

PENINSULA PARTNERSHIPS

STATES OF BAJA CALIFORNIA SUR AND BAJA CALIFORNIA.

The Baja California Peninsula extends along the northeastern portion of Mexico for approximately 777 miles (1,250 km) and is comprised of the states of Baja California, home to the bustling border city of Tijuana, and Baja California Sur, home to the luxurious sun and sand destination of Los Cabos. The Gulf of California runs parallel to the peninsula —also known as the Sea of Cortez or the “world’s aquarium” thanks to its amazing biodiversity. Baja California has several economic strengths that encompass agriculture —it’s the country’s main provider of grapes— ; livestock; the textile, electronics, and automotive industries; tourism; commerce; fishing; and aquaculture. Baja California Sur, on the other hand, bases its economy on tourism and ecotourism, which together generate over 40% of the state’s GDP, along with agriculture, fishing, salt extraction; and mining. Tijuana and Los Cabos —two very different cities but both strong contenders in the national meetings industry.



STATE OF BAJA CALIFORNIA SUR

► Los Cabos

Los Cabos is known as “Land’s End” —literally the last stretch of dry land at the southern tip of the Peninsula of Baja California. The destination is comprised on one end by Cabo San Lucas — a vivacious hotspot for nightlife, shopping, and seeing and being seen — and San José del Cabo on the other — a town that has embraced the authenticity of its Mexican culture and is much more serene than its neighbor. In between lies the 20-mile (32-km) Corridor. Los Cabos’ extraordinary luxury hotel infrastructure, upscale restaurants, manicured golf courses, and myriad attractions tailor-made for high-end meetings and conventions can all be found within these two towns and the Corridor. Today, this destination is one of Mexico’s leading sun and sand destinations and a standout on the in-

ternational stage, with a stunning combination of desert and ocean that makes it a privileged setting for unforgettable incentive travel.

■ **WHERE TO STAY.** There’s an ample variety of hotel developments in Los Cabos mostly luxury venues that range from the boutique variety to larger high-end resorts, many of which also focus on catering to the meetings industry.

This is home to the five-star Pueblo Bonito Pacifica Golf & Spa Resort and Pueblo Bonito Sunset Beach Golf & Spa Resort in the exclusive Quivira Los Cabos development. Though both are all-inclusive properties, the former is for adults-only while the latter is 100% family oriented. These extraordinary properties share the Armonia Spa and the Jack Nicklaus Signature Quivira Golf Club, but each one has its own dedicated space for private business meetings or banquets for up to 300 people.

Halfway between Cabo San Lucas and San José del Cabo in the tourist Corridor lies the Grand Velas



CLIMATE

BAJA CALIFORNIA PENINSULA

The climate to the north is temperate and much drier in the south. Average annual temperatures fluctuate between 64°F (18°C) and 68°F (20°C); high temperatures can rise above 86°F (30°C) from May through September with lows dipping to 41°F (5°C) in January. Rain is scarce; hurricane season for Los Cabos is from November 30th through May 15th —Tijuana is out of reach of this type of weather event.



HOW TO GET HERE

LOS CABOS

Los Cabos International Airport (SJD)

United States: Atlanta, Baltimore, Charlotte, Chicago, Dallas/Ft. Worth, Denver, Detroit, Houston, Los Angeles, Minneapolis, Newark, New York, Oakland, Phoenix, Portland, Sacramento, Salt Lake City, San Diego, San Francisco, San Jose [California], Santa Ana [Orange County], Seattle, and Washington, D.C.

Los Cabos, a luxury all-inclusive hotel that received the AAA Five-Diamond award in 2017, just one year after it opened in 2016 (note: Grupo Velas is the hotel chain with the most AAA awards outside of the U.S.) This property quickly became a favorite of meeting planners, not only thanks to its 304 suites with a view of where the Sea of Cortez meets the Mexican Pacific, but also for its flawless meetings space.

The Grand Velas Los Cabos boasts a Convention Center with 16,145 ft² (1,500 m²) of flexible meeting space that can handle up to 20 sessions simultaneously. The center's cutting-edge facilities allow planners to organize successful events, from gala dinners for over 1,200 to 600-person cocktails on its seaside terrace. It also provides the latest in high-tech audiovisual aids, specialized personnel, business services, and translation services.

The five-star One&Only Palmilla woos planners with its leafy grounds and traditional hacienda style, a beautiful setting for corporate meetings and incentives. Outdoor setups are a specialty and include patios, beach areas, and gardens that can be set up to welcome anywhere from 50 to 300 guests in an ambiance that still remains private. Its conference center can host up to 200 people, however, it can be divided into four smaller halls for more intimate meetings.

