



Elefante to Headline Rosarito Seafood Festival



Annual culinary festival returns Aug. 22 with seafood tastings, Baja California wines and a live concert at the Rosarito Beach Hotel.

The Mexican rock band Elefante will headline the Rosarito Seafood Festival on Saturday, Aug. 22, bringing one of the country's best-known pop-rock acts to Baja California's premier seafood celebration.

Organized by the Rosarito chapter of the National Chamber of the Restaurant Industry (CANIRAC), the festival has celebrated the region's seafood, wines and culinary traditions for more than 30 years, bringing together restaurants,

wineries, food producers and visitors from across Baja California.

CANIRAC Rosarito President Octavio Machado said this year's edition will feature Elefante as the festival's main attraction, coinciding with the band's 30th anniversary and offering audiences an evening of its best-known songs.

Festival admission includes 10 seafood tastings, five wine tastings, live entertainment throughout the day and access to the evening concert. Food and wine tastings begin at 1 p.m., while concert gates open at 7 p.m. ahead of the 9 p.m. performance.

As part of a special advance-ticket

promotion, Gold Zone tickets are available at a 30% discount through Aug. 9. The first 1,000 attendees will also receive a commemorative festival glass.

Machado said the festival also benefits the local economy by attracting visitors who spend time at area businesses before attending the event. In addition, a portion of ticket proceeds will support projects through Rosarito's Municipal DIF, including sensory classrooms and diagnostic services for children with neurodivergent conditions.

Tickets are available through Boletea.com.mx, Xantina Brunch & Bistro, and the Rosarito Beach Hotel.

Jaime Carbó Mural Adds Color to Rosarito Beach Hotel's Café del Muelle

Avibrant new mural by acclaimed Mexican visual artist Jaime Carbó now welcomes visitors to Café del Muelle at the Rosarito Beach Hotel. Inspired by Baja California's native flora, the artwork adds a colorful new element to one of the property's most recognizable spaces.

The mural was commissioned by Hugo Antonio Torres Ramírez, chairman of the hotel's board of directors, as part of the café's expansion. Carbó's work can also be found in several guest rooms throughout the historic Rosarito Beach Hotel.



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Tourism Entrepreneurs Develop New Visitor Experiences Through Rosarito Innovation Program

More than 40 entrepreneurs and representatives of small and medium-sized tourism businesses participated in Creative Hives (Colmenas Creativas), a three-day workshop designed to help transform innovative ideas into market-ready tourism experiences for Playas de Rosarito.

Organized by the Rosarito Economic Development Advisory Council (CCDER) with support from Baja California's Business Trust Fund (FIDEM), the program brought together hotel operators, restaurateurs, tour companies, adventure tourism providers, tour guides and other tourism professionals, along with representatives from public and private tourism organizations.

The workshop was led by Incuba-

tour, an Ibero-American tourism consulting and business development firm specializing in tourism, cultural and meetings industry projects. Company President Eduardo Yarto said participants focused on identifying Rosarito's unique attractions and transforming them into experiences that strengthen the destination's appeal while generating greater economic benefits for the local community.

According to CCDER President César Rivera González, the initiative is intended to strengthen the professional development of Rosarito's tourism sector by providing entrepreneurs with practical tools and methodologies to develop competitive tourism products.

Representatives from the Baja California Tourism Promotion Trust, the

State Secretariat of Tourism (SECTURE), the Rosarito Tourism and Convention Committee (COTUCO), the National Chamber of the Restaurant Industry (CANIRAC) and other public and private organizations also participated in the program.

State Tourism Secretary Miguel Ángel Badiola Montaña attended the closing session, where he highlighted the importance of continuing professional development initiatives for the tourism industry.

As a follow-up to the workshop, organizers opened a call for participants to submit tourism product proposals. Five projects will be selected for further development with the goal of expanding Rosarito's tourism offerings.



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Baja California Furniture Industry Takes Spotlight at Expo Mueble 2026

Regional manufacturers and designers took center stage as the ninth Expo Mueble Baja California concluded Aug. 2 at the Baja California Center, drawing approximately 5,000 visitors and showcasing the strength of the state's growing furniture industry.

