

LOS CABOS

Destinations of Baja California Sur are positioned in the European market



- For the first time Los Cabos and the other destinations of B.C.S. participated with their own pavilion at the World Travel Market in London.
- More than 35 business meetings with business partners and the media took place on the first day of World Travel Market.
- Los Cabos seeks to make Europe the third most important international market for the destination. On November 7th, the direct flight London - Los Cabos will be inaugurated, with a total occupancy of 344 seats.

London, November 5th, 2019.- The Los Cabos Tourism Board (FITURCA) debuted this Monday with a tourist pavilion at the World Travel Market in London, one of the main industry events that

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brings together more than 180 countries with the assistance of more than 50 thousand travel buyers seeking negotiations, strengthening connectivity, new products and experiences in different destinations.

The pavilion in London seeks to show the beauty and tourist offer of Baja California Sur and Los Cabos, with the firm objective of boosting the attraction of European tourists. Luis Humberto Araiza, Secretary of Tourism, Economy and Sustainability of the state, and Rodrigo Esponda, head of FITURCA participated in its inauguration.

“To strengthen the tourism promotion strategy of Los Cabos in the United Kingdom, together with the government of Baja California Sur, we attended for the first time with our own pavilion the World Travel Market in London. Europe is of the utmost importance for the destination, we seek to become the third most important international market, which is why on November 7th we will be inaugurating the direct flight London - Los Cabos, which is already filled, with an occupation of 344 seats,” said Rodrigo Esponda, director of FITURCA.

Through the TUI tour operator, from November 7th, every week a direct flight from London to Los Cabos will be carried out, which will generate around 35 thousand additional tourists each year. “According to statistics, we know that the average time of stay of the English is 12 days. We are sure that Los Cabos will become one of the favorite destinations of Europeans, we hope that soon we can offer one more frequency, as well as arouse the interest of other airlines to generate more direct connectivity from Europe to the destination,” said Rodrigo Esponda.

During the first day of World Travel Market, more than 35 business meetings were held with business partners and the media, among which are: TUI, Aeromexico, Abercrombie & Kent, Barceló, among others. These meetings are key to boost the attraction of more tourists during the year 2020.

Thanks to the positioning that the destination is achieving in the European market, the tourism industry of Baja California Sur has committed to continue promoting the destination, which is why suppliers and partners also have participation in WTM, including: Epic, Mexico Planners, The Cape, Solaz, Grand Velas, Pueblo Bonito, Solmar and Grand Fiesta Americana, among others.

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About Los Cabos

Los Cabos is located on the southern tip of the Baja California peninsula, it has a perfect geography that combines the best of two seas of crystal clear waters and beautiful beaches, and a desert framed by beautiful mountains that highlight the natural beauty of the destination. With a perfect climate throughout the year, Los Cabos adds to its sun and beach activities, a host of sporting and cultural events, with entertainment options for all tastes, including golf, fishing, surfing, gastronomic festivals and of contemplating art, music and cinematography. With an offer of 18,500 rooms and the presence of the most luxurious hotels in Mexico, Los Cabos offers the highest quality in its different products. Los Cabos is considered as the capital of golf in Mexico, with 16 golf courses, each with the signature of great designers such as Jack Nicklaus, Greg Norman, Tom Fazio, Tom Weiskopf, Robert Trent Jones Jr., Roy Dye and Davis Love III. The richness of the Sea of Cortez offers various aquatic activities such as the sighting of five different species of whales, swimming with the whale shark, surfing, diving in the second most important reef in Mexico, among others. In addition, it is one of the destinations with more Blue Flag beaches in

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Mexico. For those who like sport fishing, the Sea of Cortez offers a wide variety of marine species, including blue, striped, golden marlin, wahoo and sailfish. And for adrenaline lovers, the Los Cabos desert allows you to experience all-terrain activities; as well as zip lines that connect from one mountain to another. Its natural wealth is complemented by first-class nautical facilities and boats, with two marinas located in Puerto Los Cabos and Cabo San Lucas. Los Cabos has the best infrastructure that includes a modern highway to La Paz, capital of the State of Baja California Sur, an International Convention Center with capacity to accommodate up to five thousand people, and a modern airport that offers air connectivity from most cities important of Mexico, the United States and Canada, with more than 500 weekly operations.

Digital Channels

- Website: <http://visitloscabos.travel>
- Facebook: <https://www.facebook.com/LosCabosTourism>
- Instagram: <https://www.instagram.com/loscabostourism/>

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