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OMB No. 1124-0006; Expires July 31, 2023

U.S. Department of Justice
Washington, DC 20530

Exhibit A to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .22 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant
The Ogilvy Group LLC

2. Registration Number
6797

3. Primary Address of Registrant
200 Fifth Avenue, New York, NY 10010

4. Name of Foreign Principal
Los Cabos Tourism Board, a.k.a. Fideicomiso de Turismo de los Cabos (FITURCA)

5. Address of Foreign Principal
CARRETERA TRANSPENINSULAR KM. 4.3, FRACCION I LOTE 5
PLAZA PROVIDENCIA, LOCAL 209-210
CABO SAN LUCAS, BAJA CALIFORNIA SUR
MEXICO 23454

6. Country/Region Represented
MEXICO

7. Indicate whether the foreign principal is one of the following:

- ☐ Government of a foreign country [1]
- ☐ Foreign political party
- ☒ Foreign or domestic organization: If either, check one of the following:
  - ☐ Partnership
  - ☐ Corporation
  - ☒ Association
  - ☐ Committee
  - ☐ Voluntary group
  - ☐ Other *(specify)* _____
- ☐ Individual-State nationality _____

8. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant

b) Name and title of official with whom registrant engages

1 "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

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9. If the foreign principal is a foreign political party, state:

a) Name and title of official with whom registrant engages

b) Aim, mission or objective of foreign political party

10. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

The Los Cabos Tourism Board is an association dedicated to promoting the Los Cabos region's tourism facilities and assets, both nationally and internationally. Its office provides visitors with information on the destination and its many facets, catering to the needs of both the tourist and business traveler.

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal	Yes ☒ No ☐
Owned by a foreign government, foreign political party, or other foreign principal	Yes ☒ No ☐
Directed by a foreign government, foreign political party, or other foreign principal	Yes ☒ No ☐
Controlled by a foreign government, foreign political party, or other foreign principal	Yes ☒ No ☐
Financed by a foreign government, foreign political party, or other foreign principal	Yes ☒ No ☐
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes ☒ No ☐

11. Explain fully all items answered "Yes" in Item 10(b).

See Appendix for Response

12. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

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EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
01/06/2022	Greer Hudson	/s/Greer Hudson

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EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
1/6/2022	Greer Hudson	Greer Hudson

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Appendix
Response to Item 11

Item 11: Explain fully all items answered "Yes" in Item 10(b).

Item 10(b) Supervised: The foreign principal is not supervised, owned, directed, controlled, financed, or subsidized by a foreign government/foreign political party, but rather by other foreign principals. Specifically, the Los Cabos Tourism Board is funded with public and private foreign funds. The public funding comes from a 3% tourist tax that is charged to all travelers visiting Los Cabos. This contribution is collected and managed by state authorities which distribute the funds in an ongoing basis to the Los Cabos Tourism Board. In addition to the public funding, the Los Cabos Tourism Board is funded by private funds from the hospitality sector of Los Cabos. The Los Cabos Tourism Board is the only tourism organization in Mexico that has created a "Private Trust" to boost Los Cabos tourism promotion activity and improve its competitiveness among international destinations. The funding comes from hotels, tour operators, and partners across the destinations.
Item 10(b) Owned: See clarification above.
Item 10(b) Directed: See clarification above.
Item 10(b) Controlled: See clarification above.
Item 10(b) Financed: See clarification above.
Item 10(b) Subsidized: See clarification above.

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U.S. Department of Justice

Washington, DC 20530

Exhibit B to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov .

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration Number
The Ogilvy Group LLC	6797

3. Name of Foreign Principal

Los Cabos Tourism Board, a.k.a. Fideicomiso de Turismo de los Cabos (FITURCA)

Check Appropriate Box:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. What is the date of the contract or agreement with the foreign principal? 08/15/2017

8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

The nature and method of performance are set forth in the agreements attached this exhibit.

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9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Ogilvy was retained by the Los Cabos Tourism Board to provide certain public relations services designed to help guide the media dialogue on Los Cabos, and refuel travel and tourism to Los Cabos. Ogilvy provides surgical proactive and reactive media outreach utilizing relevant news, milestones, achievements, and initiatives as the cornerstone of its program. In support of its media outreach, Ogilvy engages in the following activities: providing a proactive and reactive media clearinghouse to insert the Los Cabos' narrative; providing spokespeople and influencer outreach; organizing media road shows; locating feature story opportunities; providing social media support; providing ongoing crisis counsel; media monitoring; disseminating news releases; and organizing/facilitating media visits to Los Cabos.

10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act[1].

Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

See Appendix for Response

11. Prior to the date of registration[2] for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal?

Yes ☒ No ☐

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

See Appendix for Response

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose
See Appendix for Response			

12. During the period beginning 60 days prior to the obligation to register[3] for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes ☒ No ☐

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value
See Appendix for Response			

13. During the period beginning 60 days prior to the obligation to register[4] for this foreign principal, has the registrant disbursed or expended monies in connection with activity on behalf of the foreign principal or transmitted monies to the foreign principal?

Yes ☒ No ☐

If yes, set forth below in the required detail and separately an account of such monies, including monies transmitted, if any.

Date	Recipient	Purpose	Amount
See Appendix for Response			

1 "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

2,3,4 Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.

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EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
01/06/2022	Greer Hudson	/s/Greer Hudson

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EXECUTION

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Date	Printed Name	Signature
1/6/2022	Greer Hudson	Greer Hudson

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Appendix
Response to Item 10

Item 10: Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act. If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Ogilvy was retained by the Los Cabos Tourism Board to provide certain public relations services designed to help guide the media dialogue on Los Cabos, and refuel travel and tourism to Los Cabos. Ogilvy provides surgical proactive and reactive media outreach utilizing relevant news, milestones, achievements, and initiatives as the cornerstone of its program. In support of its media outreach, Ogilvy engages in the following activities: providing a proactive and reactive media clearinghouse to insert the Los Cabos' narrative; providing spokespeople and influencer outreach; organizing media road shows; locating feature story opportunities; providing social media support; providing ongoing crisis counsel; media monitoring; disseminating news releases; and organizing/facilitating media visits to Los Cabos.

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Appendix

Response to Item 11-Desc

Ogilvy was retained by the Los Cabos Tourism Board to provide certain public relations services designed to help guide the media dialogue on Los Cabos, and refuel travel and tourism to Los Cabos. Ogilvy provides surgical proactive and reactive media outreach utilizing relevant news, milestones, achievements, and initiatives as the cornerstone of its program. In support of its media outreach, Ogilvy engages in the following activities: providing a proactive and reactive media clearinghouse to insert the Los Cabos' narrative; providing spokespeople and influencer outreach; organizing media road shows; locating feature story opportunities; providing social media support; providing ongoing crisis counsel; media monitoring; disseminating news releases; and organizing/facilitating media visits to Los Cabos. Please note that the activity date provided represents the start date for what is ongoing activity.

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Appendix
Response to Item 11-Detail

Date	Contact	Method	Purpose
09/01/2017	Zac Thompson	Electronic/via email	Outreach to Frommer's to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Genevieve Shaw Brown	Electronic/via email	Outreach to ABC News Online - Good Morning America to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Tim Chester	Electronic/via email	Outreach to AFAR media outlet to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Terry Ward	Electronic/via email	Outreach to AFAR media outlet to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Annie Fitzsimmons	Electronic/via email	Outreach to AFAR media outlet to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Madhu Unnikrishnan	Electronic/via email	Outreach to Airline Weekly, Skift to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Christopher Sherman	Electronic/via email	Outreach to Associated Press to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	David Koenig	Electronic/via email	Outreach to Associated Press to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Paul Byrne	Electronic/via email	Outreach to Associated Press to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Michael Baker	Electronic/via email	Outreach to Business Travel News to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Monica Buchanan Pitrelli	Electronic/via email	Outreach to CNBC's Global Traveler to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Megan Spurrell	Electronic/via email	Outreach to Conde Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Sharay Angulo	Electronic/via email	Outreach to Reuters (Mexico) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Seema Mody	Electronic/via email	Outreach to CNBC Broadcast to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Alfredo Corchado	Electronic/via email	Outreach to Dallas Morning News to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jody Schmal	Electronic/via email	Outreach to Houston Chronicle to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Christine Smith	Electronic/via email	Outreach to U.S. News & World Report to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Deborah Dunn	Electronic/via email	Outreach to Wall Street Journal to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Stacey Lastoe	Electronic/via email	Outreach to Freelancer - fodors, Conde Nast Travler to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jeanette Settembre	Electronic/via email	Outreach to FOX Business to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Melanie Lieberman	Electronic/via email	Outreach to The Points Guy to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Erin Florio	Electronic/via email	Outreach to Condé Nast Traveler to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
09/01/2017	Jacqui (Jacqueline) Gifford	Electronic/via email	Outreach to Travel + Leisure to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jeri Clausing	Electronic/via email	Outreach to TBC to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Meagan Drillinger	Electronic/via email	Outreach to Freelance (Thrillist/Travel Weekly) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Deanne Kaczerski	Electronic/via email	Outreach to Travel + Leisure to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Mindy Poder	Electronic/via email	Outreach to Travel Age West to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jessica Montevago	Electronic/via email	Outreach to Travel Market Report to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Laurie Baratti	Electronic/via email	Outreach to TravelPulse to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Janeen Christoff	Electronic/via email	Outreach to TravelPulse to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Claudette Covey	Electronic/via email	Outreach to TravelPulse, AGENTatHOME to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Tom Lowry	Electronic/via email	Outreach to Skift to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Elisabeth Goodridge	Electronic/via email	Outreach to The New York Times to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Tatiana Rokou	Electronic/via email	Outreach to Travel Daily News International to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Laura Dannen Redman	Electronic/via email	Outreach to AFAR media outlet to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Matt Turner	Electronic/via email	Outreach to Luxury Travel Advisor to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jen (Jennifer) Kester	Electronic/via email	Outreach to Forbes to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Rob Carey	Electronic/via email	Outreach to MeetingsNet to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Paloma Villaverde de Rico	Electronic/via email	Outreach to Prevue/Recommend to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Danielle LeBreck	Electronic/via email	Outreach to Freelance (Meetings Today) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Sally [formally Sarah] Bradley	Electronic/via email	Outreach to M&C: Meetings and Conventions, Incentive, MeetingNews, Successful Meetings [Northstar Meetings Group] to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Megan Gosch	Electronic/via email	Outreach to Meetings + Events Magazine (Illinois) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Dawn Gilbertson	Electronic/via email	Outreach to USA Today to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Kenneth Kiesnoski	Electronic/via email	Outreach to CNBC online to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Lilit Marcus	Electronic/via email	Outreach to CNN Travel to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Laura Begley Bloom	Electronic/via email	Outreach to Freelance (Forbes, Trip Advisor) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Nora Walsh	Electronic/via email	Outreach to Freelance (Conde Nast Traveler, New York Times, Forbes, Robb Report media outlet, Travel + Leisure, AFAR media outlet) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Caroline Bologna	Electronic/via email	Outreach to Huff Post to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Morgan Hines	Electronic/via email	Outreach to USA Today to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
09/01/2017	Krisanne Fordham	Electronic/via email	Outreach to Freelance (Fodors, CNN, Conde Nast Traveler) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Samantha Coles	Electronic/via email	Outreach to Elite Traveler to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Steph Wu	Electronic/via email	Outreach to Conde Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Mark Ellwood	Electronic/via email	Outreach to Freelance (Conde Nast Traveler, AFAR media outlet, Business Insider, Bloomberg, New York Post, Robb Report media outlet) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Cory Stieg	Electronic/via email	Outreach to CNBC to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	David Allan	Electronic/via email	Outreach to CNN Online to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Christina Jelski	Electronic/via email	Outreach to Travel Weekly to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	David Hochman	Electronic/via email	Outreach to Freelance (Forbes, New York Times, LA Magazine) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Catharine Hamm	Electronic/via email	Outreach to Freelance (MSN, MSN South Africa, Yahoo Canada, Los Angeles Times, New York Daily News, SFGate, Yahoo Finance, Barrington Courier-Review, Chicago Tribune, Houston Chronicle) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Kayla Becker	Electronic/via email	Outreach to Fodor's Travel to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Micaela Garber	Electronic/via email	Outreach to Business Insider/INSIDER to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Amanda Krause	Electronic/via email	Outreach to Business Insider/INSIDER to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Chloe Pantazi	Electronic/via email	Outreach to Business Insider/INSIDER to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Alyssa Estrada	Electronic/via email	Outreach to CBS News to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Tamara Hardingham-Gill	Electronic/via email	Outreach to Freelance (CNN Travel) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Michele Herrmann	Electronic/via email	Outreach to Freelance (Forbes, Fodor's Travel Guide, Frommer's Travel Guide, Lonely Planet, Matador Network, Forbes) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Larry Bleiberg	Electronic/via email	Outreach to Freelance (USA Today) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Frank Daniel	Electronic/via email	Outreach to Reuters (Mexico) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Lucy Alexander	Electronic/via email	Outreach to Robb Report media outlet to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Dennis Schaal	Electronic/via email	Outreach to Skift to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Rebecca Tobin	Electronic/via email	Outreach to Travel Weekly to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jerry Limone	Electronic/via email	Outreach to Travel Weekly to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Erin Shields	Electronic/via email	Outreach to U.S. News & World Report to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Meredith Carey	Electronic/via email	Outreach to Conde Nast Traveler, Women Who Travel Podcast to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
09/01/2017	Rosemary McClure	Electronic/via email	Outreach to Freelance (Los Angeles Times) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Connie Skoog	Electronic/via email	Outreach to Travel World News to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Elaine Srnka	Electronic/via email	Outreach to Virtuoso Life to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Scott McCartney	Electronic/via email	Outreach to Wall Street Journal to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Laura Frijns	Electronic/via email	Outreach to Hospitality Net to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jamie Ditaranto	Electronic/via email	Outreach to Freelance (Business Insider) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Evie Carrick	Electronic/via email	Outreach to Freelance (Buzzfeed, Travel + Leisure) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Susannah Rigg	Electronic/via email	Outreach to Freelance (CNN Travel, SELF, Apt. Therapy) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Kate Knapp	Electronic/via email	Outreach to Freelance (Smarter Travel) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Lauren Sloss	Electronic/via email	Outreach to Freelance (The New York Times) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Matthew Kronsberg	Electronic/via email	Outreach to Freelance (The Wall Street Journal) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Elizabeth Rhodes	Electronic/via email	Outreach to Freelance (Travel & Leisure) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Dobrina Zhekova	Electronic/via email	Outreach to Freelance (Travel + Leisure, Departures) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Julia Eskins	Electronic/via email	Outreach to Freelance (Travel + Leisure, Tripsavvy, TIME, National Geographic) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Elizabeth Rhodes	Electronic/via email	Outreach to Freelance (Travel + Leisure) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Anita Draycott	Electronic/via email	Outreach to Freelance (Travel Industry Today) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Mia Taylor	Electronic/via email	Outreach to Freelance (TravelPulse, Real Simple, Better Homes & Gardens, Parents) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Dave Parfitt	Electronic/via email	Outreach to Freelance (USA Today, Family Vacationist, Lonely Planet) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Harriet Baskas	Electronic/via email	Outreach to Freelance (USA Today, NBC News, CNBC) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Julie Loffredi	Electronic/via email	Outreach to Freelance (USA Today) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Sara Clemence	Electronic/via email	Outreach to Freelance (WSJ, Bloomberg, Mansion Global, Thrive Global, Boston Globe) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Anne Olivia Bauso	Electronic/via email	Outreach to Freelancer (Oyster.com, Travel+Leisure) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Kimberly Krol	Electronic/via email	Outreach to Global Traveler USA to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Angelique Platas	Electronic/via email	Outreach to Global Traveler USA to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
09/01/2017	Craig Jacobs	Electronic/via email	Outreach to Hospitality Net to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Christina Trauthwein	Electronic/via email	Outreach to Hotel Business to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Danielle Hess	Electronic/via email	Outreach to Hotel News Now to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Amy Hellen	Electronic/via email	Outreach to Hotel-Online to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Alex Palmer	Electronic/via email	Outreach to Incentive Magazine, Successful Meetings to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Chelsea Ritschel	Electronic/via email	Outreach to Independent to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	James Shillinglaw	Electronic/via email	Outreach to Insider Travel Report to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Michael Schoenberger	Electronic/via email	Outreach to Jax Fax Travel Marketing Magazine to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Doug (Douglas) Cooke	Electronic/via email	Outreach to Jax Fax Travel Marketing Magazine, Destinations by JaxFax and Getting There by JaxFax to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Olivia Scott	Electronic/via email	Outreach to Jet Set to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Karen Brost	Electronic/via email	Outreach to Jet Set to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Nicole Standley	Electronic/via email	Outreach to Jet Set Family to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Anne-Marie Pritchett	Electronic/via email	Outreach to JetSet Magazine to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Ian Livingston	Electronic/via email	Outreach to Johnny Jet to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	John DiScala	Electronic/via email	Outreach to Johnny Jet, Inc to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Natasha Wolff	Electronic/via email	Outreach to Freelance (New York Times, Robb Report media outlet, Vogue, Domino) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Andrew Solomon	Electronic/via email	Outreach to Freelance (New York Times) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Rayna Katz	Electronic/via email	Outreach to Freelance (NewsBreak, HoteStats, Hotel Management) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Donna Airoldi	Electronic/via email	Outreach to Business Travel News to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Elizabeth West	Electronic/via email	Outreach to Business Travel/Meetings and Conventions to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Mark Caswell	Electronic/via email	Outreach to Business Traveler USA to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Phil Lebeau	Electronic/via email	Outreach to CNBC to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Karen Gilchrist	Electronic/via email	Outreach to CNBC to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Leslie Josephs	Electronic/via email	Outreach to CNBC Online to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Maureen O'Hare	Electronic/via email	Outreach to CNN to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Michael Ballaban	Electronic/via email	Outreach to CNN Business to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Chris Boyette	Electronic/via email	Outreach to CNN En Español to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
09/01/2017	Gabriela Frías	Electronic/via email	Outreach to CNN En Español to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Michelle Baran	Electronic/via email	Outreach to AFAR media outlet to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Katherine LaGrave	Electronic/via email	Outreach to AFAR media outlet to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Shannon McMahon	Electronic/via email	Outreach to Conde Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jen Murphy	Electronic/via email	Outreach to Freelance (Bloomberg, WSJ, AARP) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Sharon Rigney	Electronic/via email	Outreach to Freelance (USA Today's 10Best) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Monica Humphries	Electronic/via email	Outreach to Insider Travel Report to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jason Cochran	Electronic/via email	Outreach to Frommer's Travel Guide to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Patricia Doherty	Electronic/via email	Outreach to Freelancer (Travel+Leisure) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Emily McNutt	Electronic/via email	Outreach to CNN Underscored to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Amy Alipio	Electronic/via email	Outreach to National Geographic to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Laura Chubb	Electronic/via email	Outreach to Freelance (CNN, CNN Travel, MSN, The Guardian, Daily Mail, Fabulous, The Independent, The Sun, The Telegraph) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Elaine Glusac	Electronic/via email	Outreach to The New York Times to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Lyndsey Matthews	Electronic/via email	Outreach to AFAR media outlet to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Melissa Kirsch	Electronic/via email	Outreach to The New York Times to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Gwendolyn Knapp	Electronic/via email	Outreach to The New York Times to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Christopher Elliot	Electronic/via email	Outreach to The Washington Post to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Ken (Kenneth) Shapiro	Electronic/via email	Outreach to Travel Age West to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Kamala Kirk	Electronic/via email	Outreach to Travel Age West to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jen Savedra	Electronic/via email	Outreach to Travel Industry Today to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Henrique Kerch	Electronic/via email	Outreach to Travel Insider Magazine to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jessica Montevago	Electronic/via email	Outreach to Travel Market Report to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Daniel McCarthy	Electronic/via email	Outreach to Travel Market Report to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jamie Biesiada	Electronic/via email	Outreach to Travel Weekly to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
09/01/2017	Cody Liermann	Electronic/via email	Outreach to Travel Weekly to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Eric Moya	Electronic/via email	Outreach to TravelAge West to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Patrick Clarke	Electronic/via email	Outreach to TravelPulse to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Beatriz Liscano	Electronic/via email	Outreach to Univision - Al Punto con Jorge Ramos to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jorge Ramos	Electronic/via email	Outreach to Univision - Al Punto con Jorge Ramos to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Claudia Rondon	Electronic/via email	Outreach to Univision - Al Punto con Jorge Ramos to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Johanna Usma	Electronic/via email	Outreach to Univision - Al Punto con Jorge Ramos to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Carlos Medina	Electronic/via email	Outreach to Univision - El Gordo Y La Flaca to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Ricardo Arambarri	Electronic/via email	Outreach to Univision - Primer Impacto to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Pamela Conde	Electronic/via email	Outreach to Univision - Primer Impacto to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Yuri Cordero	Electronic/via email	Outreach to Univision - Primer Impacto to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Michelle Galvan	Electronic/via email	Outreach to Univision - Primer Impacto to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Paula Rosado	Electronic/via email	Outreach to Univision - Primer Impacto to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jairo Marin	Electronic/via email	Outreach to Univision- Aqui y Ahora to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jeannette Miranda	Electronic/via email	Outreach to Univision- Aqui y Ahora to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Luis Camilo	Electronic/via email	Outreach to Univision- Despierta America to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Karla Martinez	Electronic/via email	Outreach to Univision- Despierta America to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Gianny Aponte	Electronic/via email	Outreach to Univision- Noticiero Univision to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Peggy Caranza	Electronic/via email	Outreach to Univision- Noticiero Univision to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Alex Schechter	Electronic/via email	Outreach to Freelance (The New York Times, Travel + Leisure) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Sheila Marikar	Electronic/via email	Outreach to Freelance (The New York Times) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Nicole Chau	Electronic/via email	Outreach to CBS News to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Wendy Gillette	Electronic/via email	Outreach to CBS Newspath (radio) / Moneywatch to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Sonia Kolesnikov-Jessop	Electronic/via email	Outreach to Freelance (CNN Travel) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Michele Laufik	Electronic/via email	Outreach to Freelance (Connect Meetings, BizBash) to help promote U.S. travel and tourism to Los Cabos.

