

# Cabo Platinum, A Premier Collection of Vacation Villa Rentals, Yacht and Aviation Charters Becomes Member of FIPROTUR

*The company joins the non-profit organization as luxury vacation rental's provide more private travel opportunities to the destination*

CABO SAN LUCAS, BAJA CALIFORNIA SUR, MEXICO, January 24, 2023 /EINPresswire.com/ -- Los Cabos, Baja California Sur, Mexico (January 24, 2023) - [Cabo Platinum](#), Los Cabos and Baja California Sur's leading villa vacation and luxury charter company, announces their partnership with [FIPROTUR](#) Los Cabos, a private trust established by the destination of Los Cabos to create additional channels of marketing and promotions, separate from Mexico's Federal Government.



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*Mishan Andre, Managing Partner*

“As a destination, Los Cabos has grown immensely since Cabo Platinum opened its doors in 2008,” says Mishan Andre, managing partner. “Our collection began with one house and a yacht. Today, we’ve grown to nearly 100 luxury estates and 30 vessels while providing private jet charters and [real estate](#) services to a growing international community. Our membership with FIPROTUR allows us to strengthen our relationship with our local partners and showcase our vacation rentals and private travel amenities, which have seen unprecedented demand in the last several years.”

FIPROTUR Los Cabos was created and developed in 2019 with the inauguration of its Los Angeles office, with the vision to position Los Cabos as a premier

destination for travel, to accelerate access to new and growing domestic and international markets, to develop innovative partnerships with key travel trade industry, to initiate new routes to the destination and to provide continued educational opportunities with the travel trade.

Partners of FIPROTUR Los Cabos include hotels, villa rental companies, activities, restaurants, transportation, retail stores, events, and other tourism-related services in Los Cabos, including all surrounding areas in the municipality. As the private sector grows yearly, strategic opportunities are developed for its partners.

“The collective vision of Los Cabos must be linked to benefit in the short, medium and long term, in a general way and without political overtones. The actions carried out by the private initiative from FIPROTUR Los Cabos complement the work of FITURCA; in this way, there is a co-participation that benefits the destination in terms of tourism promotion and the members of FIPROTUR,” said Rodrigo Esponda Cascajares, Managing Director of Los Cabos Tourism Board.

FIPROTUR Los Cabos is not a government agency but rather a not-for-profit organization that facilitates collaboration among businesses in the tourism industry. Its purpose is to serve Los Cabos-based businesses with carefully tailored activities that increase exposure as a destination and provide an optimal return on investment for its members. The proprietary market intelligence collected and researched annually from visitors and travelers informs and crafts strategic business-to-business and business-to-consumer initiatives.

#### About Cabo Platinum

Cabo Platinum is an award-winning villa rental, real estate, property management, interior design, and concierge service provider in Los Cabos, Mexico. Established in 2011, family-owned Cabo Platinum offers a collection of carefully selected and curated private villas for discerning travelers. Local concierge and estate managers offer in-depth knowledge of the area while



The private pool at Casa Arrebol provides sun and seclusion while nestled in Los Cabos community of Querencia



Cabo San Lucas Private Beach Front Villas

providing bespoke vacation and travel plans. These experiences include private air transportation, yacht charters, personal chefs, excursions, reservations, and more. Visit our website or social media: Facebook, Instagram, LinkedIn, and Twitter.

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