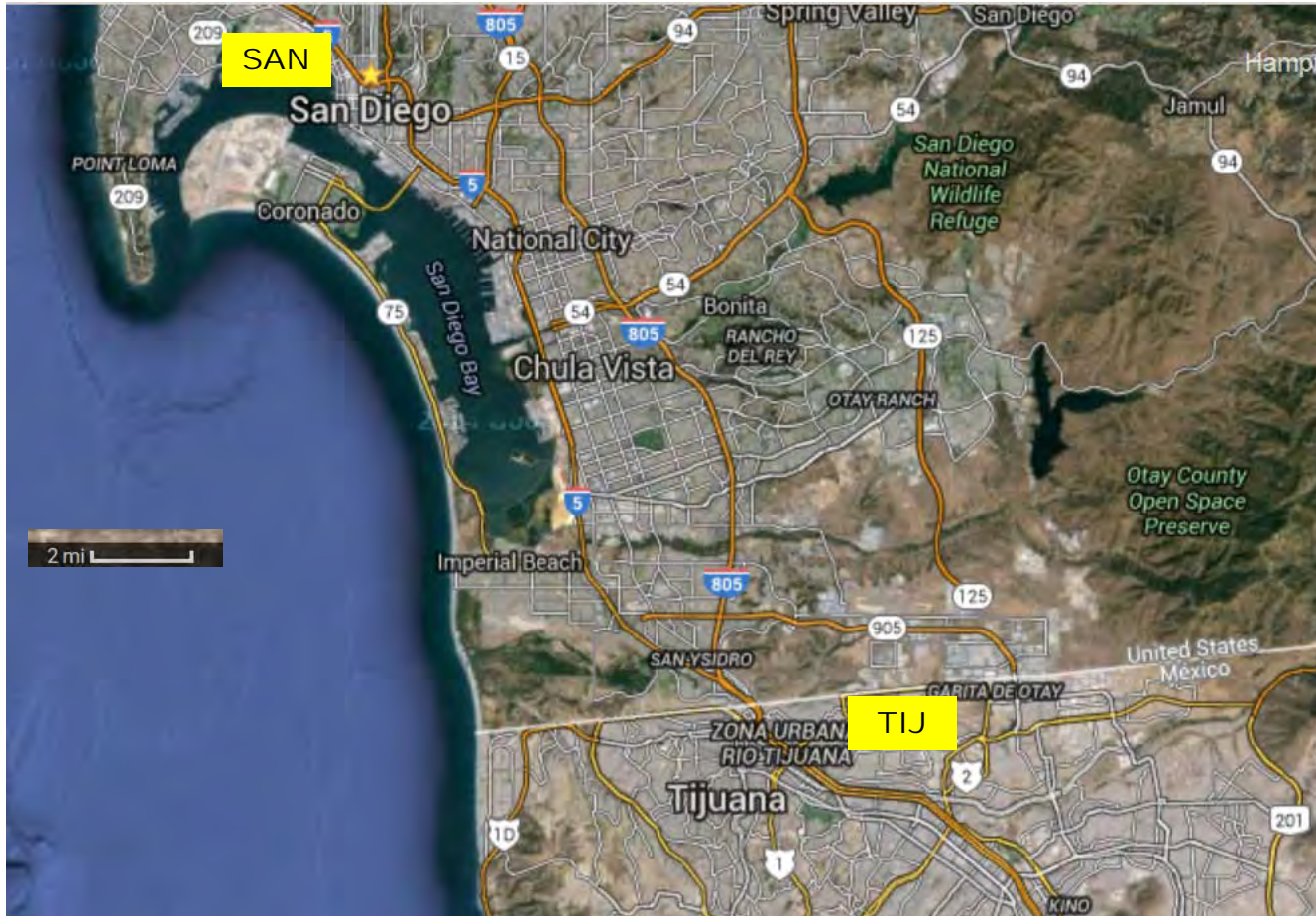


**SAN DIEGO**  
INTERNATIONAL