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09/01/2017	Michelle Gross	Electronic/via email	Outreach to Freelance (Forbes, MSN India, MSN UK, Business Insider, HuffPost, Business Insider Australia, INSIDER, Bustle, Yahoo Lifestyle, Travel + Leisure) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Will McGough	Electronic/via email	Outreach to Freelance (CNN Travel, Forbes, MSN, MSN UK, Business Insider, Mental Floss, Atlas Obscura, Popular Mechanics, AskMen, Condé Nast Traveler) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Charu Suri	Electronic/via email	Outreach to Freelance (CNN, CNN Travel, MSN, MSN Canada, The New York Times, The Washington Post, Business Insider, HuffPost,) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Melissa Kravitz Hoeffner	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Wendy Altschuler	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Alexandra Kirkman	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Shannon McMahon	Electronic/via email	Outreach to Freelance (Washington Post) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Kat Odell	Electronic/via email	Outreach to Freelance (UOL, Bloomberg News, Business Insider, Yahoo Finance, INSIDER, Yahoo Lifestyle, Travel + Leisure, Thrillist, Vogue, Elite Daily) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Matt Johnson	Electronic/via email	Outreach to BizBash to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Alex Conwell	Electronic/via email	Outreach to BizBash to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Bennett Carpenter	Electronic/via email	Outreach to BizBash to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Vince Murphy	Electronic/via email	Outreach to BizBash to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Claire Hoffman	Electronic/via email	Outreach to BizBash/Connect Meetings to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Justin Bachman	Electronic/via email	Outreach to Bloomberg Businessweek Online to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Joey Hadden	Electronic/via email	Outreach to Business Insider/INSIDER to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Laura Casado	Electronic/via email	Outreach to Business Insider/INSIDER to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Thomas Pallini	Electronic/via email	Outreach to Business Insider/INSIDER to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Cadie Thompson	Electronic/via email	Outreach to Business Insider/INSIDER to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	John Olivia	Electronic/via email	Outreach to Caller-Times (USA Today Network) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Mary Beckett	Electronic/via email	Outreach to Caller-Times (USA Today Network) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Douglas Stallings	Electronic/via email	Outreach to Fodor's Travel to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Amanda Sadlowski	Electronic/via email	Outreach to Fodor's Travel Guide to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
09/01/2017	Andrea Lopéz Cruzado	Electronic/via email	Outreach to Latino USA (Lifestyle Wellness Podcast by NPR) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Alexandra Salazar	Electronic/via email	Outreach to Latino USA (Lifestyle Wellness Podcast by NPR) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Sandra Lilley	Electronic/via email	Outreach to NBC News Latino to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Brian Latimer	Electronic/via email	Outreach to NBC News Now, NBC Out to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Brian Sumers	Electronic/via email	Outreach to Skift to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Leon Krauze	Electronic/via email	Outreach to The Washington Post - La Opinion to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Madeline Diamond	Electronic/via email	Outreach to Travel + Leisure to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Carolina Melo	Electronic/via email	Outreach to CNN En Español to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Gabi Plana	Electronic/via email	Outreach to CNN En Español to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Guillermo Arduino	Electronic/via email	Outreach to CNN En Español- Encuentro to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Rebeca Arocho	Electronic/via email	Outreach to CNN En Español- Encuentro to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Marnie Hunter	Electronic/via email	Outreach to CNN Travel to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Forrest Brown	Electronic/via email	Outreach to CNN Travel to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Richard Quest	Electronic/via email	Outreach to CNN Travel to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Sarah James	Electronic/via email	Outreach to Conde Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Laura Fowler	Electronic/via email	Outreach to Conde Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Summer Rylander	Electronic/via email	Outreach to Conde Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Rick Jordan	Electronic/via email	Outreach to Conde Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Barbara Peterson	Electronic/via email	Outreach to Conde Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Rebecca Misner	Electronic/via email	Outreach to Condé Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Dom DiFurio	Electronic/via email	Outreach to Dallas Morning News to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Juergen Steinmetz	Electronic/via email	Outreach to eTurboNews to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jim Dobson	Electronic/via email	Outreach to Forbes to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Terry Ward	Electronic/via email	Outreach to Freelance (CNN, National Geographic Traveler, AARP, Scuba Diving Mag, Fodors, Travel + Leisure) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Peter Greenberg	Electronic/via email	Outreach to Freelance (CBS News) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Felicia Feaster	Electronic/via email	Outreach to HGTV to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
09/01/2017	Hugo Martín	Electronic/via email	Outreach to Los Angeles Times to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Leila Miller	Electronic/via email	Outreach to Los Angeles Times to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Teresa Kenney	Electronic/via email	Outreach to Meetings + Events Magazine (Northwest) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jeff Heilman	Electronic/via email	Outreach to Meetings Today to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Tyler Davidson	Electronic/via email	Outreach to Meetings Today to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Adrian Thompson	Electronic/via email	Outreach to Meetings Today to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Bonnie Walsh	Electronic/via email	Outreach to Meetings Today to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Sarah Kloeppel	Electronic/via email	Outreach to Meetings Today, Baltimore Magazine, Popular Mechanics to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Sue Hatch	Electronic/via email	Outreach to MeetingsNet to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Michael Shapiro	Electronic/via email	Outreach to Northstar Meetings Group to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Carrie Kahn	Electronic/via email	Outreach to NPR to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jaclyn Diaz	Electronic/via email	Outreach to NPR to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Michelle Russell	Electronic/via email	Outreach to PMCA Convene Magazine to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Barbara Palmer	Electronic/via email	Outreach to PMCA Convene Magazine to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Barbara Scofidio	Electronic/via email	Outreach to Prevue to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Laurel Herman	Electronic/via email	Outreach to Prevue Meetings + Incentives magazine to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Regina Baraban	Electronic/via email	Outreach to Prevue Meetings + Incentives magazine, Recommend magazine to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Michelle Marie Arean	Electronic/via email	Outreach to Prevue/Recommend to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Ana Martinez	Electronic/via email	Outreach to Reuters (Mexico) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Matthew Parsons	Electronic/via email	Outreach to Skift to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jessica Carrillo	Electronic/via email	Outreach to Telemundo - Al Rojo Vivo (news + entertainment) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Grecia Medina	Electronic/via email	Outreach to Telemundo - Al Rojo Vivo (news + entertainment) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Antonio Teixeira	Electronic/via email	Outreach to Telemundo - Al Rojo Vivo (news + entertainment) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Victor Silva	Electronic/via email	Outreach to Telemundo - Noticias to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Luis Antonio Hernández Ojesto M.	Electronic/via email	Outreach to Telemundo - Noticias to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Marina Franco	Electronic/via email	Outreach to Telemundo - Noticias to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
09/01/2017	Paula Kirsic	Electronic/via email	Outreach to Telemundo - Noticias to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Isabel Ocampo	Electronic/via email	Outreach to Telemundo - Un Nuevo Dia (morning show) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Fernando Almanazar	Electronic/via email	Outreach to Telemundo - Un Nuevo Dia (morning show) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Johnalee Johnston	Electronic/via email	Outreach to The Meeting Professional to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Rich Luna	Electronic/via email	Outreach to The Meeting Professional (Print) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Meg Nesterov	Electronic/via email	Outreach to Freelance (AFAR media outlet) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Lark Gould	Electronic/via email	Outreach to Freelance (Business Traveler USA) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Barbara Beckley	Electronic/via email	Outreach to Freelance (Business Traveler USA, Meetings Magazine Canada) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Gretchen Kelly	Electronic/via email	Outreach to Freelance (Business Traveler USA/Business Travel Exectuive, Forbes) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Harvey Chipkin	Electronic/via email	Outreach to Freelance (Business Traveler USA/Business Travel Exectuive) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Ana Connery	Electronic/via email	Outreach to Freelance (CNN Underscored) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Bill Esparza	Electronic/via email	Outreach to Freelance (Conde Nast Traveler, Eater) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Todd Plummer	Electronic/via email	Outreach to Freelance (Conde Nast Traveler) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Jessica Poitevien	Electronic/via email	Outreach to Freelance (Conde Nast Traveler) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Blair Potter	Electronic/via email	Outreach to The Meeting Professional (Print) to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Harvey Grotsky	Electronic/via email	Outreach to The Meetings Mazgazine to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Samuel Chamberlain	Electronic/via email	Outreach to The New York Post to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Margaux Laskey	Electronic/via email	Outreach to The New York Times to help promote U.S. travel and tourism to Los Cabos.
09/01/2017	Amy Virshup	Electronic/via email	Outreach to The New York Times to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Jessica Puckett	Electronic/via email	Outreach to Conde Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Corina Quinn	Electronic/via email	Outreach to Conde Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Cailey Rizzo	Electronic/via email	Outreach to Freelance (Travel + Leisure) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Taylor Stoddard	Electronic/via email	Outreach to Forbes to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	David Slotnick	Electronic/via email	Outreach to The Points Guy to help promote U.S. travel and tourism to Los Cabos.

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01/01/2018	Kaeli Conforti	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Jenna Mahoney	Electronic/via email	Outreach to Bridal Guide to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Sarah Zlotnick	Electronic/via email	Outreach to Brides to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Lara Burnap	Electronic/via email	Outreach to California Wedding Day to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Courtney Kellar	Electronic/via email	Outreach to Destination I Do to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Stephanie Cain	Electronic/via email	Outreach to Freelance (Brides) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Cristina Montemayor	Electronic/via email	Outreach to Freelance (Brides) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Kristine Hansen	Electronic/via email	Outreach to Freelance (Fodor's) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Emy Rodriguez	Electronic/via email	Outreach to Freelance (Harper's Bazaar) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Shira Savada	Electronic/via email	Outreach to Freelance (Harper's Bazaar) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Eleni Gage	Electronic/via email	Outreach to Freelance (Martha Stewart Weddings, Serendipity, Oprah) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Erin Lindholm	Electronic/via email	Outreach to Freelance (NY Post, Amex Essentials, Martha Stewart Weddings) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Lindsay Tigar	Electronic/via email	Outreach to Freelance (Travel + Leisure) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Cari Wira Dineen	Electronic/via email	Outreach to Freelance (World Bride Magazine, BH&G, HGTV.com, Redbook, The Knot) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Carrie Goldberg	Electronic/via email	Outreach to Harper's Bazaar to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Kelcy Christy	Electronic/via email	Outreach to Inside Weddings to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Nicole Palacios	Electronic/via email	Outreach to Inside Weddings to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Samantha Grindell	Electronic/via email	Outreach to INSIDER to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Kara Franker	Electronic/via email	Outreach to Modern Luxury Weddings to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Samantha Sendor	Electronic/via email	Outreach to Sophisticated Weddings to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Sherra Meyers	Electronic/via email	Outreach to Southern Bride to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Madeline Scharff	Electronic/via email	Outreach to Southern Bride to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Sarah Hanlon	Electronic/via email	Outreach to The Knot to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Lucie Zhang	Electronic/via email	Outreach to VOGUE to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Simone Paget	Electronic/via email	Outreach to World Bride Magazine to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
01/01/2018	Nikki Ekstein	Electronic/via email	Outreach to Bloomberg Pursuits to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Malik Anderson	Electronic/via email	Outreach to Smart Meetings Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Caroline Morse Teel	Electronic/via email	Outreach to SmarterTravel to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Julia Cosgrove	Electronic/via email	Outreach to AFAR media outlet to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Jessica Andrews	Electronic/via email	Outreach to Bustle to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Lale Arikoglu	Electronic/via email	Outreach to Conde Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Jesse Ashlock	Electronic/via email	Outreach to Condé Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Andrea Romano	Electronic/via email	Outreach to Freelance (Travel + Leisure) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Katie Genter	Electronic/via email	Outreach to The Points Guy to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Lyn Mettler	Electronic/via email	Outreach to Freelance (U.S. News & World Report) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Rahim Kanani	Electronic/via email	Outreach to Freelance (Upscale Living Magazine) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Lauren Mowery	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Margie Goldsmith	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Morgan Halberg	Electronic/via email	Outreach to Observer to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Scott Mayerowitz	Electronic/via email	Outreach to The Points Guy to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Rachael Levitt	Electronic/via email	Outreach to Fodor's Travel to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Beatriz García	Electronic/via email	Outreach to Al Dia News to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Brittany Valentine	Electronic/via email	Outreach to Al Dia News to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Chris Rovzar	Electronic/via email	Outreach to Bloomberg Pursuits to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Caroline Lupini	Electronic/via email	Outreach to Forbes to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Brad Japhe	Electronic/via email	Outreach to Forbes to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Elva Ramirez	Electronic/via email	Outreach to Forbes to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Larry Olmsted	Electronic/via email	Outreach to Forbes to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Amanda Schuster	Electronic/via email	Outreach to Forbes to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Dia Adams	Electronic/via email	Outreach to Forbes Advisor to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Rachel King	Electronic/via email	Outreach to Fortune to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Alison Fox	Electronic/via email	Outreach to Freelance to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Isis Briones	Electronic/via email	Outreach to Freelance (Bustle, Travel + Leisure) to help promote U.S. travel and tourism to Los Cabos.

