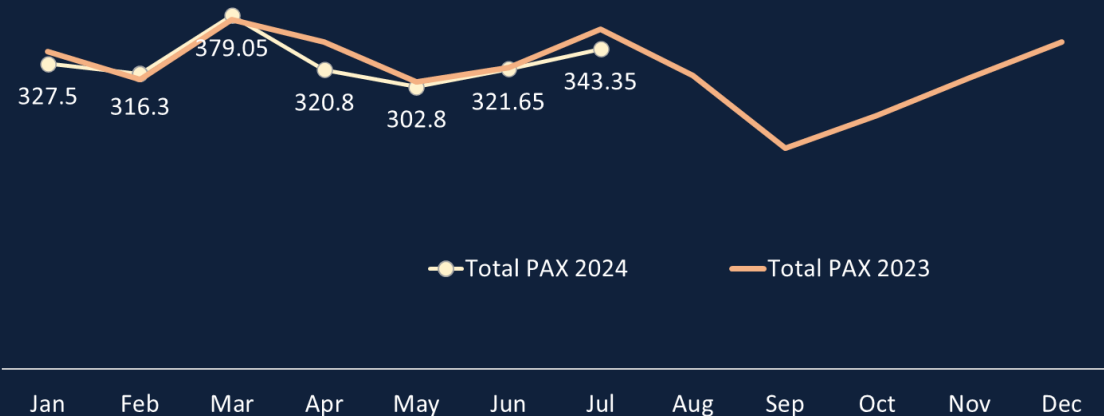
Domestic Passengers
(Cum-2024):
811 thousand
-5.3%
(vs Cum-2023)

International Passengers
(Cum-2024):
1.5 million
-1%
(vs Cum-2023)

Total Passengers
(Jul-2024):
343.35 thousand
-5.8%
(vs Jul-2023)

Domestic Passengers
(Jul-2024):
146.75 thousand
-2.7%
(vs Jul-2023)

International Passengers
(Jul-2024):
196.6 thousand
-8%
(vs Jul-2023)



Executive Summary (Jul-2024)



HOTEL ACTIVITY: Occupancy continues at high levels, although this month there is a 5pp decrease in Cabo San Lucas. Nonetheless, ADR and RevPAR resumed their growth this month, driven by a 29% increase in El Corredor. Room supply also declined 5% this month compared to a year ago. In contrast, the supply of AirBnB and similar properties continues to increase, with rates 17.6% higher than traditional hotels.

- Hotel occupancy in Los Cabos in Jul-2024 registers 71%, or 3pp less than Jul-2023. At the sub-destination level Cabo San Lucas recorded 76% (-5pp), San Jose del Cabo, 64% (+2pp), and El Corredor, 66% (+6pp) compared to Jul-2023.
- The average rate at Los Cabos hotels during Jul-2024 was \$415 USD, 5% higher than Jul-2023. The highest rate is presented in El Corredor (\$598 USD), remaining within high levels, and growing +29% compared to the previous year; Cabo San Lucas reaches \$253 (-11%), while San Jose del Cabo averages \$258 (-9%). In Jul-2024 the RevPAR was \$294 USD; 1% more than in Jul-2023.
- In Jul-2024, lodging supply through online platforms (AirBnB and similar) increases 4.7%, reaching 5.5 thousand. However, its occupancy falls 5 pp and registers 49%. In Jul-2024 its average daily rate is \$488 (2.9% less than Jul-2023) although 17.6% higher than traditional hotels.

TOURIST SATISFACTION: Satisfaction indicators continue within the highest levels recorded since the beginning of the observatory, in Feb-2019. In particular, satisfaction with public safety remains at record levels, although satisfaction with the destination decreased compared to the previous year. Meanwhile, the proportion of repeat and package visitors continues to recover, showing steady growth throughout 2024.



- In Jul-2024, 64% of tourists rate Los Cabos as “more than expected” (5pp less than Jul-2023). Satisfaction with safety in Los Cabos registers 1.3% of tourists had a fair or poor perception (0.9 pp better than Jul-2023). Satisfaction with the airport also improves this month, reaching 3.4% with fair or poor perception, improving 0.1 pp compared to the previous year.
- Repeat tourists are up 5pp when compared to the previous year: 36% in Jul-2024; maintaining the positive trend of growth throughout the year.
- Package tourists also continue to improve and maintain a significant growth (+10pp), reaching 34%.

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



- In Jul-2024, 66 RFPs are received (53.5% more than in Jul-2023, and 4.8% more in the year-to-date).

Executive Summary (Jul-2024)



AIR ACTIVITY: Passenger arrivals on commercial flights decrease 5.8% versus Jul-2023; however, tourist arrivals on private flights continued to grow, with 22.1% more arrivals this month than in the previous year. U.S. tourist arrivals showed growth again, although Canada stopped its recovery. In the U.S., Washington State continues to grow and consolidates its position as the third origin of U.S. tourists, with 16% of the total, 2pp below Texas. Vancouver continues to increase its share and in 2024 is accounting for 42.8% of Canadian passengers, maintaining its position as the most important airport of origin in Canada.

- In Jul-2024, 343.35 thousand passengers arrived at Los Cabos airport (a decrease of 5.8% versus Jul-2023).
 - Passengers on domestic flights (146.75 thousand) represent 37% of the total (and fall 2.7% versus the previous year). Of these, 37.3% came from CDMX (AICM, TLC and NLU), followed by Tijuana with 22.3% and Guadalajara with 21.9%. Tijuana remains the Mexican market with the highest growth (2.6pp more market share), surpassing GDL, while CDMX loses market share in the year-to-date (-5.6pp).
 - Passengers on international flights (196.6 thousand) accounted for 63%, a decrease of 8% compared to the previous year. The main airports of origin are Los Angeles (14.5%, although maintaining a decrease in its share), Dallas (12.2%) and Phoenix (10.8%).
 - California and Texas continue to be the main U.S. tourism sending states to Los Cabos (34% and 18% of the total). However, the state of Washington continues to grow, and this month recorded 16% participation or 5pp more than the previous month and continues to consolidate its position as the third largest origin of tourism to SJD within the U.S., reaching its record level. The average flight cost from LAX airports has generally been the most economical option from the U.S. (this month, 43% cheaper than average).
 - From Canada, the leading issuer this year and maintaining its growth vs 2023 was Vancouver (42.8%, and +7.2pp vs 2023), followed by Calgary (24.8%), and Toronto (14.6%).
- In Jun-2024, 94.9% of inbound tourists in SJD had U.S. residency and 2.4% Canadian. Inbound tourists with U.S. passports rose 0.2% versus Jun-2023 while those from Canada fell 24.8%.
- From Jan-Jun 2024 passenger traffic to Los Cabos airport shows a decrease of 3.7% compared to the same period in 2023. The domestic market presents an accumulated 5.8% below 2023 and the United States 1.7% less. Traffic from the United Kingdom increased 36.1% versus the same period last year.
- In Jun-2024, 4,407 commercial operations (1.1% less than in Jun-2023) and 824 private operations (+3.6%) were recorded at Los Cabos International Airport (SJD).
- In addition, 6.6 thousand international tourists arrived on private flights in Jun-2024. This level is 22.1% higher compared to the previous year. Cumulative 2024 is 13% higher than 2023.

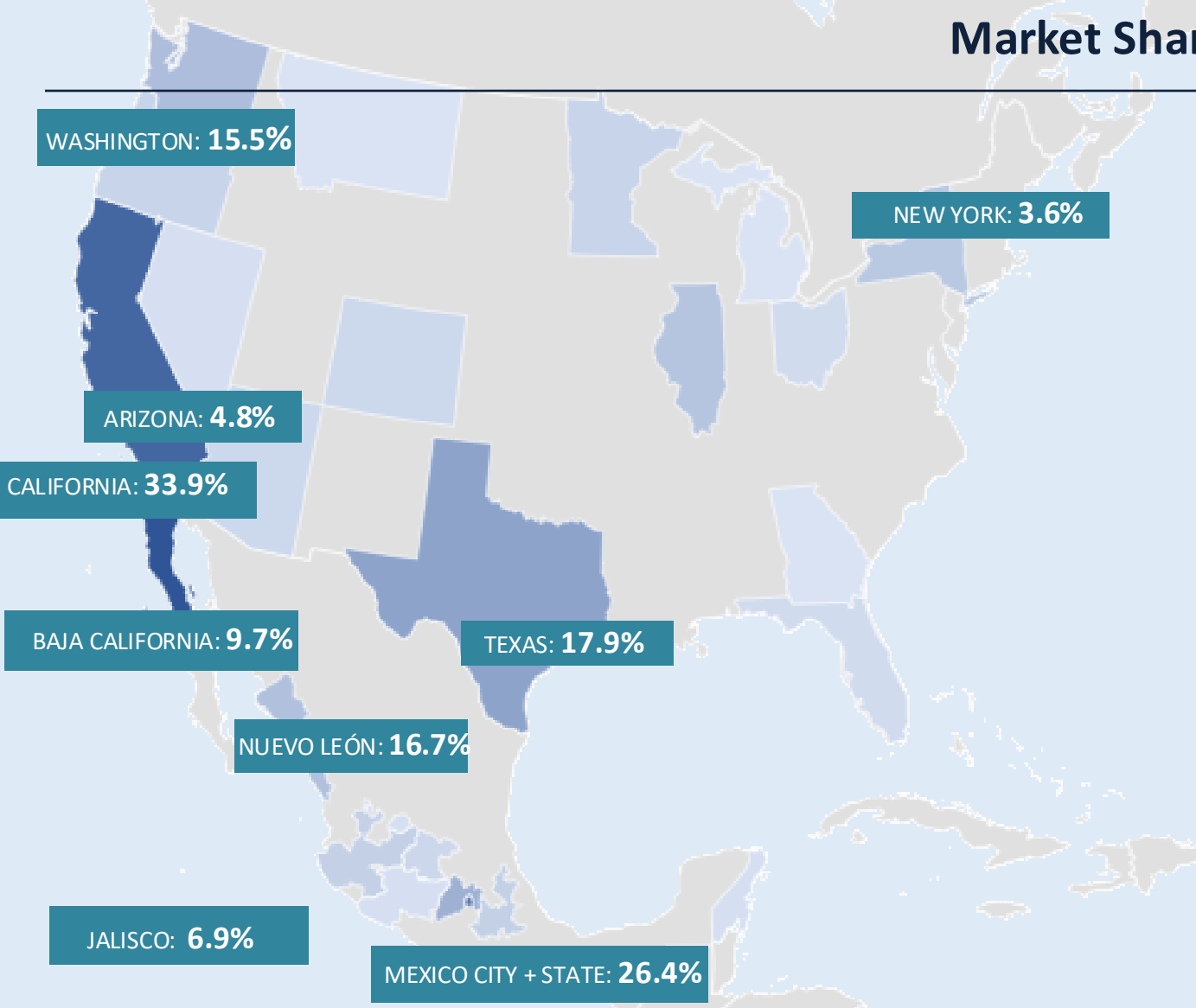
CRUISES AND YACHTS: Cruise ship activity to Los Cabos in Jun-2024 continues to recover with growth in both vessels and passengers.

- In Jun-2024, 47.5 thousand cruise passengers arrived at the Cabo San Lucas marina, an increase of 77.3% compared to the same period in 2023. These passengers arrived on 11 vessels (+5 vs. Jun-2023).



Market Share

SOURCE TOURIST SURVEY



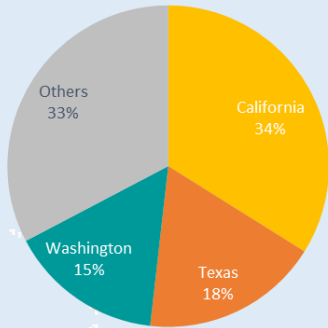
United States:
55%
 -3 pp (vs Jul-2023)

Canada:
1.2%
 +0.4 pp (vs Jul-2023)

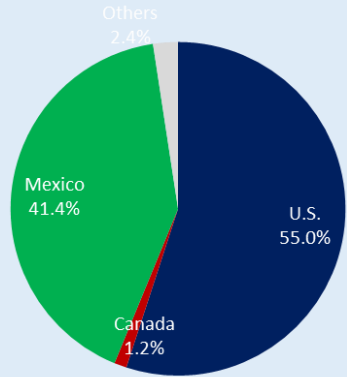
Domestic:
41.4%
 +1.4 pp (vs Jul-2023)

Others:
2.4%
 +1.2 pp (vs Jul-2023)

U.S. Market:



Total Market:



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

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AIR PASSENGER ARRIVALS



Passenger Arrivals at Los Cabos Airport

Key Indicators (Jul-2024)

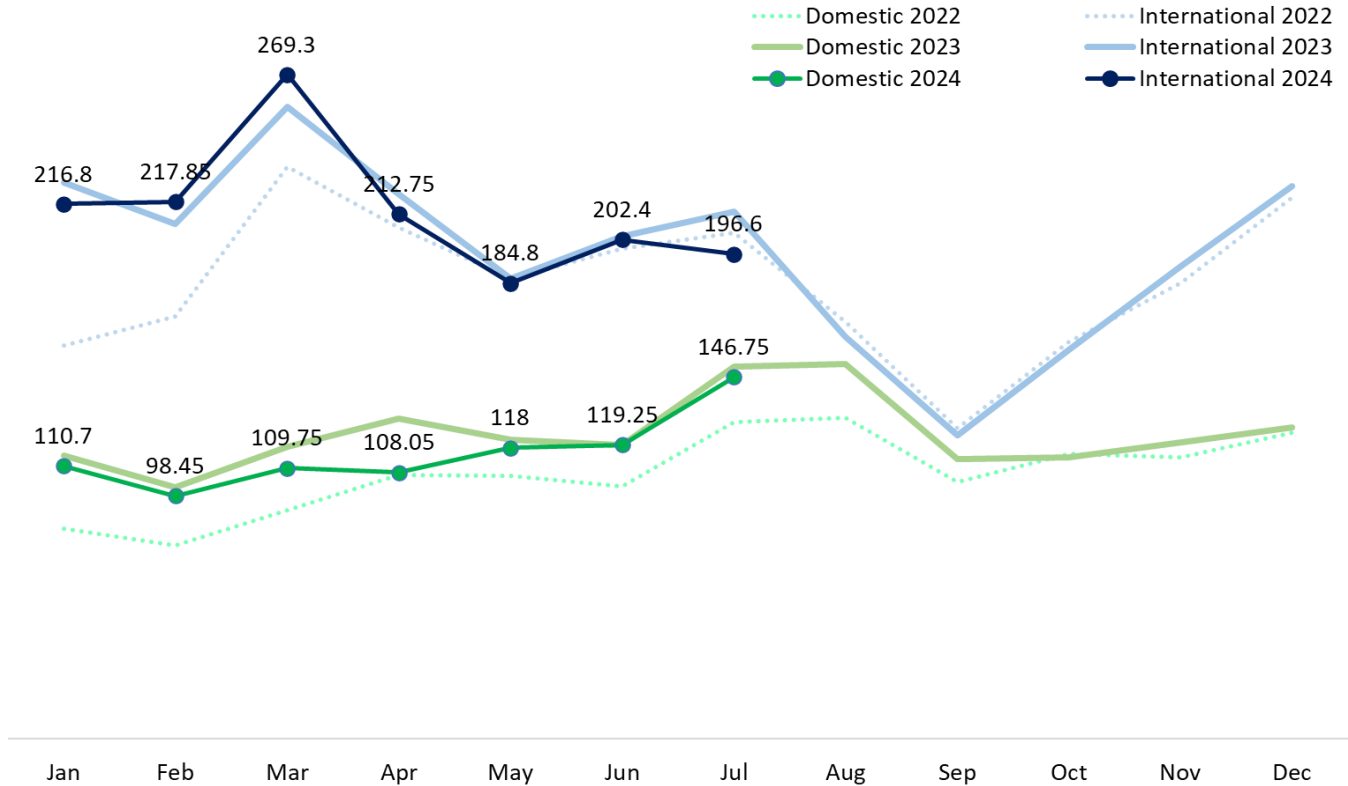
Total Passengers
(Jul-2024):
343.35 thousand ↓
-5.8% vs Jul-2023

Domestic Passengers
(Jul-2024):
146.75 thousand ↓
-2.7% vs Jul-2023

International Passengers
(Jul-2024):
196.6 thousand ↓
-8% vs Jul-2023

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

Source: GAP



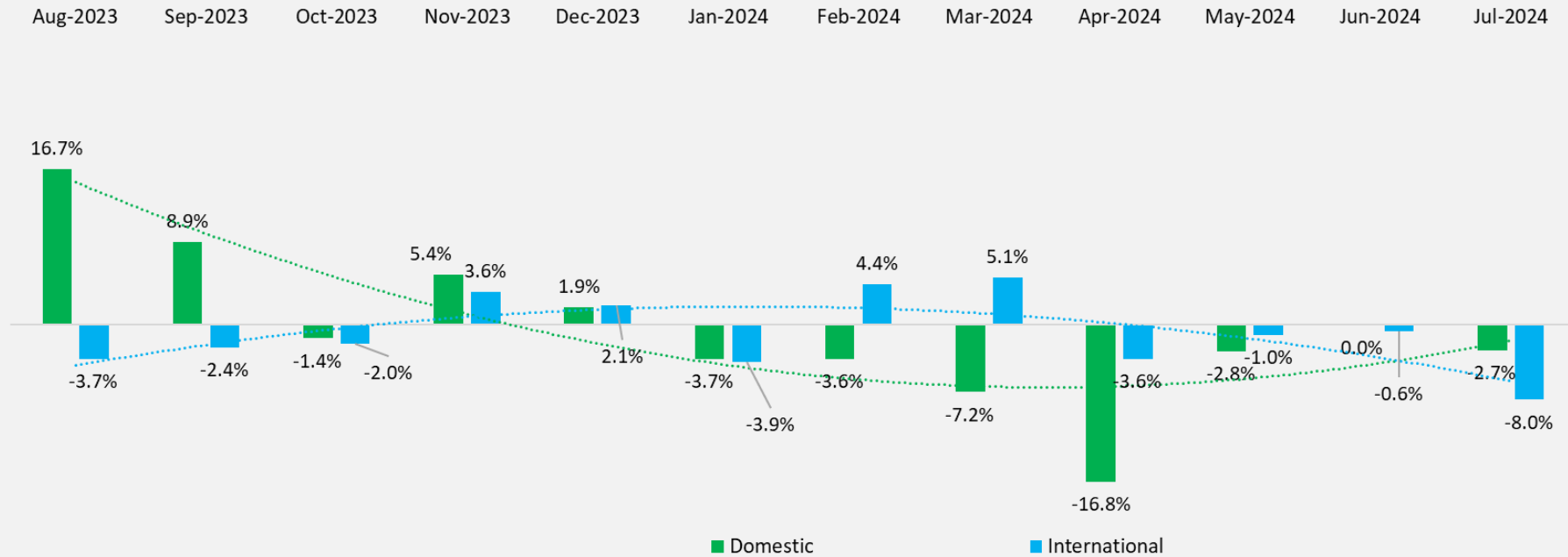
Total Passengers
(Jan-Jul 2024):
2.3 million ↓
-2.6% vs Jan-Jul 2023

