

Case Study

Los Cabos

Repositioning the Idyllic Oasis of Los Cabos in Front of a Digital Audience in the U.S. and Canada



Spectacular Los Cabos

Located at the tip of Mexico's Baja California peninsula, Los Cabos is considered by many to be the most iconic and luxurious spot in Mexico. The region's arid desert landscapes and sparkling clear waters of the Pacific Ocean make it one of the most enchanting destinations in the world.

Comprised primarily of two unique towns – bustling, tourist-focused Cabo San Lucas and quieter, more sophisticated San José del Cabo – as well as the 20-mile-long, beach- and resort-lined “Corridor” between them, this is a region that boasts stunning beaches and magnificent marine wildlife, unique art and architecture, and a full, eclectic range of things to do from sportfishing to golf to wellness activities and beyond.

Challenge:

The Los Cabos Tourism Board sought to grow market share by reaching audiences in the U.S. – considered a strategic market – and Canada – an emerging market – who were looking for a vacation destination similar to Los Cabos, but who had not yet developed an awareness of the region.



About the “Visit Los Cabos” Tourism Board

The [Los Cabos Tourism Board](#) is a Destination Management Organization (DMO) dedicated to promoting the area as a safe and welcoming destination for both leisure and business travelers; to representing the region as culturally rich and sustainability-focused; and to supporting the local economy by encouraging tourism to the area.

Campaign Length: 1 Month
Target Markets:



United States



Canada



Strategy & Recommendations

Air search demand and other data provided by Amadeus (travel intentions by search and travel dates; schedule and air traffic; and destination insights) showed that the U.S., identified as the most established market with growth opportunities, and Canada, as an emerging market with the most potential, both displayed a broad interest in Los Cabos.

Competitor destination markets – those searched for by U.S. and Canadian consumers within 14 days, before and after, of searching for Los Cabos – were also identified: San Juan (Puerto Rico), Cancun (Mexico), Punta Cana (Dominican Republic), and San Jose (Costa Rica). Through this process, it was also determined that Los Cabos was growing at a slower rate than any competing destinations, which highlighted the importance of rising above the competition in order to reach and convert this indecisive audience.

The focus of the campaign was to showcase what the destination has to offer to audiences from the U.S. and Canada who were seeking a destination similar to Los Cabos, but who had not yet heard of Los Cabos. The goal was to reach these audiences in full consideration phase – a strategic, awareness period of their decision-making processes – as well as in their peak, final decision-making periods.

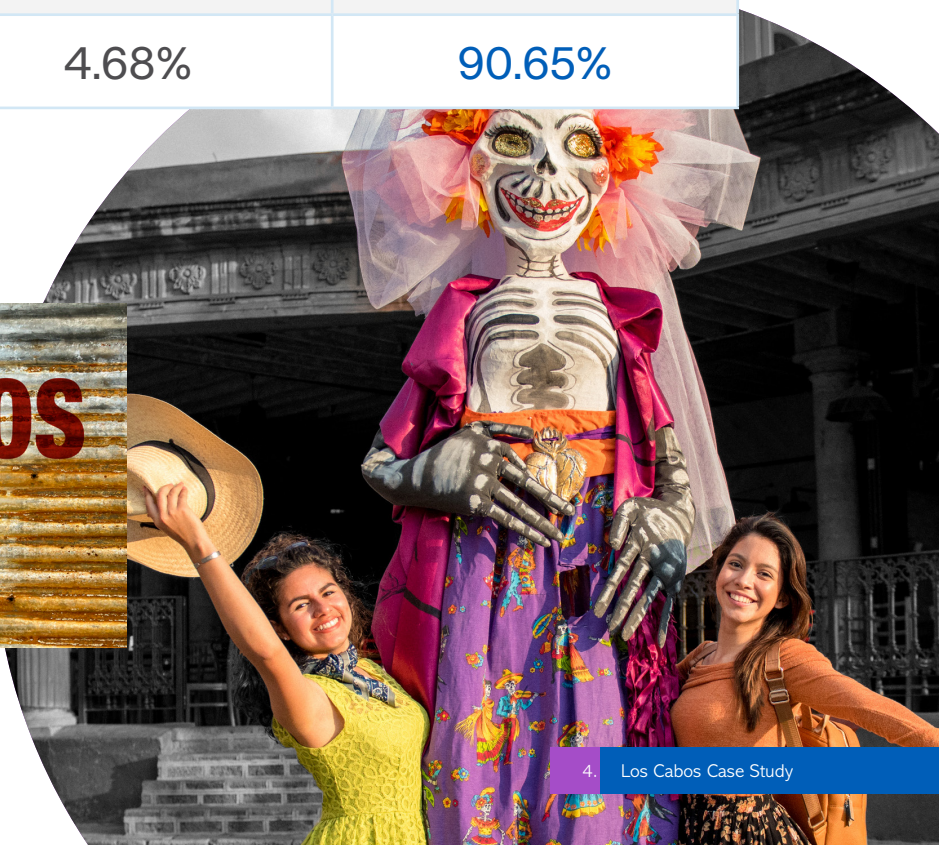
Results

Results of the DMO’s display and video campaign, which ran during the month of May in 2023, were impressive, with overall performance – clickthrough rate (CTR) and viewability (a metric reporting the percentage of impressions that have been viewed) – not just meeting goals but, in some instances, far surpassing them.

	Goals	Delivered
CTR	0.3%	4.68%
Viewability	70%	90.65%

Performance was strong in both markets: the U.S. and Canada.

Market	CTR	Viewability
CA	3.53%	92.13%
US	5.73%	89.18%
Grand total	4.68%	90.65%



Display ads in each market for three different themes of display ads were highly successful.

Key insights:

- The U.S. showed overall better results in terms of CTR; Canada achieved better results in terms of Viewability
- All three themes out-performed Key Performance Indicator (KPI) goals
- The most successful theme - “Luxe Sophisticates” - earned a CTR of 5.48%, with “All in Families” earning a CTR of 4.03%, and “Discerning Discoverers” a CTR of 4.25%.
- Average Viewability for the three ads was 91.23%.



Three different themes of Video ads also performed very well.

Key insights:

- Ads ran in the U.S. only
- Ads earned an average CTR rate of 6.2% and Viewability of just over 88%.
- All three themes overperformed, with the most successful ad - “Family & Discoverers” - achieving a CTR of just under 7%, with the “Luxe” ad and “Wellness” ads earning a CTR of 4.6% and 5.7%, respectively.



SCOTT FALCONER,
EXECUTIVE VICE PRESIDENT, MEDIA SOLUTIONS, HOSPITALITY, AMADEUS:

“We are happy to have partnered with the Los Cabos Tourism Board to increase awareness of the area as one of outstanding amenities for both leisure and business travelers. The strong results of data-based ad campaigns in each market demonstrate how sending the right message at the right time to the right group of consumers can help introduce a destination to prospective visitors and grow potential revenue.”



RODRIGO ESPONDA,
MANAGING DIRECTOR, LOS CABOS TOURISM BOARD:

“Thanks to insights provided by Amadeus, we have been able to attract more visitors by reaching two core markets with powerful display and video ads. The results of the campaign, which reached consumers during two key points in the decision-making process, surpassed all expectations.”



For further information, visit amadeus-hospitality.com/media-solutions/destinations/ or speak to an Amadeus representative today.

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