



CBX – CROSS BORDER XPRESS

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CBX CROSS BORDER XPRESS™

Cross Border Xpress

Two-Nation Vacation

CBX CROSS BORDER XPRESS.com
The Tijuana Airport Terminal - In San Diego



What is Cross Border Xpress?

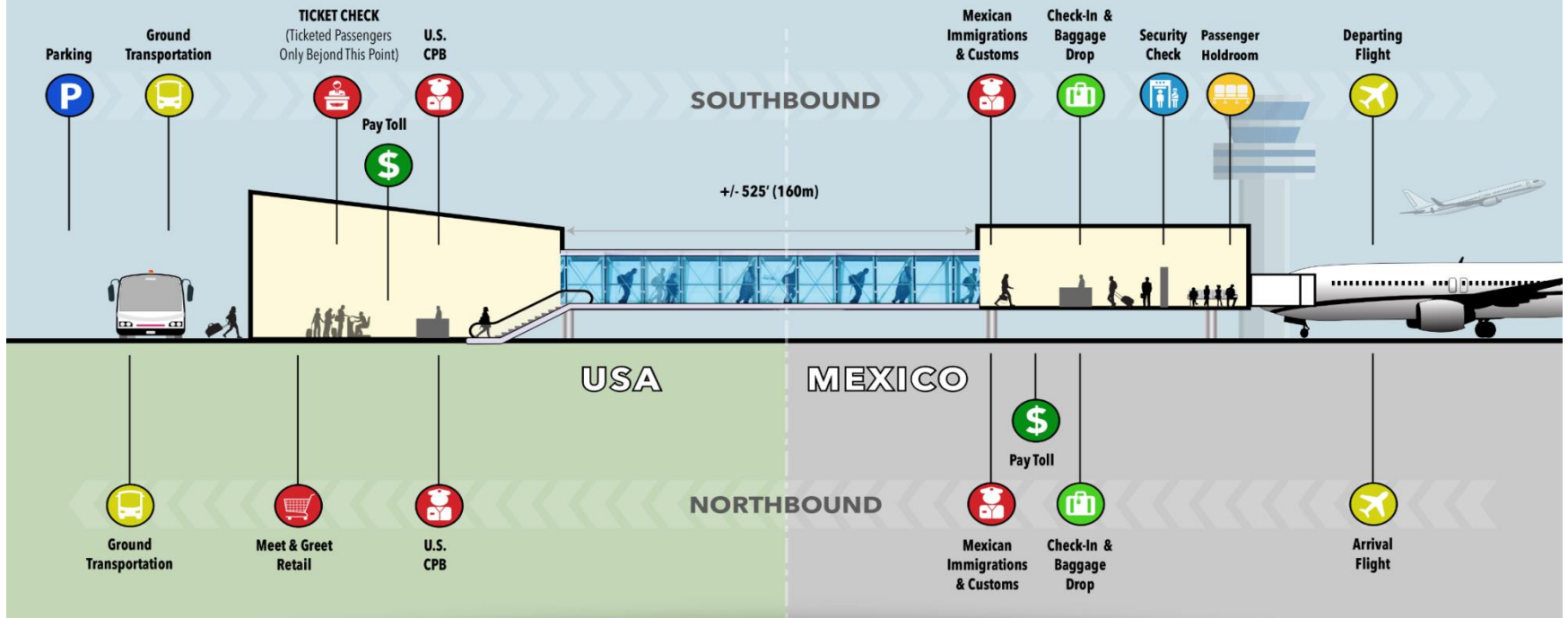


Bienvenidos a CBX, Cross Border Xpress. Somos una terminal aérea del Aeropuerto Internacional de Tijuana ubicada en San Diego.