The three-day event brought together 82 exhibitors from across Mexico, with nearly 90% representing manufacturers and entrepreneurs from Baja California, primarily from Tijuana, Mexicali and other municipalities. Companies from Mexico City and Guadalajara also participated, creating opportunities for business partnerships and industry networking.

According to Expo Director Maricruz Arizmendi Carbajal, the event exceeded exhibitors' expectations by attracting



buyers, business leaders and families while generating commercial opportunities in markets ranging from residential furnishings to hospitality and com-

mercial projects.

Innovation also played a central role during the expo through the Furniture Design Without Borders 2026 compe-

tion, where 39 prototypes created by students from the Autonomous University of Baja California (UABC), Universidad Xochicalco and the Tijuana Institute of Technology were evaluated for innovation, functionality, sustainability and commercial potential.

The top honors went to the projects Mise, Frontera and Okoa, which received cash awards sponsored by the Tijuana Economic Development Council (CDT). Several prototypes also attracted interest from organizations and institutions for future exhibitions.

In addition to the exhibition floor, the event featured business conferences, family-friendly activities and community initiatives, bringing together students, entrepreneurs, established companies and industry professionals under one roof.

As Expo Mueble Baja California continues to grow, the event has strengthened its role as one of the region's leading platforms for promoting furniture manufacturing, design and innovation while creating new opportunities for collaboration across the industry.

What Visitors Should Know Before Baja Beach Fest 2026

Thousands of festivalgoers are expected to travel to Rosarito this weekend for Baja Beach Fest 2026, taking place Aug. 7-9 along the beachfront near Papas & Beer and Hotel Oceana del Mar.

Whether you're coming from the United States, Canada or elsewhere, here are a few essentials to help make your trip easier.

Bring the Right Documents

Visitors should carry a valid passport to enter Mexico. Travelers from some countries may also need a visa, so it's best to verify entry requirements before crossing the border. Visitors staying longer than seven days are required to pay Mexico's visitor permit (DNR) fee.

Arrive Early

Festival gates open daily at 2 p.m., with the busiest entry period between 5 and 7 p.m. Organizers recommend arriving early, as re-entry is not permitted after 7 p.m.

The event operates as a cashless festival, using wristbands and credit or debit cards for purchases inside the venue.

Know What You Can Bring

Small bags, empty reusable water bottles, hydration packs, portable phone chargers and non-professional cameras are allowed.



Firearms, weapons, outside food and drinks, drones, professional cameras, aerosol products, glass containers and vaping devices are prohibited.

Getting to the Festival

Visitors can drive, use rideshare services such as Uber or DiDi, take the

official shuttle from San Diego or Tijuana, or use local taxi services. Paid parking is also available near the festival grounds.

Traffic Advisory

Road closures are scheduled to begin early Friday along portions of Benito

Juárez Boulevard, the city's main tourist corridor. Drivers should expect delays and allow extra travel time throughout the weekend.

Organizers also encourage attendees to activate their wristbands before arriving and have their festival passes ready to help speed up entry.

From Seaside Resort to Baja California Icon: 102 Years of Rosarito Beach Hotel



For 102 years, the Rosarito Beach Hotel has stood at the center of tourism in northern Baja California, evolving from a modest seaside retreat into one of the region's most recognizable landmarks.

Its story began in 1924, when the El Rosarito Beach Resort and Country Club House was advertised in The San Diego Union as a beachfront getaway just 16 miles south of Tijuana. During Prohibition in the United States, the resort promoted fishing, swimming, hunting and horseback riding, while the opportunity to legally purchase alcoholic beverages in Mexico became one of

its biggest attractions for visitors from Southern California.

At the time, Rosarito was little more than a sparsely populated coastal settlement with only a handful of buildings. One of the few existing businesses was the roadside inn that would later become Rene's. The area's future changed dramatically in 1929, when businessman Manuel Barbachano purchased the property with a vision of transforming it into a world-class resort.

Barbachano oversaw a major expansion, adding guest rooms, a casino and bringing electricity and telephone service to northern Baja California. By

1932, the hotel had opened its grand lobby, 50 additional guest rooms, the Salón Mexicano and the Azteca Restaurant. The lobby, featuring 20-foot ceilings, murals by artist Matías Santoyo and reproductions of Mayan and Aztec artwork, remains one of the property's defining architectural features.

