



**FARA SUBMISSION  
LOS CABOS TOURISM BOARD (FITURCA)**

**SUPPLEMENTAL PERIOD:  
OCTOBER 1<sup>ST</sup>, 2023 TO MARCH 31<sup>ST</sup>, 2024**

The enclosed email correspondence is an example of the labeling that Ogilvy places on its email correspondence to the U.S. media when organizing press trips/article placement for Los Cabos.

Tuesday, March 19, 2024 at 10:57:54 Eastern Daylight Time

**Subject:** Holiday and NYE Deals, Events & More in Los Cabos, Mexico!  
**Date:** Tuesday, December 12, 2023 at 3:43:17 PM Eastern Standard Time  
**From:** Bridget Ring  
**To:** laurenwickswrites@gmail.com  
**Attachments:** image001.png

Hi Lauren,

I'm writing to share an update on a few upcoming travel deals, special promos, and holiday events in Los Cabos for the holiday season and New Year's Eve.

Are you working on any end of year story angles around the holiday season or New Year's Eve? Let me know – I'd love to work with you to include Los Cabos!

Thank you for considering,  
 Bridget

Holiday Season and New Year's Eve in Los Cabos:

- **Des/na/on Events:**

- **Mar Y Christmas (Dec. 16)**

Fes/vales Náu/cos MX invites you to the 5th edi/on of the Mar Y Christmas fes/val where boats of various sizes, models and shapes are decorated with lights and colors, with fantas/c and magical produc/ons, full of music, tradi/on and culture. The fes/val takes place in Cabo San Lucas Bay. Families and friends are welcome to experience this fes/val from different places on the Médano beach and the marina.

- **Hotel Events:**

- [Four Seasons Resort and Residences Los Cabos at Costa Palmas](#) (Dec. 20-Jan. 1)

Between Dec. 20 and Jan. 1, Four Seasons Los Cabos at Costa Palmas is hos/ng a number of truly unique ac/vi/es to a`ract guests to ring in the new year with them. Some of the most notable ac/vi/es include:

- Adop/ng a Whale Shark (in partnership with Whale Shark Mexico, Four Seasons is giving guests the opportunity to adopt a whale shark and educate themselves about marine conserva/on efforts and the sustainable management for the largest fish in the sea.
- Beach Volleyball, Soccer and Basketball Tournaments at Aventura Sta/on at the beach
- Shorefishing and Spearfishing Demos at Aventura Sta/on at the beach
- Taco Making, Cookie Decora/ng, and Ceviche Classes at es/atorio Milos
- Mixology Class at Limon Restaurant

- [Solaz, a Luxury Collec/on Resort, Los Cabos](#) – Los Cabos, Mexico

- There is no shortage of dining offerings during the season as Solaz is hosting a Holiday Dinner on Christmas Eve, a Christmas Day Buffet and an exclusive experience at La Cava, Solaz's private wine cellar, throughout December. What's more? Guests can ring in 2024 with the New Year's Eve Dinner and Party featuring a firework show over the beach. [Images](#) (Credit: Solaz)
- The holly jolly spirit has made its way to [Solaz, a Luxury Collection Resort, Los Cabos](#) (Solaz)! Kids are invited into the sweet world of gingerbread with the Gingerbread Wonderland Master Class to build their own cookie home. The perfect end to a gingerbread class? Checking out the 7-foot Gingerbread House and accompanying Gingerbread Village in Solaz's lobby. Children and adults alike will be transported to the North Pole when they step inside the gumdrop and icing filled home. What's more? Solaz is offering activities at their Cabo Nautica Kids Club including:
  - Stocking decorating
  - A holiday pinata making
  - Cooking classes
  - Creating Christmas tree key chain
  - Snowman pillow making
  - Festive ornament making
  - Season paper roll figures
- While the kids are creating holiday crafts, parents can unwind at the Ojo de Liebre Spa and indulge in one of the festive escapes on the menu. [Images](#) (Credit: Solaz)

○ [Mexico Grand Hotels](#)

Guests staying at Mexico Grand Hotels for the holiday season as in for an array of fun, family-oriented events, and programming. In addition to special programming in the destination, including Whale Watching and Luxury Sailing, Mexico Grand Hotels has organized a memorable Christmas tree lighting event (December 17) at their Vista Encantada property, and are offering a Cozy Winter Spa Promotion with 25% off at Milagro Wellness Spa. *Bye Bye 2023, Hello 2024 Booking Promotion*: Guests who book within the [Mexico Grand Hotels](#) collection between October 15 to December 25, 2023, will receive 65% off. Book Guests can book now and pay in 12 months without interest! For more information and booking, visit [here](#). Sharing high-resolution images for your reference [here](#).

