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LOS CABOS' NEW VIRTUAL TOOL TRANSPORTS VISITORS TO "LAND'S END"

Los Cabos, Mexico (May 11, 2010) – The Los Cabos Convention & Visitor's Bureau has announced the launch of the destination's new Mobile Guide tool that is available for use by consumers. This tool highlights the ways that the destination is changing in order to successfully spread content and messages to the public in the rapidly changing tourism industry. By putting this tool into action, Los Cabos hopes to motivate other destinations in Mexico and abroad to venture into new and creative ways of promoting themselves within the tourism market.

The Los Cabos Mobile Guide is a free downloadable cell phone guide available to individuals interested in, planning or are already vacationing in Los Cabos. The new mobile guide will provide travelers with instant information on accommodations, entertainment, local culture, contact information for all tour operators as well as updates on promotions and local events throughout the destination. The Los Cabos Mobile Guide will highlight important tourist spots including the cruise terminal, the airport, the hotel zone and popular shopping areas, allowing visitors to instantly obtain information about each area directly from their cell phone without having to access the Internet.

The Los Cabos Mobile Guide is expected to improve the experience of visitors to Los Cabos and benefit the destination by encouraging collaboration with the tourism service providers and other travel partners. To download the Los Cabos Mobile Guide, please visit www.visitloscabos.travel.

Los Cabos, located at the tip of the 1,000-mile long Baja Peninsula, is home to award-winning hotels and resorts, championship golf courses, rejuvenating spas, world-class sport fishing and much more. With a unique landscape of dramatic desert and white sand beaches, Los Cabos is an exotic escape within easy reach of most U.S. cities.

With non-stop flights or convenient connections available from Atlanta, Charlotte, Chicago, Cincinnati, Dallas/Fort Worth, Denver, Detroit, Houston, Kansas City, Missouri; Las Vegas, Los Angeles, Minneapolis, New York/Newark, Oakland, Phoenix, Portland, Sacramento, Salt Lake City, San Diego, San Francisco, San Jose, California, Seattle and more, Los Cabos is both accessible and exciting. For more information, images and videos from Los Cabos, please visit www.visitloscabos.travel, follow us on Twitter [@LOSCABOSCVB](https://twitter.com/LOSCABOSCVB) and visit our [Facebook](#) and [YouTube](#) accounts.

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