



Hotel Rosarito pier renewed with art, new experiences and enhanced tourist appeal

By Juan Pablo Sebastián

The iconic pier at Hotel Rosarito is undergoing a renewal with new spaces, sculptures and services designed to offer memorable experiences for local residents and tourists in the coming seasons, further strengthening its role as one of the Pacific-front city's main gathering spots.

As part of the project, sculptures and photo installations created by local artists are being installed, incorporating regional talent into the destination's image and providing new settings for capturing unique moments — especially at sunset.

"We are creating new spaces for people to enjoy, take photos and experience something different, both on the pier and in the gardens. We want to offer something fresh and in tune with the times," said Hugo Antonio Torres Ramírez, president of the Hotel Rosarito Board of Directors.

Among the highlights are themed sculptures, seaside photo areas featuring wing-shaped installations, and the refurbishment of iconic pieces — such as the Titanic-inspired sculpture — which will be updated with elements referencing the upcoming World Cup.

At the same time, the hotel has launched a new maintenance phase to restore areas affected by the 2024 storms and to expand the pedestrian



zone, ensuring safe, comfortable and accessible spaces for all visitors.

This fully private investment will allow the pier to remain in optimal condition through the work of companies specialized in port infrastructure, ensuring its continuous operation.

With these improvements, the pier is reaffirmed as a modern and creative space full of character, where tradition, innovation and local pride come together.

"We want residents of Rosarito, people from across Baja California and visitors from California and other states to continue seeing this as a must-visit spot," Torres Ramírez added.

Today, the Hotel Rosarito pier invites guests to stroll above the sea, take in the views, capture the perfect photo and enjoy a one-of-a-kind oceanfront experience — a renewed space that reinforces Rosarito's status as one of northwestern Mexico's most appealing destinations.

Local tourism gives a boost to beachfront businesses



Over the past weekend, favorable weather encouraged large numbers of visitors to enjoy Rosarito's beaches, creating a lively and vibrant atmosphere in the downtown area.

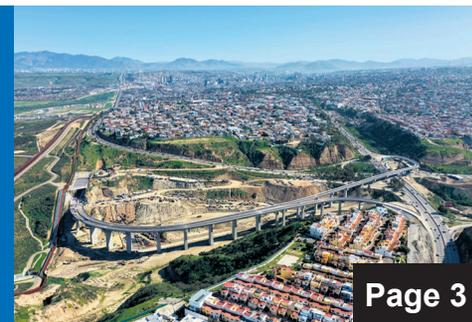
On Sunday, February 1, a slight rise in temperatures led to a strong turnout of tourists and families who took advantage of the pleasant conditions to spend time by the sea. The weekend stood out as one of the most active of the year, despite falling in the heart of the winter season.

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Economic development and tourism council takes part in citizen sessions in Rosarito

As part of the sixth session of the Citizen Advisory Council, the Economic Development and Tourism Council took part in dis-

cussions aimed at strengthening dialogue between local authorities and civil society in support of the municipality's growth.



During this participatory exercise, proposals were reviewed and ideas exchanged to promote orderly economic development with a strong tourism focus and a social perspective, prioritizing community well-being.

Municipal officials emphasized the importance of these consultation forums, which allow for the inclusion of diverse community voices and encourage collaborative efforts toward responsible and sustainable decision-making.

They also reaffirmed their commitment to continued cooperation with residents, advancing strategies that strengthen the local economy and further position Rosarito as a competitive and attractive destination.

Through initiatives like these, the municipal government reinforces its vision of working hand in hand with the community to build the Rosarito residents want for both present and future generations.

Local businesses gain support from Rosarito Activo program

In an effort to strengthen productive projects and support local economic growth, the Secretariat of Economic Development and Tourism of Playas de Rosarito (SEDETUR) distributed financial assistance through the "Rosarito Activo" program.

As part of this initiative, participating entrepreneurs received financial support of 10,000 pesos, along with in-kind assistance. They also took part in the workshop "Emprende con Valores" (Entrepreneurship with Values), designed to provide practical tools for the responsible and sustainable development of their businesses.

Municipal authorities noted that these actions form part of broader strategies aimed at promoting entrepreneurship and strengthening formal economic activity within the city's com-

mercial sector.