Closer to San Jose del Cabo, the premium all-inclusive Barceló Gran Faro offers 350 luxurious rooms and suites and excellent facilities for meeting planners to hold their events. The Gran Faro Ballroom, which can hold up to 1,400 attendees in its 10,763 ft² (1,000 m²) of flexible space, is the largest area in the hotel and is complemented by

10 additional rooms, a business center with three meeting rooms, and two oceanfront terraces..

■ **WHERE TO MEET.** **Los Cabos International Convention Center:** Located in San Jose del Cabo, this center's largest room is the Los Cabos Grand Ballroom with 66,779 ft² (6,204 m²) of flexible space and a maximum capacity of 7,000 people auditorium style; this ballroom can be divided into 9 smaller rooms with anywhere from 1,560 ft² (145 m²) to 11,883 ft² (1,104 m²) each. There are also an additional three smaller rooms that add up to another 8,277 ft² (769 m²) of meeting space. The CIC offers every service needed for a successful event, including an event production team and tech support, graphics design, on-site branding, IT support, and food and beverage.

■ **WHAT TO DO.** Ecotourism is a big draw for groups and incentives in Los Cabos, and outfitters such as Sunrider Tours are on-hand to offer experiences such as sunset tours to the famous Land's End Arches in Cabo San Lucas. The tour is available from April through December for groups of up to 250 with music and dinner onboard. Humpback whales congregate offshore from December through March, an excellent time of year for events as groups can go on unforgettable whale-watching expeditions with certified operators to observe them without endangering the animals. Cabo Adventures, another reputable DMC, also offers among its many tours a snorkeling excursion to the Cabo Pulmo National Park just north of San Jose del Cabo, where small groups can immerse themselves among giant schools of fish and watch the sea lions, sea turtles, and many other species.



If the preference is for land activities, the Rancho Carisuva near San Lucas can welcome groups for team-building exercises or incentive tours that include horse-back riding or ATVs, always keeping in mind the conservation of the environment and the native species. There's much adventure to be had in Los Cabos, it all depends on the needs of the group, from zip-lining to scuba diving, camel rides, sailing, and much more.

Los Cabos is also one of Mexico's premier golf destinations thanks to its seven extraordinary professional 18- to 27-hole courses—four in San Jose del Cabo and three in Cabo San Lucas—designed by some of the top names in the golf world including Jack Nicklaus, Robert Trent Jones Jr., and Greg Norman, among others.

For more area hotels and convention facilities, please visit our website at: www.meetingsalliance.com

STATE OF BAJA CALIFORNIA

► Tijuana

The border city of Tijuana has been highly industrialized and steeped in manufacturing since the mid-20th century, particularly in the aerospace and electronics sector. Medical tourism and the meetings industry are key components of the city's economy thanks to its cutting-edge medical facilities and high-end hotel infrastructure. Because of its shared border with California, Tijuana is bina-

tional both in culture and economy—an excellent example of this is the Cross Border Xpress, a closed pedestrian walkway that connects the its airport with that of San Diego, which has been a huge success.

■ **WHERE TO STAY.** There are approximately 30 four- and five-star hotels in Tijuana, with at least four new properties opening in 2019.

A Tijuana classic that opened up in 1985, the Grand Hotel Tijuana is a five-star resort with 384 rooms and suites, and 11 event rooms that together total more than 18,298 ft² (1,700 m²) of indoor space for meetings. The largest, the Grand Ballroom, offers 5,317 ft² (494 m²) and can welcome up to 500 people.

Ideal for business travelers and meetings attendees thanks to its central location in the city's financial district, the five-star Hotel Real Inn Tijuana has 13 meeting rooms with flexible configurations for events and meetings for anywhere from six to 1,100 people.

The Marriott Tijuana is another five-star option with meetings and events space. This hotel and its very Mexican design is located adjacent to the Tijuana Country Club and offers a total of 16,737 ft² (1,555 m²) of space with 11 meeting rooms, the largest of which can accommodate 700 attendees.