Domestic Passengers
(Jan-Jul 2024):
811 thousand ↓
-5.3% vs Jan-Jul 2023

International Passengers
(Jan-Jul 2024):
1.5 million ↓
-1% vs Jan-Jul 2023

Passenger Arrivals at Los Cabos Airport

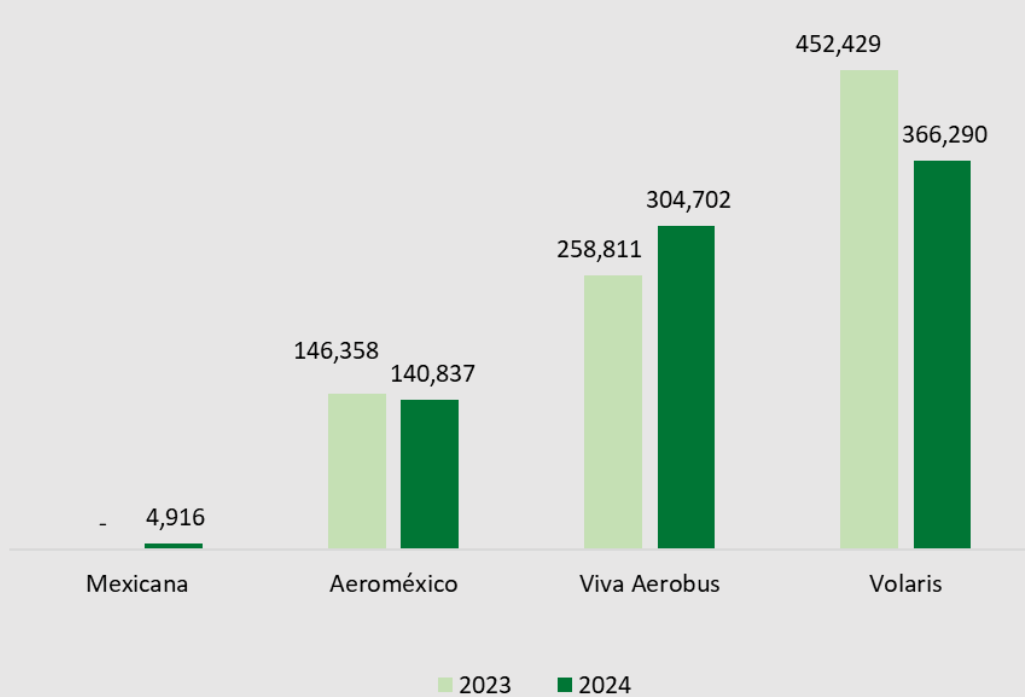
Percentual change from previous year



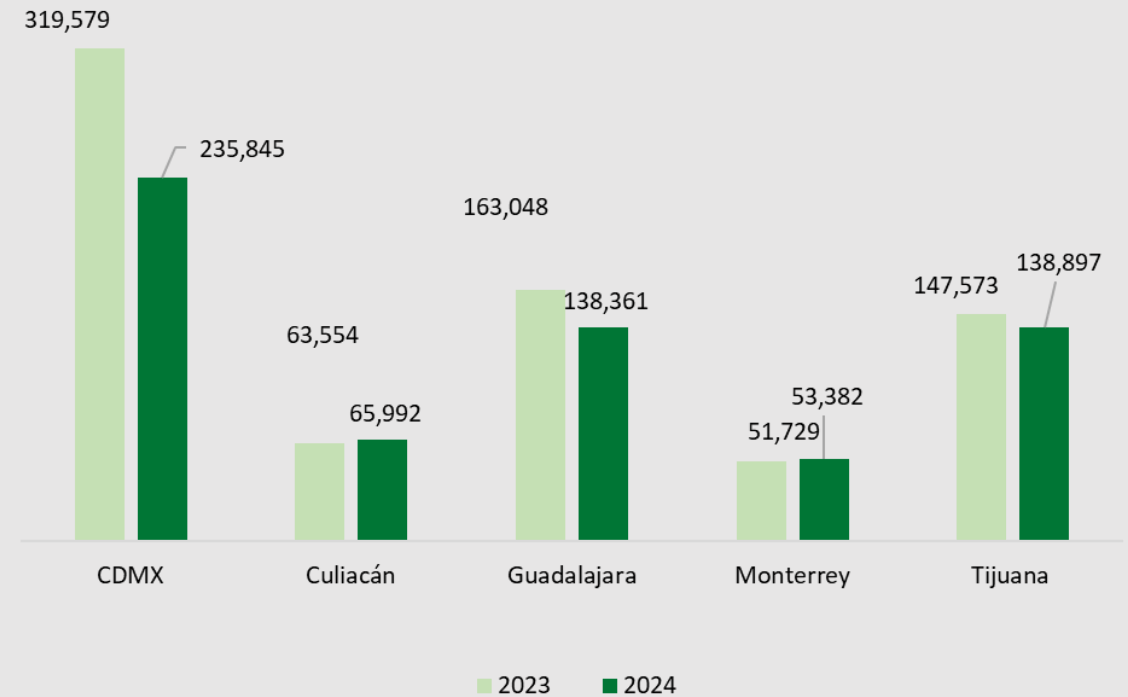
SOURCE: GAP

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

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



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



SOURCE: PAXIS

Cumulative PAX:
811 thousand
-5.3% vs 2023



Per origin:

GDL: **21.9%** +0 pp vs 2023
 CDMX: **37.3%** -5.6 pp vs 2023
 TIJ: **22.3%** +2.6 pp vs 2023
 MTY: **7.5%** +1.3 pp vs 2023

Per airline:

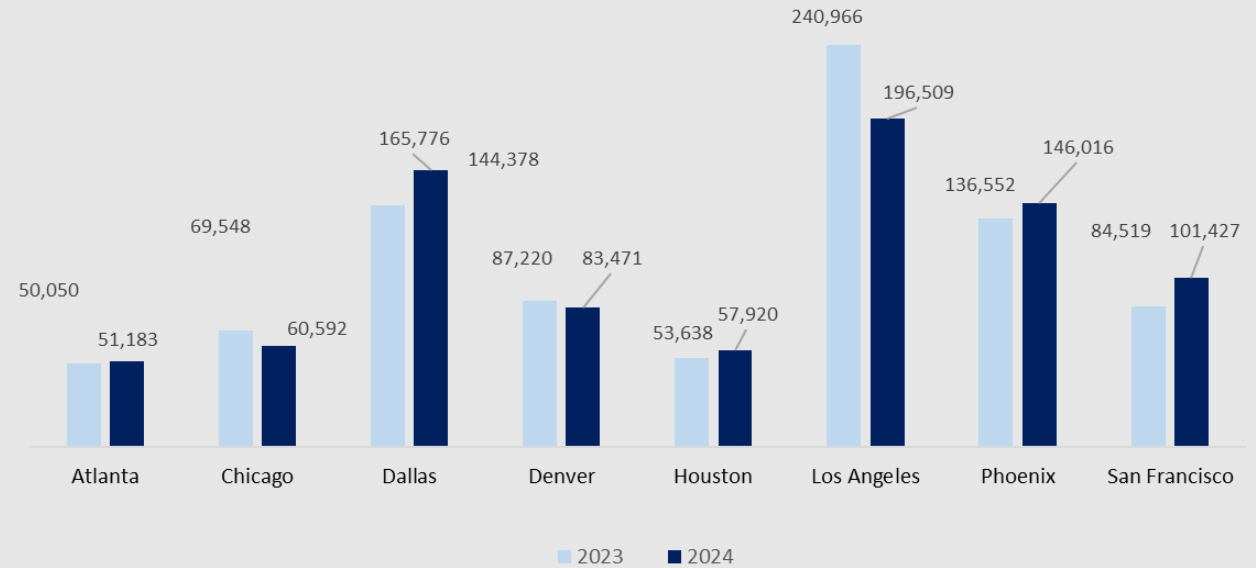
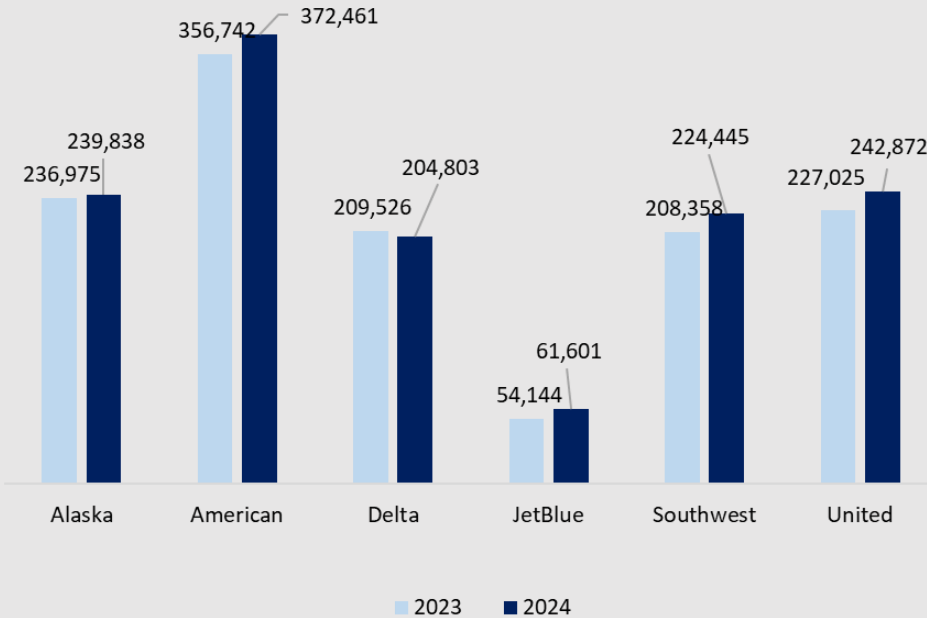
AM: **17.3%** +0.2 pp vs 2023
 VIV: **37.3%** +7.6 pp vs 2023
 VOI: **44.8%** -7.6 pp vs 2023



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

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

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



SOURCE: PAXIS

Cumulative PAX:
1.36 million
 +1.2% vs 2023



Per origin:

DFW: **12.2%** +1.4 pp vs 2023
 LAX: **14.5%** -3.5 pp vs 2023
 PHX: **10.8%** +0.6 pp vs 2023
 DEN: **6.2%** -0.4 pp vs 2023

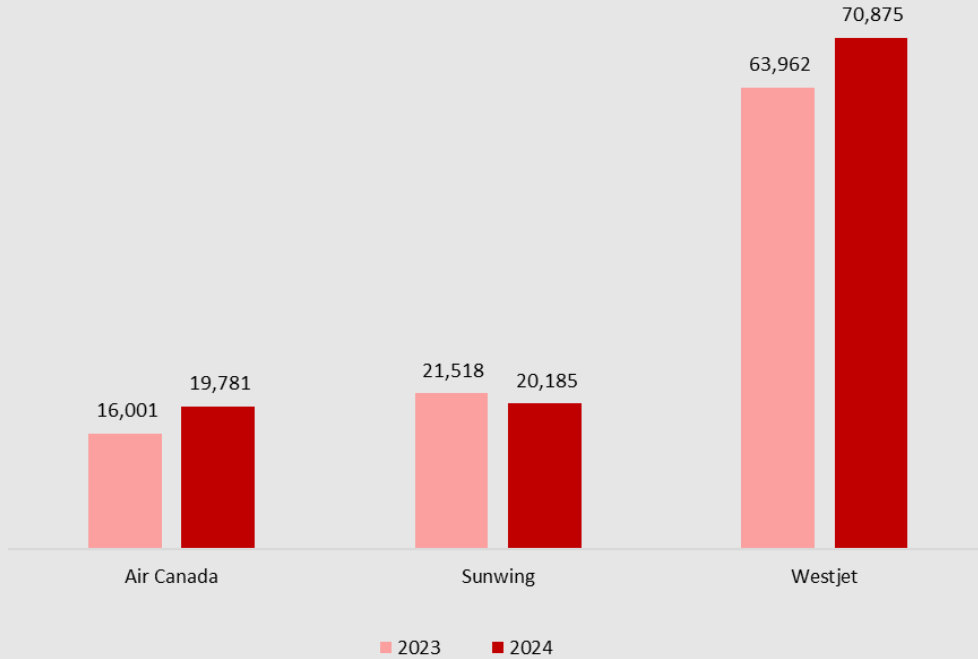
Per airline:

AS: **17.7%** +0 pp vs 2023
 AA: **27.5%** +0.8 pp vs 2023
 DL: **15.1%** -0.5 pp vs 2023
 UA: **17.9%** +1 pp vs 2023

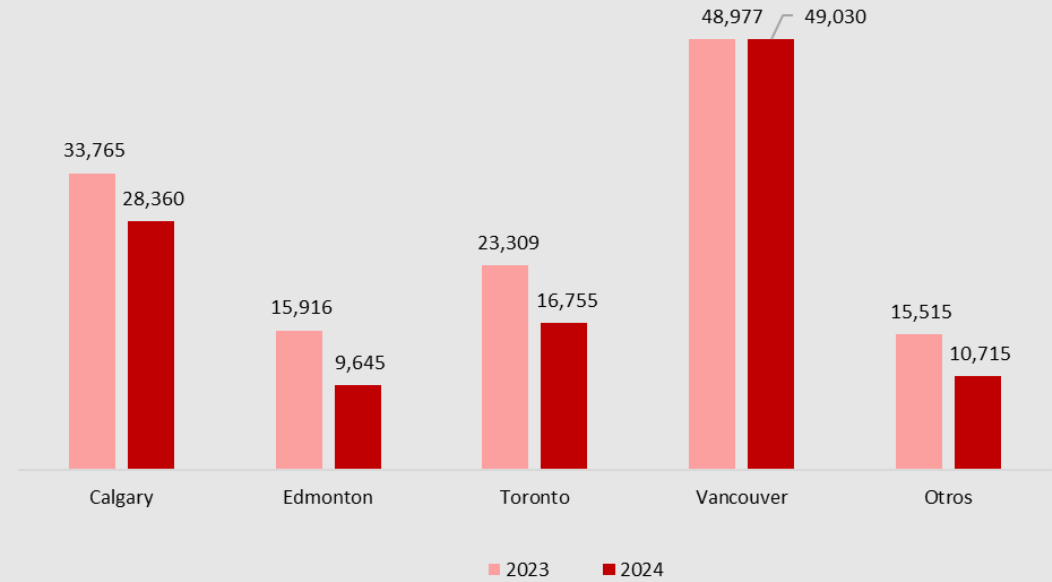


Cumulative Passenger Arrivals at Los Cabos airport, **Canadian Flights**, cumulative Jan-Jul-2024

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



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



SOURCE: PAXIS

Cumulative PAX:
114 thousand
 -16.7% vs 2022



Per origin:

YYC: **24.8%** +0.2 pp vs 2023
 YVR: **42.8%** +7.2 pp vs 2023
 YEG: **8.4%** -3.2pp vs 2023
 YYZ: **14.6%** -2.3 pp vs 2023

Per airline:

AC: **17.3%** +5.6 pp vs 2023
 WG: **17.6%** +2 pp vs 2023
 WS: **61.9%** +15.4 pp vs 2023



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PASSENGER ARRIVALS
BY NATIONALITY



Key Indicators
(Jun-2024)

International Arrivals
(Jun-2024):

197,849

-1.1% vs Jun-2023

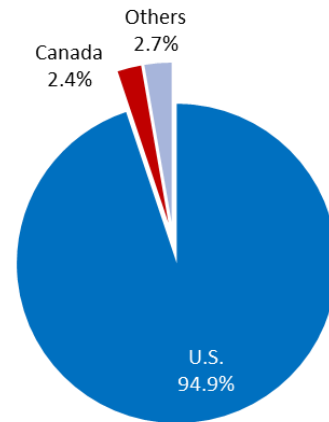


U.S.: 94.9%
Canada.: 2.4%
Others.: 2.7%

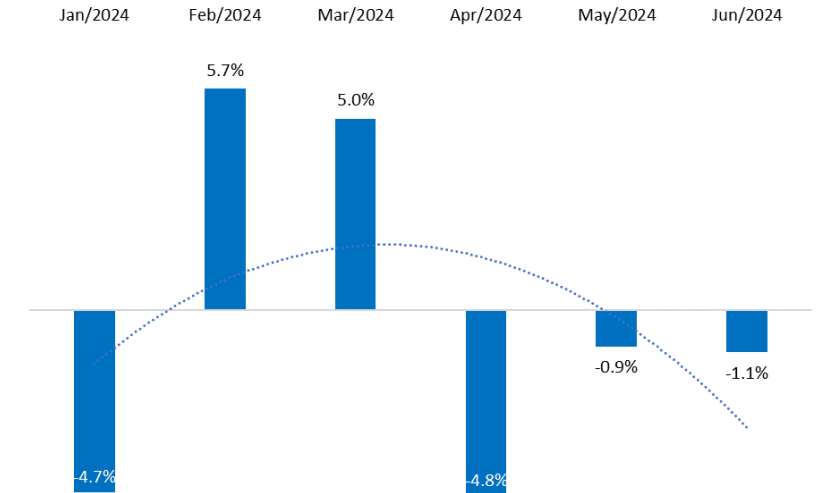
SOURCE: INM- SIOM

Foreign Tourist Admittances through SJD per Nationality

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



Annual change in foreign tourist arrivals to San Jose del Cabo airport (Jan-Jun-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.