AIRPORT

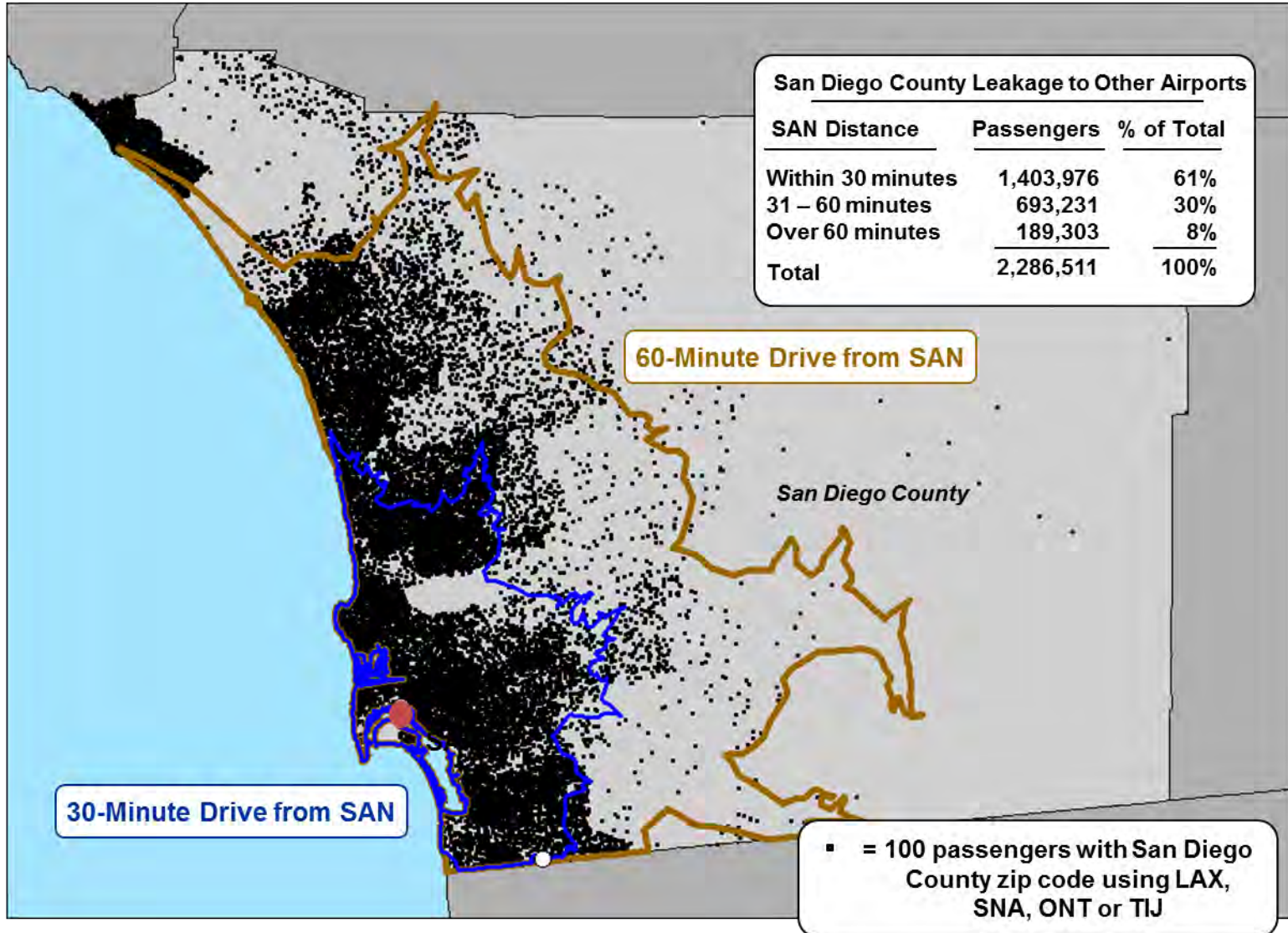
LET'S GO.

