

# Traffic Report | July 2025

**Passengers increased 7.8%, reaching an 88.6% load factor**

**Mexico City, August 12, 2025** – Viva announced today its July 2025 preliminary traffic results. Viva's passenger traffic increased 7.8% compared to July 2024, reaching 2.7 million passengers, driven by an increase of 7.7% and 9.0% in domestic and international traffic, respectively.

Viva grew its total capacity in available seat miles (ASMs) by 10.1% compared to July 2024, reflecting an increase of 8.5% and 17.5% in domestic and international, respectively. Load factors reached 88.6% compared to 92.0% in 2024, with a load factor mix of 89.6% and 83.8% in domestic and international, respectively.

"Passenger traffic rose 7.8% in July, supported by steady demand during the summer period. Load factors remained at healthy levels, albeit below last year's, given the high comparison base. We remain focused on disciplined capacity deployment in a demand environment that continues to reflect cautious consumer behavior. The impact from the Pratt & Whitney engines persists, though we continue to mitigate operational disruptions across the network.", said Juan Carlos Zuazua, CEO of Viva.

	Monthly			Year to Date (Jan-Jul)		
	Jul 2025	Jul 2024	Var%	2025	2024	Var%
<b>Passengers (scheduled &amp; charter, thousands)</b>	<b>2,740</b>	<b>2,541</b>	<b>7.8%</b>	<b>17,056</b>	<b>15,466</b>	<b>10.3%</b>
Domestic	2,442	2,267	7.7%	15,174	13,904	9.1%
International	299	274	9.0%	1,882	1,563	20.4%
<b>Load Factor (scheduled, RPM/ASM)</b>	<b>88.6%</b>	<b>92.0%</b>	<b>-3.4 pp</b>	<b>85.8%</b>	<b>86.9%</b>	<b>-1.0 pp</b>
Domestic	89.6%	92.3%	-2.6 pp	87.3%	88.2%	-0.9 pp
International	83.8%	90.3%	-6.6 pp	79.3%	80.2%	-0.9 pp
<b>RPM's (scheduled &amp; charter, millions)</b>	<b>1,978</b>	<b>1,861</b>	<b>6.3%</b>	<b>12,211</b>	<b>11,376</b>	<b>7.3%</b>
Domestic	1,636	1,550	5.6%	10,068	9,547	5.5%
International	341	311	9.7%	2,143	1,829	17.2%
<b>ASM's (scheduled &amp; charter, millions)</b>	<b>2,243</b>	<b>2,037</b>	<b>10.1%</b>	<b>14,297</b>	<b>13,174</b>	<b>8.5%</b>
Domestic	1,826	1,683	8.5%	11,542	10,848	6.4%
International	417	355	17.5%	2,755	2,327	18.4%



## Glossary

**Passengers:** Customers who purchased their plane ticket to fly during the month referred in the report, regardless of whether they flew or not.

**ASMs:** Stands for "available seat miles" and represents the number of seats available for passengers multiplied by the number of miles.

**Load Factor:** Represents the number of miles flown by scheduled passengers (RPMs) divided by scheduled available seat miles (ASMs) and expressed as a percentage.

**RPMs:** Stands for "revenue passenger miles" and represents the number of miles flown by passengers.

## About Viva

Viva is Mexico's ultra-low-cost airline. It started operations in 2006 and as of July 2025 it operates one of the youngest aircraft fleets in America. With a clear vision to give all people the opportunity to fly, Viva has democratized the airline industry with one of the lowest fares in Mexico and one of the lowest cost structures in America, making their flights the best value offer. For more information please visit: <https://www.vivaerobus.com/en-us/>