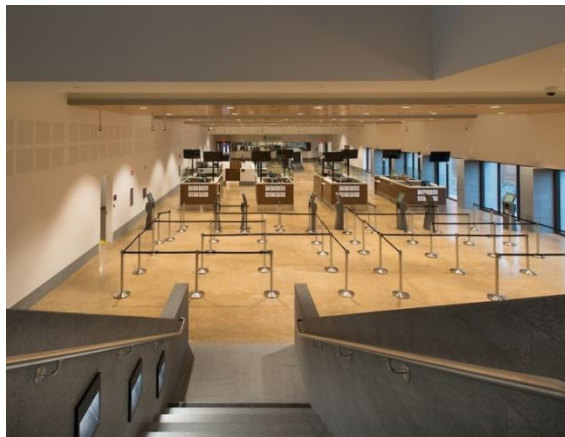
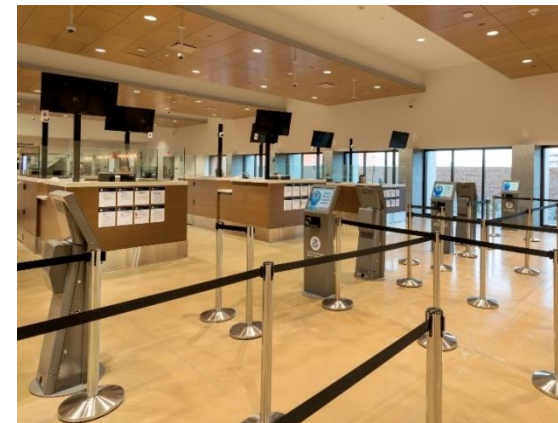
- A closed pedestrian bridge of 390 ft at the border between Mexico and the United States connected to a new Terminal building in San Diego with the Airport of Tijuana.
- Currently serves more than 6M of passengers of TIJ airport (2016).
- It attracts new users to TIJ serving as an International Terminal on US and Mexican soil.

El Aeropuerto Internacional de San Diego está a 20 minutos del CBX y cuenta con más de 50 destinos directos.

SAN y TIJ, a través del CBX, se podrían convertir en un hub de conexiones muy importante para la región.



Cross Border Xpress



Sales Channels

Passengers buy their tickets online or inside the terminals, also directly with Airlines.

1. Online

www.crossborderxpress.com



2. In the terminal



3. Airlines



SINGLE TICKET

\$16 USD 
por persona

ROUND TRIP

\$30 USD
por persona

FAMILY PACKAGES

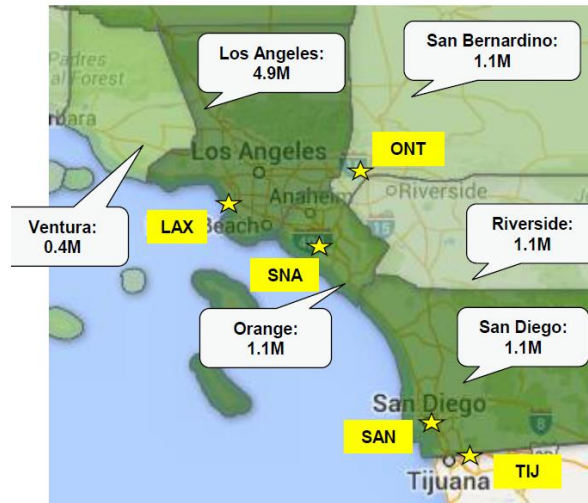
\$55 USD 
por familia

Solo disponible en el Aeropuerto de Toluca o en la Terminal de CBX

Passenger origin – LA & MX

Southern California is part of the Tijuana Airport catchment area with 58% of TIJ traffic originating in the U.S.

International Airports and Hispanic Population in U.S. Counties in the Southern California Catchment Area