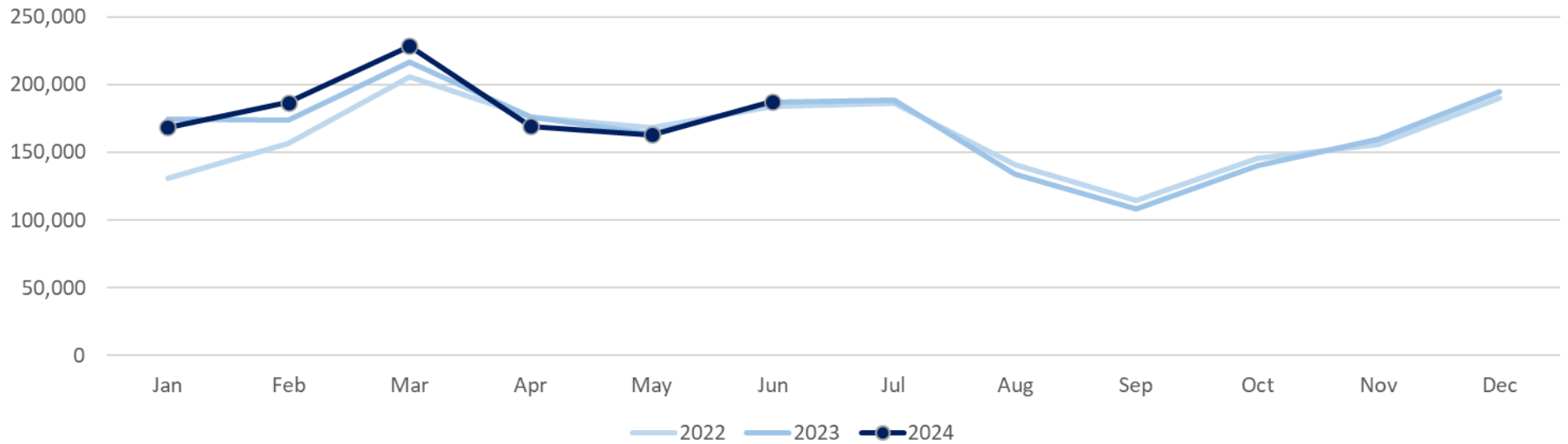


U.S. Arrivals
(Jun-2024):
187,688
+0.2% vs Jun-2023



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

U.S.A.	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Cum. Jan-Jun
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	1,021,468
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	1,092,065
2024	168,391	186,769	228,708	169,143	163,200	187,688							1,103,899



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

SOURCE: INM- SIOM

Key Indicators
(Jun-2024)

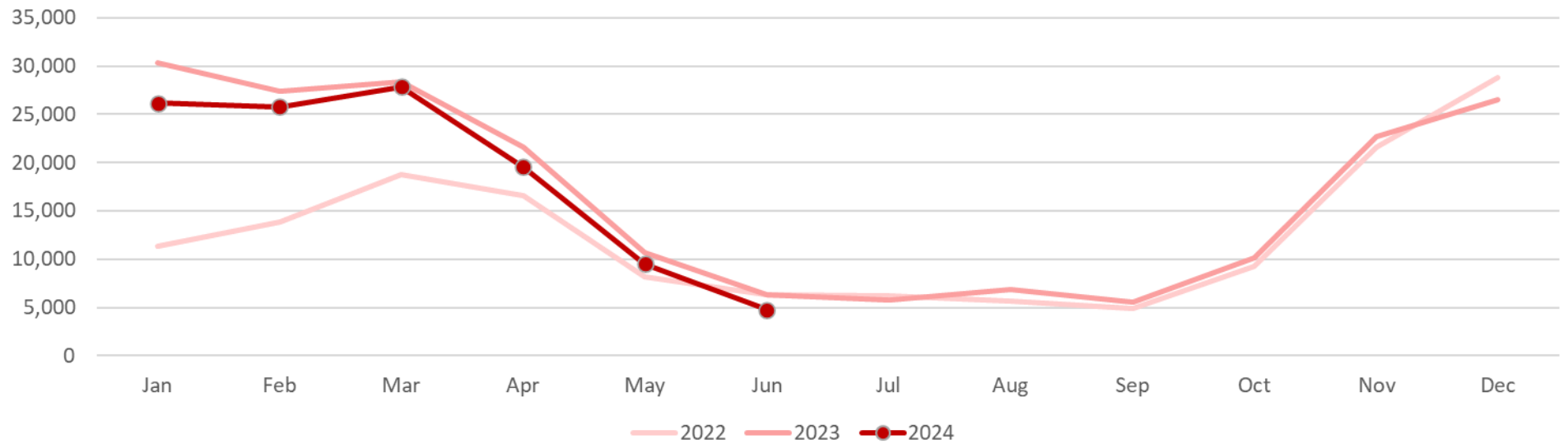


Canadian Arrivals
(Jun-2024):
4,760
-24.8% vs Jun-2023



International Arrivals in SJD, monthly, Canada (Nationality)

Canada	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Cum. Jan-Jun
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	75,101
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	124,738
2024	26,170	25,788	27,862	19,575	9,525	4,760							113,680



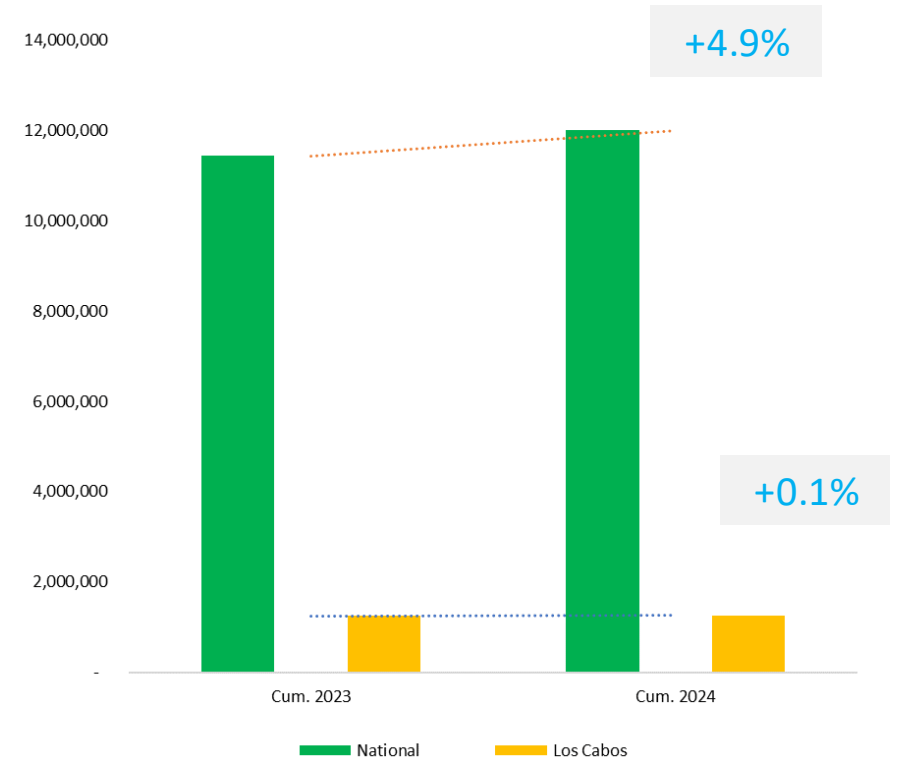
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SOURCE: INM- SIOM

Foreign Tourist Admittance through SJD by Nationality, cumulative

Region	National			Los Cabos		
	Cum. 2023	Cum. 2024	Δ 2024/2023	Cum. 2023	Cum. 2024	Δ 2024/2023
United States	7,111,308	7,612,365	7.0%	1,092,065	1,103,899	1.1%
Canada	1,456,559	1,611,747	10.7%	124,738	113,680	-8.9%
Europe	1,089,053	1,071,873	-1.6%	14,563	13,731	-5.7%
Caribbean, South and Central A.	1,368,604	1,250,283	-8.6%	4,775	4,583	-4.0%
Rest	408,839	451,831	10.5%	20,414	21,327	4.5%
Total	11,434,363	11,998,099	4.9%	1,256,555	1,257,220	0.1%

Key Market	National			Los Cabos		
	Cum. 2023	Cum. 2024	Δ 2024/2023	Cum. 2023	Cum. 2024	Δ 2024/2023
United Kingdom	231,529	229,539	-0.9%	5,232	5,285	1.0%
Spain	157,778	165,030	4.6%	1,611	867	-46.2%
Germany	133,753	132,110	-1.2%	890	1,377	54.7%
Australia	31,228	32,275	3.4%	3,470	3,839	10.6%
South Korea	42,163	52,989	25.7%	1,990	1,962	-1.4%
Total	596,451	611,943	2.6%	13,193	13,330	1.0%



SOURCE: INM- SIOM

International Arrivals, all Mexico (Cum. 2024):

12 million

+4.9% vs 2023



Key Markets, all Mexico (Cum. 2024):

611.9 thousand

+2.6% vs 2023



International Arrivals, SJD (Cum. 2024):

1.26 million

+0.1% vs 2023



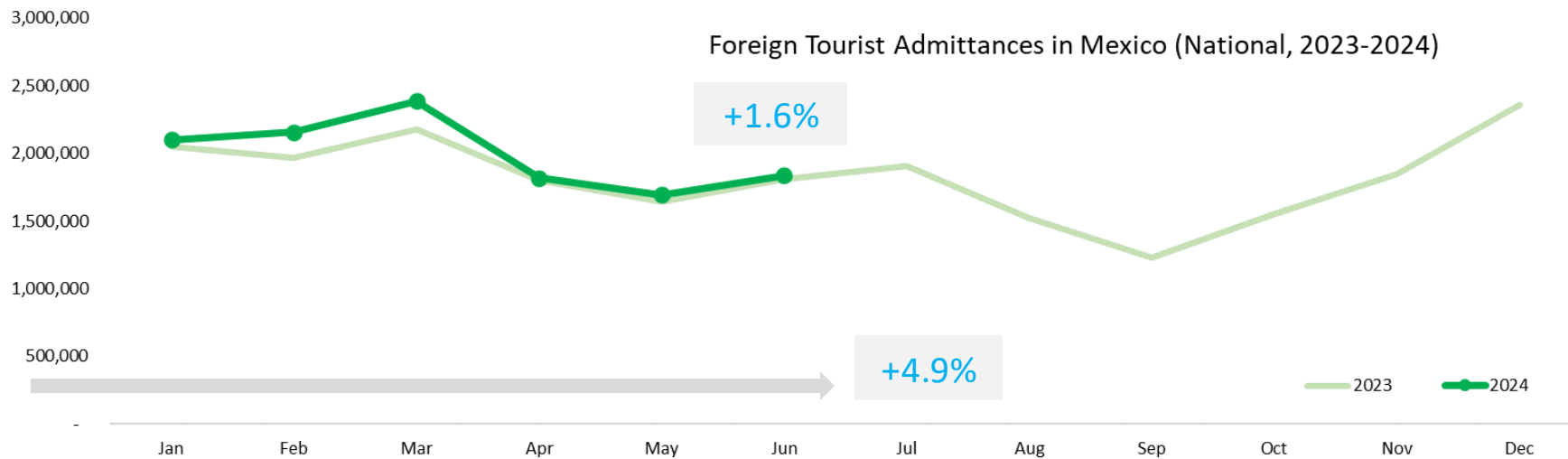
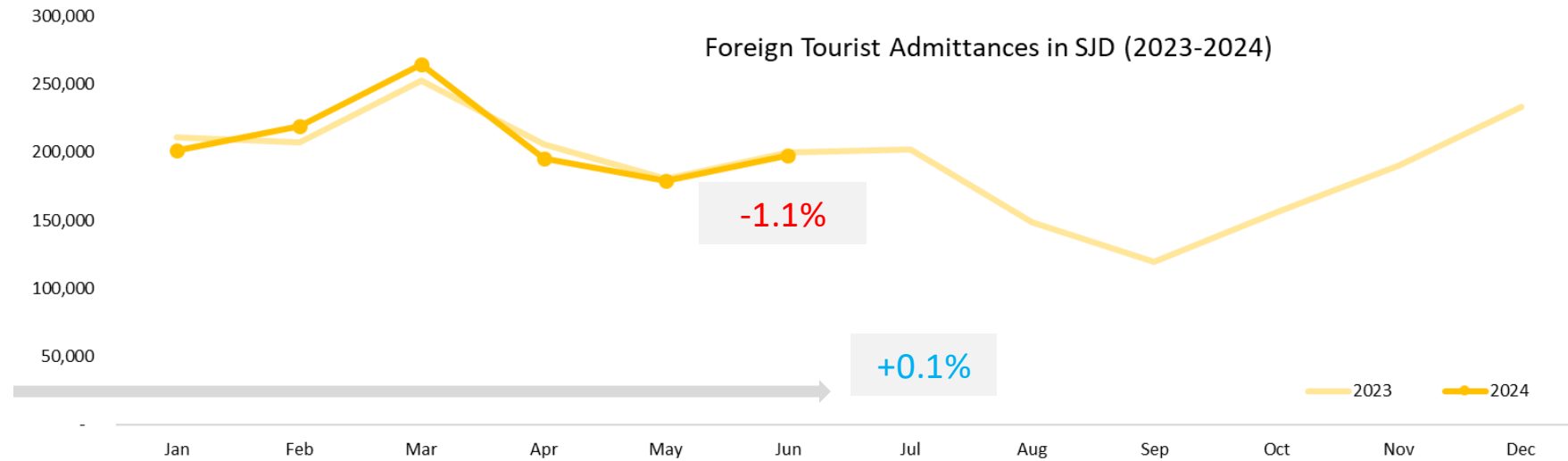
Key Markets, SJD (Cum. 2024):

13.3 thousand

+1% vs 2023



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



SOURCE: INM- SIOM

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CRUISE AND YACHT ACTIVITY



Key Indicators (Jun-2024)

Vessels (month)

11

(+5 vs Jun-2023)



PAX (month)

47.5 thousand

(+77.3% vs Jun-2023)



PAX/Vessel

4.3 thousand

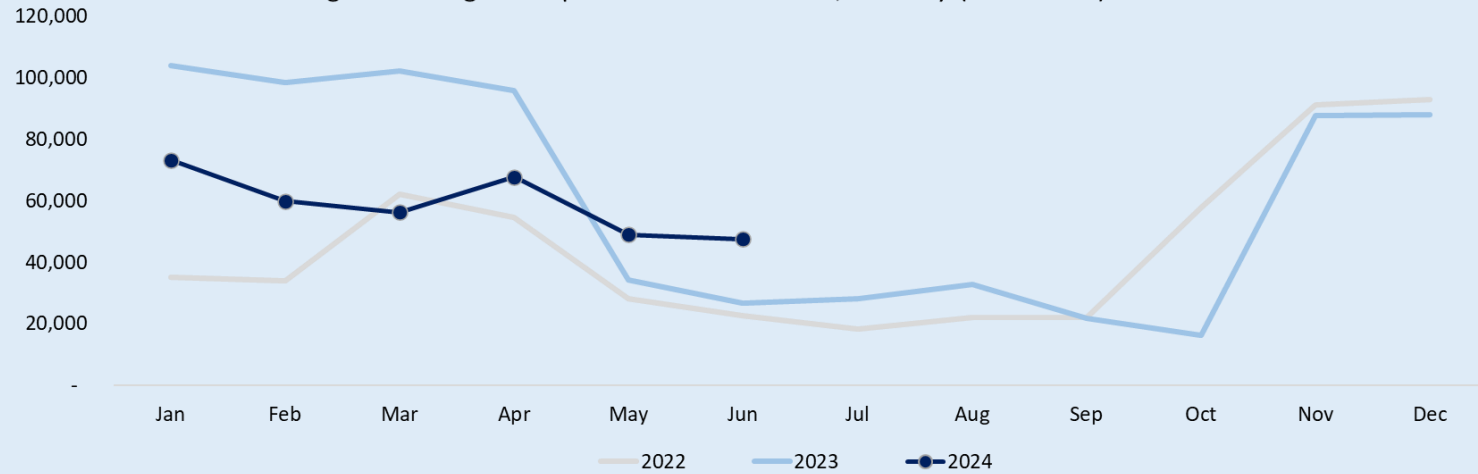
(+3.2% vs Jun-2023)