Officials also reaffirmed the commitment of Mayor Rocío Adame and the 10th City Council of Playas de

Rosarito to continue advancing programs that encourage economic growth and improve the well-being of the community.



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Tijuana's elevated viaduct boosts tourist connectivity to Playas de Rosarito

The recent inauguration of the first phase of the Elevated Viaduct in Tijuana — a major road infrastructure project led by the Government of Mexico — promises not only to ease vehicle traffic across the border metropolitan area, but also to serve as a catalyst for regional tourism, particularly for coastal destinations such as Playas de Rosarito.

On January 30, 2026, President Claudia Sheinbaum Pardo presided over the opening of approximately 7.2 kilometers (4.5 miles) of the viaduct. This initial stretch connects the El Chaparral border area with the Playas de Tijuana district, a route that can now be traveled in just over seven minutes.

While the project is not yet complete — authorities confirmed that work continues on the second phase, which will link the viaduct to Tijuana International Airport — they emphasized that the infrastructure will significantly improve access for both domestic and international visitors to Baja California's coastal region.

For Rosarito's tourism sector, located less than 30 minutes by road from Tijuana, this enhanced connectivity could translate into increased visitor arrivals, particularly from the United States and other parts of Mexico using cross-border routes. The viaduct streamlines access from the San Ysidro international crossings south-



bound, reducing travel times and bypassing key congestion points.

Hotel operators and tourism service providers in Rosarito have previously highlighted the importance of smooth, efficient road access between Tijuana and the beaches as a deciding factor for weekend getaways and holiday travel. With the viaduct now partially operational and full completion on the horizon, the region is expected to see additional benefits, ranging from high-

er hotel occupancy to increased activity in restaurants, tours and coastal attractions.

Beyond its impact on mobility, the viaduct forms part of a broader package of infrastructure investments aimed at strengthening Baja California's position as a high-quality tourism destination, enhancing competitiveness and improving the overall visitor experience. These projects align with a regional vision that also includes investments in

transportation, education and community services.

As construction advances toward full completion, Playas de Rosarito is well positioned to capitalize on improved connectivity — offering not only its traditional sun-and-beach appeal, but also a growing culinary scene and cultural events, now accessible via a more direct and efficient route from the border and the airport, two key gateways for international travelers.

Rosarito invests in smart traffic lights to improve urban mobility



With the goal of ensuring smoother and more orderly traffic flow, Rosarito is moving toward a more modern mobility model with the installation of smart traffic lights along Benito Juárez Boulevard, the city's main thoroughfare and one of the busiest routes for both residents and visitors.

The new traffic signal system uses vehicle-detection technology through cameras, allowing green-light times to be adjusted dynamically based on real-time demand at each intersection. This reduces unnecessary waiting and eliminates the so-called "dead time" typical of traditional traffic light systems.

Humberto Félix García, representative of the company Soluciones Viales, explained that work is currently underway to modernize seven intersections along the boulevard, where traffic lights analyze vehicle flow in real time. "If one phase clears sooner than expected, that time is transferred to the next phase, optimizing the entire traffic cycle and preventing time loss," he said.

Although this type of system has been used for years in cities across the United States and partially in Tijuana, in Rosarito it represents a significant advance in urban mobility—especially along a boulevard that has historically experienced congestion due to heavy traffic and the lack of alternative routes.

The implementation of these smart traffic lights is expected to improve the overall travel experience, particularly during peak hours, benefiting both the local community and visitors to this popular tourist destination.

Rosarito to host Latin America's largest and most advanced desalination plant: Conagua

The Rosarito desalination plant is set to become the largest and most advanced facility of its kind in Latin America, with a production capacity of 2,200 liters per second. Once in operation, it is expected to increase water availability in Tijuana and Playas de Rosarito by up to 45%.

Federal investment in the project will exceed 10 billion pesos, according to an announcement by Efraín Morales López, director general of Mexico's National Water Commission (Conagua), during a press conference led by President Claudia Sheinbaum in Tijuana.

This mega-project — described as

the largest and most technologically advanced desalination plant in Latin America — is scheduled to begin construction in late March or early April. In addition, the Baja California state government will carry out complementary works to ensure efficient water distribution.