The businessman also built an oceanfront residence for his wife, actress María Luisa Chabert. Today, the home houses Chabert's Restaurant and Casa Playa Spa, while a stained-glass portrait of María Luisa continues to welcome visitors at the hotel's main

entrance.

The resort quickly became a favorite destination for Hollywood celebrities and prominent visitors from Southern California. At one point, it even featured a private airstrip between the hotel and the beach, where private aircraft sometimes outnumbered automobiles in the parking area. Among its well-known guests were Marilyn Monroe, Rita Hayworth, Frank Sinatra, John Wayne, Gregory Peck, Orson Welles, Kirk Douglas, Lana Turner, Kim Novak, Joan Bennett, Vincent Price and Prince Ali Khan, as well as numerous Mexican presidents.

A new chapter began in 1983 when Hugo Torres Chabert assumed ownership and management of the hotel. Under his leadership, the property entered another period of expansion with the opening of the Playas Tower in 1984, the Coronado Tower in 1993 and a 1,800-foot sport fishing pier completed in 2000.

Torres also led the movement that resulted in the creation of the Municipality of Playas de Rosarito in 1995, allowing the city to govern independently and manage its own resources.

The hotel's continued growth included the 17-story Pacific Tower, which introduced the condo-hotel concept to the region. Construction began in 2006 and was completed in 2008 despite the global financial crisis. Designed as privately owned condominiums operated as part of the Rosarito Beach Hotel, the project became one of the destination's most significant real estate developments.

Over the decades, millions of guests have stayed at the Rosarito Beach Hotel, drawn by its oceanfront setting, rich history and longstanding role in Baja California's tourism industry.

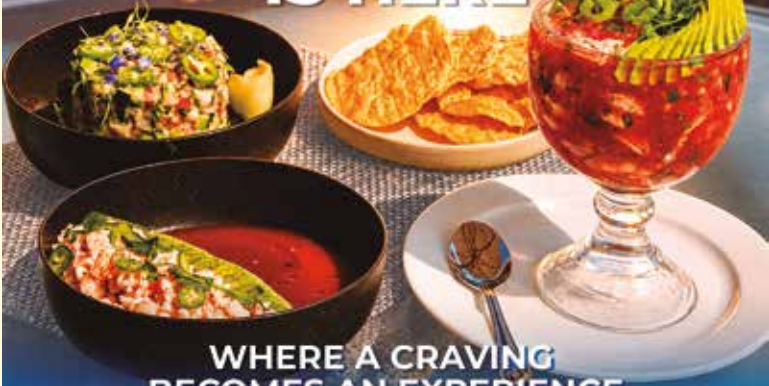
Today, the resort is managed by Hugo Antonio Torres Ramírez, who continues the family's commitment to preserving the hotel's historic legacy while guiding its future development.



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Rosarito Beach Hotel Celebrates 102nd Anniversary with Beatles Tribute Concert



The Rosarito Beach Hotel celebrated its 102nd anniversary on July 18 with an evening of live music, fireworks and a ceremonial anniversary cake, drawing guests, local residents and members of the Torres family to the historic oceanfront resort.

Beatles tribute band The Four Boys headlined the event, performing a collection of classic hits that quickly filled the dance floor. The festivities also attracted beachgoers, hotel guests

and visitors strolling along the pier, including many American residents who joined the celebration.

A historical photo exhibit installed in the hotel's gardens showcased images documenting the property's growth and its role in the development of tourism in Rosarito over the past century.

During the event, Hugo Antonio Torres Ramírez, chairman of the Rosarito Beach Hotel's board of directors, reflected on the hotel's legacy and paid tribute to his late father, Hugo Eduardo

Torres Chabert, whose leadership guided one of the property's most significant periods of expansion. He also thanked his mother, Rosa María Ramírez, his family and the hotel's employees for their contributions to the family-owned business.

Torres said the history of Rosarito cannot be separated from the history of the hotel, noting that the property helped establish the city's tourism industry and later served as the birthplace of the movement that led to Playas de Rosarito becoming Baja California's fifth municipality in 1995. He also recognized community leaders who worked alongside his father during that effort.



He concluded by thanking the hotel's workforce of more than 300 employees, saying their dedication continues to preserve the property's legacy while helping prepare it for future generations.



