



PRIVATE TRUST FUND FOR TOURISM PROMOTION OF LOS CABOS

FIPROTUR LOS CABOS

PRIVATE TRUST FUND

The objective is to replace the resources the extinct Mexico Tourism Board provided for tourism promotion of Mexican destinations, the following instrument has been developed to complement promotional efforts with additional private funding

The aim of this project is to constitute a Private Trust Fund to collect and make use of private funding from other hotel and non-hotel players in the destination to continue promoting Los Cabos.

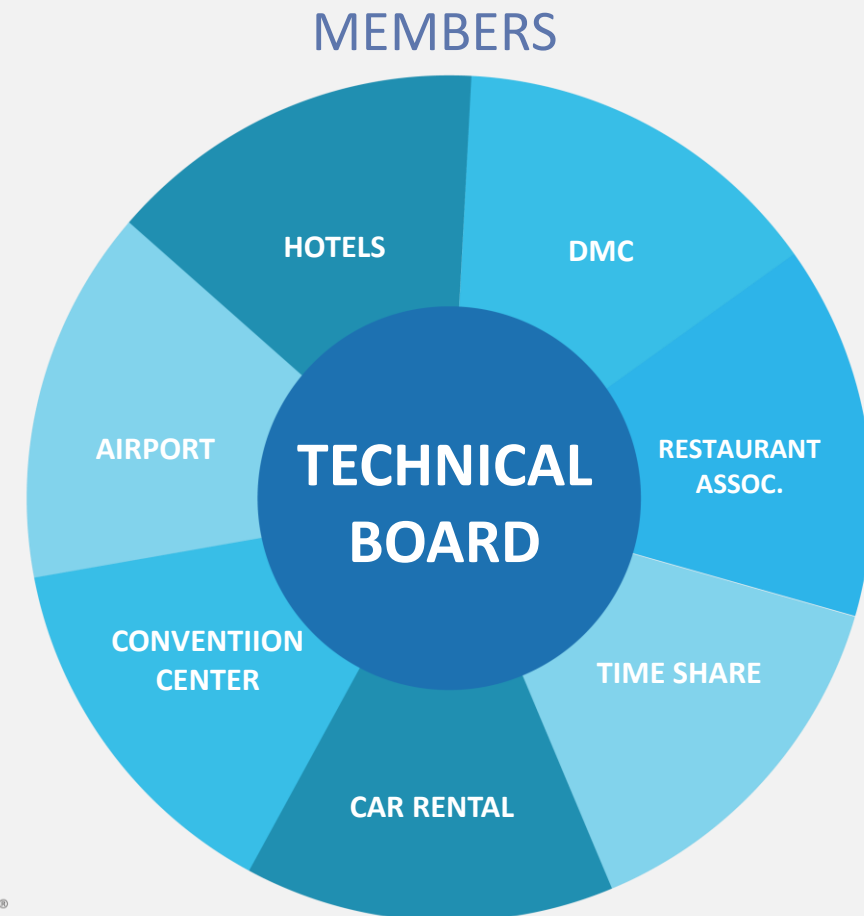
Founding Members:



Adherents:

Those who make economic contributions to the trust fund or contribute to organize a certain event in particular.

The fund is open to all tourism service providers





FIPROTUR

1. | Is a private trust fund created to boost Los Cabos' promotion and its competitiveness.
2. | Is a vehicle to financially complement the promotional efforts of FITURCA. It has been created in coordination with the private sector. It is not meant to replace FITURCA but to complement the promotion with private funding.
3. | Is the first private trust fund of its kind in Mexico

PROMOTION

Replace resources from the extinct Mexico Tourism Board with private funding



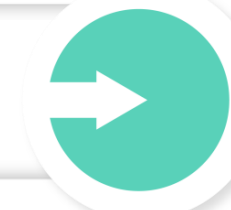
Cooperative plans with hotels



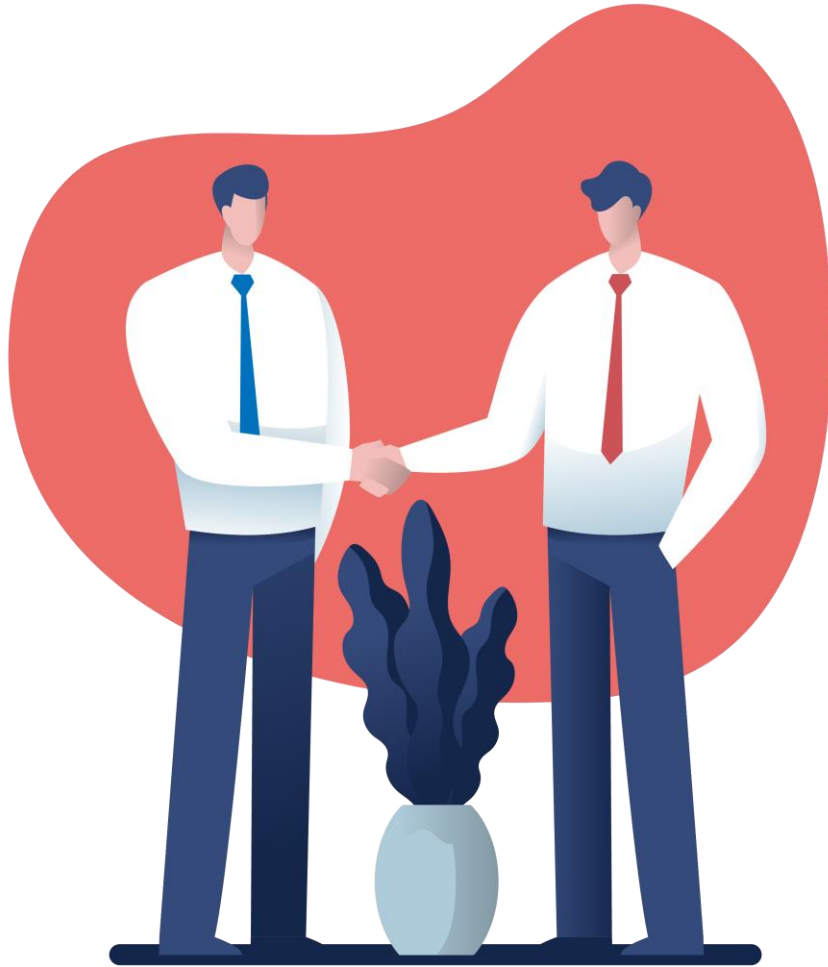
Coordinated participation in trade shows



Specialized emerging market programs



CONTRIBUTION SCHEME



Membership rates are based on:

- Number of rooms
- Location
- Category
- Group Facilities
- Segment

Adhering members will have yearly memberships giving the opportunity to participate in different promotional events.

DESTINATION SPEND ANALISIS

| Destination | 2018 aprox budget | Visitors 2018 |
|----------------------|-------------------|------------------------------|
| Visit Florida | 70 md | 14,000,000 |
| Visit California | 85 md | 18,000,000 |
| Jamaica | 22 md | 4,200,000 (2,350,000 air) |
| República Dominicana | 40 md | 6,200,000 (4,600,000 air) |
| Hawaii | 80 md | 9,650,000 (9,400,000 air) |
| Bermuda | 38 md | 650,000 (244,000 air) |
| LOS CABOS | 12 md | 3,000,000 (2,400,000 air) |

An aerial photograph of a person surfing on a wave. The water is a deep blue-green color, and the surfer is a small figure in the lower right quadrant, riding a white surfboard. The text "Thank You" is centered in the middle of the image in a large, white, sans-serif font.

Thank You