# SAN DIEGO / TIJUANA CONTEXT ESSENTIALLY ONE METROPOLITAN AREA OF 5+ MILLION PEOPLE

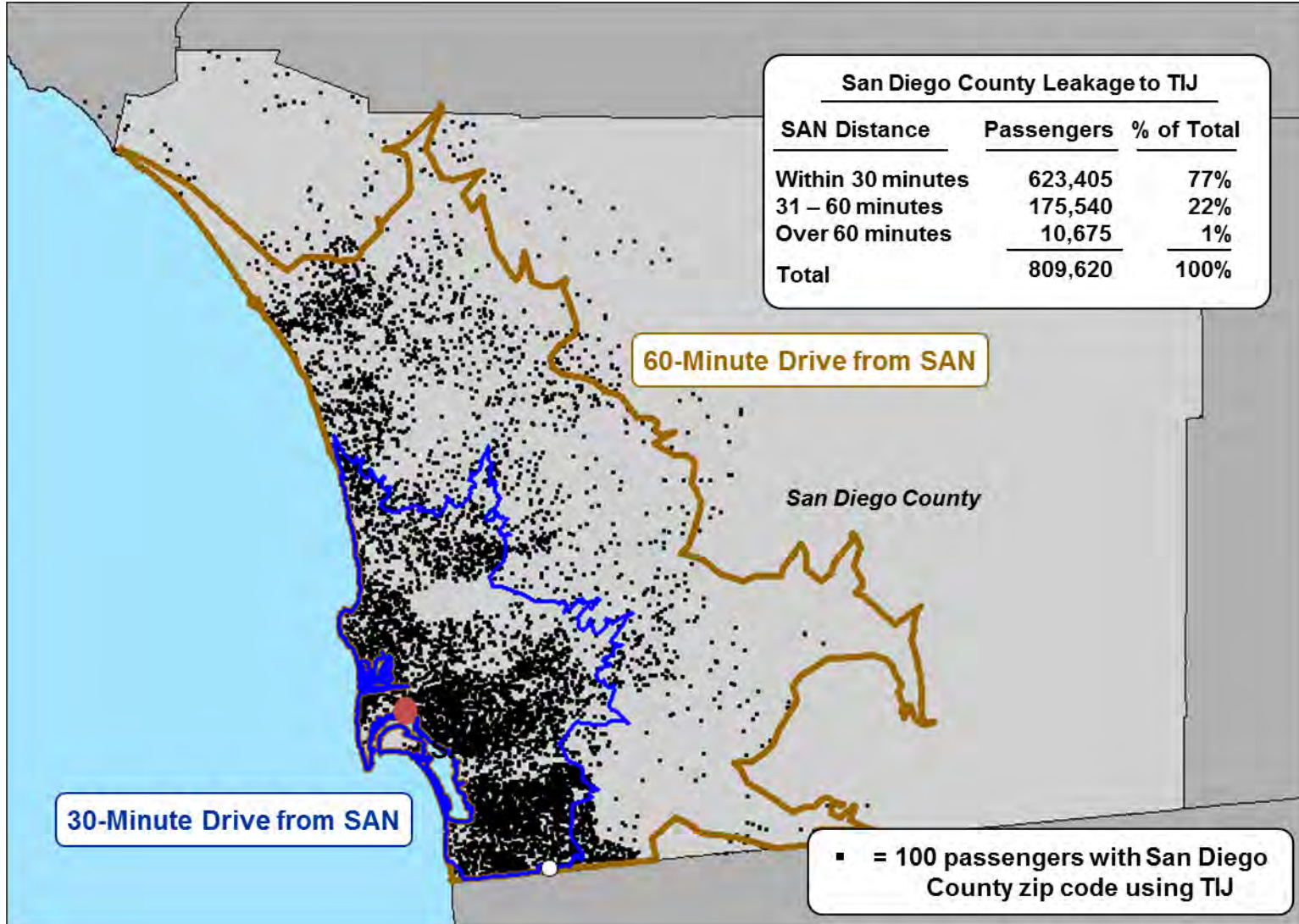




# SAN DIEGO FACES LEAKAGE ON BOTH "FRONTS" LOS ANGELES TO NORTH AND TIJUANA TO SOUTH



# OVER 800,000 SAN DIEGO COUNTY PASSENGERS USE TIJ



# SAN / TIJ

## A