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Rosarito Diver Randal Willars Wins Central American Games Gold with Record-Breaking Score

Rosarito native Randal Willars Valdez delivered a standout performance at the 2026 Central American and Caribbean Games in the Dominican Republic, winning the men's individual 10-meter platform gold medal with a remarkable 570.70 points—his highest score to date and one that surpassed the winning totals from the most recent World Championships and Olympic Games.

Mexico dominated the event, with Emilio Treviño claiming the silver medal to complete a one-two finish for the national team. Treviño finished with 484.60 points, while Venezuela's Jesús González earned bronze with 419.55.

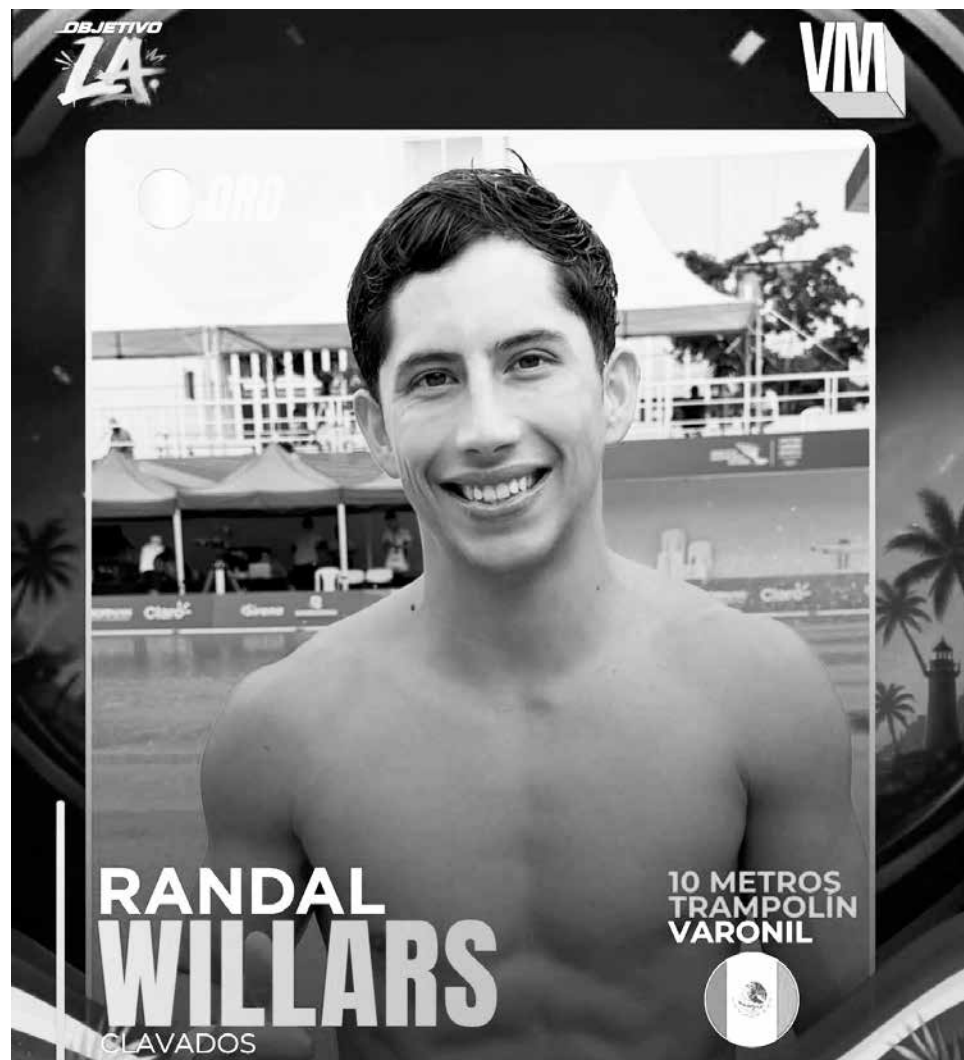
Willars' winning total exceeded the 534.80 points that earned Australia's Cassiel Rousseau the world title in 2025, as well as the 547.50 points post-

ed by China's Cao Yuan to win Olympic gold in 2024. Although achieved in a regional competition, the score highlights the level of performance the Mexican diver reached in Santo Domingo.