The project aims to help mitigate the ongoing water crisis along Baja California's coastal region and is being promoted jointly by the Government of Mexico, through Conagua, and the state administration.

According to the National Water Plan, total investment in water infrastructure across Baja California will reach 16.7 billion pesos.



Pro Municipio Committee and Colef push for improvements at Metropolitan Park



With the aim of revitalizing the Metropolitan Park and turning it into a space that fosters local identity and a sense of belonging, members of the Rosarito Pro Municipio Committee, together with academics from El Colegio de la Frontera Norte (Colef), toured several areas of the park.

The committee's goal is to reactivate and enhance this 40-hectare site, transforming it into an attractive desti-

nation for residents and visitors. Since its creation in 2010, the project has largely remained on hold, and even basic elements such as signage along the marked trail bordering the Rosarito tourist canyon have been lost.

The purpose of the visit was to identify areas of opportunity to better utilize the space, which has recently turned green after the seasonal rains. These conditions highlight the park's strong potential as a recreational area for Ro-

sarito families, offering opportunities for outdoor sports, leisure activities, and cultural events.

Colef researchers Patricia Rivera, from the Urban and Environmental Studies Department, and Luis Escalante, from Cultural Projects, noted that successful models from similar projects in other cities could be adapted and implemented in this large park. However, they stressed the importance of fostering community involvement to strengthen residents' connection to the space and encourage its long-term care and preservation.

Nancy Hernández Villela, president of the Pro Municipio Committee, said that the proposed improvements will be coordinated with the municipal government as part of a broader effort

to activate and develop the metropolitan park.

José Ciprés Tinoco, former city councillor during the last administration of the late mayor Hugo Eduardo Torres Chabert, recalled that the initiative seeks to gather proposals and ideas from experts to make better use of the park's extensive area. He also emphasized the need to prevent continued dumping of waste, such as that found along the lower sections of the marked trail, which has led to the formation of illegal dumping sites.

Finally, Hernández Villela added that in the coming weeks the committee will meet with directors and secretaries from various municipal departments to move forward with concrete improvements to the park.



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Local tourism gives a boost to beachfront businesses

For local merchants and tourism service providers, the increased foot traffic represented a significant boost to their businesses, strengthening the local economy and reaffirming Rosarito's appeal as a year-round destination.

Visitors from Tijuana, Tecate, Santa Fe and La Gloria, along with local families and workers from other regions, helped create a cheerful and welcoming environment, bringing renewed energy to the main tourist zone.

This increase has generated optimism among tourism operators, who

are confident that activity will continue to grow as the spring and summer months approach.

"Local tourism is extremely important — it always shows up and supports our businesses. If we continue to take care of our visitors and provide good service, we will keep growing," said a local artisan vendor.

The recent influx of visitors once again highlights the role of regional tourism as a key driver of Rosarito's economic and social development, further positioning its beaches as one of the municipality's main attractions.



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IMDER and Public Safety to support runners with safe and well-organized training

By Juan Pablo Sebastián

Following recent dialogue with local running groups, the Municipal Sports Institute (IMDER) and the Secretariat of Citizen Security (SSC) announced coordinated measures to support athletes and ensure that their training sessions along public roads are carried out in a safe, orderly, and well-structured manner.

On Friday, January 30, runners met at City Hall in a session convened by IMDER Director Francisco Carrasco Beltrán, under instructions from the Mayor's Office, with the goal of aligning safety protocols and strengthening collaboration between athletes and local authorities.

During the meeting, both sides agreed on a series of commitments aimed at improving training conditions. The City Council will provide traffic safety support by assigning a police unit during training sessions held on public streets. In turn, runners will wear high-visibility attire, such as reflective vests, particularly during evening and nighttime workouts, to enhance safety and reduce risks during low-visibility hours.



As part of this coordination, running groups will also share their weekly training schedules, allowing authorities to plan and implement the appropriate traffic safety measures and assign police units as needed.

Jorge Tamayo, representative of the "No me rajo" gym, praised IMDER's willingness to respond quickly and constructively to the athletes' needs.

"It was a very productive meeting. The team was very supportive, and IMDER responded promptly. The agreement is to have a patrol unit present at each training session every week to assist with traffic safety," he said.