SYMBIOTIC AIR SERVICE RELATIONSHIP WITH VERY LITTLE OVERLAPPING ROUTES

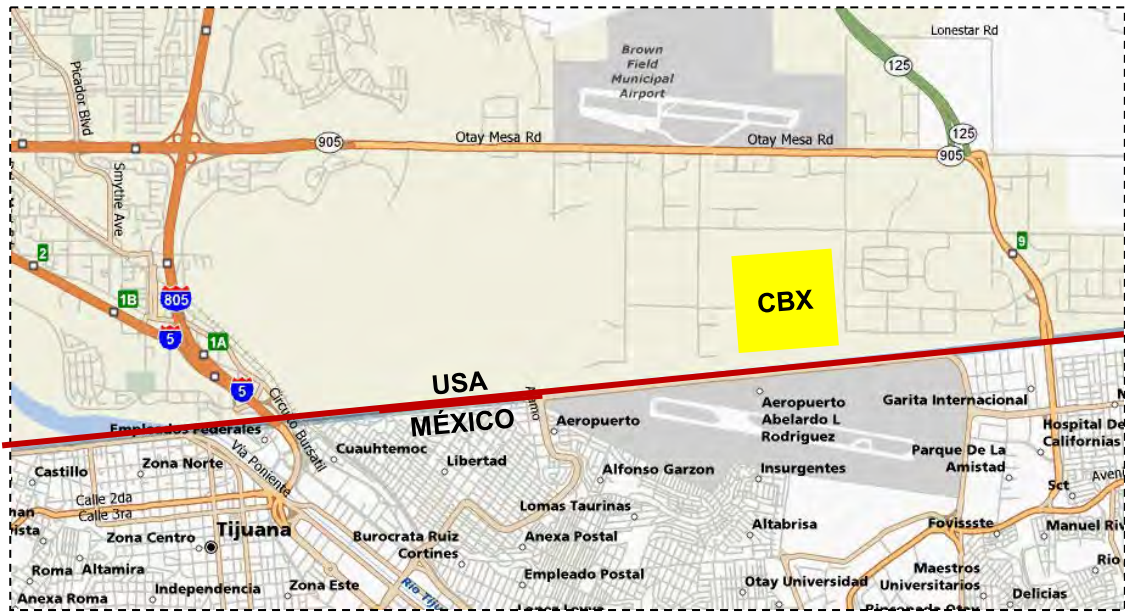


### Overlapping Destinations

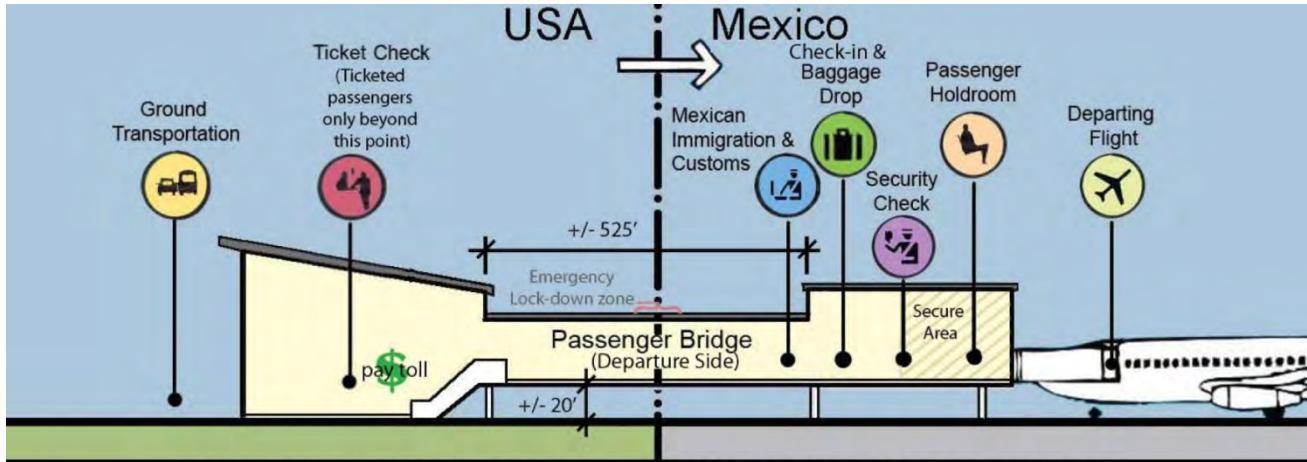
- Cabo San Lucas (SJD)
- Guadalajara (GDL)
- México (MEX)
- Oakland (OAK)
- Puerto Vallarta (PVR)