■ **WHERE TO MEET.** Baja California Center: Located in Rosarito just south of Tijuana, the Baja California Center is one of the most modern of its kind in Mexico. Its expo area offers 99,027 ft² (9,200 m²) of column-free space that can be divided into five rooms with a height of 49 ft (15 m) and a foyer with 25,833 ft² (2,400 m²) of space. The center also

AT-A-GLANCE

LOS CABOS

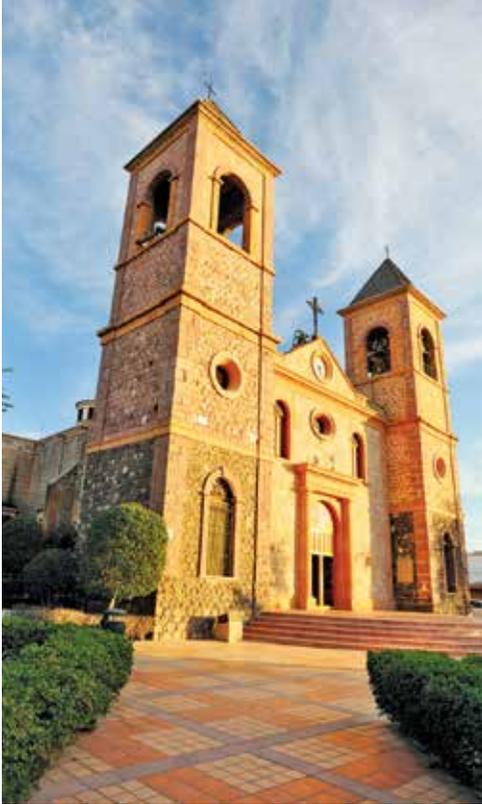
- **CONVENTION CENTER**
Los Cabos International Convention Center
- **AIRPORT**
Los Cabos International Airport (SJD)
- **TYPE OF DESTINATION**
Beach • Luxury • Culinary • Ecotourism
Golf
- **NUMBER OF HOTEL ROOMS 4★ AND ABOVE**
17,000
- **CVB CONTACT**
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WHAT'S NEW

LOS CABOS

- Live Aqua (2018)
- Montage Los Cabos (2018)
- Le Blanc Spa Resort Los Cabos (2018)
- Mar del Cabo (2019)
- Hard Rock Hotel Los Cabos (2019)
- Grand Luxxe Los Cabos East Cape (first phase: 2019)
- FourSeason Los Cabos at Costa Palmas (2019)
- Nobu Hotel (2019)
- Zadun, a Ritz-Carlton Reserve (2019)
- Villa La Valencia (2019)
- Los Cabos International Airport (expansion: 2019)
- Cachet Deluxe Corazón Cabo (2019)
- Vidanta East Escape (2019)
- Amanvari by Amán Resorts (2020)
- Solaz Resort Los Cabos (2020)





has 32,711 ft² (3,039 m²) of meeting space over 17 simultaneous-use rooms and a garden spanning 24,756 ft² (2,300 m²) that can welcome up to 2,000 attendees in cocktail style.

Alternative meeting venues include the **Tijuana Cultural Center**, which can welcome up to 6,000 people on its esplanade and has several other

available spaces; **Via Corporativo**, a conference and events venue with three rooms with a capacity for anywhere from 20 to 400 people; the **World Trade Center Tijuana** with meetings and conference rooms; and the **Tijuana Country Club** that offers the Aguascalientes Ballroom for events for 300 to 1,100 people and the Oro Ballroom for events for 40 up to 200 guests.

■ **WHAT TO DO.** The busiest border city in the world isn't just all about business: it hosts popular yearly festivals and has become Latin America's capital of microbrewing —the perfect accompaniment to its Baja-Med culinary scene, on display in its many restaurants, street food vendors, and over 80 food trucks, making it an ideal spot for dine-arounds and other culinary activities. Baja California also produces 90% of Mexican wines —the Wine Route that heads down to the Valle de Guadalupe is a treat for groups and a great place for out-of-the-ordinary events in vineyards and wineries.

Group city tours can head over to the Pasaje Rodriguez, a vibrant arts district with galleries, studios, cafés and bookstores the upscale business district of Zona Rio for great eateries, nightlife, and shopping; or the Calle 6, or La sexta, for cool cantinas and clubs. Tijuana also has its share of quieter pursuits at interesting museums including the Tijuana Cultural Center and the Tijuana Museum of History, as well as two golf courses for impromptu meetings on the links.

For more area hotels and convention facilities, please visit our website at: meetingsalliance.com



AT-A-GLANCE

TIJUANA

- ▶ **CONVENTION CENTER**
Baja California Center
- ▶ **AIRPORT**
Tijuana International Airport (TIJ)
- ▶ **TYPE OF DESTINATION**
Urban • Culinary
- ▶ **NUMBER OF HOTEL ROOMS 4★ AND ABOVE**
3,831
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WHAT'S NEW

TIJUANA

- City Plus Tijuana (2019)
- Hotel One Tijuana Otay (2019)
- Holiday Inn Express Otay (2019)
- Hotel Ibis (2019)