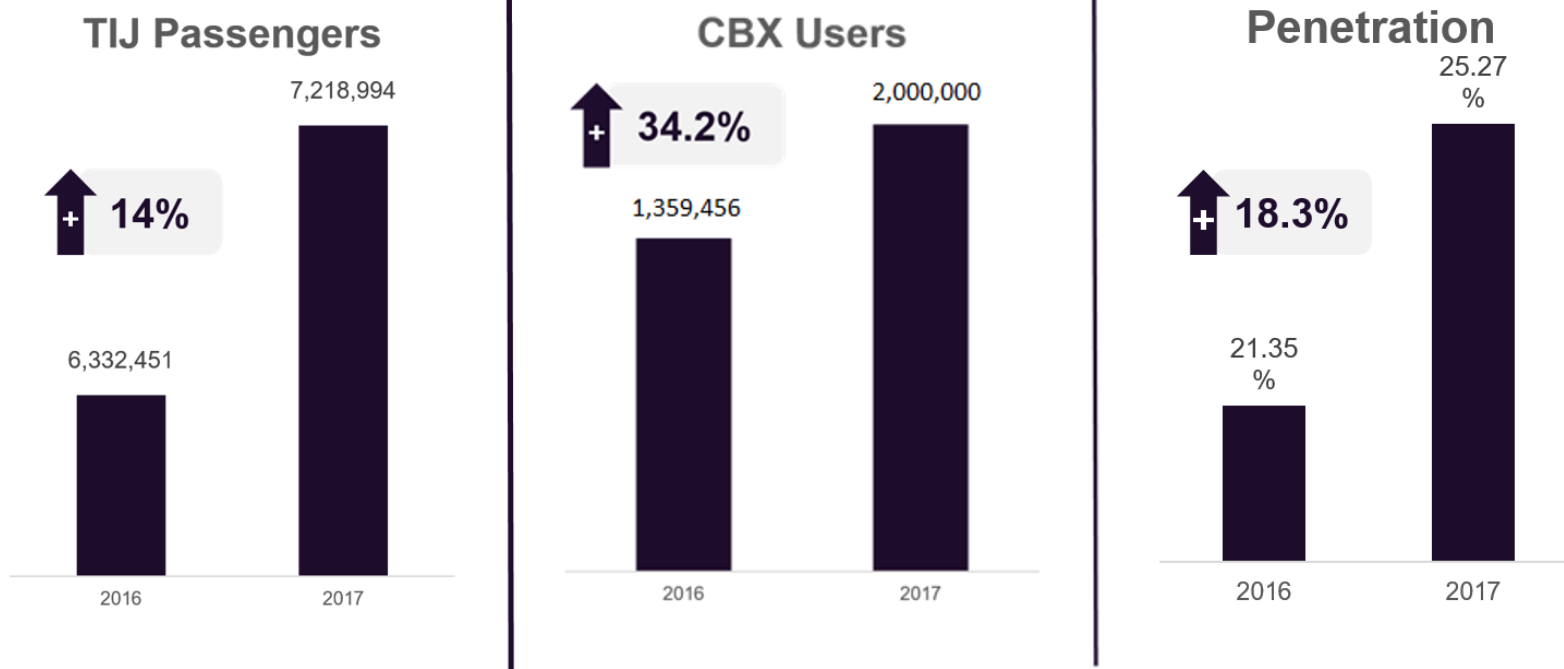
**Tijuana Airport Users
US Point of Sale ICF Analysis**

County Point of Sale	% of Total TIJ MIDT Bookings with U.S. POS	Annual Both Ways O&D Passengers from TIJ YE March 2017
Los Angeles	32%	1,195,286
Orange County	7%	266,226
San Diego	4%	130,216
Ventura	1%	46,095
San Bernardino	<1%	8,216
Riverside	<1%	1,237
Other U.S.	30%	1,114,342
Online Sales in U.S.	25%	926,882
Subtotal U.S.	58%	3,688,500
Mexico	42%	2,642,418
Total TIJ Traffic	100%	6,330,918

Of the 14 million Hispanics living in California, 79% are of Mexican origin/heritage