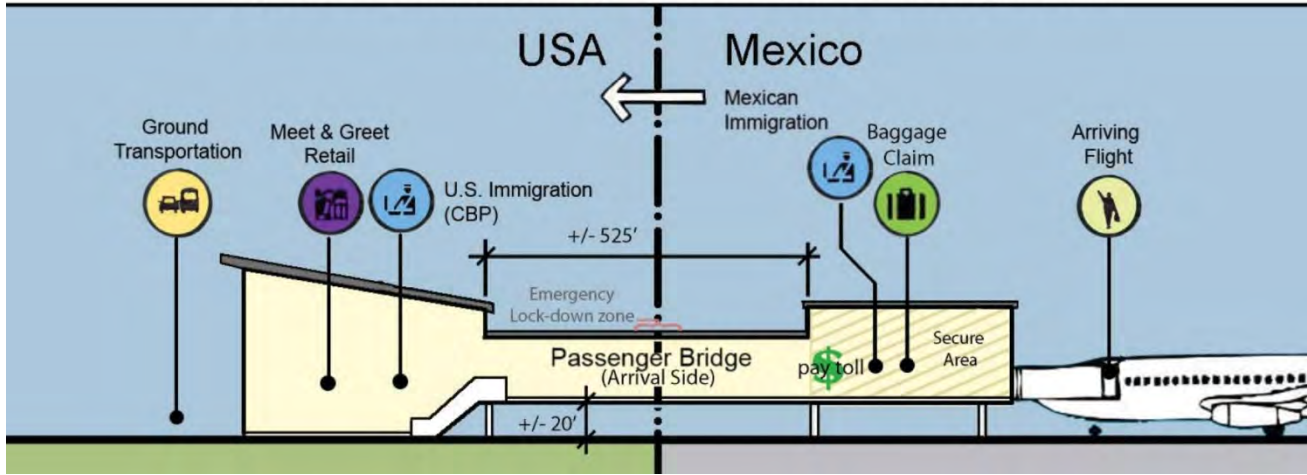
# A NEW OPTION TO ACCESS TO TIJ OPENED IN DECEMBER 2015



# PROXIMITY OF TIJ TO BORDER ALLOWS FOR AN INTEGRATED TERMINAL



Otay Cross-Border Facility – USA / Mexico Passenger Flow





Requirements Services FAQ About

support@crossborderxpress.com 1-888-CBX-INFO

English Español

# Welcome to Cross Border Xpress

The Tijuana Airport Terminal – In San Diego

GET TICKETS

GETTING HERE

HOW IT WORKS

Just a five-minute walk between **San Diego** and the **Tijuana Airport!**

CBX is an enclosed pedestrian skywalk bridge exclusively for Tijuana Airport passengers who cross the U.S./Mexico border as part of their trip.





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Check in for your flight

AM PLUS  
More comfort and perks in Economy Class

CLASE PREMIER  
Enjoy the Business Class experience

UPGRADE  
Bid to upgrade to Clase Premier



Buy your ticket in: United States

Round Trip One Way Multi-city >

SAN DIEGO

- San Diego - Lindbergh Field (SAN) (via LAX)
- San Diego - Tijuana via CBX bridge (TIJ)

Departure Date Return Date

1 Adult 0 Children 0 Infants

Adults > 12 years Children 2-11 years Infants < 2 years

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**MEXICO CITY**

Book Now

STARTING AT

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USD

Terms and conditions

## CHARACTERISTICS TIJ / CBX

- User-fee facility, so there is a charge to cross (\$15-\$18 each way)
- US Citizens need to manually pay for the INM-FMM (Tourist Visa \$20) for domestic Mexican flights or transit flights. This cost is included in ticket on flights from SAN to México
- Only one alliance serves TIJ (SkyTeam), the rest of the market is U/LCCs.
- Cannot check bags at CBX
- The walk between CBX-TIJ is equivalent almost 1/5 mile (1,000 ft) with no benefit of luggage cart or portering services



## STRATEGIES EMPLOYED TO COMPETE

- **Recognize there will always be a level of systemic leakage**
- **Attracting new service from SAN to México will focus on O&D and flow traffic. Target the market set that prefers to fly from SAN rather than TIJ (beach markets and business)**
- **Reinforce to travelers: Are you comparing the real cost of TIJ/CBX flights versus flights from SAN?**
- **Reinforce a hassle factor – especially with families or those with large amounts of checked luggage**



**ARE YOU COMPARING THE REAL COST?  
FARE COMPARISON  
Feb 19 – 28 SAN/TIJ - MEXICO CITY**

**SAN DIEGO (SAN)**

**Base Fare: \$139 rt**  
**Taxes (US/MX): \$109 rt**

**TOTAL: \$248 rt**

**CBX via TIJ**

**Base Fare: \$139 rt**  
**Taxes (MX): \$67 rt**

**SUBTOTAL: \$206 rt**

**CBX: ~\$33 rt**  
**INM/FMM Visa: \$20**

**TOTAL: \$259 rt**