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01/01/2018	Tanner Saunders	Electronic/via email	Outreach to The Points Guy to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Emma Sparks	Electronic/via email	Outreach to Freelance (Lonely Planet) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Victoria Walker	Electronic/via email	Outreach to The Points Guy to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Nick Ewen	Electronic/via email	Outreach to The Points Guy to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Ben Mutzabaugh	Electronic/via email	Outreach to The Points Guy to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Mackenzie Roche	Electronic/via email	Outreach to U.S. News & World Report to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Bailey Schulz	Electronic/via email	Outreach to USA Today to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Kathryn Sarkis	Electronic/via email	Outreach to USA Today (Family Vacationist) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Megan McCarthy	Electronic/via email	Outreach to USA Today (Reviewed.com) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Melissa Lee	Electronic/via email	Outreach to USA Today (Reviewed.com) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Chris Sands	Electronic/via email	Outreach to USA TODAY 10 Best to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Sheryl Nance-Nash	Electronic/via email	Outreach to Freelance (Splash Magazine, Forbes, Travel Awaits) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Matt Bean	Electronic/via email	Outreach to Freelance (Sunset) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Graeme Green	Electronic/via email	Outreach to Freelance (Telegraph UK, BBC, Wanderlust, The Times UK) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Suzanne Barbezat	Electronic/via email	Outreach to Freelance (TripSavvy) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Lois Friedland	Electronic/via email	Outreach to Freelance (TripSavvy) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Marisel Salazar	Electronic/via email	Outreach to Freelance (TripSavvy) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Suzanne Kelleher	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Breanna Wilson	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Ali Wunderman	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Rosie Spinks	Electronic/via email	Outreach to Freelance (Forge, Medium, The Guardian, The New York Times, The Wall Street Journal, NPR, VICE, Yahoo Finance) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Allie Moore	Electronic/via email	Outreach to Freelance (Global Traveller) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Dana Miller	Electronic/via email	Outreach to Freelance (Hotel News Now) to help promote U.S. travel and tourism to Los Cabos.

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01/01/2018	Imani Bashir	Electronic/via email	Outreach to Freelance (Medium, The Startup, Forbes, MSN, The New York Times, Aol, Business Insider, The Washington Post, HuffPost, Metro (UK)) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Antonia Depace	Electronic/via email	Outreach to Freelance (Modern Luxury) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Jennie Nunn	Electronic/via email	Outreach to Freelance (Organic Spa Magazine) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Jill Fergus	Electronic/via email	Outreach to Freelance (Redbook) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Heather Witherspoon	Electronic/via email	Outreach to Living Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Mickey Alam Khan	Electronic/via email	Outreach to Luxury Daily to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Sarah Ramirez	Electronic/via email	Outreach to Luxury Daily to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Deborah Frank	Electronic/via email	Outreach to Luxury Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Alexandra Churchill	Electronic/via email	Outreach to Martha Stewart to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Ashley Pearson	Electronic/via email	Outreach to Metro to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Sara Rathner	Electronic/via email	Outreach to NerdWallet to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Denny Heinze	Electronic/via email	Outreach to AAA Missouri to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Aviva Patz	Electronic/via email	Outreach to Reader's Digest to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Hannah Seligson	Electronic/via email	Outreach to Freelance (Town and Country) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Caitlin Morton	Electronic/via email	Outreach to Freelance (Conde Nast Traveler) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Justin Fenner	Electronic/via email	Outreach to Robb Report media outlet to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Stefanie Waldek	Electronic/via email	Outreach to Freelance (TripSavvy, Hunker, Architectural Digest, Martha Stewart Living) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Andrea Rotondo	Electronic/via email	Outreach to The Points Guy to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Aly Walansky	Electronic/via email	Outreach to Forbes to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Megan Michelson	Electronic/via email	Outreach to Freelance (Outside Magazine) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Melissa Klurman	Electronic/via email	Outreach to Freelance (Reader's Digest, Travel Awaits, Parents) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Kathryn Romeyn	Electronic/via email	Outreach to Conscious Traveler Podcast + Freelance (Brides, Architectural Digest, Departurers, Alive, LA Confidential, Hollywood Reporter) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Mary Holland	Electronic/via email	Outreach to Freelance (Food & Wine, Thrillist, Conde Nast Traveler, more) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Katherine Parker Magyar	Electronic/via email	Outreach to Freelance (TripSavvy) to help promote U.S. travel and tourism to Los Cabos.

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01/01/2018	Jordi Lippe-McGraw	Electronic/via email	Outreach to Freelance (Departures, AD, Forbes, The Points Guy) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Maya Kachroo-Levine	Electronic/via email	Outreach to Freelance (Travel + Leisure) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Sarah Sekula	Electronic/via email	Outreach to Freelance (USA TODAY) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Meredith Carey	Electronic/via email	Outreach to Conde Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Shivani Vora	Electronic/via email	Outreach to Freelance (The New York Times, CNN, New York Post, Refinery29, more) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Mark Chesnut	Electronic/via email	Outreach to Freelance (Travel Age West) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Sasha Brady	Electronic/via email	Outreach to Lonely Planet to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	JT Long	Electronic/via email	Outreach to Smart Meetings Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Lindsay Paige Stein	Electronic/via email	Outreach to Freelancer (PopSugar, Brides) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Leena Kim	Electronic/via email	Outreach to Town & Country to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Stacey Leasca	Electronic/via email	Outreach to Freelance (Travel + Leisure, Insider, Glamour, Departures, Food + Wine, Southern Living) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Jessica Booth	Electronic/via email	Outreach to Freelance (Insider, Red Book Mag, Best Products, Romper, Country Living, Woman's Day, etc) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Laura Itzkowitz	Electronic/via email	Outreach to Freelance (Architectural Digest, Travel + Leisure, Departures, Hemispheres mag, the points guy UK) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Brandon Presser	Electronic/via email	Outreach to Freelance (Bloomberg, Harpers Bazaar) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Laura Hanrahan	Electronic/via email	Outreach to Freelance (Cosmopolitan, Womans Day) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Lynn Coulter	Electronic/via email	Outreach to Freelance (MSN Canada, Reader's Digest (U.S.), Martha Stewart Living, HGTV, Better Homes and Gardens, Taste of Home media outlet, The Family Handyman, The Spruce, Travel Channel, Chowhound) to help promote U.S. travel and tourism to Los Cabos.
01/01/2018	Nadine Jolie Courtney	Electronic/via email	Outreach to Freelance (Oprah Mag, Robb Report media outlet, Town & Country, Angeleno) to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Kristen Scholer	Electronic/via email	Outreach to Cheddar News to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Adrienne Jordan	Electronic/via email	Outreach to Freelance (Forbes, Business Insider, Trip Savvy) to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Laura Waldon	Electronic/via email	Outreach to Day Spa Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Tom Robbins	Electronic/via email	Outreach to Freelance to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Richard Carroll	Electronic/via email	Outreach to Freelance (traveling boy) to help promote U.S. travel and tourism to Los Cabos.