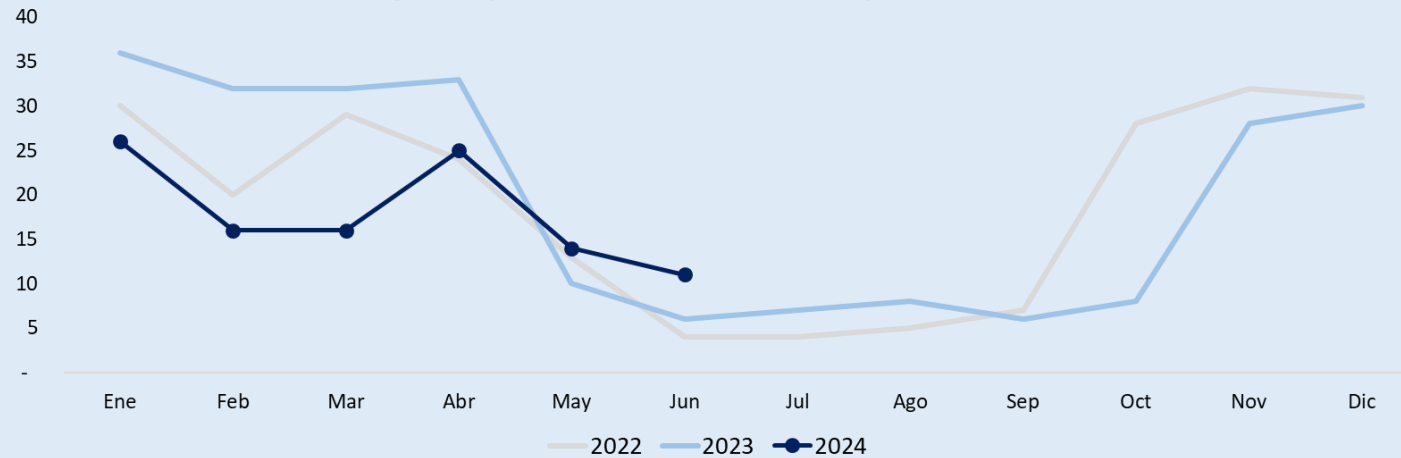
Source: DATATUR-SCT

Cruise Activity

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



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



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TOURIST SURVEYS AND
MEETINGS



Key Indicators (Jul-2024)

RFPs (current month)
66
(+53.5% vs Jul-2023)



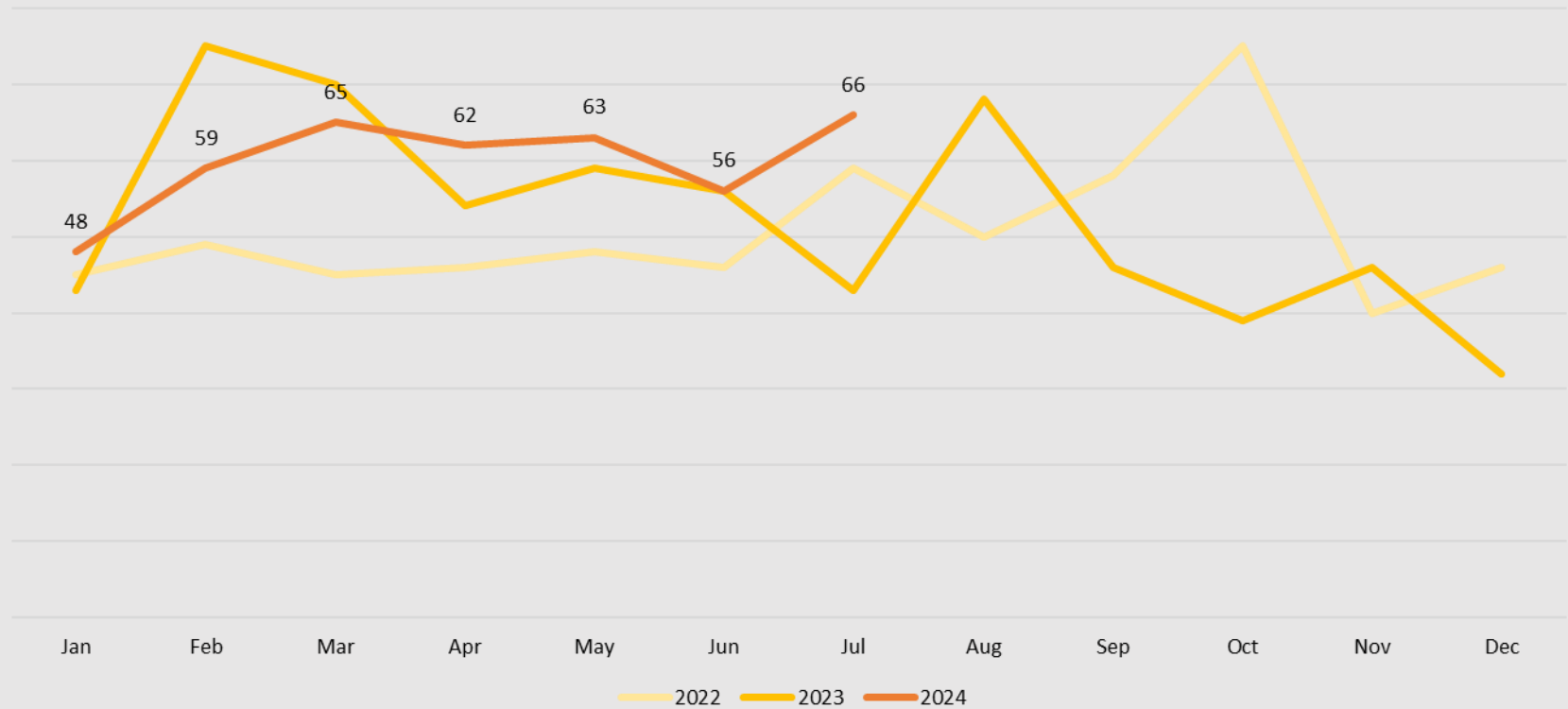
RFPs (Cum. 2024)
419
(+4.8% vs 2023)



Fuente: CVENT

Meetings

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



Returning Tourists

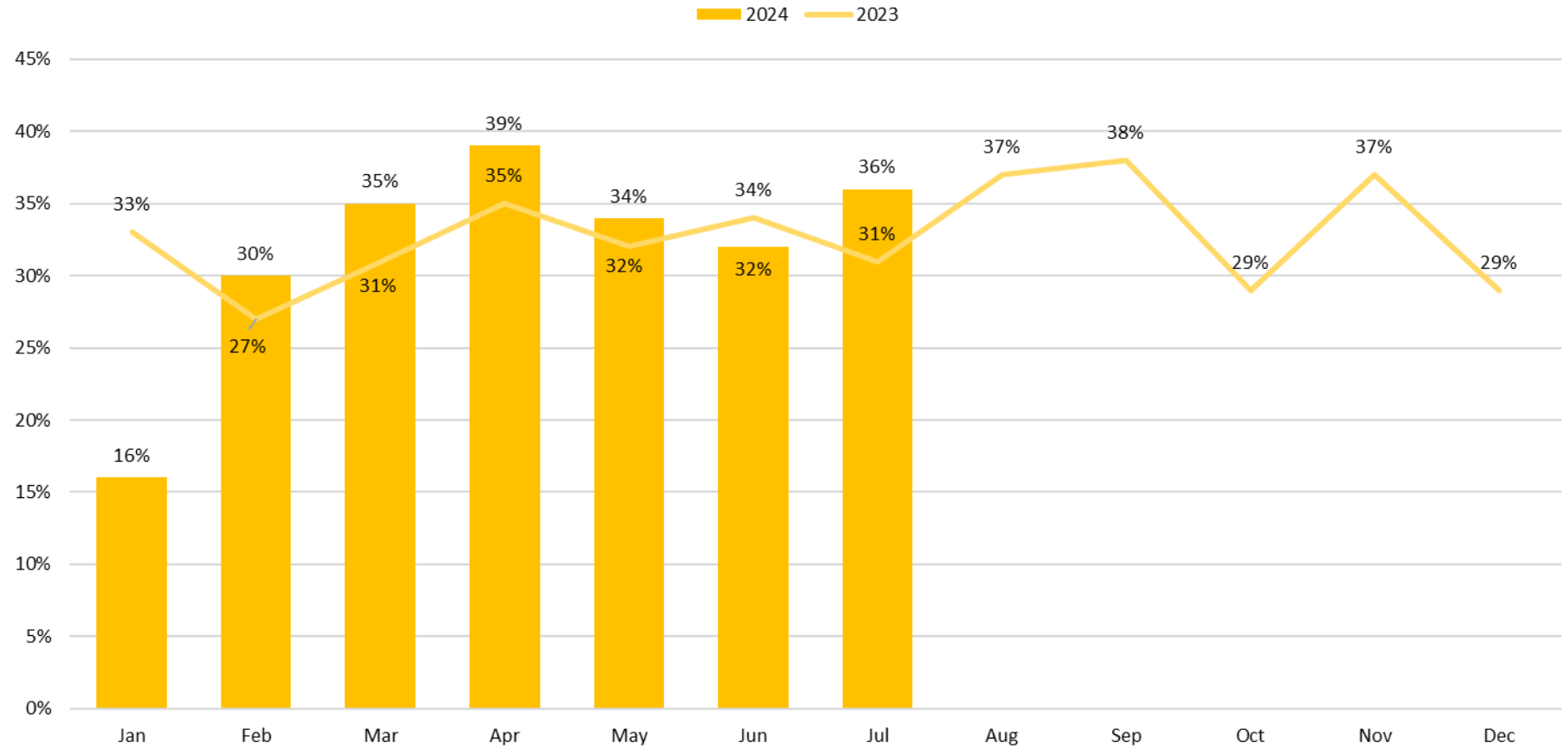
Returning Tourists

Jul-2024:

36%

+5pp

Vs Jul-2023



SOURCE: TOURIST SURVEY

Package Tours

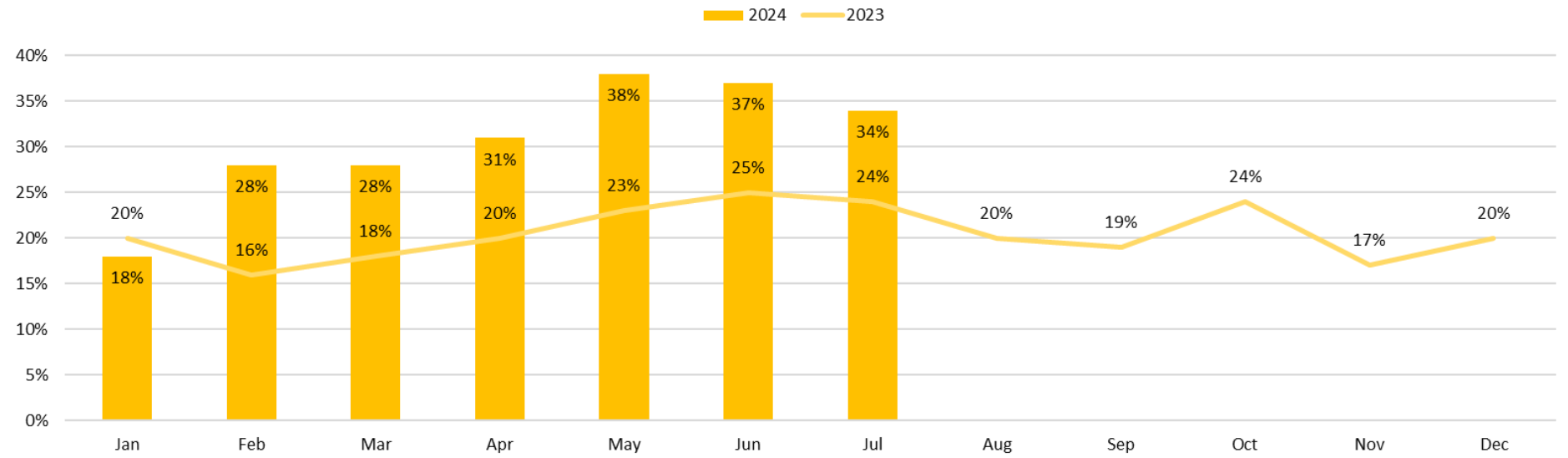
Package Tours

Jul-2024 :

34%

-10pp

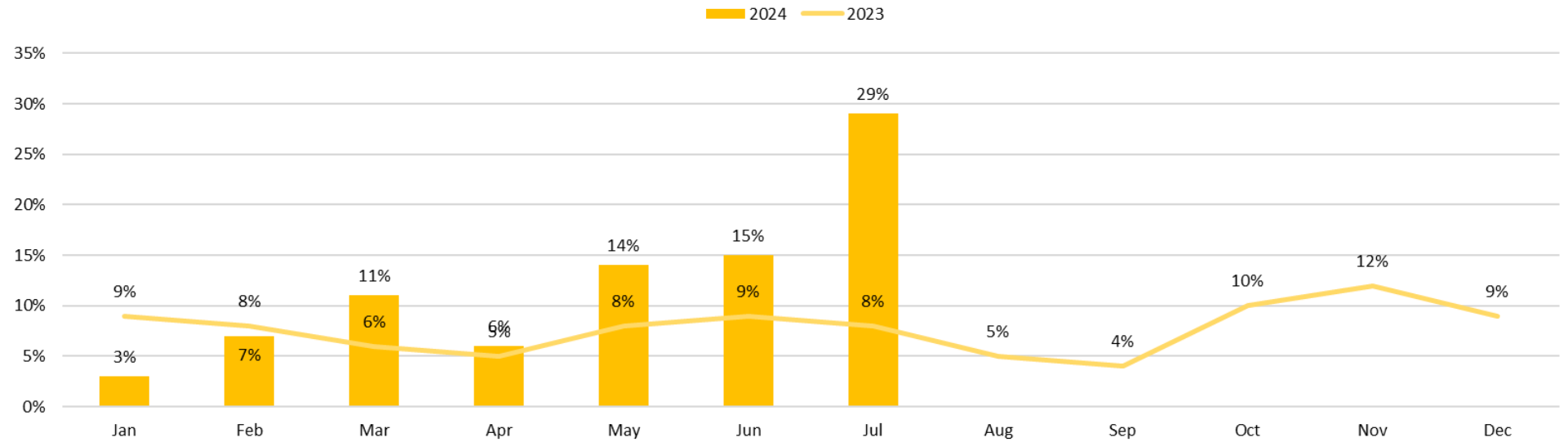
Vs Jul-2023



SOURCE: TOURIST SURVEY

Timeshares

Timeshare Use
Jul-2024 :
29%
+21pp
Vs Jul-2023



SOURCE: TOURIST SURVEY

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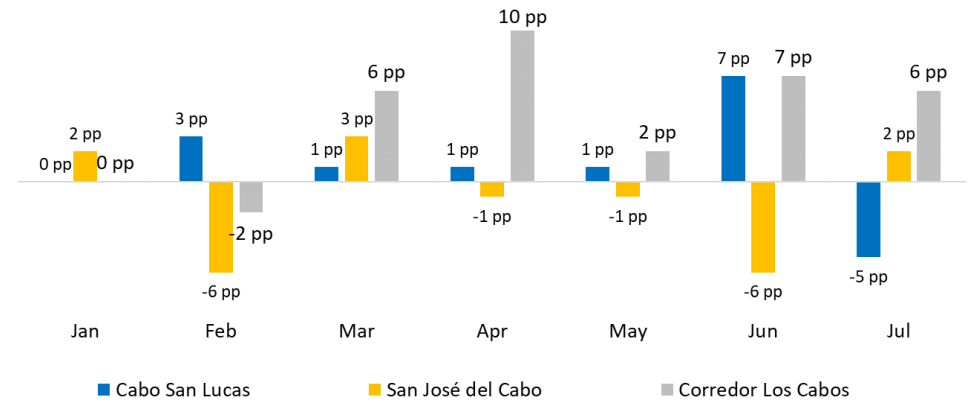
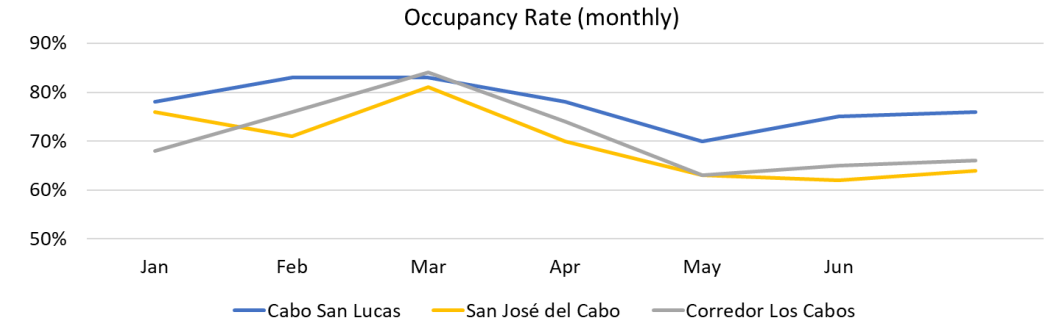
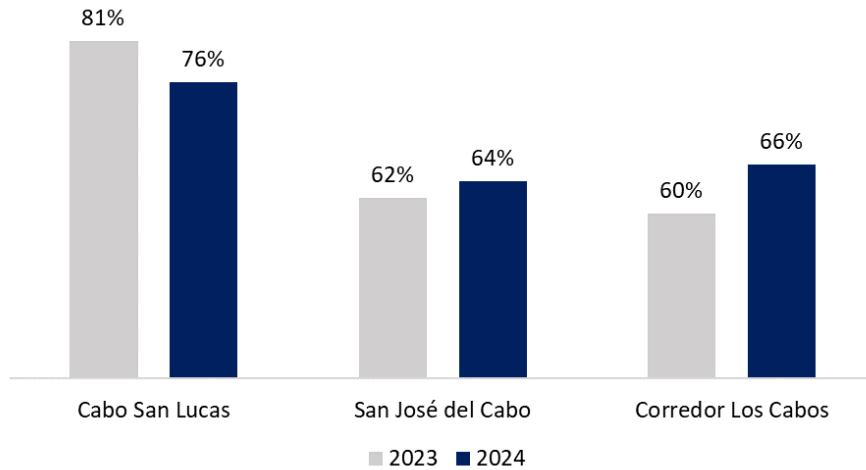
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HOTEL ACTIVITY



Hotel Occupancy Rates for Los Cabos and Sub-destinations

Occupancy Rate (Jul-2024)



Cabo San Lucas:
(Jul-2024):

76%

-5 pp vs Jul-2023



San José del Cabo:
(Jul-2024)

64%

+2pp vs Jul-2023



El Corredor:
(Jul-2024)

66%

+6 pp vs Jul-2023



Key Indicators (Jul-2024)

ADR (Los Cabos)

\$415

(+5% vs Jul-2023)



ADR (Cabo San Lucas)

\$253

(-11% vs Jul-2023)



ADR (San José del Cabo)

