



### **Los Cabos debuts at IMEX America 2019**

*With a 6% growth in international arrivals YTD, Los Cabos is bringing a delegation of 20 hotels and travel partners to IMEX at Booth D2442*

**LOS CABOS, Mexico, [September XX, 2019]** - Los Cabos is consolidating its image as the year-round premier destination for hosting world-class industry conferences and events. The destination is leveraging the opening of its revamped Convention Center which is expected to surpass double-digit annual growth in bookings for meetings and event spaces. At IMEX America, Los Cabos will participate for the first time bringing together over 20 hotel operators, destination management companies and event professionals under one flagship booth led by the Los Cabos Tourism Board.

Los Cabos is a premier destination to host meetings and events from around the world thanks to its expanding international connectivity network, including over 500 weekly flights to 39 cities (345 from the U.S., 28 from Canada and 145 within Mexico); state-of-art infrastructure, 18,500 available world-class hotel rooms, and over 129,000 square feet of meeting space in hotels. The momentum is expected to continue with the newly revamped 72,000 square-foot state-of-the-art Convention Center and new luxury hotels opening in Q4 2019, which will nearly quadruple the available event space to over 101,000 square feet.

“We now welcome more than three million international travelers each year, and we expect to reach double-digit annual growth from business travelers as we continue to invest in hotel inventory and accessibility,” said Rodrigo Esponda, Managing Director of Los Cabos Tourism Board. “The unparalleled natural beauty of Los Cabos coupled with our high standard of service are key to the success of Los Cabos, and all of our partners in the industry are strongly committed to a strong, sustainable growth.”

New investments in hotel inventory and accessibility include:

- 18,500 hotel rooms with more than 2,400 scheduled to be completed during 2019,
- New luxury properties including \$1 billion worth of new hotel investments;
- New airport terminal upgrades, as well as improved accessibility with over 500 direct weekly routes with increased connectivity from the US, Canada and the UK;
- Los Cabos will launch its first non-stop flight from London, UK in November 2019 connecting travelers across Europe, and
- Additional airline capacity of more than 36,000 seats by the end of 2019.

Adding to the vast array of luxury hotel brands, Los Cabos is preparing to welcome properties expected to open later this year like the Zadun, a Ritz Carlton Reserve (Fall), Four Seasons Resort at Costa Palmas (November), and Grand Solmar at Rancho San Lucas (December); as well as the recently announced Waldorf Astoria Los Cabos Pedregal starting operation by the end of 2019 among many others.

As the fastest growing destination in Mexico, Los Cabos has strategically implemented a promotional plan that brings hotels, DMCs, and travel partners to promote the destination internationally. With private and public funds dedicated exclusively to marketing initiatives, Los Cabos is poised to continue welcoming over three million travelers worldwide.

### **About Los Cabos**

Los Cabos, located at the tip of the 1,000-mile long Baja Peninsula, is one of the world's most diverse tourism destinations. Boasting a dramatic desert backdrop nestled by coastlines of the Pacific Ocean and Sea of Cortez, Los Cabos is home to award-winning resorts and culinary offerings considered some of the finest available anywhere. A growing list of championship golf courses, rejuvenating spas, world-renowned sport fishing tournaments, and state of the art convention facilities add to the destination's unmatched appeal. For more information, images and videos from Los Cabos, please visit [visitloscabos.travel](http://visitloscabos.travel), follow us on Twitter @LOSCABOSTOURISM and visit us on Facebook, YouTube, and Instagram.