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01/01/2019	Kelly Allen	Electronic/via email	Outreach to Delish to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Megan Foster	Electronic/via email	Outreach to Dotdash to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Ashley Bowling	Electronic/via email	Outreach to EastSIDE to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Rachel Chapman	Electronic/via email	Outreach to Elite Daily to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Emily Hochberg	Electronic/via email	Outreach to Business Insider/INSIDER to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Hannah Freedman	Electronic/via email	Outreach to Business Insider/INSIDER Reviews to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Nora Ali	Electronic/via email	Outreach to Cheddar News to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Jill Wagner	Electronic/via email	Outreach to Cheddar News to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Ken Buffa	Electronic/via email	Outreach to Cheddar News to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Tariro Mzezewa	Electronic/via email	Outreach to The New York Times to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Brad Smith	Electronic/via email	Outreach to Cheddar News to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Chris (Christopher) Reynolds	Electronic/via email	Outreach to Los Angeles Times to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Lila Harron Battis	Electronic/via email	Outreach to Freelance (TBD) to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Stacie Stukin	Electronic/via email	Outreach to Freelance to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Kavita Daswani	Electronic/via email	Outreach to Freelance (LA Times) to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Charlotte Andersen	Electronic/via email	Outreach to Freelance to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Eric Bowman	Electronic/via email	Outreach to Travel Pulse (Podcast) to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Kelsey Ogletree	Electronic/via email	Outreach to Freelance (CNN Travel, Forbes, MSN, MSN Canada, MSN India, The Wall Street Journal, NPR, SFGate, VICE, Allrecipes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Natalie Compton	Electronic/via email	Outreach to The Washington Post to help promote U.S. travel and tourism to Los Cabos.
01/01/2019	Maggie Connelly	Electronic/via email	Outreach to Day Spa Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Alexa Mellardo	Electronic/via email	Outreach to Mashed to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Rebecca Deczynski	Electronic/via email	Outreach to Meredith (Hello Giggles, Shape, Health, Martha Stewart Living) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Abby Moore	Electronic/via email	Outreach to MindBodyGreen to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Corrie Pikul	Electronic/via email	Outreach to O, The Oprah Mag to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Rona Berg	Electronic/via email	Outreach to Organic Spa Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Chanel Vargas	Electronic/via email	Outreach to POPSUGAR to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Rachel Bowie	Electronic/via email	Outreach to PureWow to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Elizabeth Gulino	Electronic/via email	Outreach to Refinery29 to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
01/01/2020	Stephen Weir	Electronic/via email	Outreach to Diver Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Nicole Trilivas	Electronic/via email	Outreach to Freelance (Forbes, msn, CNN Travel) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Emma Reynolds	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Shayne Benowitz	Electronic/via email	Outreach to Freelance (miami.com) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Kenzie Mastroe	Electronic/via email	Outreach to SheKnows.com to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Gabrielle Frank	Electronic/via email	Outreach to TODAY Online - NBC Television Network to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Sam Dangremond	Electronic/via email	Outreach to Town & Country to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Trevor Kucheran	Electronic/via email	Outreach to Freelance (Travel Off Path Blog) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Samantha Rosen	Electronic/via email	Outreach to Next Advisor to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Krista Simmons	Electronic/via email	Outreach to Freelance (Conde Nast Traveler) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Laurie Werner	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Kate Krader	Electronic/via email	Outreach to Bloomberg to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Carol Massar	Electronic/via email	Outreach to Bloomberg Businessweek - Bloomberg Radio Network to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Paul Brennan	Electronic/via email	Outreach to Bloomberg Radio - Bloomberg BusinessWeek radio to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Colin Tipton	Electronic/via email	Outreach to Bloomberg Radio Network, BusinessWeek Radio to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Michael McKee	Electronic/via email	Outreach to Bloomberg Radio Network/Television to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Kyle Arnold	Electronic/via email	Outreach to Dallas Morning News to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Perri Blumberg	Electronic/via email	Outreach to Men's Journal to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Aaisha Ali	Electronic/via email	Outreach to Travel Off Path to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Shawn Bean	Electronic/via email	Outreach to Scuba Diving Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Alexandra Gillespie	Electronic/via email	Outreach to Scuba Diving Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Carrie Boyd	Electronic/via email	Outreach to Better Homes & Gardens to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Jessica Saari Christensen	Electronic/via email	Outreach to Better Homes & Gardens to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Renee Irey	Electronic/via email	Outreach to Better Homes & Gardens to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Lauren Zumbach	Electronic/via email	Outreach to Chicago Tribune to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Sarah Weldon	Electronic/via email	Outreach to Cosmopolitan to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
01/01/2020	Rachel Chang	Electronic/via email	Outreach to Freelance (People, Travel + Leisure) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Eric Rosen	Electronic/via email	Outreach to Freelance (Forbes, The Points Guy, AFAR media outlet) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Meryl Rothstein	Electronic/via email	Outreach to Bon Apetite to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Kelsey Youngman	Electronic/via email	Outreach to Food & Wine to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Khushbu Shah	Electronic/via email	Outreach to Food & Wine to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Nina Friend	Electronic/via email	Outreach to Food & Wine to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Anne Roderique-Jones	Electronic/via email	Outreach to Freelance (Apartment Therapy, MSN, MSN Canada, USA Today, HuffPost, NBC News, TODAY, Yahoo, Yahoo Lifestyle, Marie Claire, SELF Magazin) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Lyuba Brooke	Electronic/via email	Outreach to Parade to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Nettie Moore	Electronic/via email	Outreach to Parade to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Karen Cicero	Electronic/via email	Outreach to Parents to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Ana Calderone	Electronic/via email	Outreach to People to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Sonal Dutt	Electronic/via email	Outreach to People to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Ellie Storck	Electronic/via email	Outreach to TripSavvy to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Astrid Taran	Electronic/via email	Outreach to TripSavvy to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Dan Q.Dao	Electronic/via email	Outreach to Saveur Online to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Mary Frances Emmons	Electronic/via email	Outreach to Sport Diver Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Andrew Sessa	Electronic/via email	Outreach to Freelance (Robb Report media outlet) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Becky Pokora	Electronic/via email	Outreach to Sight Doing Blog and Freelance (Forbes, The Girl and Globe) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Geoff Whitmore	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Taylor Kocher	Electronic/via email	Outreach to Freelance (Travel Age West) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Lily Girma	Electronic/via email	Outreach to Skift to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Sophie-Claire Hoeller	Electronic/via email	Outreach to Thrillist to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Zoe Baillargeon	Electronic/via email	Outreach to Freelance (The Manual, National Geographic, Matador Network) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Matt Niswonger	Electronic/via email	Outreach to Adventure Sports Journal to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Bree Sposato	Electronic/via email	Outreach to Endless Vacation to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Erin Riley	Electronic/via email	Outreach to Outside Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Suzie Dundas	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
01/01/2020	Kraig Becker	Electronic/via email	Outreach to Freelance (TripSavvy) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Clay Abney	Electronic/via email	Outreach to Freelance (Forbes, MSN India, MSN UK, Business Insider, HuffPost, Business Insider Australia, INSIDER, Bustle, Yahoo Lifestyle, Travel + Leisure) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Sandra Ramani	Electronic/via email	Outreach to Freelance (Robb Report media outlet) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Stellene Vollandes	Electronic/via email	Outreach to Town & Country to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Alex Martin	Electronic/via email	Outreach to Elite Traveler to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Jemima Sissons	Electronic/via email	Outreach to Freelance (Sphere) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Jessie Geoffray	Electronic/via email	Outreach to Goop to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Laura Schreffler	Electronic/via email	Outreach to Haute Living to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Deyvanshi Masrani	Electronic/via email	Outreach to Haute Living Los Angeles to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Sean Griffith	Electronic/via email	Outreach to Haute Living New York to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Christine Gray	Electronic/via email	Outreach to Luxury Travel Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Rache lEpstein	Electronic/via email	Outreach to Marie Claire to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Marjorie Korn	Electronic/via email	Outreach to Men's Journal to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Lauren Smith McDonough	Electronic/via email	Outreach to Good Housekeeping to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Rosemary Donahue	Electronic/via email	Outreach to Allure to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Sam Escobar	Electronic/via email	Outreach to Allure to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	David Graver	Electronic/via email	Outreach to Cool Hunting to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Ashley Oerman	Electronic/via email	Outreach to Cosmopolitan to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Abby Hepworth	Electronic/via email	Outreach to PureWow to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Sarah Jacoby	Electronic/via email	Outreach to SELF to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Melissa Matthews	Electronic/via email	Outreach to SELF Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Renee Cherry	Electronic/via email	Outreach to SHAPE to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Alexandra Strickler	Electronic/via email	Outreach to SHAPE to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Roxanne Adamiyatt	Electronic/via email	Outreach to Town & Country to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Nicole Altavilla	Electronic/via email	Outreach to American Spa Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Laura Galvan	Electronic/via email	Outreach to AOL to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Ellen Hoffman	Electronic/via email	Outreach to Business Insider/INSIDER to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Kara McGrath	Electronic/via email	Outreach to Bustle to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
01/01/2020	Kyli Rodriguez-Cayro	Electronic/via email	Outreach to Bustle to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Michelle Toglia	Electronic/via email	Outreach to Bustle to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Mallory Mower	Electronic/via email	Outreach to Buzzfeed to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Elizabeth Lilly	Electronic/via email	Outreach to Buzzfeed News to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Hallie Gould	Electronic/via email	Outreach to Byrdie/MyDomaine to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Sophie Miura	Electronic/via email	Outreach to Domino to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Kasey Caminiti	Electronic/via email	Outreach to DuJour to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Jessica Roy	Electronic/via email	Outreach to ELLE to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Kaitlyn Wylde	Electronic/via email	Outreach to Freelance (Bustle) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Annakeara Stinson	Electronic/via email	Outreach to Freelance (Elite Daily, Huff Post) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Christina Liao	Electronic/via email	Outreach to Freelance (Forbes,Robb Report media outlet) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Irene Levine	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Ariana Marsh	Electronic/via email	Outreach to Freelance (Harper's Bazaar) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Rachel Sanoff	Electronic/via email	Outreach to Freelance (MSN, Business Insider, HuffPost, Bustle, Yahoo, Yahoo Lifestyle, Martha Stewart Living) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Mallory Creveling	Electronic/via email	Outreach to Freelance (MSN, Shape) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Casey Gueren	Electronic/via email	Outreach to Freelance (SELF, Buzzfeed) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Sara Gaynes Levy	Electronic/via email	Outreach to Freelance (The Guardian, BuzzFeed, HuffPost, NBC News, People Magazine, The Daily Beast, Cosmopolitan, New York Magazine, The Strategist) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Rheana Murray	Electronic/via email	Outreach to Freelance (TODAY Online) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Jean Chen Smith	Electronic/via email	Outreach to Freelance (USA Today) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Ashley Mateo	Electronic/via email	Outreach to Freelance (Wall Street Journal, Women's Health, Cosmopolitan) to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Macaela MacKenzie	Electronic/via email	Outreach to Glamour Online to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Kiki Koroshetz	Electronic/via email	Outreach to Goop to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Erica Gonzales	Electronic/via email	Outreach to Harper's Bazaar to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Lindsay Holmes	Electronic/via email	Outreach to HuffPost to help promote U.S. travel and tourism to Los Cabos.
01/01/2020	Tanner Garrity	Electronic/via email	Outreach to InsideHook to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Marika Flatt	Electronic/via email	Outreach to Texas Lifestyle to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
01/01/2021	Gracie Watts	Electronic/via email	Outreach to Texas Lifestyle to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Marika Flatt	Electronic/via email	Outreach to Texas Lifestyle Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Megan Kimble	Electronic/via email	Outreach to Texas Observer to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Tristan Ahtone	Electronic/via email	Outreach to Texas Observer to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Gerald McLeod	Electronic/via email	Outreach to The Austin Chronicle to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Christopher Muther	Electronic/via email	Outreach to The Boston Globe to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Concepción De León	Electronic/via email	Outreach to The New York Times to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Sarah Medina	Electronic/via email	Outreach to TimeOut to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Huw Oliver	Electronic/via email	Outreach to TimeOut to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Andrea Doyle	Electronic/via email	Outreach to Trade Show Executive to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Apratim Ghoshal	Electronic/via email	Outreach to Travel And Tour World to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Tuhin Srakar	Electronic/via email	Outreach to Travel And Tour World to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Todd McElwee	Electronic/via email	Outreach to USAE to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Freda Moon	Electronic/via email	Outreach to SFGate to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Amelia Edelman	Electronic/via email	Outreach to Parents to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Julia Dennison	Electronic/via email	Outreach to Parents to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Steve Bramucci	Electronic/via email	Outreach to UpRoxx to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Christopher Cameron	Electronic/via email	Outreach to New York Post to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Sarah Martens	Electronic/via email	Outreach to Better Homes & Gardens to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Emily Van Schmus	Electronic/via email	Outreach to Better Homes & Gardens to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Joe Rubino	Electronic/via email	Outreach to Denver Post to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	George Seli	Electronic/via email	Outreach to Facilities & Destinations to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Michael Caffin	Electronic/via email	Outreach to Facilities & Destinations to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Becca Hensley	Electronic/via email	Outreach to Freelance (Austin Monthly, AustinTravels, Elite Traveler, Organic Spa Magazine) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Mauriciode Sousa	Electronic/via email	Outreach to COOL Magazine - Brazil to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Abby Silverman	Electronic/via email	Outreach to Cosmopolitan to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Nickolaus (Nick) Hines	Electronic/via email	Outreach to Matador Network to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
01/01/2021	Oneika Raymond	Electronic/via email	Outreach to Influencer to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Tom Robbins	Electronic/via email	Outreach to Financial Times to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Maria Shollenbarger	Electronic/via email	Outreach to Financial Times to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Jude Webber	Electronic/via email	Outreach to Financial Times to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Don Nichols	Electronic/via email	Outreach to Private Clubs Magazine, Freelance (AARP) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Aisling O'Leary	Electronic/via email	Outreach to The Telegraph to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Dustin Nelson	Electronic/via email	Outreach to Thrillist to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Jillian Ortiz	Electronic/via email	Outreach to TODAY to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Lauren Hubbard	Electronic/via email	Outreach to Town + Country to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Daniel Veron	Electronic/via email	Outreach to Travel2Latam to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Emily Cegielski	Electronic/via email	Outreach to Worth to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Micki Wagner	Electronic/via email	Outreach to Worth to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Johanna Read	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Jessica Booth	Electronic/via email	Outreach to Freelance (Greatist, Romper, LifeSavvy, Brides) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Hannah Seligson	Electronic/via email	Outreach to Freelance (Town & Country, Daily Beast) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Claudia Fisher	Electronic/via email	Outreach to Meredith (People, Real Simple, InStyle) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Madeline Wahl	Electronic/via email	Outreach to Reader's Digest to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Hugh Garvey	Electronic/via email	Outreach to Sunset Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Kristen Shirley	Electronic/via email	Outreach to Freelance (Robb Report media outlet, Travel + Leisure) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Roshina Jowaheer	Electronic/via email	Outreach to Hearst (Red Magazine, Elle, Country Living, Good Housekeeping) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Laura Itzkowitz	Electronic/via email	Outreach to Freelance (Dwell, Travel + Leisure) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Ann Abel	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Ferne Arfin	Electronic/via email	Outreach to Freelance (Dotdash) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Joanne DiBona	Electronic/via email	Outreach to Freelance (USA Today 10Best, msn) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Shafonne Myers	Electronic/via email	Outreach to Pretty Pear Bride to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Nina Ruggiero	Electronic/via email	Outreach to Travel + Leisure to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
01/01/2021	Lola Mendez	Electronic/via email	Outreach to Freelance (CNN, Reader's Digest, Smithsonian Mag, Arch Digest, Refinery29, SELF, ELLE, Oprah Mag, Parade) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Leila Najafi	Electronic/via email	Outreach to Freelance (NBC Online) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Kristin Corpuz	Electronic/via email	Outreach to Freelance (UpRoxx) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Alex Apatoff	Electronic/via email	Outreach to People to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Elizabeth Buxton	Electronic/via email	Outreach to Refinery29 to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Anna Ben Yehuda Rahmanan	Electronic/via email	Outreach to Time Out North America to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Sade Strehlke	Electronic/via email	Outreach to SHAPE to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Daphne Ewing-Chow	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Maria Yagoda	Electronic/via email	Outreach to Food&Wine to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Kaitlin Cubria	Electronic/via email	Outreach to Elite Daily to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Devorah Lev-Tov	Electronic/via email	Outreach to Freelance (TripSavvy, Vogue, Conde Nast Traveler, The Points Guy, SELF) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Bao Ong	Electronic/via email	Outreach to Eater NYC to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Gabrielle Bernardini	Electronic/via email	Outreach to Distractify to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Karla Alindahao	Electronic/via email	Outreach to Forbes to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Julie Tremaine	Electronic/via email	Outreach to Forbes Online to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Alexandra Hurtado	Electronic/via email	Outreach to Freelance (HOLA! USA) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Erica Chayes Wida	Electronic/via email	Outreach to Freelance (Today Online) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Kirk Miller	Electronic/via email	Outreach to Inside Hook to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Susan C. Schena	Electronic/via email	Outreach to Patch to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Zach Johnston	Electronic/via email	Outreach to UPROXX to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Jenn Harris	Electronic/via email	Outreach to Los Angeles Times to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Tara Nurin	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Ashlea Halpern	Electronic/via email	Outreach to Conde Nast Traveler to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Caitlin O'Malley	Electronic/via email	Outreach to Goop to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Carolyn Stanley	Electronic/via email	Outreach to Goop to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Bill Esparza	Electronic/via email	Outreach to Eater to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Amber Gibson	Electronic/via email	Outreach to Freelance (Forbes, Heated, MSN, MSN India, USA Today, National Geographic Traveler, NBC News) to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
01/01/2021	Esther Tseng	Electronic/via email	Outreach to Freelance (Los Angeles Times, MUNCHIES, Salon, Yahoo Lifestyle, SELF Magazine, Thrillist, Food & Wine Magazine, Bon Appetit, Eater) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Will Gleason	Electronic/via email	Outreach to Time Out New York to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Mike Clark-Madison	Electronic/via email	Outreach to Austin Chronicle to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Veronica Meewes	Electronic/via email	Outreach to Austin Chronicle to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Rosie Ninesling	Electronic/via email	Outreach to Austin Monthly to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Madeline Hollern	Electronic/via email	Outreach to Austin Monthly to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	David Leffler	Electronic/via email	Outreach to Austin Monthly to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Mauri Elbel	Electronic/via email	Outreach to Austin Travels to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Cy White	Electronic/via email	Outreach to Austin Woman to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Rebecca Falconer	Electronic/via email	Outreach to Austin Woman to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Shawna Chen	Electronic/via email	Outreach to Axios Latino to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Solomon Herbert	Electronic/via email	Outreach to Black Meetings & Tourism Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Calum Di Lieto	Electronic/via email	Outreach to C&IT Magazine (Conference & Incentive Travel) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Lori Tenny	Electronic/via email	Outreach to Corporate Event News to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Calanit Atia	Electronic/via email	Outreach to Exhibit City News to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Sue Pelletier	Electronic/via email	Outreach to Freelance (Trade Show Executive, Prevue) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Joshua Mellin	Electronic/via email	Outreach to Freelance (under the radar, CNN, Travel + Leisure, Flood Magazine) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Sara Holzman	Electronic/via email	Outreach to Marie Claire to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Michael Patrick Shiels	Electronic/via email	Outreach to Michigan's Big Show to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Lisa Grimaldi	Electronic/via email	Outreach to Northstar Meetings Group to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Loren Edelstein	Electronic/via email	Outreach to Northstar Meetings Group to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Lori Weisberg	Electronic/via email	Outreach to San Diego Tribune to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Gregory Thomas	Electronic/via email	Outreach to San Francisco Chronicle to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Kate Doyle Hooper	Electronic/via email	Outreach to Freelance (ELLE, Furthermore from Equinox, Brooklyn Based, Saratoga Living, Elite Meetings) to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
01/01/2021	Katie Jackson	Electronic/via email	Outreach to Freelance (TODAY) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Allison Tibaldi	Electronic/via email	Outreach to Freelance (USA TODAY 10 Best, Family Vacationist) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Jennifer Simonson	Electronic/via email	Outreach to Freelance. (Medium, MSN, The Telegraph, Slate, Reason, Uncommon Path, Texas Monthly, MPR News, Fodor's Travel) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Amanda Garrity	Electronic/via email	Outreach to Good Housekeeping to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Hannah Jeon	Electronic/via email	Outreach to Good Housekeeping to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Lizz Schumer	Electronic/via email	Outreach to Good Housekeeping to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Codie Steensma	Electronic/via email	Outreach to GQ to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Andres Caceres	Electronic/via email	Outreach to Haute Living to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Erin Gifford	Electronic/via email	Outreach to HGTV to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Dan Koday	Electronic/via email	Outreach to Freelance (Brides, PureWow) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Emma Reynolds	Electronic/via email	Outreach to Freelance (Robb Report media outlet, Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Alyssa Jung	Electronic/via email	Outreach to Good Housekeeping to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Klara Glowczewska	Electronic/via email	Outreach to Town & Country to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Terri Peters	Electronic/via email	Outreach to TODAY to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Rebecca Holland	Electronic/via email	Outreach to Freelance to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Suzanne Rowan Kelleher	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Kelli Acciardo	Electronic/via email	Outreach to Freelance (Parade) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Julia Thompson	Electronic/via email	Outreach to USA Today to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Kimberly Wilson	Electronic/via email	Outreach to Essence Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Vanita Salisbury	Electronic/via email	Outreach to Freelance (Thrillist) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	James Barrett	Electronic/via email	Outreach to Freelance to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Sadie Trombette	Electronic/via email	Outreach to Bustle to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Sienna Livermore	Electronic/via email	Outreach to Delish to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Christine Sarkis	Electronic/via email	Outreach to Family Vacationist/USA Today to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Laura Powell	Electronic/via email	Outreach to Freelance (Daily Suitcase (blog), Skift) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Laura Sant	Electronic/via email	Outreach to Freelance (Departures) to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
01/01/2021	Jonah Flicker	Electronic/via email	Outreach to Freelance (Esquire) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Barbara Noe Kennedy	Electronic/via email	Outreach to Freelance (Fodor's) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Lavanya Sunkara	Electronic/via email	Outreach to Freelance (Forbes, Business Insider) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Jillian Dara	Electronic/via email	Outreach to Freelance (Forbes, Elite Traveler, SHAPE) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Jared Ranahan	Electronic/via email	Outreach to Freelance (Forbes, The Guardian, Yahoo Sports, Forbes Brasil, Travel + Leisure, The Culture Trip, Thrillist, Condé Nast Traveler, Cool Hunting, The Points Guy) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Doug Gollan	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Lauren Hill	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Ramsey Qubein	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Danielle Bernabe	Electronic/via email	Outreach to Freelance (Fortune) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Ruth Doherty	Electronic/via email	Outreach to Freelance (Good Housekeeping) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Doug Singer	Electronic/via email	Outreach to Freelance (JetSet Magazine) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Andy Murdock	Electronic/via email	Outreach to Freelance (Lonely Planet) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Amancay Tapia	Electronic/via email	Outreach to Freelance (Newsweek) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Jessica Sager	Electronic/via email	Outreach to Freelance (Parade) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Manuela Zangara	Electronic/via email	Outreach to Freelance (Parade) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Emily Zemler	Electronic/via email	Outreach to Freelance (Purewow, Rolling Stone) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Lindsay Cohn	Electronic/via email	Outreach to Freelance (PureWow) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Andrea Moreno	Electronic/via email	Outreach to Luxury Travel Magazine to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Alex Bresler	Electronic/via email	Outreach to Matador Network to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Laura Jones	Electronic/via email	Outreach to Modern Luxury to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Luis Rigual	Electronic/via email	Outreach to Modern Luxury to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Ela Sathern	Electronic/via email	Outreach to Modern Luxury to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Roberta Fiorito	Electronic/via email	Outreach to PureWow to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Taryn Pire	Electronic/via email	Outreach to PureWow to help promote U.S. travel and tourism to Los Cabos.

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Date	Contact	Method	Purpose
01/01/2021	Candace Davison	Electronic/via email	Outreach to PureWow to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Lisa Milbrand	Electronic/via email	Outreach to Real Simple to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Demetrius Simms	Electronic/via email	Outreach to Robb Report media outlet to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Crystal Paul	Electronic/via email	Outreach to Seattle Times to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Elise Schoening	Electronic/via email	Outreach to Successful Meetings/Northstar Meetings Group to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Lauren Pahmeier	Electronic/via email	Outreach to Taste of Home media outlet media outlet to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Amanda Tarlton	Electronic/via email	Outreach to Taste of Home media outlet to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Lauren Wicks	Electronic/via email	Outreach to Veranda to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Nick Mafi	Electronic/via email	Outreach to Architectural Digest to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Tracey Minkin	Electronic/via email	Outreach to Coastal Living to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Brittany Anas	Electronic/via email	Outreach to Freelance (Forbes, Apartment Therapy) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Gina Pace	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.
01/01/2021	Amber Love Bond	Electronic/via email	Outreach to Freelance (Forbes) to help promote U.S. travel and tourism to Los Cabos.