\$258

(-9% vs Jul-2023)



ADR (El Corredor)

\$598

(+29% vs Jul-2023)



RevPAR (Los Cabos)

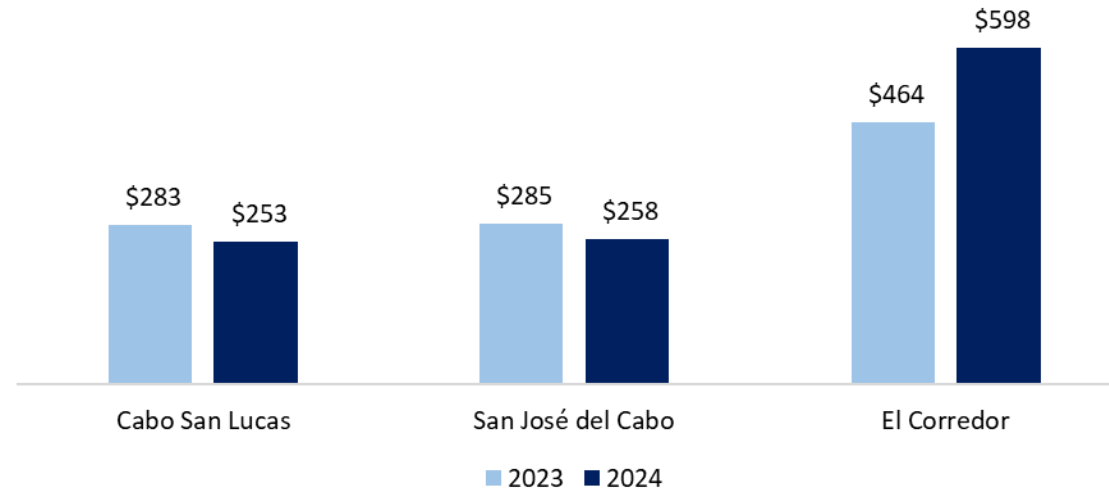
\$294

(+1% vs Jul-2023)

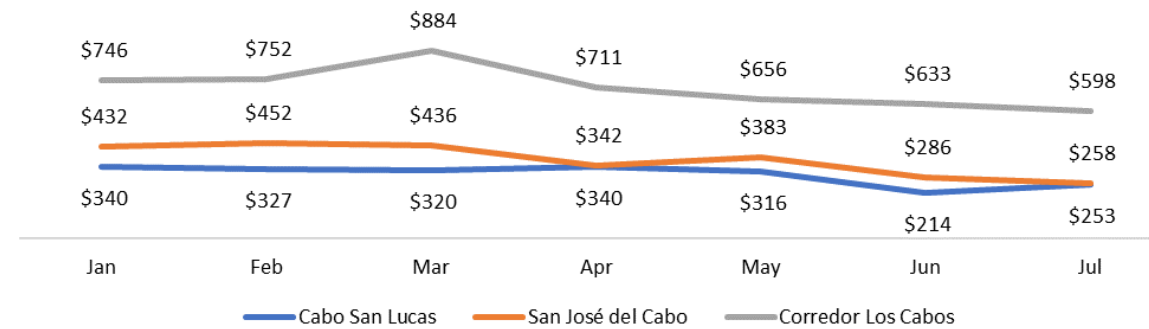


Average Daily Rate and RevPAR

ADR, current month (subdestinations)



Monthly Evolution



SOURCE: AHLIC

Key Indicators (Jun-2024)

Cabo San Lucas
(Supply)
8,631 rooms
(-5.8% vs Jun-2023)



San José del Cabo
(Supply)
3,411 rooms
(-8.3% vs Jun-2023)

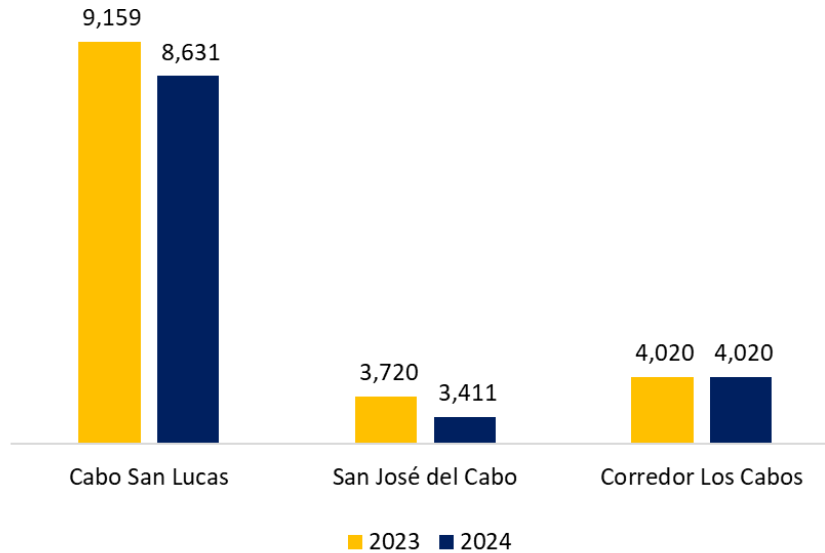


El Corredor
(Supply)
4,020 rooms
(+0% vs Jun-2023)

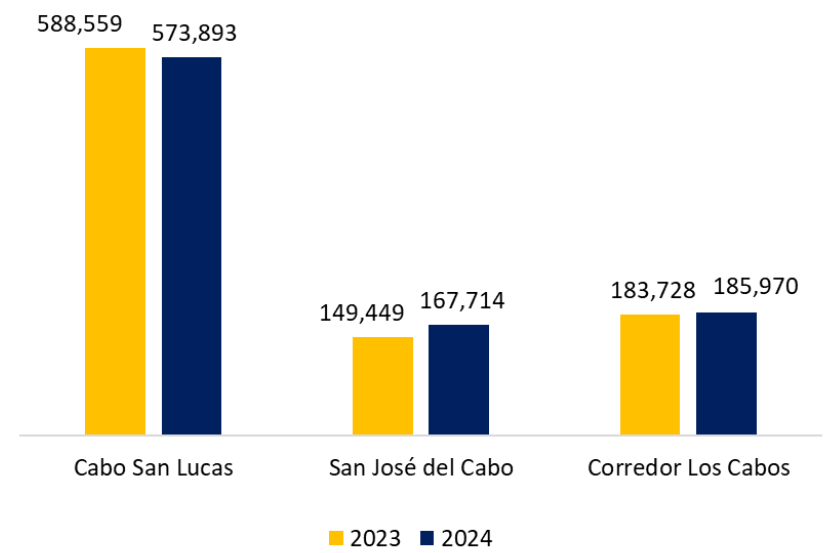


Hotel Activity

Available Rooms (2023-2024)



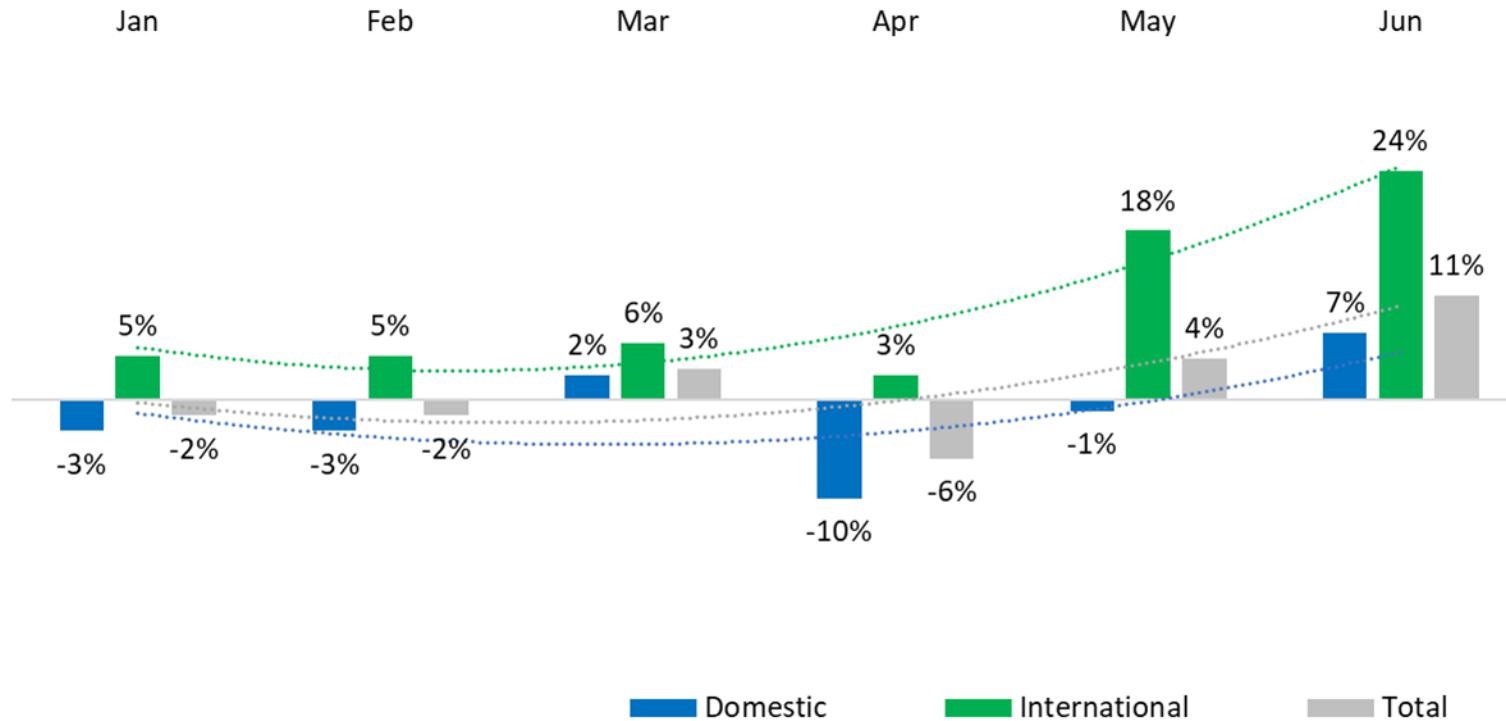
Room Nights (2023-2024)



Source: DATATUR

Annual Variations in Hotel Occupancy and Tourist Arrivals

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

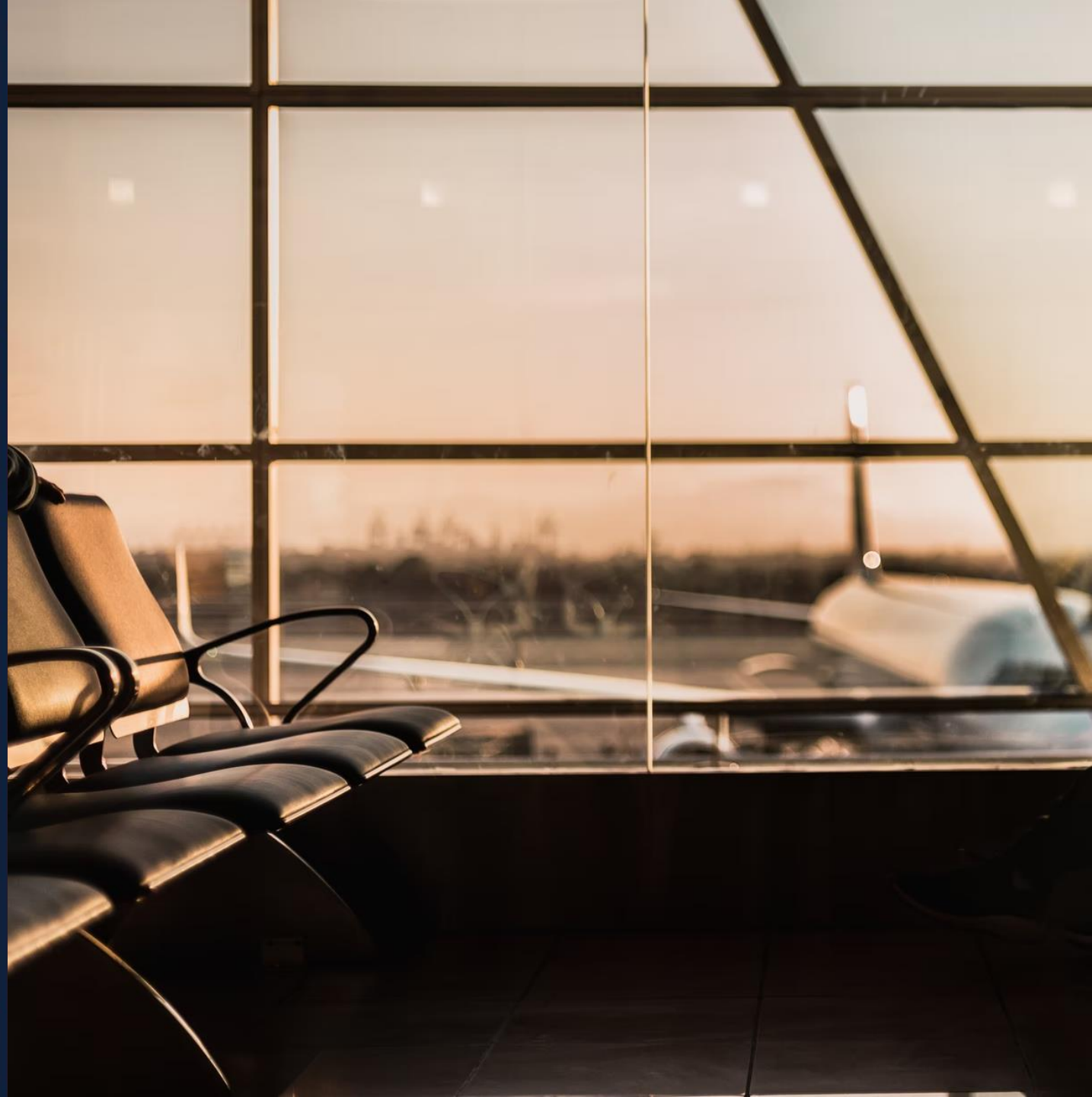


SOURCE: DATATUR

LOS  CABOS

LOS CABOS
TOURISM OBSERVATORY

AIR TRAVEL CONNECTIVITY



Key Indicators



Scheduled Air Seats

(next 6 months):

852 thousand

(-9.4% vs 2023)



Scheduled Air Seats

(Sep-2024):

141.8 thousand

(-4.9% vs Sep-2023)



CDMX:

338 thousand

(-12.8% vs 2023)



GDL:

142.1 thousand

(-22.7% vs 2023)



MTY:

57.9 thousand

(-19.4% vs 2023)



TIJ:

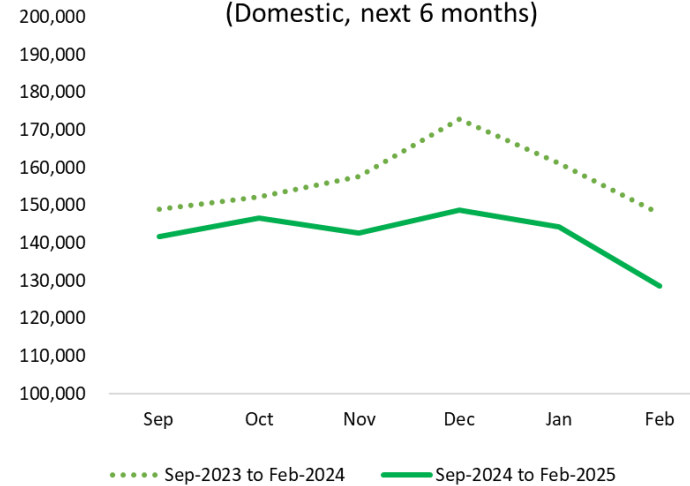
155 thousand

(-2.6% vs 2023)

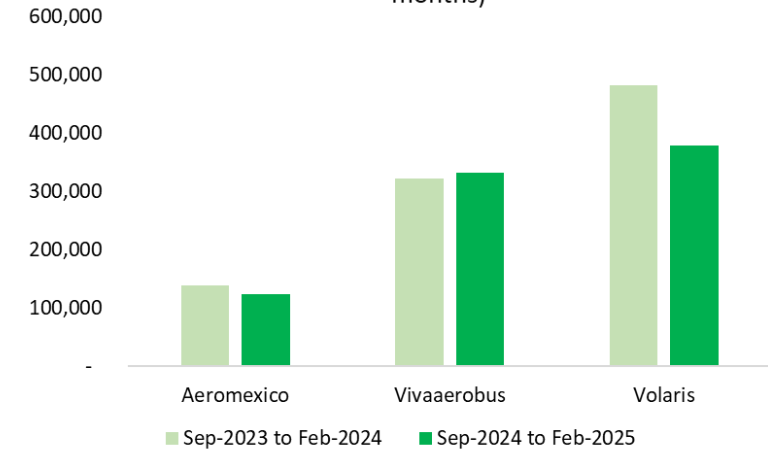


Domestic Air Connectivity

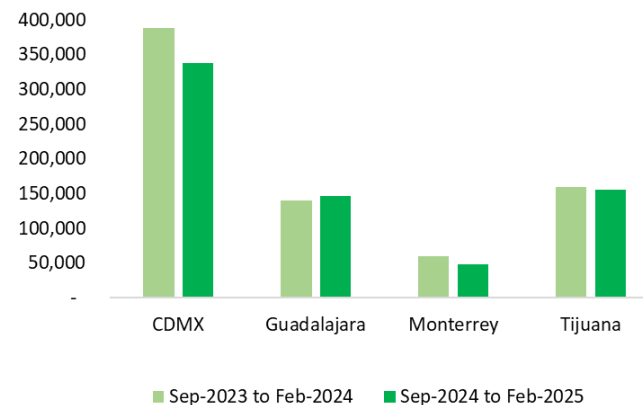
Flight Seat Scheduling to San Jose del Cabo
(Domestic, next 6 months)



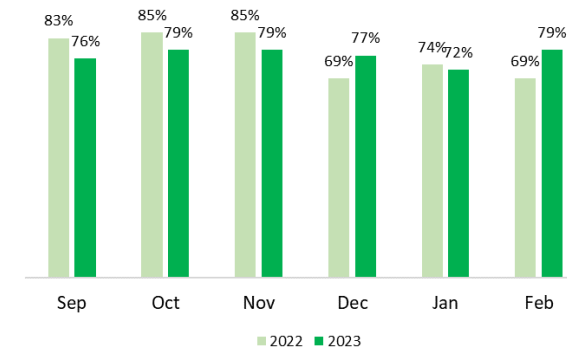
Flight Seat Scheduling per Airline (Domestic, next 6 months)



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



Occupancy factor of domestic airlines
(Sep-2023 to Feb-2024)



Air Connectivity: U.S.