*\*\*\* This material is distributed by The Ogilvy Group, LLC. on behalf of Los Cabos Tourism Board, a.k.a. Fideicomiso de Turismo de Los Cabos (FITURCA). Additional information is available at the Department of Justice, Washington, DC.*

BRIDGET RING  
Account Executive

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PUBLIC RELATIONS  
3 WTC  
175 Greenwich Street  
New York, NY 10007

Tuesday, March 19, 2024 at 10:56:42 Eastern Daylight Time

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**Subject:** Holiday and NYE Deals, Events & More in Los Cabos, Mexico!  
**Date:** Tuesday, December 12, 2023 at 3:43:32 PM Eastern Standard Time  
**From:** Bridget Ring  
**To:** jaime.milan@hearst.com  
**Attachments:** image001.png

Hi Jaime,

I'm writing to share an update on a few upcoming travel deals, special promos, and holiday events in Los Cabos for the holiday season and New Year's Eve.

Are you working on any end of year story angles around the holiday season or New Year's Eve? Let me know – I'd love to work with you to include Los Cabos!

Thank you for considering,  
Bridget

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BRIDGET RING  
Account Executive

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PUBLIC RELATIONS  
3 WTC  
175 Greenwich Street  
New York, NY 10007

Tuesday, March 19, 2024 at 11:07:08 Eastern Daylight Time

**Subject:** Re: Fodor's Finest Hotel Awards: Los Cabos, Mexico  
**Date:** Tuesday, March 19, 2024 at 11:07:06 AM Eastern Daylight Time  
**From:** Bridget Ring  
**To:** sharaelkolberg@gmail.com  
**Attachments:** image001.png

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**From:** Bridget Ring <[bridget.ring@ogilvy.com](mailto:bridget.ring@ogilvy.com)>  
**Date:** Wednesday, March 13, 2024 at 10:45 AM  
**To:** [sharaelkolberg@gmail.com](mailto:sharaelkolberg@gmail.com) <[sharaelkolberg@gmail.com](mailto:sharaelkolberg@gmail.com)>  
**Subject:** Fodor's Finest Hotel Awards: Los Cabos, Mexico

Dear Sharael,

Writing in response to your pitch request for the 2024-2025 Fodor's Finest Hotel Awards on behalf of the Los Cabos Tourism Board. Los Cabos has no short of luxurious resorts and the destination even boasts 13 Virtuoso properties. Luxury travelers can find a resort uniquely suited to their tastes among this collection of world-class resorts located on the tip of Baja California. High-res images can be found here:

<https://drive.google.com/drive/folders/1aIVpqPSWsv2M9ZCG44e51xmDlrEYDErc?usp=sharing>

Best,  
Bridget

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[Four Seasons Los Cabos at Costa Palmas](#) (Opening May 2024. This is the second property for the Four Seasons in Los Cabos)

Nestled along 3 miles of pristine beach front, Four Seasons Resort Los Cabos at Costa Palmas is located on the undiscovered shores of Baja's exclusive East Cape, quite close to UNESCO listed marine preserve, Cabo Pulmo. Just 45 minutes from Los Cabos International Airport (SJD) and a world away from the Cabo crowds, the all-new ultra-luxury resort features 141 guest rooms, including 23 suites, all with views of

[Four Seasons Los Cabos at Cabo Del Sol](#)

Explore Los Cabos' newest luxury resort and second Four Seasons location. On the stunning southern coast of Mexico's Baja peninsula, experience Cabo's Golden Corridor with Mexican chic and a cool Mediterranean vibe. In the heart of all the action, the coveted community of Cabo Del Sol is home to our modern hacienda-style village, with sparkling ocean views throughout. Create magical memories as hearts beat to the rhythm of Mexican music, art and culture – embraced by the warmth of our Four Seasons "familia."

[Grand Velas Boutique](#)

Nestled by the Sea of Cortez in Mexico's prestigious coastal haven, Grand Velas Boutique Los Cabos is a luxurious and intimate retreat, offering 79 opulent suites and a private beach. This all-inclusive, adults-only boutique hotel in Cabo San Lucas offers a romantic escape with access to their sister property, Grand Velas Los Cabos, for exquisite dining experiences only. Indulge in five-star culinary artistry, savoring delectable dishes crafted by world-class chefs. Lounge by the infinity pool, basking in the serene ambiance and stunning ocean views. Renew your spirit at the wellness center, where relaxation and rejuvenation await, all while experiencing the luxury of personalized service at every turn.