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Appendix
Response to Item 12

Item 12: During the period beginning 60 days prior to the obligation to register for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise? If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value
02/23/2018	Los Cabos	Fee	$ 60,000.00
02/23/2018	Los Cabos	Combination of Fee and 3rd party costs	$ 130,574.25
07/30/2018	Los Cabos	Fee	$ 60,000.00
07/30/2018	Los Cabos	Combination of Fee and 3rd party costs	$ 64,962.68
10/22/2018	Los Cabos	Combination of Fee and 3rd party costs	$ 61,572.15
12/20/2018	Los Cabos	Combination of Fee and 3rd party costs	$ 124,895.37
03/11/2019	Los Cabos	Fee	$ 27,200.00
07/17/2019	Los Cabos	Combination of Fee and 3rd party costs	$ 120,508.64
09/20/2019	Los Cabos	Combination of Fee and 3rd party costs	$ 68,659.25
02/13/2020	Los Cabos	Combination of Fee and 3rd party costs	$ 78,324.58
02/13/2020	Los Cabos	Combination of Fee and 3rd party costs	$ 101,315.42
05/19/2020	Los Cabos	Combination of Fee and 3rd party costs	$ 101,775.14
11/12/2020	Los Cabos	Fee	$ 300,000.00
03/04/2021	Los Cabos	Fee	$ 80,000.00
03/16/2021	Los Cabos	Fee	$ 40,000.00
04/08/2021	Los Cabos	Fee	$ 40,000.00
05/17/2021	Los Cabos	Combination of Fee and 3rd party costs	$ 31,327.33
06/08/2021	Los Cabos	Fee	$ 100,000.00
11/04/2021	Los Cabos	Fee	$ 40,000.00
12/13/2021	Los Cabos	Combination of Fee and 3rd party costs	$ 41,631.25
12/23/2021	Los Cabos	Combination of Fee and 3rd party costs	$ 44,305.67
12/23/2021	Los Cabos	Combination of Fee and 3rd party costs	$ 81,818.67

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Appendix
Response to Item 13

Item 13: During the period beginning 60 days prior to the obligation to register for this foreign principal, has the registrant disbursed or expended monies in connection with activity on behalf of the foreign principal or transmitted monies to the foreign principal? If yes, set forth below in the required detail and separately an account of such monies, including monies transmitted, if any.

Date	Recipient	Purpose	Amount
01/30/2018	Los Cabos	Fee	$ 30,000.00
01/30/2018	Los Cabos	Fee	$ 30,000.00
01/30/2018	Los Cabos	Fee	$ 30,000.00
01/30/2018	Los Cabos	Fee	$ 30,000.00
01/30/2018	Los Cabos	Fee	$ 30,000.00
01/30/2018	Los Cabos	3rd party costs	$ 10,574.25
03/01/2018	Los Cabos	Fee	$ 30,000.00
03/06/2018	Los Cabos	3rd party costs	$ 3,569.65
04/05/2018	Los Cabos	3rd party costs	$ 1,393.03
05/05/2018	Los Cabos	Fee	$ 30,000.00
05/06/2018	Los Cabos	Fee	$ 30,000.00
05/07/2018	Los Cabos	Fee	$ 30,000.00
06/01/2018	Los Cabos	Fee	$ 30,000.00
07/02/2018	Los Cabos	Fee	$ 30,000.00
08/01/2018	Los Cabos	Fee	$ 30,000.00
08/03/2018	Los Cabos	3rd party costs	$ 1,572.15
09/18/2018	Los Cabos	Fee	$ 30,000.00
09/28/2018	Los Cabos	3rd party costs	$ 1,680.00
10/31/2018	Los Cabos	Fee	$ 24,400.00
10/31/2018	Los Cabos	Fee	$ 11,000.00
11/27/2018	Los Cabos	Fee	$ 27,200.00
12/03/2018	Los Cabos	Fee	$ 27,200.00
12/04/2018	Los Cabos	3rd party costs	$ 3,415.37
01/25/2019	Los Cabos	Fee	$ 27,200.00
03/29/2019	Los Cabos	Fee	$ 34,000.00
04/05/2019	Los Cabos	Fee	$ 17,000.00
04/05/2019	Los Cabos	Fee	$ 34,000.00
06/10/2019	Los Cabos	Fee	$ 34,000.00
06/17/2019	Los Cabos	3rd party costs	$ 1,508.64
09/20/2019	Los Cabos	Fee	$ 34,000.00
09/20/2019	Los Cabos	3rd party costs	$ 5,602.35
09/20/2019	Los Cabos	Fee	$ 34,000.00
09/20/2019	Los Cabos	Fee	$ 34,000.00
09/20/2019	Los Cabos	3rd party costs	$ 659.25
09/20/2019	Los Cabos	Fee	$ 34,000.00
09/30/2019	Los Cabos	3rd party costs	$ 1,593.75
11/20/2019	Los Cabos	3rd party costs	$ 1,533.65
11/20/2019	Los Cabos	3rd party costs	$ 2,943.42
11/20/2019	Los Cabos	3rd party costs	$ 2,595.55
11/20/2019	Los Cabos	Fee	$ 34,000.00
11/20/2019	Los Cabos	Fee	$ 34,000.00
11/20/2019	Los Cabos	3rd party costs	$ 1,242.80
11/20/2019	Los Cabos	Fee	$ 25,000.00
12/04/2019	Los Cabos	3rd party costs	$ 4,373.10
12/04/2019	Los Cabos	3rd party costs	$ 4,357.73
01/31/2020	Los Cabos	Fee	$ 34,000.00
01/31/2020	Los Cabos	Fee	$ 34,000.00

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Date	Recipient	Purpose	Amount
02/19/2020	Los Cabos	3rd party costs	$ 1,515.02
02/19/2020	Los Cabos	Fee	$ 17,000.00
02/19/2020	Los Cabos	3rd party costs	$ 7,192.81
02/19/2020	Los Cabos	3rd party costs	$ 987.18
03/20/2020	Los Cabos	3rd party costs	$ 1,477.78
09/30/2020	Los Cabos	3rd party costs	$ 4,665.99
10/07/2020	Los Cabos	Fee	$ 40,000.00
10/07/2020	Los Cabos	Fee	$ 40,000.00
10/07/2020	Los Cabos	Fee	$ 40,000.00
10/07/2020	Los Cabos	Fee	$ 40,000.00
10/07/2020	Los Cabos	Fee	$ 40,000.00
10/07/2020	Los Cabos	Fee	$ 40,000.00
10/07/2020	Los Cabos	Fee	$ 20,000.00
10/07/2020	Los Cabos	Fee	$ 40,000.00
10/28/2020	Los Cabos	Fee	$ 40,000.00
11/23/2020	Los Cabos	Fee	$ 40,000.00
11/23/2020	Los Cabos	Fee	$ 40,000.00
12/04/2020	Los Cabos	3rd party costs	$ 2,723.34
02/01/2021	Los Cabos	Fee	$ 40,000.00
02/12/2021	Los Cabos	Fee	$ 20,000.00
02/12/2021	Los Cabos	3rd party costs	$ 3,938.00
02/26/2021	Los Cabos	Fee	$ 20,000.00
03/23/2021	Los Cabos	Fee	$ 40,000.00
04/28/2021	Los Cabos	Fee	$ 40,000.00
05/24/2021	Los Cabos	Fee	$ 40,000.00
06/25/2021	Los Cabos	3rd party costs	$ 1,631.25
06/25/2021	Los Cabos	Fee	$ 40,000.00
07/27/2021	Los Cabos	Fee	$ 40,000.00
07/27/2021	Los Cabos	3rd party costs	$ 4,305.67
08/24/2021	Los Cabos	Fee	$ 40,000.00
09/23/2021	Los Cabos	Fee	$ 40,000.00
09/29/2021	Los Cabos	3rd party costs	$ 1,818.67
10/26/2021	Los Cabos	Fee	$ 40,000.00
10/27/2021	Los Cabos	3rd party costs	$ 495.97
11/18/2021	Los Cabos	Fee	$ 40,000.00
11/18/2021	Los Cabos	3rd party costs	$ 4,110.00
12/02/2021	Los Cabos	Fee	$ 40,000.00
12/03/2021	Los Cabos	Out of Pocket costs	$ 1,233.75

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RESETTING THE MEDIA DIALOGUE AND REIGNITING TRAVEL & TOURISM

Prepared by Ogilvy

August 15, 2017

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Dear Rodrigo,

On behalf of the Ogilvy team, we stand prepared to help the Los Cabos Tourism Board protect Los Cabos's reputation and standing as one of the world's premier destinations of choice.

At Ogilvy, we understand headlines impact the bottom-line. Up until now, Los Cabos, a tourist haven and popular destination, has been largely unimpacted by security and safety concerns stemming from drug-related violence. However, a recent spike in criminal activity across Mexico has been corrosive to the country's brand at large and is now creeping into the conversation about the once-immune tourist destination – *even though the sensational headlines doesn't accurately reflect the reality on the ground.* If untethered, the wave of negative coverage stands to threaten a major economic lifeline for one of Mexico's leading tourist capitals.

Five years ago, Ogilvy under my leadership worked with Mexico Tourism Board (MTB) to combat negative media headlines that plagued the entire country focused on safety and security as a result of drug violence. Those headlines impacted travel to the entire country of Mexico and under our watch, we devised a communications campaign to reset the media narrative around the world – restoring positive sentiment and more importantly, record tourism and FDI and uplifting the face of the country's brand. We can do the same for Los Cabos. We know the region. We understand how the governments in Mexico work and understand how to navigate the landscape with a tailored strategic approach to educate the uniformed, influence the influencers and mitigate the negatives while containing the voices of detractors.

As the Los Cabos Tourism Board navigates an uncertain and precarious landscape, we are ready – with the full force of our nation branding expertise – to help you reemerge stronger than ever.

Here's why you should hire us:

Destination and nation branding is part of our DNA. We know how to work with cities, countries and territories – in both good and challenging times – to build their brands and successfully protect their reputation. From our work with the governments of Indonesia, Colombia, Argentina, and the USA, to name a few – we know how make a difference and drive results.

We have the right team: Your team at Ogilvy will be comprised of communications, crisis, media relations, nation branding and tourism experts who are genuinely passionate about protecting and elevating Los Cabos reputation. Spearheaded the dynamic duo of Tola St. Matthew-Daniel and Andrea Romero, our team will execute on my strategic counsel and global media relations expertise.

We know the media and influencers who set the news agenda and reach the right audiences – inside out and top down – and we know how to shift perceptions and shape your story. Our Ogilvy Media Influence team, the same team that worked to repair Mexico's image all those years ago, will once again focus on designing a persuasive, compelling campaign that will influence key influencers, opinion leaders, and journalists by driving positive outcomes for Los Cabos.

We understand the complexity and gravity of the challenge at hand and want to be your partner again at this crucial time. If I can be of additional help as you evaluate next steps, please contact me directly 646-240-6297. We stand ready to work on your behalf and welcome the opportunity to partner with you on this important initiative.

Warm regards,

Jennifer Risi
Worldwide Chief Communications Officer
Managing Director, Ogilvy Media Influence

Ogilvy

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CURRENT LANDSCAPE/WHERE WE ARE

Despite the recent headlines that have cast a shadow of doubt on safety and security, Los Cabos remains one of world's most diverse tourism destinations and home to award-winning resorts and culinary offerings, championship golf courses, celebrated spas, world-renowned sport fishing tournaments, and state-of-the-art convention facilities. Travelers from all over the world come to Los Cabos to experience adventure, romance, high-end gastronomy, entertainment and much more.

And with an significant pipeline of private sector investment in the tourism industry, it is imperative for the Board that they must keep coming back.

The current state of play presents certain challenges and opportunities we must acknowledge and factor into an effective strategic communications plan to reset the media dialogue on Los Cabos and refuel travel and tourism to the destination:

- **Mexico is Seeing a Resurgence in Crime:** Violent crime is encroaching on tourist hot spots, jeopardizing a $20 billion a year business that attracts millions of visitors lured by the white sand beaches, archaeological ruins and pulsing nightlife. The spike in violence comes as Mexico welcomed a record 35 million foreign visitors in 2016, up nearly 9% from the previous year.

- **Los Cabos is Contending with Own Challenges***:* Los Cabos has seen an uptick in criminal activity this year and isolated high-profile incidents have fed the media frenzy, who are now conflating the city's own challenges with Mexico's overall, much more serious crime wave.

- **Tourist are Undeterred – For Now.** It appears that the violence has not deterred tourists from visiting. Occupancy rates at hotels in Los Cabos are at 74% but with a robust pipeline of 20 hotels in the making alongside other major investments, Los Cabos must wrestle control of the conversation and steer the dialogue in the new, more balanced direction.

For the Los Cabos Tourism Board to effectively navigate the current environment, it needs the right communications partner to challenge voices of criticism, define a compelling narrative and share "good news" stories as well as identify and ignite advocates, both business and consumer, to speak on behalf of Los Cabos. Ogilvy can be that partner to help Los Cabos emerge as the winner. To this end, Ogilvy will create a strategic reputation and crisis management media-focused media relations campaign designed to drive increased interest in and visitation to Los Cabos.

These goals will be our north star:

OUR MANDATE

- **RESET** the media dialogue
- **SECURE** balanced media coverage
- **DIFFERENTIATE** the Los Cabos story from Mexico at large and other neighboring destinations
- **PROACTIVELY ADDRESS** security and safety issues
- **ESTABLISH ADVOCATES** for Los Cabos

Together, we will work to build and implement a surround-sound global, national and regional media relations program designed to effectively tell Los Cabos' story and shape positive public perceptions and coverage of the destination as a safe and secure place to visit and invest.

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OUR STRATEGIC APPROACH – NEUTRALIZE THE NEGATIVE, PROMOTE THE POSITIVE

Our strategic approach is driven by two twin goals – mitigate negative coverage and share the "good news" story to promote the positive.

To do so, we will take a "top-down" and "bottom-up" approach that will enable us to reach all of Los Cabo's key audiences through a proactive and reactive media relations program. Such an approach will be crucial in protecting and elevating Los Cabos' brand and its offerings in this high-stakes period.

To bring this strategy to life, we will execute a multi-dimensional media approach:

- **Target ÜBER Media Advocates:** Establish an umbrella message and communicate with the influential group of media influencers who report across media brands and channels and define the global news agenda.
- **Target National/Regional"** Focus on core group of top-tier national business, consumer and travel media with a consistent narrative to influence opinion leaders, pundits, consumers and key audiences
- **Extend Influence:** Increase the frequency and quality of media coverage of Los Cabos in the mainstream media across top-tier business, consumer and travel outlets

CAMPAIGN SPOKESPERSONS

Ogilvy will work with the Board to develop distinct profiles for the key spokespeople led by Rodrigo Esponda, Managing Director of Los Cabos Tourism Board. Our goal will be to leverage identified spokespeople to share Los Cabos story with one voice across all campaign pillars and activities building trust, credibility and mind share with key media and influencers.

As we build momentum, Ogilvy will also work with the Board to identify and activate a roster of credible third-party influencers to serve as independent "spokespersons" that amplify the Board's strategic narrative.

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CORE PROGRAM

Resetting the Narrative: 'Always On' (September 2017 – February 2018)

Ogilvy will execute an "Always On' core program on the Board's behalf designed to strategically own the conversation concerning tourism in a safe and secure Los Cabos.

For our program, we will conduct surgical proactive and reactive media outreach utilizing relevant news, milestones, achievements and initiatives as the cornerstone of our program to balance negative sentiment with a steady stream of "good news" stories across the tourism and business sectors from Los Cabos.

Activities

- **News Bureau:** Create proactive and reactive clearinghouse to insert the Los Cabos Tourism Board's narrative and/or spokespeople [i.e. Managing Director Rodrigo Esponda] into commentary around relevant breaking news and events relating to Los Cabos tourism and security incidents in the vicinity. *Goal: Secure a minimum of four (4) opportunities per month.*

- **Influencer Outreach:** Identify thought-leaders and news agenda-setters in the global/national media to educate and create advocates for Los Cabos. Target editors and reporters as needed. Secure series of meetings and/or phone interviews with media elites and influencers for relevant spokesperson(s) [i.e. the Managing Director and the expanded Board] on key topics within the Los Cabos narrative. Goal will be to build relationships with a diverse group of top-tier to shape the coverage and reframe the narrative around Los Cabos. *Goal: Secure a minimum of one (1) opportunity per month.*

- **Media Road Shows:** Schedule a series of interviews with media influencers for Los Cabos to forge ongoing relations with leading journalists and drive coverage within business, travel trade and consumer outlets. Sample outlets include New York Times, Wall Street Journal, The Economist, Fox Business and the Associated Press. Focus on New York with additional trips to Washington, DC and Los Angeles to be confirmed. *Goal: Four roadshows; secure a minimum of three (3) opportunities per roadshow.*

- **Feature Story Opportunities:** Create a library of stories focused on various tourist attractions and investment/business success stories to enhance the profile of Los Cabos as an attractive destination for tourism and business. Secure print, online and broadcast coverage within key national, regional and trade media. *Goal: Secure a minimum of two (2) features.*

- **Social Media Support:** Working with the tourism Board's existing social media partners, Ogilvy will keep a pulse on the conversation surrounding safety and security in the region, aligning ongoing social media activity with all reputation and crisis management messaging.