Source: U.S. Census, MIDT, IATA PaxIS

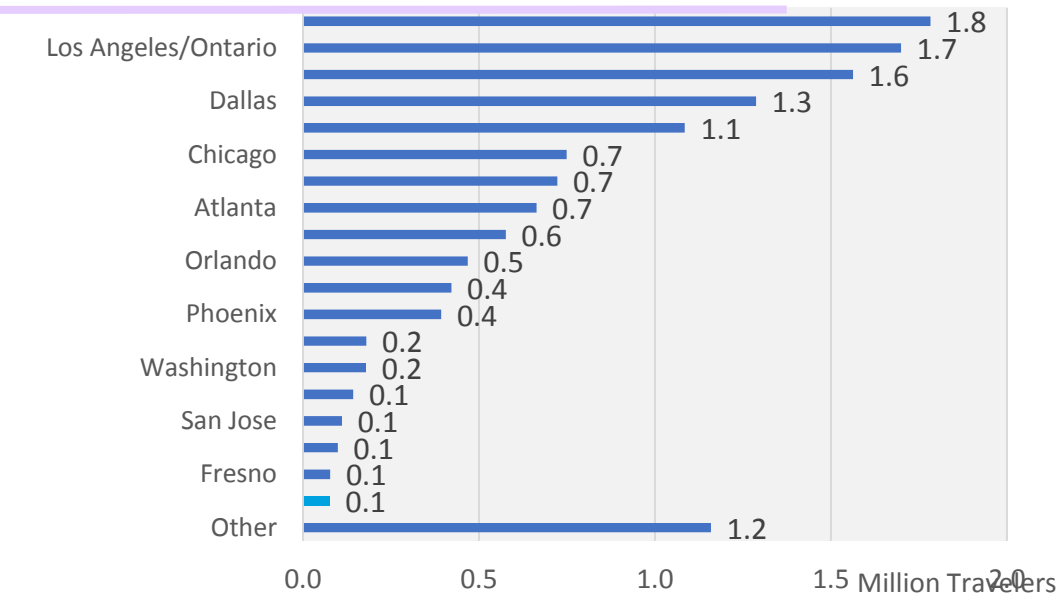
2017 Expected Growth



Areas of opportunity and growth for destinations in both Mexico and USA.

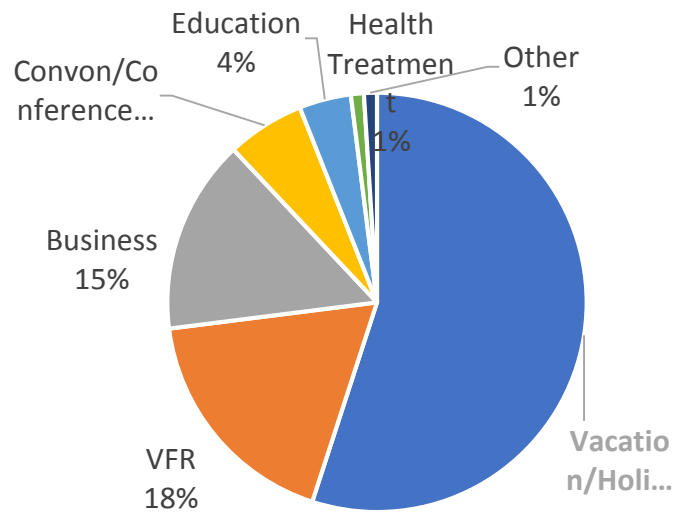
Big challenge: How to bring more Mexican Travelers to San Diego?

San Diego as a destination for Outbound Mexican Tourism



Source: ICF Analysis

Mexicans Travelers to U.S. Main Purpose of Trip Complete Year 2014



The U.S. is a highly desirable leisure destination to Mexican travelers due to its diverse tourism offer and proximity. 18.4 million Mexican travelers visited the U.S. in 2015.

Available Seats in TIJ Airport

Tijuana airport's total markets

Seats - December 2015 to December 2016

Economic Impact: both Mexico and USA

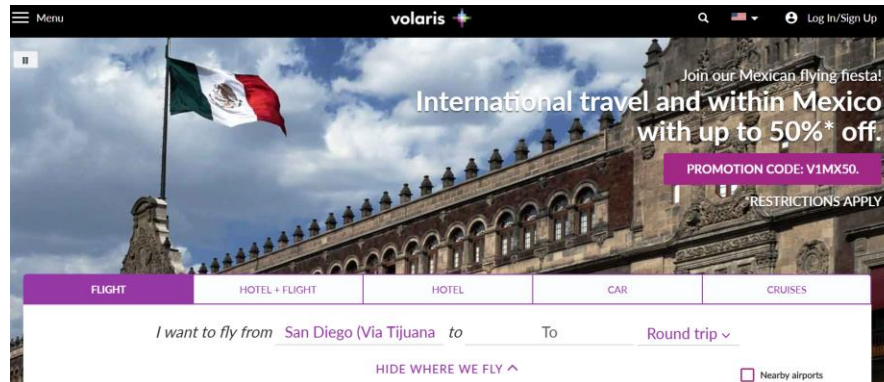
destinations benefit from this traffic.