Key Indicators



Scheduled Air Seats
(next 6 months):

1.18 million

(-7.4% vs 2023)



Scheduled Air Seats
(Sep-2024):

110.4 thousand

(-24.1% vs Sep-2023)



LAX:

172 thousand

(-19.5% vs 2023)



HOU:

110.7 thousand

(-3.9% vs 2022)



DFW:

134.2 thousand

(-13.7% vs 2022)



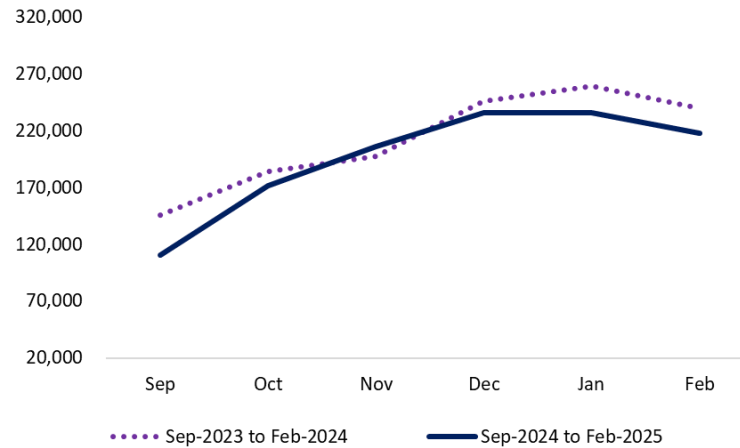
PHX:

135.6 thousand

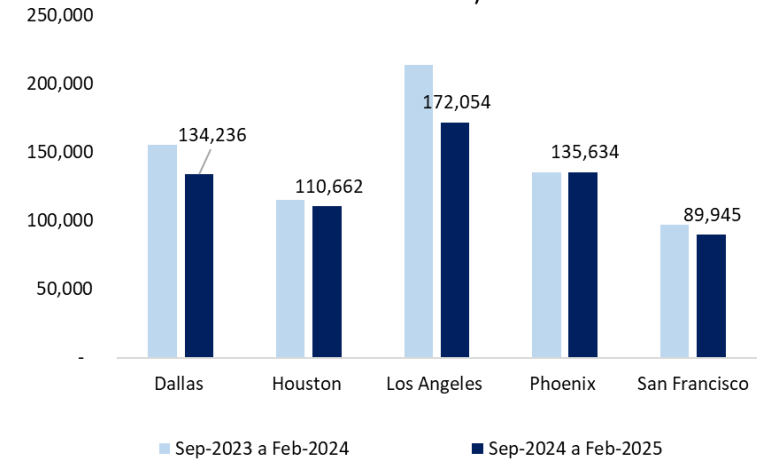
(+0.3% vs 2022)



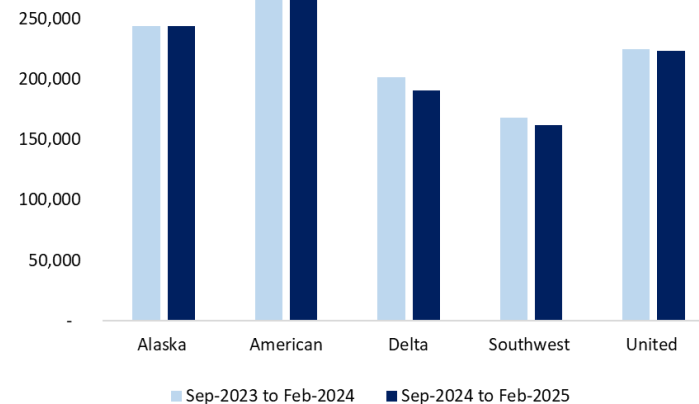
Flight Seat Scheduling to San Jose del Cabo
(U.S., next 6 months)



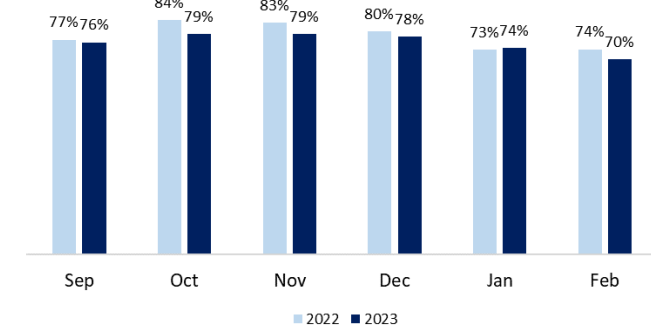
Flight Seat Scheduling per departing airport (U.S., next 6 months)



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



Occupancy factor of US airlines (Sep-2023 to Feb-2024)



Key Indicators



Scheduled Air Seats
(next 6 months):

120.6 thousand
(-6.2% vs 2023)



Scheduled Air Seats
(Sep-2024):

4.7 thousand
(-19% vs Sep-2023)



YYZ (Toronto):

17 thousand
(-7.1% vs 2023)



YVR (Vancouver):

42.3 thousand
(+6.4% vs 2023)



YYC (Calgary):

30.5 thousand
(-10.7% vs 2023)



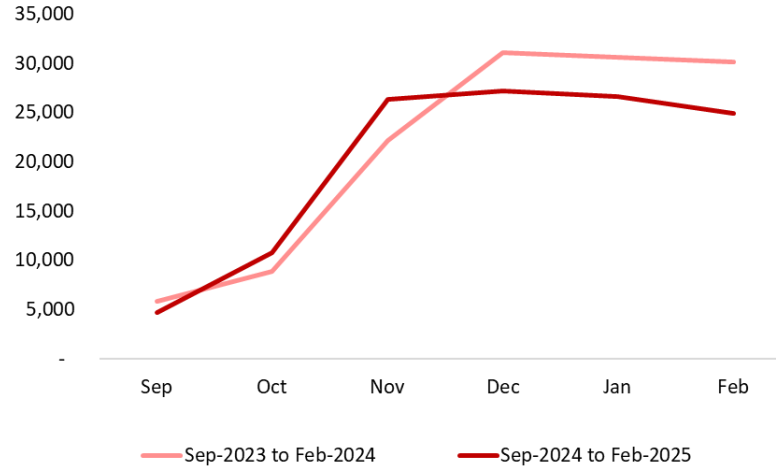
YYG (Edmonton):

8 thousand
(-27.5% vs 2023)

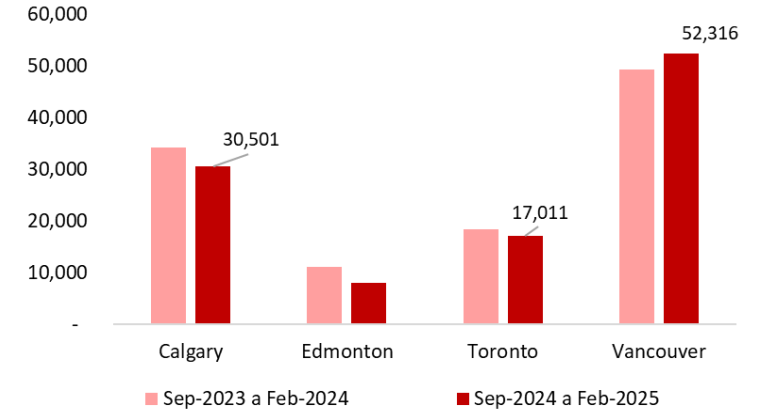


Air Connectivity: Canada

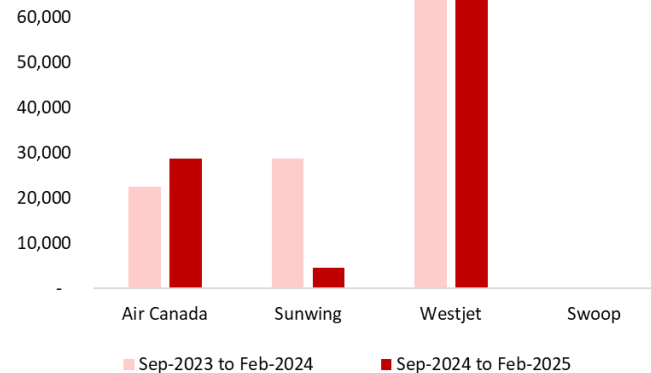
Flight Seat Scheduling to San Jose del Cabo
(Canada, next 6 months)



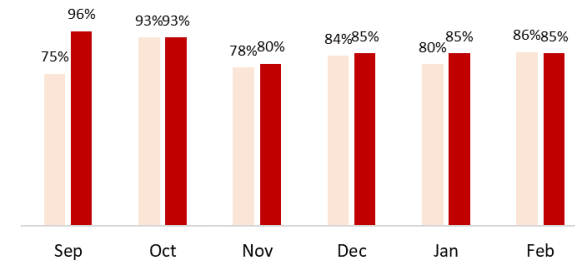
Flight Seat Scheduling per departing airport
(Canada, next 6 months)



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



Occupancy factor of Canadian airlines
(Sep-2023 to Feb-2024)



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PUBLIC RELATIONS



Key Indicators
(May-2024)



Placements:

39

(-10% vs trailing 12-month average)



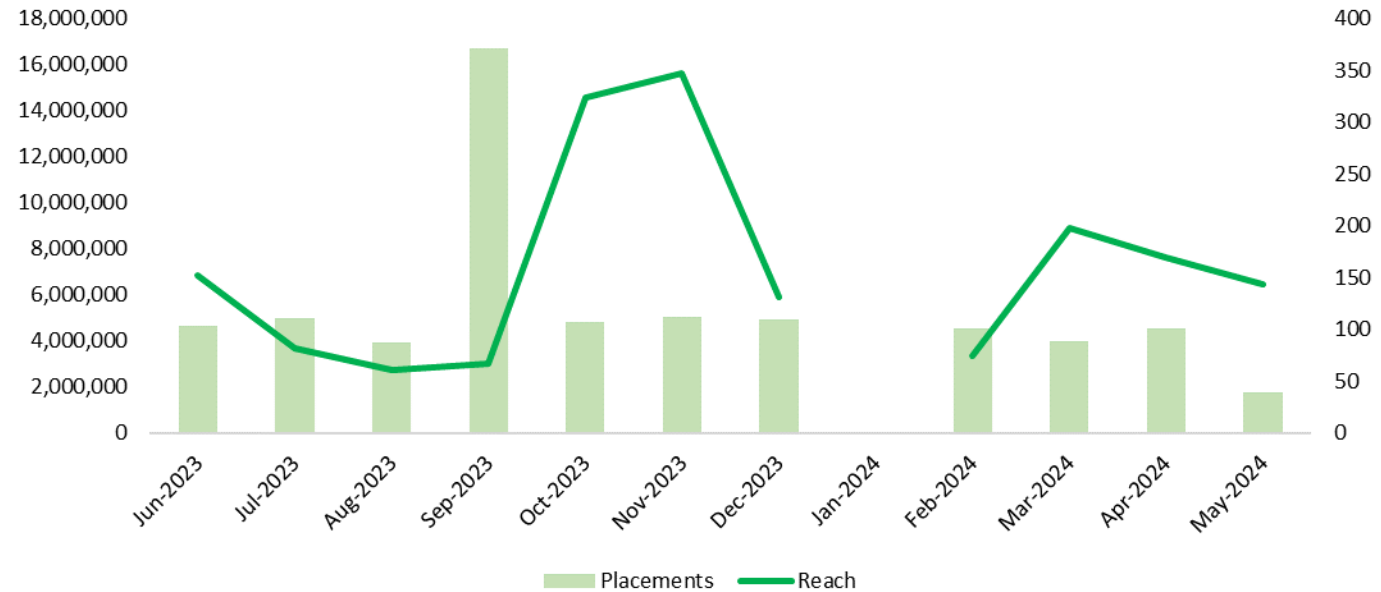
Reach:

6.5 million

(-68% vs trailing 12-month average)



Public Relations: Placements and Reach (National)



SOURCE:
LLORENTE Y CUENCA

Indicadores clave
(Jun-2024)



Placements:

12

(+92% vs trailing 12-month average)



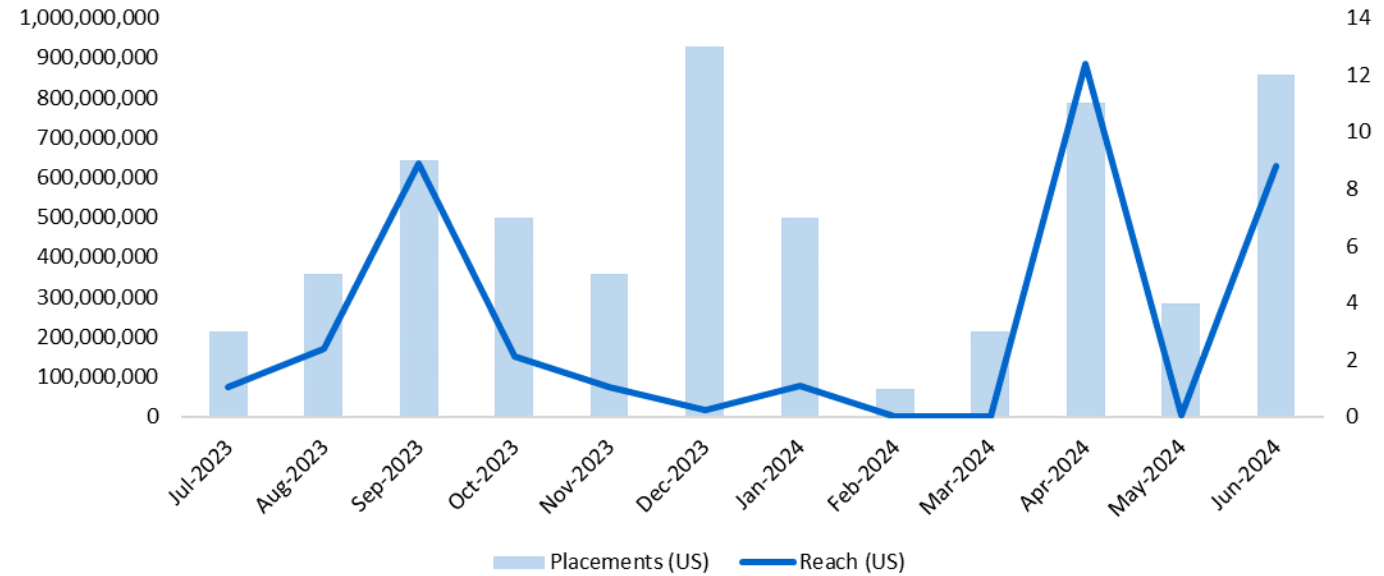
Reach:

629 thousand

(+240% vs trailing 12-month average)



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



SOURCE:
OGILVY

Key Indicators (Mar-2024)



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

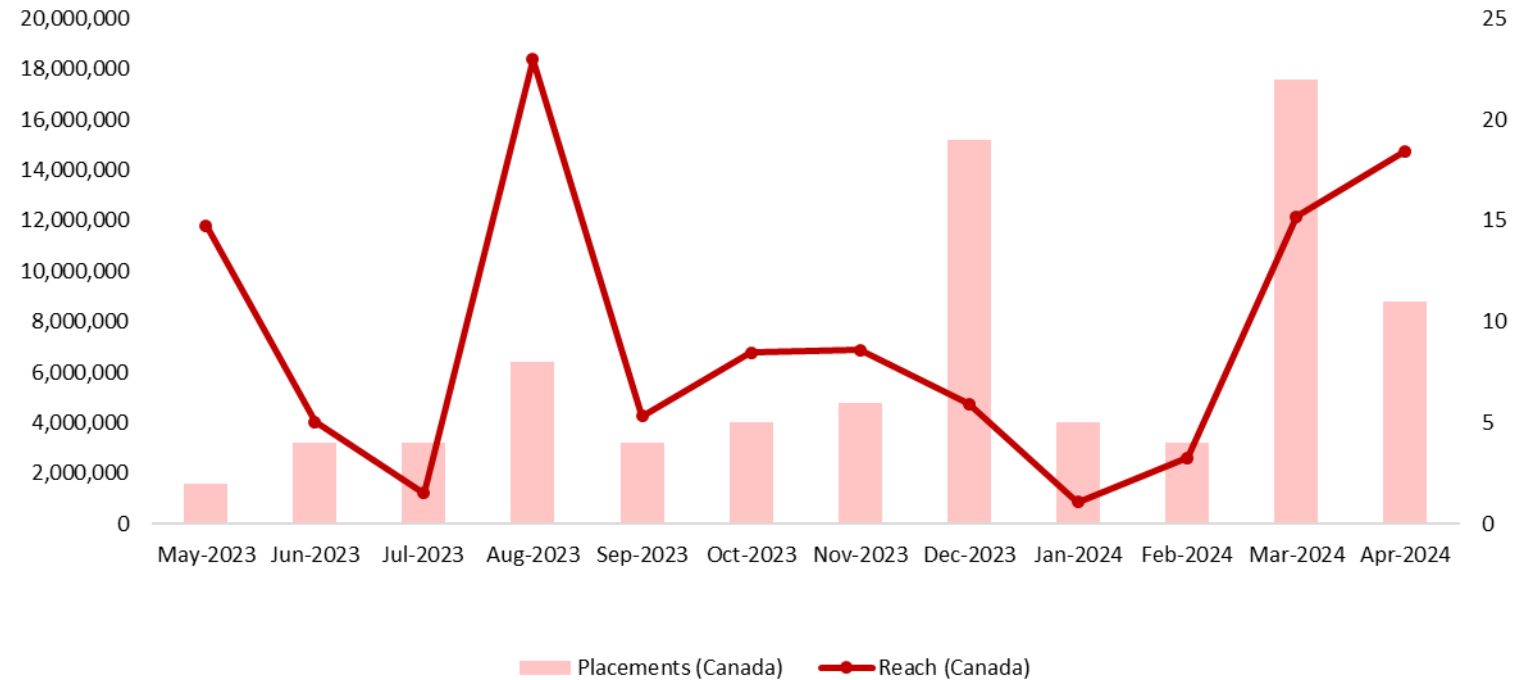


Reach:
14.8 million
(+112% vs trailing
12-month average)