- **Ongoing Crisis Counsel:** Establish protocols and proactively engage to manage issues as they arise. Develop key messages and engage relevant spokespersons as needed.

- **Media Monitoring**: In addition, Ogilvy will leverage key moments in time and use real-time monitoring of conversations and posts from key reporters taking place on Twitter, via breaking news, media and social trends

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Getting Started: Setting a Communications Foundation (August 2017 – September 2017)

To set an essential communications foundation for success, Ogilvy recommends completing the following activities in the first two-three weeks of the engagement. These activities will be held over several days in Los Cabos. These activities will inform the effective execution of our core program and best position the Los Cabos Tourism Board for success.

- **Messaging Session:** In order to offer a counter narrative that puts positive pressure on the ongoing stream of negative converge, the Los Cabos Tourism needs to clearly articulate its story through a credible, compelling narrative. The narrative will form a foundation for all internal and external communication and, importantly, provide a "north star" to align spokespeople, stakeholders and communicators around Los Cabos. Building on existing materials, Ogilvy will work with the Board to update the current narrative to account for recent security issues and highlight the destination's safety and success as a tourism destination.

  Output will be a message document to be used in all communications. Keys messages will also inform all materials development including but not limited to statements, press releases, and fast fact sheets. Messages will be updated ongoingly and as needed.

- **Media Coaching Sessions:** Ogilvy will set up media coaching sessions with key spokespersons from the Los Cabos Tourism Board's leadership team to review the updated messaging narrative, ensure they effectively communicate Los Cabos' messaging and establish them as a credible expert resource with media

- **Crisis Work Shop:** An organization is often measured more by the way it manages an issue or a crisis, than the crisis itself. The Ogilvy team understands that the best communications strategies and plans account not only for what is known, but also for issues or situations that arise.

  Following the messaging session, Ogilvy will host a workshop to identify risks and the most likely threats that Los Cabos may face in the near future and then prioritize those that have the most likelihood of occurring. We will then, develop a crisis communications plan that identifies potential vulnerabilities, ranks those vulnerabilities, and provides protocols for responding. Finally, we will undertake a scenario planning exercise to anticipate the "what if" scenarios that might be confronted, the root issues that may trigger or exacerbate a crisis, and the environments in which such situations are likely to unfold. These plan elements will serve as our guiding post, but will remain nimble and adaptable given the specific circumstances of the situation at hand.

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PROJECT TIMELIME

PROGRAM ACTIVITY	SEPTEMBER 2017	OCTOBER 2017	NOVEMBER 2017	DECEMBER 2017	JANUARY 2018	FEBRUARY 2018
Getting Started						
	Messaging Session & Materials Development					
	Crisis Workshop					
	Media Coaching					
"Always On" Program						
	News Bureau	News Bureau	News Bureau	News Bureau	News Bureau	News Bureau
	Media Monitoring	Media Monitoring	Media Monitoring	Media Monitoring	Media Monitoring	Media Monitoring
		Media Roadshow NYC			Media Roadshow II: NYC	
			Feature Story		Feature Story	
	Social Media Support	Social Media Support	Social Media Support	Social Media Support	Social Media Support	Social Media Support
		Influencer Engagement	Influencer Engagement		Influencer Engagement	Influencer Engagement
			Leverage 3rd Party Voices	Leverage 3rd Party Voices	Leverage 3rd Party Voices	Leverage 3rd Party Voices

MEASUREMENT AND REPORTING

Ogilvy will work with the Los Cabos Tourism Board to build consensus around how our program's ROI will be measured, defining the appropriate metrics to monitor, and monitoring sentiment. We will also create and manage timelines for all programs to ensure goals are met.

BUDGET

ACTIVITY	FEES
Core Program [Six Month Engagement] **Note: This will be Phase One. We will reassess work after Phase One.*	$180,000 ($30,000 monthly retainer); OOPs to be billed separately
OOP COSTS: Ogilvy OOP fees [travel, expenses, third party monitoring service, wire service fees, clippings, etc.]	$20,000
GRAND TOTAL	$200,000

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ABOUT OGILVY

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About Ogilvy

Ogilvy is one of the largest marketing communications companies in the world and was named Global Agency of the Year by Adweek in 2016. At the heart of our work is our "Twin Peaks" philosophy, which combines compelling creativity with a culture of effectiveness that guides every project toward generating the strongest results possible from brief through execution.

At Ogilvy, we are at our best when building and giving brands a new meaning. It is what our clients come to us for. It is what makes us love coming to work every day. Our belief in making brands matter is a powerful business proposition that not only helps to strengthen our work but also helps you achieve your business ambitions. We pledge to take ownership by going beyond the status quo, which enables us to do truly meaningful work—work that matters to us, to you, and the world. We are proud to build and execute ideas that have made, and will always make brands matter.

Ogilvy is strategic, customizable, adaptable and diverse in both skill and talent. But above all else, we are accountable. We achieve the pinnacle of creativity and effectiveness by making brands matter at every level.

Ogilvy's Approach to Destination Branding

Ogilvy has significant and award-winning experience in nation branding communications. From destination marketing to foreign investment promotion to issues and crisis management, we have worked with countries as diverse as Mexico, Colombia, Brazil, Iceland, India, Australia and Chile. As such we have forged a tried and true methodological approach for both defining and then broadcasting a nation's narrative to the world. This approach is focused on three key pillars:

Brand: Defining the basis of the brand promise
Foreign Direct Investment: A collaborative approach creates a powerful story that internal and external audiences will support
Tourism: Help identify the right influencers and stakeholders and how to best engage with them

Methodology—Media Relations

The Ogilvy Media Influence practice is founded upon the idea that content is king: securing and generating content is what determines the success of a brand in the public space.

Transformation defines today's media environment. Stories are shared, tweeted, liked and reposted thousands, sometimes millions of times in the course of a single day. Journalists break stories every second in this 24/7 news cycle and anyone with a following or a camera is considered a journalist. As traditional newsrooms continue to shrink, tensions rise between editorial and business and new media powerhouses like BuzzFeed and Upworthy challenge the old guard—opportunities are being created each and every day for the savviest brands to build their business.

As the media market changes, so too does the PR industry. In this new content-starved environment, the line between journalist and PR professional is blurred and an opportunity emerges where brands move from disseminators of information to purveyors of content. Whether Los Cabos Tourism's business objectives are best served by reaching the business or consumer media, traditional or viral influencers—our proprietary approach, capitalizes on the four pillars of media today and marries customized content with precise targets.

The Ogilvy Media Influence team is the best in the public relations industry at leveraging strategic media relations to drive awareness and enhance reputation for the brands that we work with on an ongoing basis. The team, which works across all practice areas and industry sectors, creates a customized activity playbook for each client focused on a strategic mix of media relations, speaking engagements, content creation, social media relations, third-party advocacy and influencer engagement. We seek to be an extension of the internal team for each of our clients -- truly becoming their global PR partner.

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Ogilvy's Approach to Crisis Prevention and Issues Management

Our approach to issues and crisis management is anchored in thorough preparatory risk assessment; planning and close coordination with all parties to ensure an appropriate, cohesive and informed strategy that is tailored to the specific context and most likely scenarios.

Ogilvy has a deep understanding of the issues which are currently facing Los Cabos and its brand, however moving forward we will refine our comprehensive index, in coordination with Los Cabos, to identify issues we see potentially impacting tourism on both a diplomatic/international level and also on a day-to-day working level. This will be for the short, medium and long terms.

Methodology and Crisis Plan Development

In developing issues and crisis communications plans Ogilvy draws upon a range of tools and templates, all road tested and appropriately tailored to suit the current context. We use a combination of methodologies to maintain a ready-reference on talking points and key messages on anticipated issues. In some settings we will establish a 'traffic light' system to assess, manage and escalate responses to situations and often utilize a methodology called "Brandshield," a detailed template that focuses on reputation and brand protection. We will work closely with Los Cabos to develop an appropriate and agreed combination of tools that best link in with the overall crisis planning ensuring clear communication processes are a seamless part of Los Cabos readiness for any issue.

A critical element of Ogilvy's issues and crisis communication preparation is delivering training to the relevant personnel to ensure that everyone is clear on the threats and opportunities that exist, having a clear appreciation of the protocols, are informed on likely issues and how to identify and respond to them and have had some simple media training. There is no point having a perfect plan on the shelf that isn't brought to life and easily implemented. Ogilvy provides crisis training to clients ranging from large multinational companies to national governments around the globe.

Ogilvy's team is experienced in media training, developing straightforward messaging and protocols and rolling them out across organizations to ensure the entire team knows how to follow the plan, their roles and obligations and where they fit within the broader picture.

Rules of Engagement: TOP TEN GUIDING PRINCIPLES

1. Crisis team members must be notified immediately of the incident.
2. Ogilvy team to draft relevant messages and corresponding statement in addition to appropriate talking points.
3. The official Los Cabos spokesperson and, when necessary, back-up spokespersons are the only people authorized to be quoted.
4. Ogilvy team will provide background information to both domestic and international press pools.
5. Press conferences are not an efficient or effective way to communicate to key audiences in a crisis situation.
6. Ogilvy team will facilitate interviews for the spokespersons with media outside of Mexico as necessary.
7. Statements developed by the crisis team will serve to mitigate the crisis while reinforcing the leadership role of Los Cabos Tourism.
8. Information will be distributed in a timely fashion and regularly until the incident passes.
9. Every communication opportunity will emphasize the actions that are being taken to address the situation and be integrated into related projects underway for the client.
10. Ogilvy to provide daily news updates in tone of media coverage to Los Cabos Tourism.

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YOUR TEAM



Jennifer Risi
World Wide Chief Communications Officer
Managing Director, Ogilvy Media Influence
Senior Strategic Counsel

Jennifer Risi is the Worldwide Chief Communications Officer for Ogilvy. At Ogilvy, Risi has two key responsibilities – leading all communications and serving as a key spokesperson for the Ogilvy enterprise while also working with clients – serving as a senior client advisor as head of Ogilvy Media Influence.
Risi is a seasoned communications executive with more than 15 years of experience in strategic global media relations, CEO positioning and crisis communications. As part of her current role, Risi is leading the communications strategy for Ogilvy's Next Chapter transformation under WW Chairman and CEO John Seifert.

She is also an expert in nation branding – having led award-winning global campaigns with Mexico, Colombia, and USA -- securing record tourism, FDI and job creation for all. Most recently, Risi helped to win new contracts with the countries of Gabon and Indonesia.

Other recent highlights include work with Bloomberg Philanthropies' Climate Summit for Local Leaders at COP21, unveiling the new Suez Canal and handling the IPO of Citizens Financial Group, to name a few.
Risi was named 2016 PR News Top Woman in PR and has won multiple awards including most recently, 2015 SABRE Multimarket Campaign of the Year for Brand USA, 2014 SABRE Multimarket Campaign of the Year for government of Colombia and Two 2012 Gold SABREs and was a 2013 Cannes finalist for the government of Mexico.

Risi earned her Bachelor of Arts degree from Barnard College, Columbia University. She has served on the Advisory Council for LitWorld, a children's literacy advocacy group, and has served as a senior media relations advisor to Phumzile Mlambo-Ngcuka, Executive Director of UN Women.

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Tola St. Matthew-Daniel
Vice President, Ogilvy Media Influence
Account Management /Media Relations
Day-to-Day Lead

Tola St. Matthew-Daniel is a seasoned communications executive and media relations expert with a track record of helping companies, countries and clients shape, protect and elevate their brands and reputation. For more than a decade, Tola has provided strategic media counsel to some of the world's highest-profile global corporations and organizations at boutique and large agencies, cultivating valuable media relationships and securing several high-profile placements that have earned her industry recognition including two Silver Anvils, the industry's most prestigious award for PR excellence.

In her former role as Vice President at NYC-based PR firm Thatcher+Co., Tola led a practice dedicated to advocacy, awareness and global business diplomacy, coordinating trade and media roadshows for high-level diplomatic and business delegations alongside the Business Council of International Understanding; the U.S. State and Commerce Departments; ministries of foreign affairs and investment; and international finance organizations such as the World Bank and the EBRD. She also managed external relations for the National Cyber Security Alliance (NCSA), spearheading campaigns for the White House and the Department of Homeland Security, working with more than 150 NCSA partners including Visa, Microsoft, Nasdaq, Intel, Google, PayPal, Facebook, Cisco, AT & T, and HIMSS, a global, cause-based, not-for-profit organization focused on better health through information technology (IT). Prior, Tola drove top-tier media relations for clients such as Siemens AG (healthcare, energy and industry), the Bill and Melinda Gates Foundation, the U.S. Army, FreshDirect, Intercontinental Hotels Group and Estee Lauder's the M.A.C. AIDS Fund while at Weber Shandwick.

Having lived and worked in Africa, Europe and the U.S., Tola's approach to communications is as diverse and dynamic as her upbringing, shaping her world view and inspiring a passion for global media relations.

A Drexel University graduate, Tola also holds a Masters in Public Affairs from Sciences Po Paris, L'Institut d'études politiques (IEP) de Paris.

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Andrea Romero
Vice President, Ogilvy Media Influence
Media Strategist

Andrea Romero joined the Ogilvy Media Influence team in New York in 2016, bringing an extensive media, communications and digital marketing background specializing in country brand development and consumer marketing.

As Vice President, Andrea is responsible for managing external communications that includes traditional media, social media and content creation, as well as internal communications and management of the Ogilvy's brand in the USA. Andrea's expertise in executing successful media and advertising campaigns for government institutions and creating strategic alliances with key trade and travel partners such as airlines, hotel properties, tour operators, and industry associations has helped government entities increase their global media relations, reposition their country brand, and created new revenue opportunities.

Prior to joining Ogilvy, Andrea spent 8 years working for ProColombia, the tourism, investment and exports promotion arm of the Colombian government – a long-standing client of Ogilvy. At ProColombia she integrated the U.S., Caribbean and Canadian marketing and communications strategies for Colombia to increase international tourism, foreign investments and exports and served as an architect to elevate the country's brand perception abroad.

Andrea's strategic vision and media expertise helped create an integrated marketing communications model to improve the country's brand. She led the country's advertising and digital efforts with top tier publications and specialized travel and trade outlets, as well as airlines and hotels to create customer centric campaigns with wholesalers, tour operators and travel agents - a strategic move that shifted consumer behavior and increased loyalty among end consumers. Andrea has worked with global and domestic top-tier media outlets including, including Frommers, Travel+Leisure, Travel Channel, National Geographic, Bloomberg, Forbes, The New York Times. Fast Company, CNN, CNN en Español, among many others. She was also a key player in the PR launch of the Free Trade Agreement between Colombia and the United States and Canada securing interviews for high ranking officials, ongoing publications, featured success cases and highlighted articles across major print and broadcast outlets.

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Erika Willrodt
Senior Account Executive, Ogilvy Media Influence
Media Relations, News Bureau Support

Erika Willrodt joined the Ogilvy Media Influence team in New York in 2016, bringing a diverse background in communications, earned media and public affairs, and extensive experience in strategic media relations, account management and event planning.

As a Senior Account Executive, Erika is leading day-to-day activities for Ogilvy clients, securing media in top tier, business and consumer outlets, as well as working on building solid relationships with key journalists to continuously influence the media landscape. Erika has secured high-profile coverage in outlets including: Wall Street Journal/Dow Jones, New York Times, Fortune, Bloomberg, Associated Press, CNBC, USA Today, Washington Post, BuzzFeed, Travel + Leisure, Conde Nast Traveler, Skift and more.

Previously, Erika served in a similar capacity at Kwittken, a multi-specialist PR agency in New York City. She worked on consumer and corporate press outreach for HomeAway, the world's largest vacation rental platform, including the unveil of the largest global marketing initiatives in the company's history, comprising the "Whole House. Whole Family. Whole Vacation." and "It's Your Vacation, Why Share It?" campaigns. She was also involved in the brand's "Eiffel Tower All Yours" campaign, promoting a worldwide tourism contest for the first-ever sleepover in the Eiffel Tower in Paris.

Additionally, Erika served at The White House as Intern in the Press Office of the First Lady Michelle Obama, where she supported the First Lady's key priorities and press events, including Let's Move, Joining Forces, and education initiatives. A native Houstonian and fifth-generation Texan, Erika graduated from the University of Texas at Austin with a Bachelor of Science in Advertising and concentrations from the Texas Media and McCombs Business Foundations programs.