### [Waldorf Astoria Los Cabos Pedregal](#)

Waldorf Astoria Los Cabos Pedregal is the ultimate in luxury Los Cabos resorts. Boasting a clifftop location along 24 acres of dramatic mountains and pristine Cabo San Lucas beaches, enter paradise through the private Dos Mares tunnel and begin your exclusive experience in unprecedented luxury. Relish in your private getaway with spacious rooms and suites, each with a private plunge pool and ocean views where you can relax and indulge yourself.

### [Nobu Hotel Los Cabos](#)

Sitting on the southernmost tip of the Baja Peninsula, Nobu Hotel Los Cabos has mesmerizing views of sparkling sapphire waters, stretching as far as the eye can see. The hotel offers 200 guest rooms and suites, ample meeting and event spaces, a luxurious spa, retail shopping, infinity pools, private cabanas, and a variety of bars and dining, including a Nobu restaurant on the beach. More recently, the resort opened Nobu Residences Los Cabos – home to 60 exclusive residences. These expansive suites offer impressive golf course views and feature Nobu's lifestyle and signature design. Nobu Residences Los Cabos boasts luxurious service, exclusive amenities and fine dining.

### [Solaz, a Luxury Collection Resort Los Cabos](#)

Embark on a transformative journey where luxurious comforts meet the modern conveniences of home at Solaz, a Luxury Collection Resort, Los Cabos. Its coveted oceanfront location provides easy access to Baja expeditions, downtown San José del Cabo and Marina Cabo San Lucas. Its contemporary rooms and suites offer the ideal respite for a truly relaxing stay, with exquisite designs, luxury beds, marble floors and custom furnishings. Floor plans blur the line between indoor and outdoor space, with many rooms boasting private entrances with secluded furnished patios, outdoor showers, private plunge pools and unobstructed Sea of Cortez views. A truly blissful experience awaits at Solaz.

### [Viceroy Los Cabos](#)

On the Sea of Cortés in Baja, at the edge of the horizon, Viceroy Los Cabos is like no other place on earth. The architecturally stunning concept by Miguel Angel Aragonés lures you into a quiet state of mind with its cinematic views and striking architecture around every turn. Be a part of the scene and restore your spirit with immersive experiences throughout the hotel. The historic colonial streets of San José del Cabo are nearby, as are endless opportunities for outdoor adventure on land and sea. Yet staying in your room where sunlight streams through floor-to-

ceiling windows and you have your very own private patio or balcony — may be just the life-changing experience you need.

#### [Esperanza, Auberge Resorts Collection](#)

Overlooking the Sea of Cortés, this highly acclaimed luxury resort with a private beach opens an incomparable natural setting on 17 lushly landscaped acres. Tucked between two scenic bluffs, the fifty-nine casitas and luxury suites cascade down a gentle hill apording spectacular ocean views from every room. The perfectly styled guest rooms, restaurants, pools, spa, and public spaces exude barefoot elegance while channeling Cabo's coastal setting

#### [The Cape, a Thompson Hotel](#)

Immerse yourself in the natural beauty of Los Cabos from one of our various luxury hotel suites, complete with sweeping ocean views and resort style amenities. Each room has been carefully designed with private balcony and hanging daybed, freestanding copper tub, craft cocktail bar and more, to offer a unique vacation experience that captures Cabo San Lucas luxury with every single indulgence. Guests will enjoy two pools, including an infinity pool with swim-up bar and another built within a natural rock formation found on property. Do not miss The Rooftop, a six-story-high rooftop lounge and garden with unmatched views of the city and sea.

#### [One&Only Palmilla](#)

Cradled on the cusp of the sun-kissed Baja Peninsula, with coveted panoramas over the Sea of Cortés, One&Only Palmilla is a legendary retreat where the marvels of Mexico come to life in ultimate style. Spacious cliff-side havens with sweeping sea views, enveloped in privacy and old-world Mexican charm. With round-the-clock care from our passionate team who offer personalised service, hand over heart.

#### [Chileno Bay Resort & Residences, Auberge Resorts Collection](#)

Sprawled over 22 acres, Chileno Bay Resort & Residences is a contemporary, beachfront resort community nestled along the tip of the California Baja Peninsula. Located on renowned Chileno Bay, a unique protective cove with pristine beaches and usually tranquil blue waters are some of the finest in the area for engaging in snorkeling and swimming due to their Blue Flag safety rating.

