



**Document number: SFyA/178/2025**

**Subject:** Notice to Travel Suppliers and Commercial Partners of Tourist Tax de Mexico S.A. de C.V.  
of Tourist Tax de Mexico S.A. de C.V.

La Paz, Baja California Sur, June 30, 2025.

**To whom it may concern**

We hereby inform Travel Suppliers and Business Partners that the Government of the State of Baja California Sur has authorized and published Tourist Tax México S.A. de C.V. (TTMX) to be our EXCLUSIVE AUTHORIZED AGENT, using the Travelkore technology platform, to manage the legal collection of the "EMBRACE IT" Tax, as outlined in Article 129 Bis of the Finance Law of the State of Baja California Sur; as well as the Fourth, section VII of the General Rules which specify the Means and Mechanisms to pay the Tax Fee.

All foreign visitors staying in Baja California Sur for more than 24 hours are legally required to pay a fee of \$470 MXN (approx. \$25 USD). This payment is mandatory and must be completed online, via:

1. <https://embrace.bcs.gob.mx/>, or
2. TTMX Approved Travelkore Payment Links

Travelers must show their proof of payment at all points of entry and exit of the state, including airports and highways.


To support compliance with this provision, we request your cooperation in:

- Informing all your customer service staff so they are aware of this obligation.
- Notifying customers about the mandatory payment in their confirmations and communications.
- Include official payment links.

We appreciate your support in ensuring an effective, organized, and transparent implementation of this new requirement, which aims to protect the natural, cultural, and social environment of our beloved state.

We are available to address any questions or comments you might have.

SINCERELY

  
**Mtra. Bertha Montaña Cota**  
Secretaría de Finanzas y Administración  
(Minister of Finance and Administration)



SECRETARÍA DE FINANZAS Y ADMINISTRACIÓN  
DESPACHO DE LA SECRETARÍA