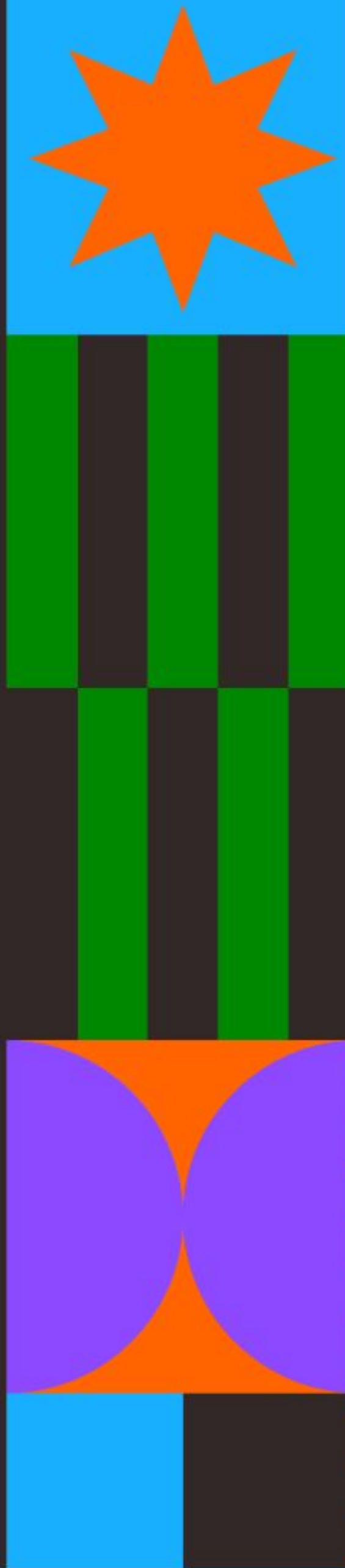


SXSW 2024



LOS CABOS TOURISM CASE STUDY

Photo Credit: Samantha A. Morales, Los Cabos Tourism Board



“Los Cabos Tourism made its inaugural appearance at SXSW, marking a significant milestone for our organization. We proudly sponsored the Creative Industries Expo Next Stage, using our booth and panel session to spearhead a crucial dialogue on the future of responsible tourism in Los Cabos and beyond.”

- Los Cabos Tourism



AT A GLANCE

- Location: Headquartered in Cabo San Lucas, Mexico
- Employees: ~70
- Industry: Tourism
- SXSW Product Featured:
 - Creative Industries Expo Global Pavilion Presenting Sponsorship

Los Cabos Tourism uses their platform to educate and spread awareness about sustainable tourism in Los Cabos and beyond.

THE TARGET

Los Cabos Tourism used their booth and panel session to spearhead a crucial dialogue on the future of responsible tourism in Los Cabos.

THE APPROACH

By sponsoring the Global Pavilion, Los Cabos Tourism received a 20x30 island booth at the Creative Industries Expo, a panel session, a digital brand page, lead retrieval, and a coffee break for attendees to unwind and engage with the team. They also received official listings on the official SXSW Schedule and SXSW GO mobile app.

THE IMPACT

Los Cabos Tourism's booth led them to have over 1.8k in-person interactions with attendees and generated 364 leads through lead retrieval. The giant whale was an interactive piece that drew attendees to the booth and garnered attention on social media as over 100 Instagram stories were posted with 26k+ impressions. Through this experience, Los Cabos gained 700k impressions on social/digital and over 1k followers on social media. The panel discussion allowed Los Cabos the opportunity to further discuss their mission and received over 600 favorites on the schedule, increasing brand awareness.