The result also underscored the strength of Mexico's current generation of divers, with Willars finishing 86.10 points ahead of his closest competitor—an unusually wide margin in an international final.

Willars added a second gold medal alongside Treviño in the men's synchronized 10-meter platform event. The Mexican pair led the competition from the opening round and finished with 437.82 points.

Cuba's Jesús Rodríguez and Bernardo Arias took the silver medal with 382.86 points, while Colombia's Sebastián Villa and Alejandro Solarte claimed bronze with 366.96.



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Janney Ortiz de Anda Represents Rosarito at Pony International Softball World Series

Rosarito softball player Janney Ortiz de Anda represented her hometown at the 2026 Pony International Softball World Series, held July 15–19 in McAllen, Texas.

Competing in an international tournament marked an important milestone for the young athlete, who represented Playas de Rosarito on one of youth softball's international stages.

The Municipal Sports Institute of Playas de Rosarito (IMDER) recognized Ortiz de Anda's participation, highlighting her dedication, discipline and commitment to the sport. The institute also acknowledged the support of her family, coaches and everyone who has contributed to her athletic development.

Ortiz de Anda's participation reflects the growing talent emerging from Rosarito's sports community and serves as an inspiration for young athletes pursuing opportunities to compete beyond the local and national levels.



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Jaime Carbó Mural Adds Color to Rosarito Beach Hotel's Café del Muelle

Widely recognized as one of Mexico's leading contemporary artists, Carbó is known for his distinctive pop and post-pop modernist style, featuring bold colors and dynamic compositions that make his work instantly recognizable.

Carbó thanked the Rosarito Beach Hotel for the opportunity to create the

mural, saying the sea, sunshine and pleasant weather provided the inspiration for the piece.

The artist said the mural creates a new photo spot for visitors and guests at Café del Muelle, one of Rosarito's most iconic gathering places and a popular weekend destination.



DISCOVER ROSARITO

The Sacred Heart Christ of El Morro

Perched atop El Morro at Kilometer 38 across from Las Rocas Resort, the Sacred Heart Christ is one of Rosarito's most recognizable landmarks. Standing 23 meters (75 feet) tall on a 7-meter (23-foot) base and weighing approximately 40 tons, it is one of the largest Christ statues in Mexico, overlooking the Pacific Ocean.

The monument was commissioned by Rosarito resident Antonio Pequeño Guerrero, who vowed to have it built if he succeeded in developing the property where the monument now stands. After fulfilling that promise, he oversaw the construction of what has become one of the city's most enduring symbols of faith.

The statue's head, chest and outstretched arms were built as a single steel structure, while the lower section is made of fiberglass. At the center



of the monument shines the Sacred Heart, crowned with thorns as a symbol of Christ's love.

Antonio Pequeño Guerrero died shortly after seeing the monument completed and was buried at its base. A small cross marks his resting place, where visitors continue to leave flowers during Holy Week and other religious observances.

Visible from both the scenic highway and the sea, the Sacred Heart Christ has become an enduring landmark that welcomes visitors to Rosarito while overlooking the Pacific coastline.

Following a Family Tradition of Service: Rosarito Firefighter Alexis de la Rosa

For Rosarito firefighter and emergency medical technician Alexis de la Rosa, serving the community is more than a profession—it's a family tradition.

Inspired by his father, one of Rosarito's early firefighters, and an uncle who also serves in the department, De la Rosa began his public safety journey as an ocean lifeguard at age 16 before earning his certification as an emergency medical technician with the Mexican Red Cross.

He later graduated from Rosarito's first professional firefighter academy in 2022 and recently completed the ninth class of the Tijuana Fire Academy, continuing to expand his skills in emergen-

cy response and rescue operations.

With nearly a decade of experience in rescue services and emergency medical care, De la Rosa now responds to a wide range of emergencies as a member of Rosarito's Civil Protection and Fire Department.

Most recently, he completed specialized training in palm tree rescue techniques in Tijuana and has been sharing that knowledge with fellow firefighters to strengthen the department's emergency response capabilities.

For De la Rosa, every new certification represents another opportunity to continue the legacy of service established by his family while helping protect the Rosarito community.



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