SOURCE:
JESSON + CO

Public Relations: Placements and Reach (Canada)



Public Relations: Placements and Reach (Spain)

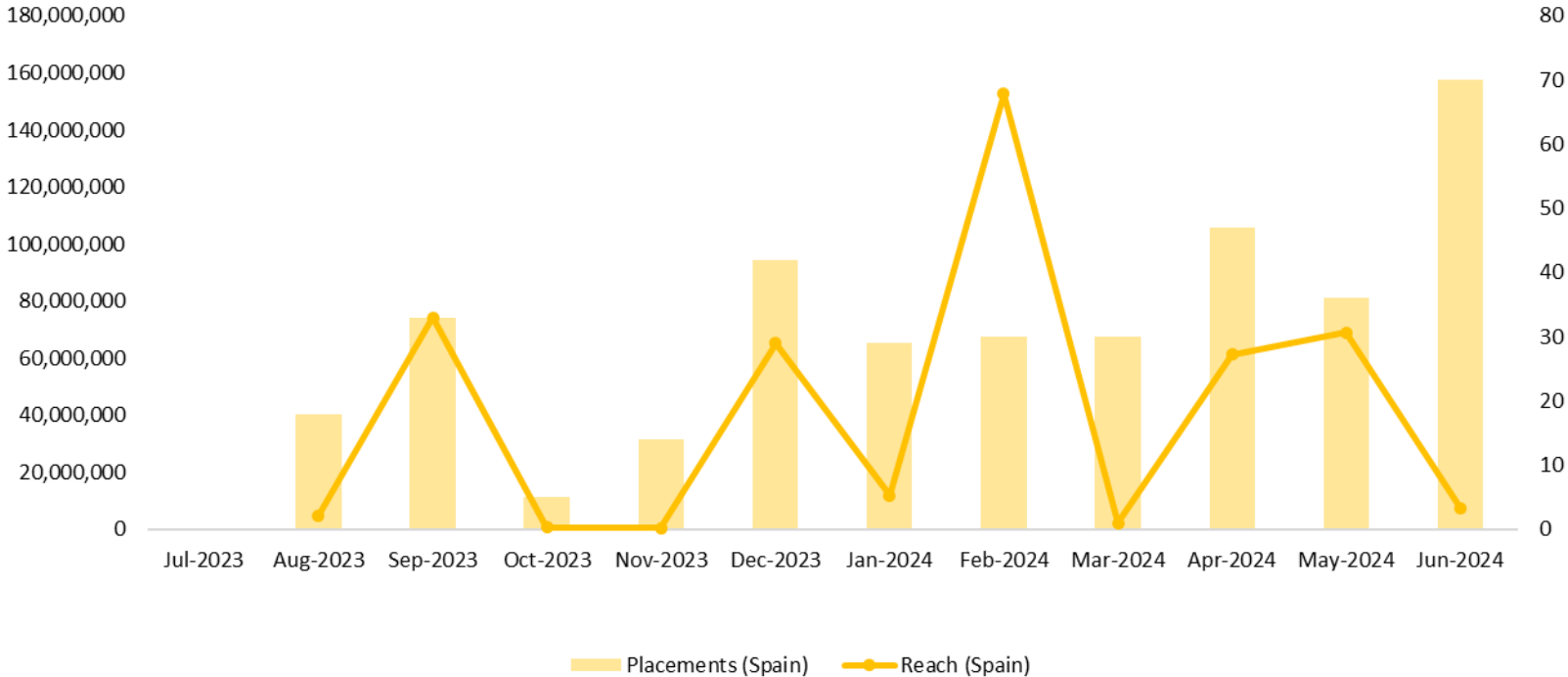
Indicadores clave
(Jun-2024)



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



Reach:
7.3 million
(+69% vs trailing
12-month average)



FUENTE:
ROMAN



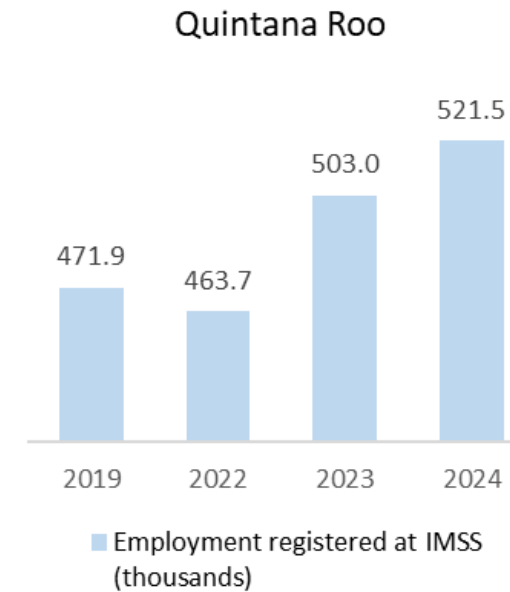
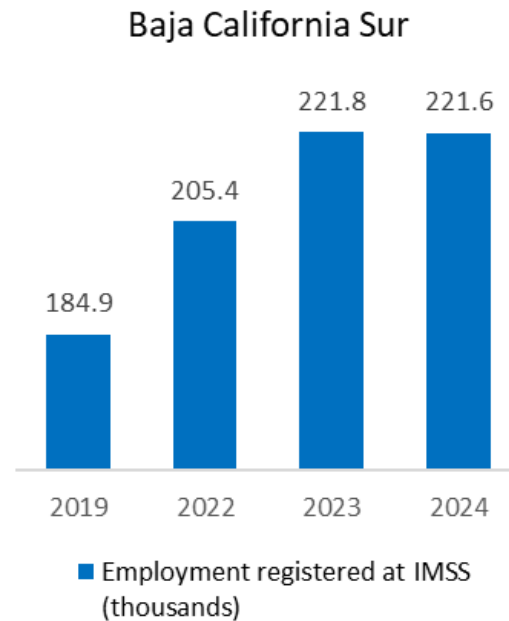
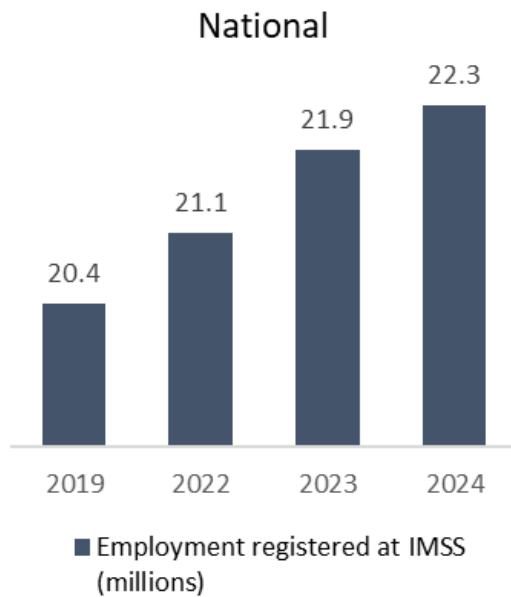
LOS CABOS TOURISM OBSERVATORY

NATIONAL CONTEXT

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



Impact on Employment in Mexico



Employment (National):

22.3 million

+2.0%
vs Jul-2023



Employment (Baja California Sur):

221.6 thousand

-0.2%
vs Jul-2023



Employment (Quintana Roo):

521.5 thousand

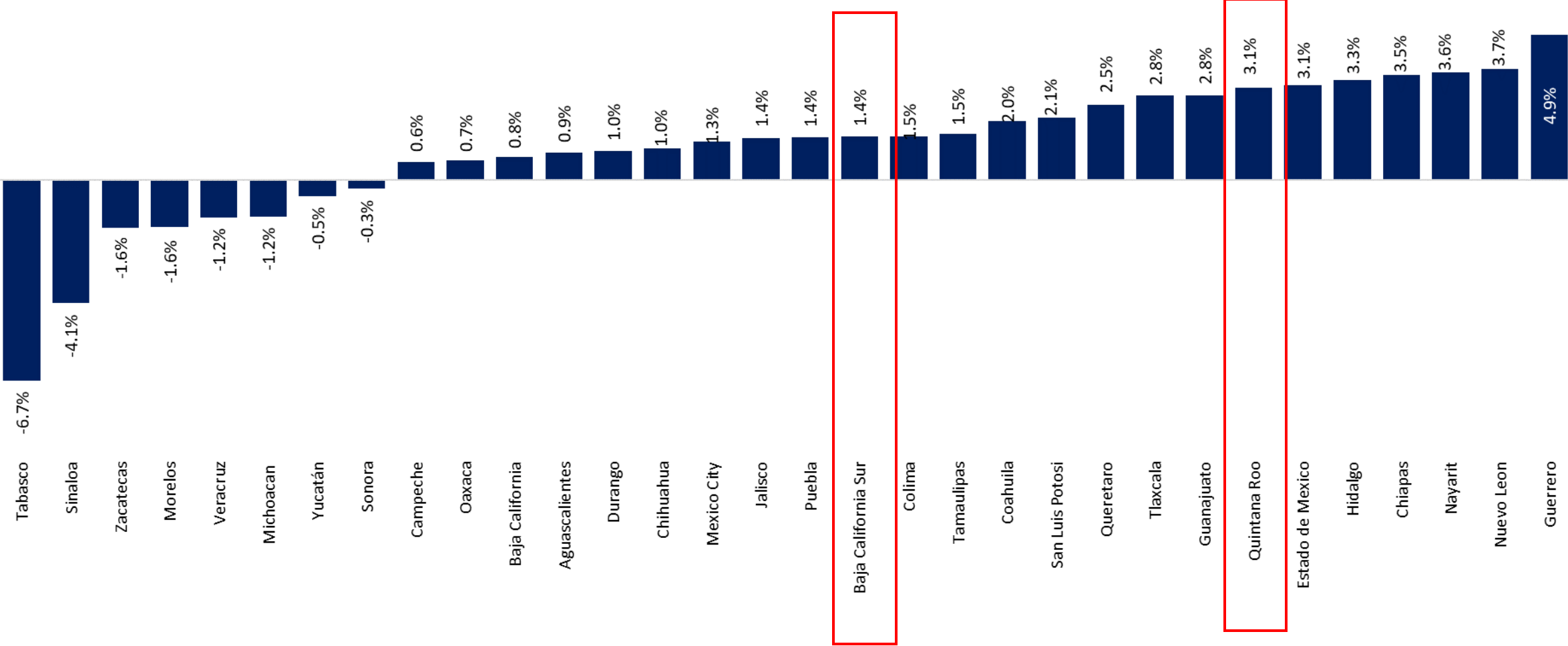
+3.7%
Vs Jul-2023



SOURCE: IMSS

Impact on Employment in Mexico

% Change in employment per state (Jul-2024 vs Jan-2024)



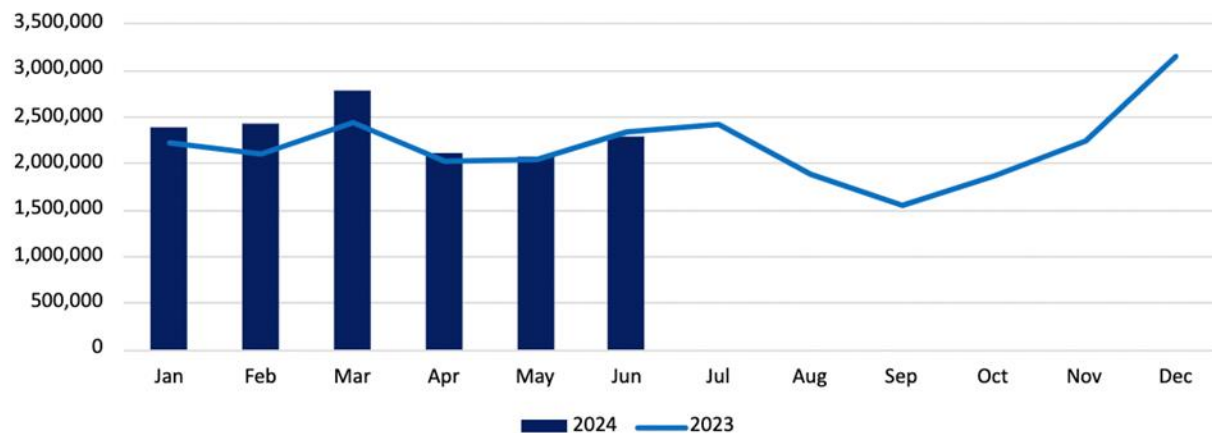
SOURCE : IMSS

International Tourist Arrivals in Mexico

International Tourist Arrivals

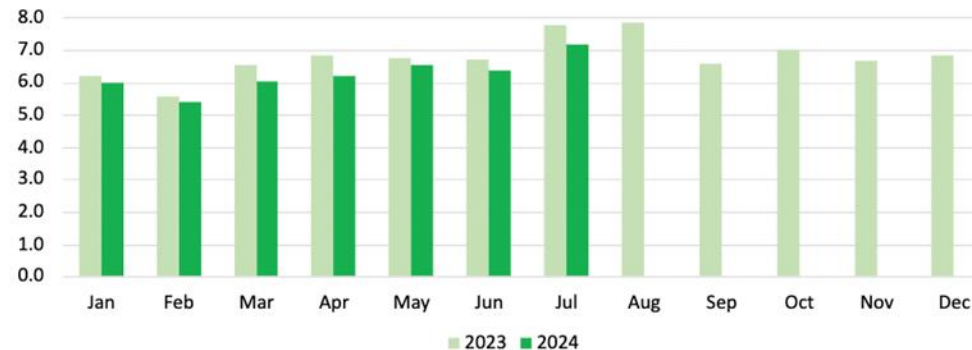


Tourism outside border areas

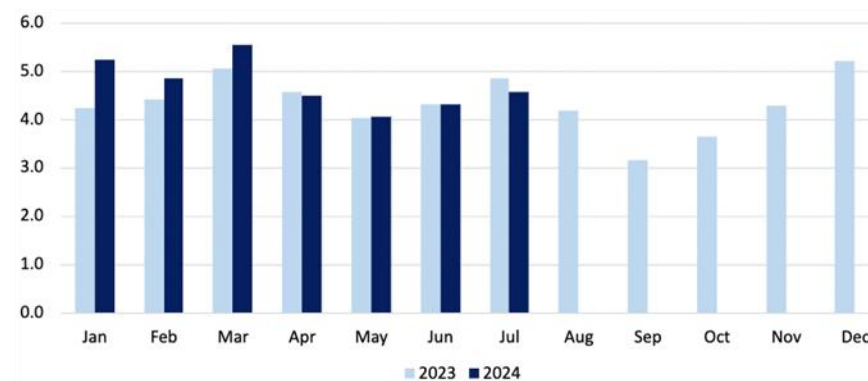


Air Activity in Mexico - Airport Groups

Passenger traffic in domestic operations (millions)



Passenger traffic in international operations (millions)



International tourist arrivals:

Jun-2024

3.70million



+2.3%

vs Jun-2023

International admittances:

Jun-2024

2.28 million



-2.6%

vs Jun-2023

Average expenditure of inbound tourists

by air: Jun-2024

\$1,095 USD



no variation

vs Jul-2023

PAX In domestic operations:

Jul-2024

7.2 million



-7.7%

vs Jul-2023

PAX in international operations:

Jul-2024

4.56 million



-0.3%

vs Jul-2023

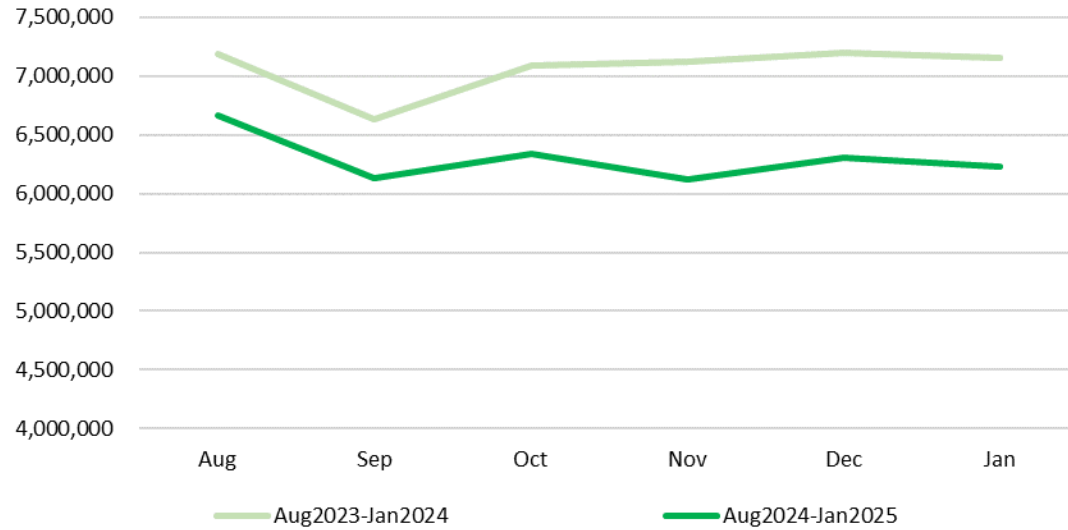
SOURCE : ASUR, OMA,GAP

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

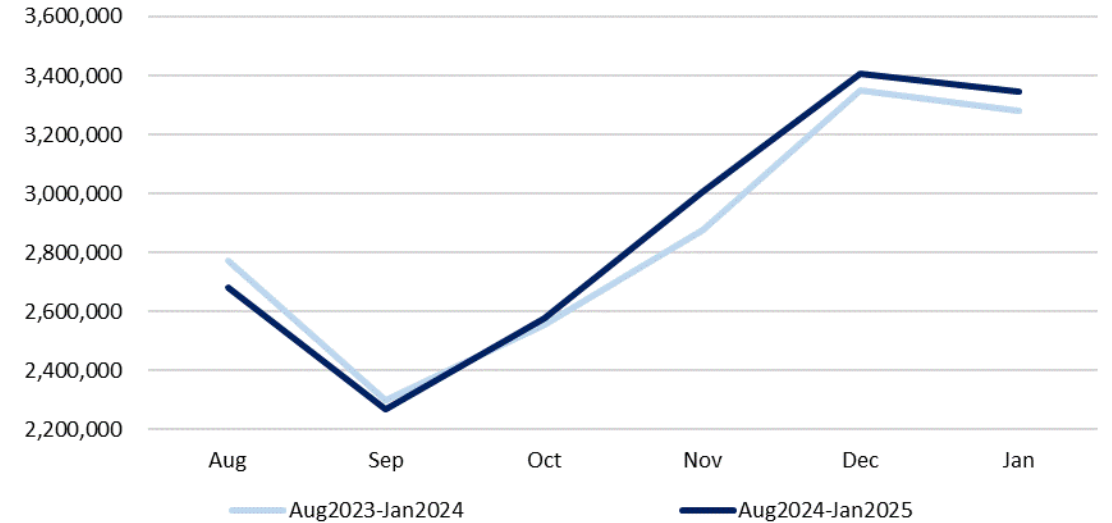
SOURCE: INTERNATIONAL TOURIST SURVEY. INEGI

Seat planning for Mexico (Aug-2024 and beyond)

Seat scheduling. Domestic market.