#### [Zadún, a Ritz-Carlton Reserve](#)

Remote locations handpicked for their lush, unspoiled landscapes. Each of the 115 rooms, suites and villas blurs the line between indoors and out, features views of the sparkling sea and art, textiles and finishes crafted by Mexican artisans. Deeply personal experiences guided by true human connection. An abundance of the world's greatest luxury: time. These are marks of Ritz-Carlton Reserve.

#### [Las Ventanas Al Paraiso, A Rosewood Resort](#)

Las Ventanas al Paraíso, a Rosewood Resort consistently redefines pampering and pleasure with incomparable service and attention to detail. Much admired for its architecture and artistry, this

remarkable resort is distinguished by the constant attention to detail and striving for something better. The exquisite design of Las Ventanas creates a uniquely beautiful setting for Los Cabos vacations, and the resort's approach to landscaping is key to its look and feel. Designed to be in harmony and oneness with the local ambiance, Las Ventanas nestles into the natural slope and contours of the land. The external color scheme reflects the white of the sands and ocean surf.

BRIDGET RING  
Account Executive

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**Ogilvy**

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3 WTC  
175 Greenwich Street  
New York, NY 10007

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**Subject:** Re: Zero-Waste Travel: Los Cabos, Mexico  
**Date:** Tuesday, March 19, 2024 at 11:09:20 AM Eastern Daylight Time  
**From:** Bridget Ring  
**To:** Kathleen Rellihan  
**Attachments:** image001.png

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**From:** Bridget Ring <[bridget.ring@ogilvy.com](mailto:bridget.ring@ogilvy.com)>  
**Date:** Friday, March 15, 2024 at 9:23 AM  
**To:** Kathleen Rellihan <[krellihan@gmail.com](mailto:krellihan@gmail.com)>  
**Subject:** Zero-Waste Travel: Los Cabos, Mexico

Dear Kathleen,

Hope you have been well since I last saw you at the Los Cabos Wellness Ambassador launch event! I spotted your pitch request for zero-waste travel and am sending some information over on behalf of the Los Cabos Tourism Board.

I know you are very familiar with the region and have visited Los Cabos in the past, so thought you might be interested to keep the tourism board's sustainability initiatives top of mind for your story.

Please let me know if you have any questions or want to learn more. I appreciate your consideration!

**Los Cabos – Sustainability Initiatives (Sustainability is a top priority for Los Cabos and is part of the destination's long vision to preserve its natural beauty. Today, there are many sustainability initiatives in effect to ensure Los Cabos' legacy lives on for generations.)**

- 42% of the Baja California Sur region are natural protected areas, including the Sea of Cortez—a UNESCO World Heritage Site.
- Billboards are prohibited and buildings have height restrictions to keep sightlines natural and clear.
- Commercial buildings and hotels have height and density restrictions to keep the destination untouched.
- Single-use plastics like plastic bags, plastic containers, and straws are banned in Los Cabos.
- Los Cabos has proven its commitment to the environment by achieving the Blue Flag Certification for a total of 25 Blue Flag beaches, more than any other place in Mexico. The iconic Blue Flag is an internationally recognized eco-certification awarded to destinations that meet and adhere to stringent environmental, educational, safety, and accessibility standards. Renowned for their superior cleanliness, water quality, security, and sustainability efforts, Los Cabos' Blue Flag beaches are an excellent choice for travelers seeking underwater encounters with marine life or simply hoping for a more pristine seaside escape.
- With the growth of the tourism sector in Los Cabos, state and local authorities have

implemented two sustainable economic contributions aimed to create generate investment and facilitate the development of environmental practices to protect the destination: Environmental Sustainability Tax and Embrace It Contribution.

- Travelers visiting Los Cabos can contribute to the well-being of the local population and the environment by funding these two measures and ensuring the people who live, work, and play in Los Cabos can enjoy it for generations to come.
- According to a report conducted by Los Cabos Tourism Board, 58% of Los Cabos residents believe that with the tourist growth of the last five years, there is greater awareness in the care of the environment and 54% report that they observe more protection of natural resources and regulation on the subject.

Best,  
Bridget

BRIDGET RING  
Account Executive

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175 Greenwich Street  
New York, NY 10007

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**Subject: At SXSW Professional Athlete Diana Flores Joins Los Cabos Panel Date: Wednesday, February 28, 2024 at 11:49:22 AM Eastern Standard Time From: Teddy Hanna**  
**To: camila.salek@vimer.com.br**  
**Attachments: image001.png**

Hi Camila,

I spotted you are attending SXSW and wanted to reach out on behalf of the **Los Cabos Tourism Board** to invite you to its panel session – **Transforming Tourism: The Benefits of Community-Based Travel** – on Sunday, March 10, 2024 – 11:30am - 12:30pm.