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CLIENT CASE STUDIES



Challenge
The world's newspapers, magazines, and television screens were saturated with scenes of violence and bloodshed. Decapitated bodies, drug seizures and cartel violence had become the face of Mexico's brand. These headlines were how Mexico was depicted on a daily basis in the US and global media. The Mexican Government allowed other people to tell their story. Mexico's narrative was simply not heard – its voice, muted. This was the case for two years as a "duck and cover" strategy was implemented by the Mexico Tourism Board (MTB). It was Ogilvy's job to reset the media dialogue and tell Mexico's good news and untold story.

Idea
In order to intelligently forge a distinct narrative, which could resonate across multiple demographics around the nation, Ogilvy's specialist Insights and Research Team undertook research—both quantitative and qualitative—to ascertain the following:

- Current perceptions of Mexico across multiple demographics so as to tailor our message accordingly to achieve cut-through;
- The language needed to change popular opinion in the U.S. with regard to Mexico so as to create messages in surround sound with significant resonance; and
- Determine precisely which national influencers were talking about Mexico so that Ogilvy could harness pre-existing advocates and persuade the "persuadables" to create a myriad of "Mexico Microphones" and mitigate our antagonists by challenging, countering and drowning out their voice.

Ogilvy developed an integrated matrix of individuals and organizations that needed to be the focus of our communications and public relations efforts. These included a range of key household decision makers, third party stakeholders, and media influencers, to help broadcast the MTB's message across the U.S. and the globe. Media influencers included business, corporate and financial media; travel and tourism media; consumer lifestyle media; and online advocates such as bloggers and "tweet stars" who were evaluated as key influencers, based on their unique monthly visitation or large Twitter followings.

To achieve our outlined objectives, Ogilvy engaged in a series of creative and strategic activities focused on changing the national dialogue related to Mexico. Activities included:

- Crisis Communications and Issues Management
- Development of key advertising messages and materials targeting major European markets
- Ogilvy engaged third-party spokespersons to speak on Mexico's behalf in the media and digital space
- Facilitated road shows for Secretary Guevara and the MTB COO – a way to expose the key leaders of the tourism industry in Mexico (Government representatives and otherwise) to national media and key influential stakeholders (potential advocates).

To achieve our objectives, Ogilvy engaged in a series of activities focused on changing the dialogue related to Mexico including setting up a news bureau to disseminate positive news stories, the facilitation of media salons, engaging digital media personalities, investing in paid media advertising, and holding global and national road shows as a way to expose key Mexican tourism leaders to influential stakeholders and media.

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Results

In 2011, Ogilvy conducted more media interviews, met with more industry stakeholders and policymakers than the prior three years combined--resulting in over five billion positive media impressions. Research from EmPower indicates that during this period the number of positive articles increased ten-fold and the tone of coverage shifted from "negative/neutral" to "neutral/positive". Paid advertising also generated strong momentum for Mexico in Europe with increases in target audience favorability, and interest in visiting and as well as increased trends in recommending Mexico among trade influencers.

Our program positively impacted tourist numbers to Mexico. In 2011, 23.4 million international travelers visited Mexico – historically the best year for international tourism. There also exists a direct correlation between our media program and tourism business investment in Mexico, which helps to attract more tourists to the country, perpetuating a cycle, which is responsible for employing 2.5 million people directly (and 5 million indirectly).

PROCOLOMBIA
EXPORTS TOURISM INVESTMENT COUNTRY BRAND

Challenge
In the late 20th century, Colombia was best known for drug trafficking and violent narco-terrorists. Following a national security crackdown and social reform, tourism and foreign direct investment began to rise, but investors and visitors held on to negative perceptions.

Idea
PROCOLOMBIA, the government agency in charge of tourism, trade and investment, engaged Ogilvy PR to tell Colombia's good news story—the story of a stable country. with rich resources, natural beauty and incredible business opportunities.

The team created a multidimensional communications campaign that focused on mitigating negative sentiment and building a new Colombia through positive storytelling in the U.S., Canada, the Caribbean, Peru and Central America.

Result
Since April 2012, Ogilvy PR's messaging, media monitoring, press trips, event support and ongoing outreach has resulted in over 350 interviews and 700 media placements across all five markets. Coverage has appeared in major outlets such as The New York Times, Globe & Mail, BNN, WWD, Caribbean Business, Bloomberg News and feature stories by CNN, Reuters, NPR and more. By the close of 2013, PROCOLOMBIA had hit an all-time record for attracting business projects and foreign direct investment to Colombia, contributing to 13.1 percent in GDP growth, and the country is on track to surpass these records in 2014.

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ARGENTINA
BUSINESS & INVESTMENT
FORUM

Challenge

After a decade of being closed-off to the international trade and business communities, the Macri administration wanted to let the world know that Argentina was once again open for business.

Idea

Tasked with promoting the Forum across the globe, Ogilvy leveraged key governmental and business spokespeople [including WPP's Sir Martin Sorrell and CEOs from Boeing and Unilever to C.V. Starr and Dow Chemical] to speak with key global media influencers on benefits to investing in Argentina.

Result

By executing pre-event, on-site, and post-event strategies, the PR program for the Argentina Business and Investment Forum was able to build buzz and draw attendees to the Forum, shape the global media narrative around investing in Argentina, and influence international business leaders to invest in Argentina.

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LOS CABOS: RESETTING THE MEDIA DIALOGUE AND REIGNITING TRAVEL & TOURISM (2018 PROGRAM EXTENSION – PHASE II)

SCOPE OF WORK:

Los Cabos Tourism Board: Crisis and Reputation Management

March 1, 2018 – August 31, 2018

2017 posed new challenges for Los Cabos as a premier destination for tourists as violence across Mexico and Baja California Sur cast a shadow of doubt on safety and security. These concerns threatened to halt Los Cabos' impressive growth momentum and taint its image, potentially impacting its economy **which critically depends on tourism. Working with and on behalf of Los Cabos Tourism Board, Ogilvy developed and executed a strategic two-track campaign to neutralize the negative and promote the positive, offering a counter narrative** to suppress the rising tide of negative coverage and differentiate Los Cabos' story.

Ogilvy hit the ground running in Phase I of our program. Working to reset the media dialogue about the destination, we:

1. Defined a **new narrative for Los Cabos Tourism Board**
2. Drove **real-time crisis communications**, providing counsel and support
3. Managed **inbound [reactive] and outbound [proactive] inquiries** to maximize impact
4. Developed a strategic crisis messaging playbook – **"5-point action plan" – and overarching messaging narrative** to serve as a foundation for all "security" related communications
5. Conducted messaging sessions and **media coaching** exercises with senior executives and key industry partners
6. Proactively **secured over 90 placements and media opportunities** with top-tier global, mainstream business, consumer and trade publications, driving the message and most importantly, influencing the key global media that other media listen to

In just six months, our collective results have started to shift the overall narrative for Los Cabos and have influenced the worldwide media dialogue focused on the destination. Notably, our work for Los Cabos has also positively impacted the overall reputation of Mexico – a fact can not be overlooked.

PHASE II PROGRAM – EXPANDED PROGRAM

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2018 is poised to be yet another pivotal year for Los Cabos to continue turning the page. Despite the turning tide of coverage, protecting and elevating Los Cabos' brand in this high-stakes period is a process. We will need to capitalize on momentum to take the program to the next level and "turn" the dialogue around Los Cabos "back to normal."

To do so we will:

- **"Raise the Bar"** – introduce new activities to make a stronger case for coverage
- **"Stay the Course"** – continue to execute ongoing campaign activities in Phase I

Across both pillars of activity, the following goals will remain our "North Star," even as we amplify and expand our program:

OUR MANDATE

- **RESET** the media dialogue to correct misperceptions and restore Los Cabos' reputation as a safe and secure premier travel destination
- **CHALLENGE** voices of criticism with a clearly-defined and compelling counter narrative to share "good news" and balance coverage
- **NAVIGATE CRISIS AND CHALLENGES** to ensure Los Cabos Tourism is driving increased interest, visitation and investment in Los Cabos
- **INFLUENCE AND ACTIVATE** key stakeholders to act as third-party validators for Los Cabos and amplify its strategic narrative
- **SET GOALS** for the campaign and measure success

TWO-PILLAR CAMPAIGN ACTIVITIES

Ogilvy will execute an "Always On" core program on the Board's behalf designed to strategically own the conversation concerning tourism in a safe and secure Los Cabos. For our program, we will conduct surgically-precise proactive and reactive media outreach. We will utilize relevant news, milestones, achievements and initiatives as the cornerstone of our program to balance negative sentiment with a steady stream of "good news" stories across the tourism and business sectors from Los Cabos.

I. **Raise the Bar Activities**

- **Leverage 3rd-Party Voices:** To take our outreach efforts to the next level – especially as the Mexico Tourism Board mounts its own PR efforts that will compete with influential media – Los Cabos' message will be made stronger with the voices of its leading investors and influencers, who have deep interest and investment in the destination's success. Los Cabos' leading investors have a significant stake in elevating its image as a safe and thriving destination. This core group can further strengthen Los Cabos' two-pillar narrative, and can have a powerful voice by contributing and participating in media interviews and creating content. This will be a critical layer of our program. *Goal: Secure 3-5 media interviews [paired with Rodrigo Esponda and/or separately] as well as arrange at least (1) group media roadshow to New York.*

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- **Strategic Events:** Organize at least one on-site event in Los Cabos to attract influential media to visit and report on the destination's progress in realizing its security goals and its continued growth. For example, Ogilvy proposes staging media activity to commemorate the launch of the new marine base in Q2. We can also explore activities around select new hotel openings, the new airport terminal and the renovated convention center. *Goal: Support one "on-site" event.*

II. **Stay the Course Activities**

- **News Bureau:** Create a proactive and reactive clearinghouse to insert the Los Cabos Tourism Board's narrative and/or spokespeople [i.e. Managing Director Rodrigo Esponda] into commentary around relevant breaking news and events relating to Los Cabos tourism and security incidents in the vicinity. *Goal: Secure a minimum of four (4) opportunities per month.*

- **Influencer Outreach:** Identify thought-leaders and news agenda-setters in the global/national media to educate and create advocates for Los Cabos. Target editors and reporters as needed. Secure series of meetings and/or phone interviews with media elites and influencers for relevant spokesperson(s) [i.e. the Managing Director and the expanded Board] on key topics within the Los Cabos narrative. Goal will be to build relationships with a diverse group of top-tier publications to shape the coverage and reframe the narrative around Los Cabos. *Goal: Secure a minimum of one (1) opportunity per month.*

- **Media Road Shows:** Schedule a series of interviews with media influencers in order for Los Cabos to forge ongoing relationships with leading journalists and drive coverage within business, travel trade and consumer outlets. Sample outlets include New York Times, Wall Street Journal, The Economist, Fox Business and the Associated Press. Focus on New York with additional trips to Washington, D.C. and Los Angeles to be confirmed. *Goal: At least 1 roadshow per quarter; secure a minimum of three (3) opportunities per roadshow.*

- **Feature Story Opportunities:** Create a library of stories focused on various tourist attractions and investment/business success stories to enhance the profile of Los Cabos as an attractive destination for tourism and business. Secure print, online and broadcast coverage within key national, regional and trade media. *Goal: Secure a minimum of four (4) features.*

- **On-Going Crisis Messaging and Media Material Development:** Ogilvy will develop and update messaging and talking points to empower Los Cabos to respond and address security and safety issues quickly. This includes real-time statements, press releases and talking points to manage the message across all communication channels.

- **Ongoing Crisis Counsel:** Establish protocols and proactively engage to manage issues as they arise. Develop key messages and engage relevant spokespersons as needed.

- **Media Monitoring**: In addition, Ogilvy will leverage key moments in time and use real-time monitoring of conversations and posts from key reporters taking place on Twitter, via breaking news, media and social trends

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STRATEGIC APPROACH – NEUTRALIZE THE NEGATIVE, PROMOTE THE POSITIVE

Our strategic approach remains driven by two twin goals – mitigate negative coverage and share the "good news" story to promote the positive.

To do so, we will take a "top-down" and "bottom-up" approach that will enable us to reach all of Los Cabos' key audiences through a proactive and reactive media relations program. This approach will continue be crucial to protect and elevate Los Cabos' brand and its offerings in this high-stakes period.

To bring this strategy to life, we will execute a multi-dimensional media approach:

- **Target ÜBER Media Advocates:** Establish an umbrella message and communicate with the influential group of media influencers who report across media brands and channels and define the global news agenda

- **Target Global/National/Regional:** Focus on core group of top-tier global/national business, consumer and travel media with a consistent narrative to influence opinion leaders, pundits, consumers and key audiences

- **Extend Influence:** Increase the frequency and quality of media coverage of Los Cabos in the mainstream media across top-tier business, consumer and travel outlets

COMMUNICATIONS CHANNELS + AUDIENCES

- **Travel Trade Media:** To engage trade media to shift perceptions and influence tourism industry agenda-setters

- **Business Media:** To accelerate investment, articulating Los Cabos' unique vision for growth – showcasing milestones, partners and major developments against Los Cabos' strategic roadmap

- **Consumers:** To increase international visitation, spend and market share to fuel Los Cabos' economy; enhance its image as a safe and secure premier travel destination

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TIMELINE AND BUDGET

Campaign Timeline: March 1, 2018 – August 31, 2018
Budget: Los Cabos Tourism Board agrees to compensate The Ogilvy Group, LLC as follows:

Fee:	$ 180,000
OOP Costs (Prod./Travel/Misc.):	$ 20,000 (To be billed as incurred with prior client approval)
Total:	$ 200,000 (Fee + OOP)

The budget breakdown is a $30,000.00 monthly retainer fee from March 1, 2018 through August 31, 2018. For support tied to events or initiatives not included in this additional scope, Ogilvy will provide a strategic point of view and recommendations for consideration under incremental budget.

The fee within this statement of work is fixed and non-reconcilable. The fee is based on the proposed summation of timing, deliverables and resources in reservation to manage and execute against this statement of work. The fixed allocation of set resources across a fixed period to support the business objectives will be considered earned in equal monthly increments according to the length of the agreement. Any deviation in deliverables will require a mutually agreed upon change order from both parties. This agreement sets forth the entire agreement and understanding between the parties concerning the subject matter hereof and supersedes all prior discussions, agreements and understandings of any kind and nature between them.

SIGNATURES:

Agency: _____ **Date:** 5.7.18

Print Name: _____ **Title:** _____

Client: _____ **Date:** August 08th, 2018

Print Name: Rodrigo Esponda Cascajares **Title:** Managing Director

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LOS CABOS TOURISM BOARD: PHASE III
[SEPTEMBER 1, 2018 TO JANUARY 31, 2019]

SCOPE OF WORK:
Los Cabos Tourism Board: Crisis and Reputation Management
September 1, 2018 – January 31, 2019
** Please note this new scope of work replaces the one already issued, approved and signed on August 28th, 2018.

Working as one team with Los Cabos Tourism Board team, Ogilvy will continue supporting our crisis communications approach focused on **RESETTING THE MEDIA DIALOGUE AND REIGNITING TRAVEL & TOURISM TO LOS CABOS.**

Since we began our journey in late August 2017 to reset the security narrative on Los Cabos, we have made significant progress. While global headlines have continued to focus on worsening security conditions in Mexico, we have seen a shift in the dialogue concerning Los Cabos with coverage beginning to emphasize the destination's stand-out response and results in addressing the security challenges.

Los Cabos has turned a corner, seeing a dramatic drop in crime while continuing its impressive growth as Mexico's fastest growing destination thanks to the united efforts of the destination led by Los Cabos Tourism Board. As the security environment continues to improve, Los Cabos is well-positioned to continue solidifying this momentum by engaging proactively with top tier media across the United States to spotlight the stunning achievement of the destination in turning around the security situation and to continue promoting Los Cabos as a luxury destination for American travelers.

Our new crisis communications program will focus on:

1) **Providing real-time crisis communications** counsel and support
2) **Setting Los Cabos security narrative apart** from the rest of Mexico's tourist spots
3) **Driving a new narrative for Los Cabos as a premiere destination** and luxury destination in Mexico

Top line activities will include:

I. Core Program Activities

- **News Bureau:** Proactive media outreach to insert the Los Cabos Tourism Board's narrative and/or spokespeople [i.e. Managing Director Rodrigo Esponda] into commentary around relevant breaking news and events relating to Los Cabos' state of travel and security updates. *Goal: Secure a minimum of four (4) opportunities per month.*
- **Feature Story Opportunities:** Create a library of stories focused on various tourist attractions and investment/business success stories to enhance the profile of Los Cabos as an attractive destination for tourism and business. Secure print, online and broadcast coverage within key national, regional and trade media. *Goal: Secure a minimum of two (2) features.*
- **On-Going Crisis Messaging and Media Material Development:** Ogilvy will develop and update messaging and talking points to empower Los Cabos to respond and address security and safety issues quickly. This includes real-time statements, press releases and talking points to manage the message across all communication channels.
- **Ongoing Crisis Counsel:** Establish protocols and proactively engage to manage issues as they arise. Develop key messages and engage relevant spokespersons as needed.
- **Media Monitoring:** In addition, Ogilvy will leverage key moments in time and use real-time monitoring of conversations and posts from key reporters taking place on Twitter, via breaking news, media and social trends

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II. **Additional Activities:**

- **Crisis Communications Toolkit:** Ogilvy will provide the necessary tools to hotels and travel operators in the destination to efficiently deal and respond to incoming security questions.
- **Media Analysis Report:** A comprehensive media analysis showing the sentiment and real impact of the coverage secured to date by Los Cabos. Our goal will be to see the BIG picture and the coverage that is really moving the needle for the destination. This research cost will come out from an OOP budget included in this contract. The research has been quoted at USD$11,000 and is currently awaiting client approval.