Seat scheduling. International market to Mexico.



Domestic Seats

37.8 million

-10.8%

vs Aug 2023 – Jan 2024



International Seats:

17.3 million

+0.9%

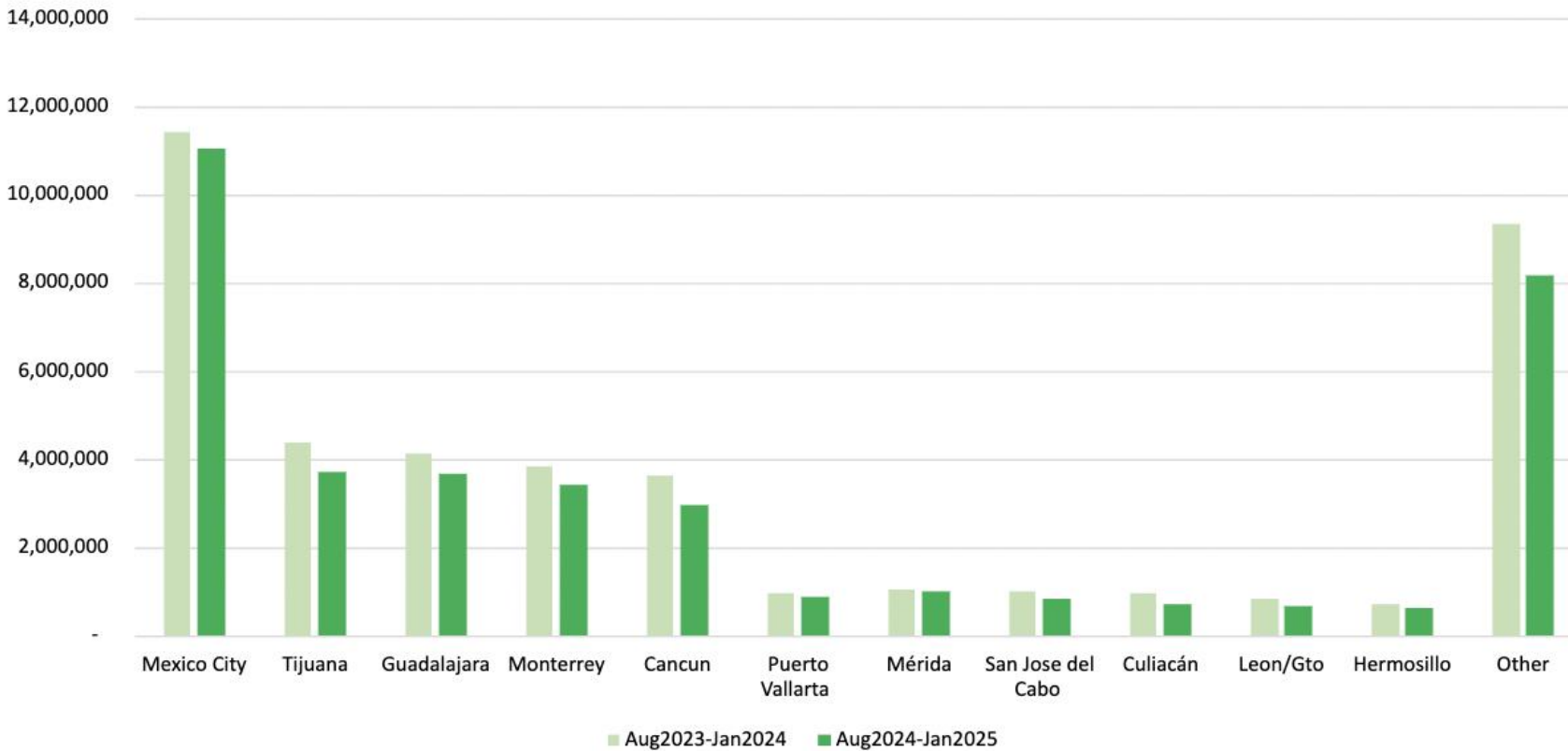
vs Aug 2023 – Jan 2024



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

Seat planning for Mexico

Seat scheduling per domestic origin



Domestic
(Aug 2024 – Jan 2025):

Mexico City 
11.05 million
(-3.4% vs Aug 2023–Jan2024)

Tijuana: 
3.74 million
(-14.8% vs Aug 2023 –Jan2024)

Guadalajara: 
3.66 million
(-11.6% vs Aug 2023 –Jan2024)

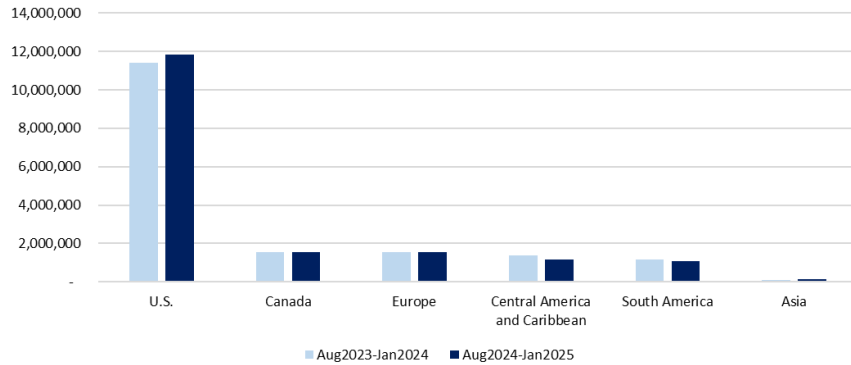
San José del Cabo: 
861 million
(-15.1% vs Aug 2023 –Jan2024)

SOURCE : OAG

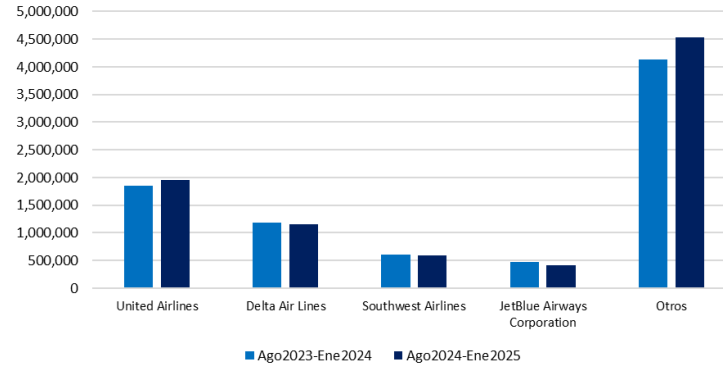
SEAT PLANNING AS OF THE LAST WEEK OF MAY 2022 AND 2023, RESPECTIVELY.

International Seat Planning for Mexico

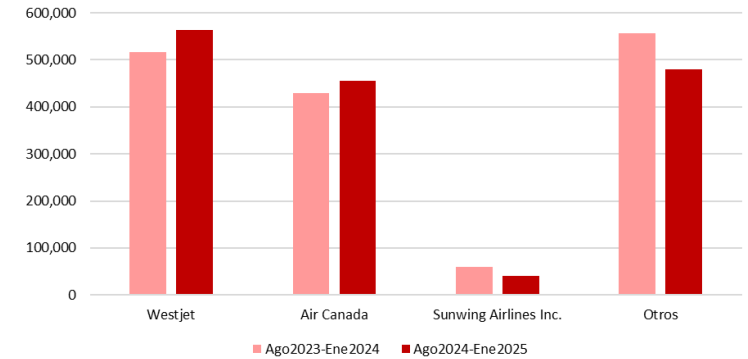
Seat Scheduling per Region



Seat Scheduling: U.S.



Seat Scheduling: Canada



USA

11.83 million seats

+3.9%

vs Aug2023-Jan2024



68.5%

%VAR planned seats

Dallas:

1.5 million

+7.4%

Los Angeles:

1.3 million

-8.4%

Houston:

1.5 million

+1.3%

Chicago:

1 million

+3.6%

vs Aug2023-Jan2024



Canada

1.54 million

-1.5%

vs Aug2023-Jan2024



8.9%

%VAR planned seats

Toronto:

501 thousand

-7.3%

Montreal:

285 thousand

+1.5%

Vancouver:

315 thousand

-2.3%

Calgary:

198 thousand

-1.6%

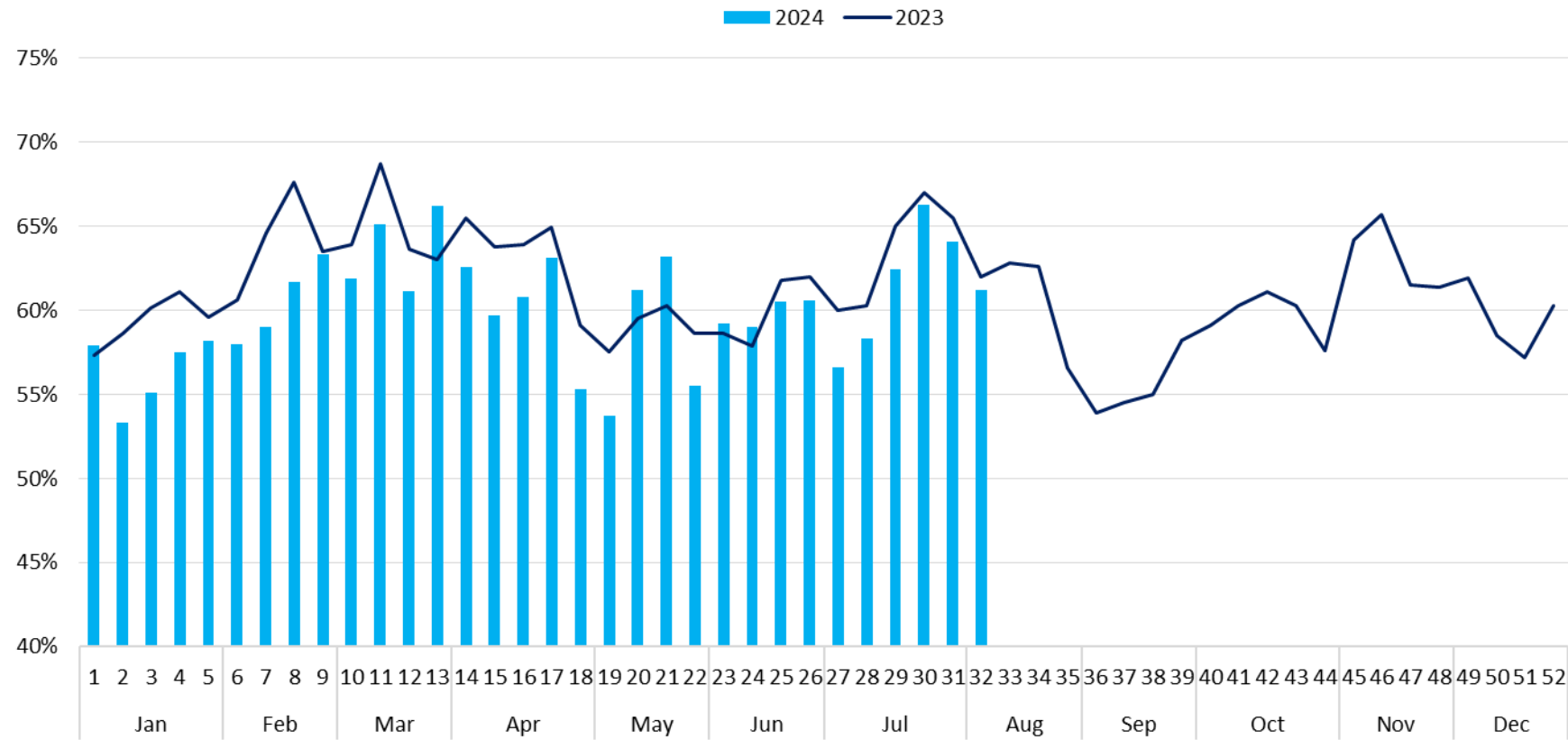
vs Aug2023-Jan2024

SOURCE : OAG

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

Hotel Indicators in Mexico

Hotel occupation in Mexico (12 touristic centre average)



Average Occupancy,
week 24
61.2%
-0.8pp
vs same week of 2023

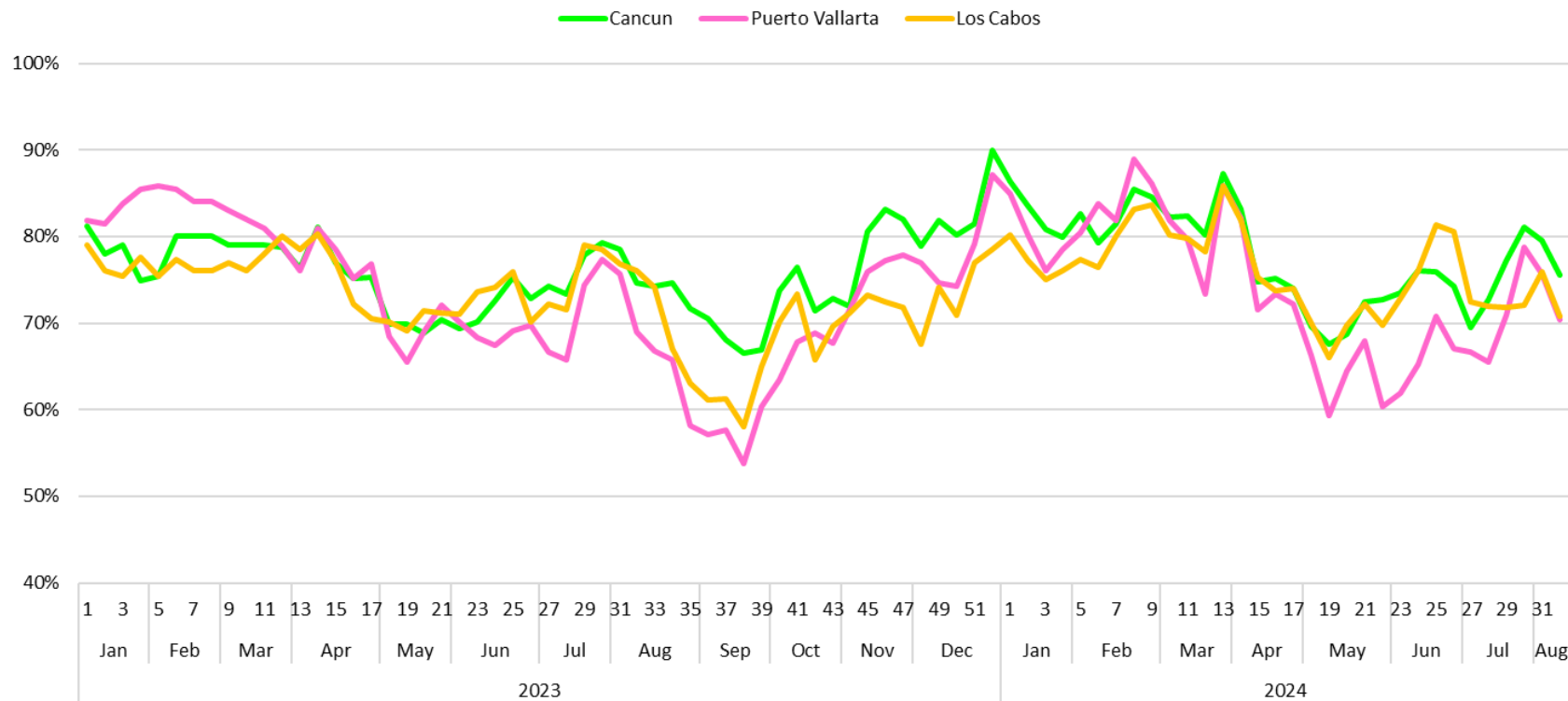


SOURCE : DATATUR.

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 occupation Cancun, Puerto Vallarta and Los Cabos



Cancún:
75.5%

Puerto Vallarta:
70.4%

Los Cabos:
70.8%
+4.7pp vs Cancún
+0.4pp vs Puerto Vallarta

Week 32 (Aug 5-11, 2024)

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: $RevPAR = It/\Sigma Ht$, 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 (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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