Joining the panel is **professional athlete Diana Flores**, Los Cabos' first-ever brand ambassador; global traveler; captain and quarterback of the Mexico National Flag Football team; and NFL & IFAF Global Flag Football Ambassador.

Moderated by Arnie Weissmann, Editor in Chief of Travel Weekly, gather insight from the traveler – Diana Flores; the media – Juliet Kinsman, Sustainability Editor of Condé Nast Traveler; and the destination – Rodrigo Esponda, Managing Director of Los Cabos Tourism Board on the profound positive effects of community-based travel, leaving you with travel inspiration and actionable takeaways.

We'd also love to welcome you to the **Los Cabos Tourism Board Convention Booth #923** to learn more about sustainability in Los Cabos.

If you have any questions or would be interested to hear more or schedule an interview, please don't hesitate to reach out.

Thank you,

Teddy

TEDDY HANNA  
Senior Account Executive

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**Ogilvy**

175 Greenwich Street 3 World Trade Center New York, NY 10007

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**Subject: [Press Trip] Solar Eclipse in Los Cabos – Join Us for Near Totality View + Adventure + Wellness Date: Friday, February 16, 2024 at 3:04:11 PM Eastern Standard Time**  
**From: Teddy Hanna**  
**To: nina.ruggiero@dotdashmdp.com**

Attachments: image001.png, image002.png

Hi Nina,

Monday, April 8<sup>th</sup>, brings the breathtaking and rare experience of a total solar eclipse across North America, starting in Mexico's Pacific coast. **We'd love to invite you to experience a near-totality, deep- partial view (95.1%) from Los Cabos!**

As the sun and moon align, find yourself on a journey to connect deeply to nature's offering and yourself in an astronomy, adventure and wellness focused trip.

An invite to this small-group press trip with a tentative itinerary is below, but key details include: **Dates:** April 5-9, 2024

**What's Included (for 1 person):**

Roundtrip flights,

4-night luxury stay across 2 hotels,  
3 meals per day while on the ground in Los Cabos, ground transportation in Los Cabos,  
adventure and wellness focused activities.

**What We Ask:** Your confirmation or intention of editorial coverage, including focus and outlet(s) **Will you be able to join? If so, please confirm by Friday, March 8.** I look forward to hearing from you

soon!

Thank you, Teddy

# LOS CABOS



1 of 4

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TEDDY HANNA  
Senior Account Executive

175 Greenwich Street 3 World Trade Center New York, NY 10007

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Subject: Tourism and sustainable food: What's ahead in 2024? Answers from local Baja California Sur restaurant owners - experts in farm-to-table sustainability

Date: Wednesday, January 10, 2024 at 6:24:16 PM Eastern Standard Time From: Teddy Hanna

To: chris@elliott.org

Attachments: image001.png, image002.png, image003.png

Hi Chris,

My name is Teddy Hanna and I work directly with the Los Cabos Tourism Board on media relations for Los Cabos, one of Mexico's top tourism destinations and a leader in sustainability and farm-to-table gastronomy.

I saw your query about Tourism and Sustainable Food in 2024 and connected with a few local farm-to-table providers in San José del Cabo who are experts in sustainable farming and green restaurant practices – the gathered responses to your questions are included below.

Please let me know if you have any questions.

Thank you, Teddy

Learn more about Los Cabos' commitment to sustainability here:

<https://www.visitloscabos.travel/sustainability/>

TEDDY HANNA  
Senior Account Executive

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The Ogilvy logo is displayed in a red, serif font. A horizontal line is positioned above the text.

175 Greenwich Street 3 World Trade Center New York, NY 10007

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**Subject: At SXSW Professional Athlete Diana Flores Joins Los Cabos Panel Date: Wednesday, February 28, 2024 at 11:36:50 AM Eastern Standard Time From: Teddy Hanna**  
**To: cyum@gannett.com**  
**Attachments: image001.png**

Hi Caleb,

I spotted you are attending SXSW and wanted to reach out on behalf of the **Los Cabos Tourism Board** to invite you to its panel session – **Transforming Tourism: The Benefits of Community-Based Travel** – on Sunday, March 10, 2024 – 11:30am - 12:30pm.

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Thank you, Teddy

TEDDY HANNA  
Senior Account Executive

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