TIJ Total Seats Available	
MEX	2,000,522
GDL	1,595,333
CUL	664,542
BJX	324,665
MTY	271,948
MLM	193,160
AGU	164,150
HMO	142,753
LAP	131,664
UPN	114,052
MZT	106,799
SJD	102,823
PVR	100,333
Others	954,682
Total	6,867,426

CBX Added value to a new way of travel

Sell San Diego as a fresh US leisure destination for Mexico City and GDL primarily.

- Create attractive and competitive travel packages for Mexican families.
- Destination exposure through co-op campaigns with CBX and CBX partners.
- Mexican Airlines sell SAN DIEGO as an international destination through CBX



CBX Added Value to a New Way of Travel

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The screenshot shows the Interjet website interface. At the top, there is a navigation bar with the Interjet logo and links for 'FLY', 'INTERJET EXPERIENCE', 'DESTINATIONS', 'DEALS', 'CLUB INTERJET', and 'AGENCIES AND CORPORATE'. Below this, a section titled 'Cross Border Xpress' features a banner that says 'Discover San Diego via Cross Border Xpress Departing from Tijuana International Airport*'. A search form is visible with the following details:

- Flights to: Round Trip (selected)
- Origin: San Diego
- Destination: San Diego - Cross Border Xpress
- Departure date: 2017-09-15
- Return date: 2017-09-22
- Passengers: 1 Adult, 0 Child, 0 Baby
- Additional info: discount for > 65 years old
- Search button: Search Flights

The screenshot shows the Aeromexico website interface. At the top, there is a navigation bar with the Aeromexico logo and links for 'Book', 'My Trips', 'Check-In', 'Upgrade', and 'Club Premier'. Below this, a section titled 'Flights' features a search form with the following details:

- Round trip (selected)
- 1 adult
- Origin: Tijuana Airport (San Diego via CBX bri... TIJ)
- Destination: Leon Bajo Guanajuato BIX
- Search button: FIND FLIGHTS

 To the right of the search form, there is a promotional banner for 'End of Summer Flight Sale!' with prices:

- New York - San Paulo: \$899 from USD
- San Francisco - Managua: \$399 from USD



CBX Added Value to a New Way of Travel

CBX is the port of entry for more than 30 destinations from/to Mexico.

- One step to a new kind of vacation- Mexico and US
- Lower cost travel due to domestic flights
- Easy to use and safe. You never leave the airport
- A broader destination offer that translates to travel experiences for today's diverse travelers: From beach destinations to colonial and cultural cities.

CBX/TIJ Connections



CBX Added Value to a New Way of Travel

Unforgettable Experiences



Sleep in a barrel room in Tequila, Jalisco.



Take the *Jose Cuervo Express* to Tequila, Jalisco.



San Miguel de Allende, Guanajuato, was voted the best city in the world 2017 by Travel

CBX Added Value to a New Way of Travel

Unforgettable Experiences

Visit the famous Arch of Cabo San Lucas, BCS.



Relax at the beach in Puerto Vallarta, Jalisco.



CBX Added Value to a New Way of Travel



Whale watching and swimming with whale sharks in La Paz, BCS.



CBX Connects Travelers With Experiences

Comic-Con Promo & Giveaway Campaign

Objective

Create Brand awareness among the Mexican market and promote San Diego as a leisure destination through travel experience, as well as increasing page likes and our reach in Facebook.

Page Likes



45.5%

Total reach



296,162

Post Engagements



8,457

Total Impressions



133,728



The Future

- Facial Recognition and other technologies.
- CBX 20 Year Master Plan.
- Support for more international flights (Central America, Asia and Europe)
- App for purchases and discounts.
- Growth of San Diego as a Mexican leisure tourism destination.
- CBX stimulates the economy on both sides of the border facilitating travel by new markets to new destinations for business and leisure.

Areas of Opportunity

This is just the beginning, there are still many projects to be developed in order to connect Mexico, the 8th most visited country in the world with California, the world's 6th biggest economy.



Thank you

