

LOS CABOS

Los Cabos, Baja California Sur, closes 2019 with a 6.9% increase in visitors

- During 2019, 2.8 million passengers arrived in Los Cabos, increasing the flow of international arrivals of 3.3% and 14.6% nationally.
- In 2019, 6 new international routes (London, Milwaukee, St. Louis, Cincinnati, Edmonton and Winnipeg) and 3 national routes (Monterrey, Tijuana and Hermosillo) were opened.
- The hotel offer grew by 12% in 2019, with a total of 18 thousand rooms, thanks to the opening of hotels such as Four Seasons, Ritz Carlton Reserve, Nobu and Hard Rock.
- The destination foresees a positive 2020, with a 35% increase in meeting tourism, 8.8% more seats available in the first months of the year.

Los Cabos B.C.S., January 9, 2020.- At the close of 2019, Los Cabos received 2.8 million passengers, with an international growth flow of 3.3%, and 14.6% in domestic. With this, a 6.9% growth in tourist arrivals was achieved, consolidating Los Cabos as one of the destinations with the greatest increase in luxury tourism. This was possible thanks to an average occupancy on international routes exceeding 90%, reflecting the healthy increase in demand that the destination is having.

“In 2019, the Government of Baja California Sur, the Los Cabos Tourism (FITURCA) and private industry continued their collaborative work to boost the attraction of national and international tourists. Our efforts are reflected in 9 new routes to Los Cabos during the year, the inauguration of internationally renowned brand hotels; as well as the creation of new experiences for visitors of different profiles”, said Rodrigo Esponda, General Director of FITURCA.

In terms of connectivity, 2019 had 6 new international and 3 domestic routes, among which are the cities of London, Milwaukee, St. Louis, Cincinnati, Edmonton and Winnipeg; while direct routes from Monterrey, Tijuana and Hermosillo were opened in the national market. Los Cabos stood out with the route of TUI from London, this being the first flight that connects Baja California Sur with Europe, using one of the most innovative aircraft in the industry.

During 2019, Los Cabos was the world leader in the opening of luxury hotels with brands such as Four Seasons, Ritz Carlton Reserve, Waldorf Astoria Pedregal and Nobu, as well as the inauguration of Hard Rock, Garza Blanca, among others. This led to the increase in the average stay in the destination, which increased from 5.5 to 6.3 days, thus generating greater economic spillover for the industry.

It is noteworthy that Los Cabos registered the highest growth of international visitors during the last two months of the year; November closed with an increase of 7.3% compared to last year, while in December it was 8.5% against the same period.

Innovation was a pillar in the year for the destination. The Los Cabos Private Tourism Trust (FIPROTUR) was created with private initiative resources that complement the promotion effort led by the State of Baja California Sur, resulting in the opening of an office in Los Angeles, turning Los Cabos in the only destination in the country to have an official representation abroad. Another of the great achievements obtained thanks to FIPROTUR was the installation for the first time of an exclusive pavilion dedicated to

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Los Cabos in the main international fairs such as IMEX America, WTM and in the 18th edition of Cannes International Luxury Travel Market (ILTM).

A positive 2020 for Los Cabos

The touristic outlook for the year 2020 shows a positive balance; positive numbers are recorded in group reservations, congresses and conventions at the destination during the first half of the year. “Meeting tourism has had great growth in Los Cabos; Currently there are more than 6,500 meetings with an attendance of 300 thousand participants. By 2020 we expect an increase of 35%. This segment is of paramount importance to the destination because corporate groups have the characteristic of generating greater spending than pleasure tourists,” added Esponda.

He added that “connectivity is a crucial factor for attracting tourists, so from FITURCA we are in constant relationship with airlines. For the first five months of this 2020, we have 8.8% more seats available than in the same period last year, among which there are 6 new US routes such as Austin, Pittsburg, Cleveland, Nashville, St Louis, Milwaukee, Dallas and Atlanta.”

In the hotel offer will continue adding international and luxury brands in the coming years such as AMAN, St. Regis, Grupo Vidanta, 1 Hotels, Sofitel with its brand SO, Caesars Palace and Park Hyatt; as well as a second Four Seasons, Los Cabos being the only destination in the world with two hotels of the same brand.

Finally, the Private Tourism Trust will continue to drive the destination. “By 2020 we have the goal of raising 50 million pesos and the participation of the 78 partners is very encouraging. The resources collected will be used to give continuity to the representative office in Los Angeles, the creation of a marketing plan in primary markets in the United States and Canada, and to strengthen participation in tourism fairs at an international level,” concluded Rodrigo Esponda.



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About Los Cabos

Los Cabos is located on the southern tip of the peninsula of Baja California, 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 water 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 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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