TIMELINE AND BUDGET

Campaign Timeline: September 1, 2018 - January 31, 2019
Budget: Los Cabos Tourism Board agrees to compensate The Ogilvy Group, LLC as follows:

Fees:	USD$136,000
Media Research (OOP):	USD$11,000
Additional OOP Cost (Pro./Travel/Misc.):	US$$6,000
Total:	**USD$136,000 + incurred OOP**

The budget breakdown is a $27,200 monthly cost from September 1, 2018 through January 31, 2019 to be invoiced in equal monthly installments.

The fee within this statement of work is fixed and non-reconcilable. The fee is based on the proposed summation of timing, deliverables and resources in reservation to manage and execute against this statement of work. The fixed allocation of set resources across a fixed period to support the business objectives will be considered earned in equal monthly increments according to the length of the agreement. Any deviation in deliverables will require a mutually agreed upon change order from both parties.

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SIGNATURES:

Agency: _____ **Date:** 10.18.18

Print Name: GREENHOUSE **Title:** EVP

Client: _____ **Date:** October 17th, 2018.

Print Name: Eduardo Regules Bukantz **Title:** Commercial Director

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LOS CABOS TOURISM BOARD
OGILVY'S STRATEGIC MEDIA & PUBLIC RELATIONS SCOPE OF WORK FOR 2020 – 2021
Submitted by Ogilvy's Media Influence Team
[USA Market]
UPDATED: September 15, 2020

Ogilvy's partnership with the Los Cabos Tourism Board has been a journey of almost three years. We started working together at a critical time when the reputation of the destination was daunted by security issues that confronted the tourism board as visitors were afraid to travel to Los Cabos. Working together, we successfully navigated the safety and security issues while building confidence from private and public partners who witnessed the change in narrative and the effective action plan executed by our teams. Unfortunately, Los Cabos' reputation has been at stake time and time again.

In 2019, Mexico's travel and tourism industry has experienced an eventful year including the dissolution of the country's tourism board, immigration and border issues with the United States, environmental issues with the sargassum in Cancun and Riviera Maya, and increase of security issues throughout the country. With all the negative factors impacting the country at a time when tourism worldwide is becoming more competitive and nations are fighting to gain bigger market share, Los Cabos has had to respond quickly to shield its image and most importantly, to differentiate the destination's offering from the rest of Mexico.

Our work together has evolved since we first started and we have been able to adapt to the complex situations that have emerged during our partnership. As your partner, we understand the challenges being faced by the travel industry worldwide, the complexity of the situation in Mexico, and most importantly, the leading role the Los Cabos Tourism Board has locally, to drive and boost visitation to Baja California Sur.

Following a challenging year and looking at our media relations program, the tourism board has an excellent opportunity to continue positioning Los Cabos as a premier travel destination for visitors around the world. **In 2020, Ogilvy would like to continue partnering with the tourism board's team to bring Los Cabos' experiences and luxury offering to the next level allowing travelers and media to immerse themselves into the nature, culture, cuisine, and traditions of Baja California Sur.**

To that end, Ogilvy will develop and execute an extensive media relations program that targets corporate, business, and consumer audiences with the goal of increasing visitation and brand recognition around the world and specifically in the U.S. market. Our campaign will be propelled by the following principles:

- **Sharing Big Picture Stories**
  Enhance the visibility of the organization and its creative and innovative trade, promotional, and marketing strategies to promote travel to Los Cabos.

- **Creating Moments in Time**
  Secure high-impact media coverage across global and US publications around key initiatives, events, announcements, and important milestones for the destination.

- **Owning the Conversation**
  Continue to disseminate Los Cabos news via the establishment of a proactive news bureau.

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the destination's narrative from the rest of Mexico. Leveraging the team's expertise, Ogilvy will continue to monitor, identify, manage, mitigate crisis and issues through ongoing media relations. This will include but is not limited to counsel on the core media strategy and messaging, as well as both proactive and reactive media activities that may arise throughout the year. Additionally, the team will proactively update and refresh protocols for managing issues as they escalate and protect the reputation of the destination before crises emerge. With a multimarket program, Los Cabos will receive updates and crisis management support in real-time from the impacted market account representative.
Goal: Ongoing

- **News Bureau**
  Continue to maintain proactive media outreach to insert Los Cabos messaging around key issues impacting the national industry and effectively promote the destination's unique experiences, positive initiatives, and industry events to position Los Cabos as a premier travel destination in Mexico. Target top-tier national, regional, trade, and consumer publications.
  Goal: Secure a minimum of four (4) media opportunities per month.

- **Feature Story Opportunities**
  Continue to focus on securing big picture feature coverage on Los Cabos around its unique tourism offering, experiences, news about investment, hotel infrastructure, the luxury travel segment, and key initiatives around sustainability. Secure print, online and broadcast coverage within key national, regional and trade media.
  Goal: Secure a minimum of four (1) feature per month.

- **Influencer Engagement**
  Secure a series of targeted one-on-one interviews for Rodrigo Esponda to meet with key media influencers covering business, travel, and tourism angles. Our goal will be to highlight Los Cabos tourism model, exclusive luxury offering, and unique travel experiences.
  Goal: Secure a minimum of one (1) media opportunity per month.

- **Tradeshow Support**
  Leverage Los Cabos participation in key travel and tourism tradeshows to engage with specialized media from the leisure and meetings and incentives sectors to build and strengthen relations with trade media, travel partners, tour operators, travel agents, and airlines among many others.
  Goal: Secure media opportunities around Los Cabos' participation on three (3) key tradeshows. Tradeshows to be identified by Los Cabos Tourism Board.

- **Media Roadshow**
  Schedule a series of interviews for Managing Director Rodrigo Esponda with media influencers in key priority markets like Los Angeles and New York to help drive the conversation around travel to Mexico and Los Cabos leisure offering. The team will schedule media days with top-tier media around key announcements relevant to local and international markets (i.e. new routes, increase in visitation, business partnerships and new alliances with media, etc.)
  Goal: Coordinate and secure media for two (2) roadshows throughout the year. Ogilvy recommends one (1) media day in each city: New York and Los Angeles.

- **Group and individual Media Trips**

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TIMELINE AND BUDGET

Campaign Timeline: February 15, 2020 to February 14, 2021

Budget:

Fees: (Monthly USD $40,000 x 12 Months) ***[US Media relations program]***	**USD $ 480,000.00**
OOP Expenses:	**USD $ 205,000.00 ****
Media Press Trips (15 reporters x US$ 2,000)	USD $ 30,000.00
Press Release (4 releases x US$ 3,000.00)	USD $ 12,000.00
Ogilvy's team travel (5 trips x US$ 2,000.00)	USD $ 10,000.00
Media Tours (3 tours x USD$ 1,000.00)	USD $ 3,000.00
Los Cabos Original Content Travel Survey	USD $ 50,000.00
Media Focused Event in NY or LA	USD $100,000.00

**** All out of pocket costs to be approved individually by client.**

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SIGNATURES:

Agency: Greer Hudson

Print Name: Greer Hudson

Client: Eduardo Regules B.

Print Name: ERB

Date: 9/18/2020

Title: Client Finance Director

Date: September 18th, 2020.

Title: Marketing Director.

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LOS CABOS TOURISM BOARD
STRATEGIC COMMUNICATIONS, MEDIA, AND PUBLIC RELATIONS
SCOPE OF WORK FOR THE UNITED STATES MARKET 2021-2022
January 28, 2021

More than six months after the pandemic brought the travel and tourism industry to a pause, it is almost impossible to illustrate the real impact and unprecedented crisis that COVID-19 has caused to the tourism industry worldwide. Although there have been small improvements that show some signs of recovery, new government regulations, stronger safety and health protocols, and potential new lockdowns in the United States and around the world continue to threaten a full recovery of the travel industry.

Los Cabos Tourism Board has done a remarkable job navigating the current crisis and keeping stakeholders and industry partners informed, engaged, and accountable of the progress and steps taken by the destination to achieve a full recovery. During this challenging time, Ogilvy has continued to support the Tourism Board with the same objective we have had since the beginning of our partnership – protect the reputation of Los Cabos.

Together, we have worked side-by-side to accomplish tremendous things at critical times when local and national situations have threatened the reputation of the destination. During our work together, we have been able to effectively communicate Los Cabos' approach to safety, build inspiring campaigns that showcase the beauty and unique experiences offered by the destination, and maintain attention from international travel and trade media about key initiatives. Our consistent and solid approach has allowed Los Cabos to define its narrative for the destination and sustain the momentum that has clearly separated Los Cabos' international perception from the rest of Mexico.

As we look forward to our next chapter, our role as your communications partner becomes even more relevant. 2021 is already poised to be a critical year for the recovery of the travel and tourism industry. Mexico's political outlook and its upcoming presidential election, the United States' political turmoil, potential new lockdowns, and the overall evolution of the coronavirus crisis are just a few of the situations surrounding and impacting the full recovery of Los Cabos.

Our deep history, experience and understanding of how to make destination brands matter, as well as our experience driving action to support Los Cabos' goals, positions us at the ready to produce an impactful and measurable communications program. We are so proud of our partnership and looking ahead to continue promoting Los Cabos as a premier travel destination in Mexico.

Ogilvy's strategic approach will continue to be propelled by the following principles:

- **Sharing Big Picture Stories** – Enhance the visibility of the destination and its unique experiences to inspire, promote, and increase travel to Los Cabos.
- **Creating Moments in Time** – Leverage Los Cabos' announcements and key initiatives to secure high-impact media coverage across global, travel, trade and US publications.
- **Owning the Conversation** – Continue to disseminate Los Cabos news via the establishment of a proactive news bureau.
- **Shielding the Brand and Reputation of Los Cabos** – Provide strategic support on reputation issues and potential crisis threatening the image of the destination.
- **Differentiating Los Cabos from Broader National Trends** – Continue to define and strengthen Los Cabos' narrative to separate the destination from national trends.

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Ogilvy's Recommended Media Relations Program:

As COVID-19 remains a present threat for the travel and tourism industry, Los Cabos Tourism Board continues to need a strategic communications and public relations program that allows the team to seamlessly adapt, respond, and thrive in a constantly changing environment.

Building on our successful media relations program, Ogilvy will continue to focus on high-impact initiatives that garnish media buzz, timely respond to potential issues impacting the destination's brand, and sustaining the overall momentum by proactively communicating with consumer, business, trade, and travel audiences.

Our program below includes activities that are flexible enough to be adapted as the industry continues to evolve in 2021 while still maintaining our core initiatives that have proved to be successful for our consumer and crisis and issues management media relations program.

I. Core Program: Always On Activities

- **Messaging and Content Creation**
  Ongoingly develop compelling messages and materials in close partnership with Los Cabos surrounding key issues impacting the destination and important announcements and milestones that are key to the overall success of Los Cabos. Additionally, the team will continue to work hand-in-hand with the tourism board to provide guidelines and protocols to local partners and authorities on how to manage and respond to issues affecting the travel and tourism industry and effectively answer to incoming media inquiries.
  Goal: Ongoing

- **Ongoing Crisis Counsel**
  Leveraging the team's expertise, Ogilvy will continue to monitor, identify, manage, mitigate crisis and issues through ongoing media relations. This will include but is not limited to counsel on the core media strategy and messaging, as well as both proactive and reactive media activities that may arise throughout the year. Additionally, the team will proactively update and refresh protocols for managing issues as they escalate and protect the reputation of the destination before crises emerge.
  Goal: Ongoing

- **News Bureau**
  Continue to maintain proactive media outreach to insert Los Cabos messaging around key issues impacting the national industry and effectively promote the destination's unique experiences, positive initiatives, and industry events to position Los Cabos as a premier travel destination in Mexico. Target top-tier national, regional, trade, and consumer publications.
  Goal: Secure a minimum of four (4) media opportunities per month.

- **Feature Story Opportunities**
  Continue to focus on securing big picture feature coverage on Los Cabos around its unique tourism offering, experiences, news about investment, hotel infrastructure, the luxury travel segment, and key initiatives around sustainability. Secure print and online coverage within key national, regional and trade media.
  Goal: Secure a minimum of four (4) feature per month.

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- **Influencer Engagement**
  Secure a series of targeted one-on-one interviews for Managing Director Rodrigo Esponda to meet with key media influencers covering business, travel, and tourism angles. Our goal will be to highlight Los Cabos' approach to keep travelers safe and secure while traveling during a pandemic moment, the destination's strategic work with the local hospitality industry, its innovative focus and tools developed for the trade industry, and the exclusive luxury offering, and unique travel experiences.
  Goal: Secure a minimum of one (1) media opportunity per month.

- **Virtual Events and Tradeshow Support**
  Leverage Los Cabos' virtual participation in key travel and tourism events and tradeshows to engage with specialized media from the leisure and meetings and incentives sectors to continue building and strengthening relations with trade media, travel partners, tour operators, travel agents, and airlines among many others.
  Goal: Secure media opportunities around Los Cabos' participation on virtual events with international impact. Los Cabos Tourism Board to identify three to five (3-5) virtual engagements where the executive team is participating and can be leveraged for media relations.

- **Virtual Media Roadshow**
  Schedule a series of video interviews for Managing Director Rodrigo Esponda with media influencers in key priority markets to help drive the conversation around travel to Mexico and Los Cabos' leisure offering. The team will schedule virtual media days with top-tier media around key announcements relevant to local and international markets
  Goal: Coordinate and secure media for two (2) virtual roadshows throughout the year.

- **Group and Individual Media Trips**
  As travel slowly reactivates and Los Cabos continues to welcome travelers, Ogilvy will continue to support reporters who proactively show interest in visiting the destination. While it is difficult to schedule a press trip given the coronavirus outlook, Ogilvy will continuously reassess the situation and advise on specific media trips that can be organized during the second semester of 2021.
  Goal: Facilitate media visits throughout the year and organize at least one (1) media trip during Q3 or Q4 of 2021 if the tourism industry outlook improves and allows for international travel.

- **Media Monitoring**
  Ogilvy will leverage key moments in time and use real-time monitoring of conversations, articles, posts from key reporters taking place on Twitter, via breaking news, media and social trends, and overall coverage of Los Cabos internationally. Additionally, the team will provide daily news monitoring service for Los Cabos Tourism Board.
  Goal: Daily news monitoring.

II. Additional Activities [Incremental Cost]:

- **News Releases**
  Ogilvy will identify story angles that drive the news agenda of business and consumer media in the USA. The team will distribute the news release over PR Newswire in the United States.
  Goal: Ogilvy will draft and coordinate distribution of the news releases via PRNewswire. The team has estimated at least (1) news release per quarter or when relevant for a

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total of four (4) releases per year. Please note that the distribution via PR Newswire will be an incremental cost.

- **Media Visits**
  Ogilvy will secure and coordinate the logistics of all media visits to Los Cabos in collaboration with the Tourism Board.
  Goal: Ogilvy will coordinate all travel arrangements for reporters and provide Los Cabos Tourism Board with estimates of each trip for approval.

TIMELINE AND BUDGET

Campaign Timeline: February 15, 2021 to February 14, 2022

Budget:

Fees: (Monthly USD $40,000 x 12 Months)	**USD $ 480,000.00**
OOP Expenses:	**USD $ 63,000.00 ****
Media Press Trips (15 reporters x US$ 3,000)	USD $ 45,000.00
Press Release (4 releases x US$ 3,000.00)	USD $ 12,000.00
Ogilvy's team travel (2 trips x US$ 3,000.00)	USD $ 6,000.00

**** All out of pocket costs to be approved individually by client.**

The fee within this statement of work is fixed and non-reconcilable. The fee is based on the proposed summation of timing, deliverables and resources in reservation to manage and execute against this statement of work. The fixed allocation of set resources across a fixed period to support the business objectives will be considered earned in equal monthly increments according to the length of the agreement. Any deviation in deliverables will require a mutually agreed upon change order from both parties.

This agreement sets forth the entire agreement and understanding between the parties concerning the subject matter hereof and supersedes all prior discussions, agreements and understandings of any kind and nature between them.

SIGNATURES:

Agency: _____ Date: _____

Print Name: _____ Title: _____

Client: _____ Date: _____

Print Name: Eduardo Reyes Title: Mktng Director

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