IMDER Director Francisco Carrasco Beltrán added that the institute will also support runners by offering first aid and CPR training, while maintaining direct and ongoing coordination with public safety leadership.

These actions reaffirm the city's commitment to promoting sports, healthy lifestyles, and a positive environment for athletes, ensuring that training can continue safely and with the full support of local authorities.

Rosarito promotes local talent at municipal chess stage on the road to the 2026 CONADE Nationals

With the participation of 22 young chess players from the municipality, the competition "2026 CONADE Nationals – Municipal Stage of Playas de Rosarito – Chess" was held on Sunday, February 1, 2026, at the Ruffo Appel Sports Complex.

Throughout the event, participants showcased their talent, focus, and discipline in a tournament that is part of the selection process leading to the next state and national stages of the CONADE Nationals.

Competitors were divided into three categories: Under 12, for players born in 2014 or later, with eight participants; the 13–16 age group, born between 2010 and 2013, with 12 participants; and the 17–20 category, for those born between 2006 and 2009, with two par-

ticipants.

Officials from the Municipal Sports Institute of Playas de Rosarito highlighted that events like this reflect a strong commitment to promoting sports and supporting the well-rounded development of children and youth, while nurturing local talent and preparing future representatives of the municipality.

They also congratulated all participating chess players for their dedication, perseverance, and passion for the game, recognizing the competitive level and enthusiasm displayed in each match.

Through initiatives like this, Rosarito continues to strengthen its sports programs and promote spaces that encourage the personal and athletic growth of its young residents.



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“Wine, art and auction” event to support the Rosarito Boys & Girls Club

With the aim of strengthening the educational and community programs of the Rosarito Boys & Girls Club, organizers announced the upcoming fundraising event “Wine, Art and Auction,” scheduled for March 21 at the Hotel Rosarito Museum.

Rosy Torres, president of the organization, explained that the evening will combine wine tastings, artistic expressions and a charitable auction, with all proceeds directed toward the maintenance and continued growth of the institution, which has supported children and youth in the community for more than 15 years.

She noted that the club owns a property where more than 25,000 square feet have been developed into a comprehensive center that includes academic, cultural, sports and personal development areas, all focused on pro-



viding well-rounded support for children and teenagers in Rosarito.

During the event, attendees will have the opportunity to participate in raffles, enjoy canapés and take part in a charity auction featuring artwork, dining and hotel vouchers, furniture and other items donated by sponsors and partners.

Tickets will be priced at 100 pesos, and all funds raised will go directly to benefit the club. Torres also invited the community to attend the event, learn more about the organization’s social impact and contribute to the well-being of Rosarito’s children and youth.

The event promises an evening of culture, community and generosity, offering attendees a meaningful way to support one of Rosarito’s most important social institutions while enjoying a unique cultural experience.



Pet vaccination drive held in the Independencia neighborhood

In an effort to promote animal welfare and strengthen public health, the Secretariat of Social Welfare, through the Municipal Health Department and the Department of Social Welfare, carried out a pet vaccination drive in the Independencia neighborhood.

During the event, dozens of families brought their dogs and cats to receive preventive care, helping protect their companion animals while also contributing to disease prevention within the community.

Municipal authorities noted that these

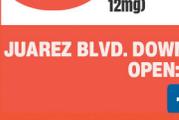
vaccination campaigns are part of an ongoing effort to encourage responsible pet ownership and create healthier environments for local residents.

Officials also announced that the next vaccination drive will take place on **February 10 at Volcanes Elementary School, from 10:00 a.m. to 12:00 p.m.**

Residents were encouraged to take part in these initiatives by bringing their dogs and cats and actively participating in the care of their pets’ health, helping strengthen community well-being and quality of life across local neighborhoods.



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Rosarito in February: tranquility, scenery and an authentic seaside experience

Visiting Rosarito in February offers the chance to experience the destination from a calmer, more intimate perspective. Away from the crowds of peak season, this time of year allows both visitors and residents to enjoy the city at a relaxed pace while taking in its coastal scenery, welcoming atmosphere and genuine hospitality.

During this season, the weather is typically cool and mild — ideal for beach walks, strolling along the boardwalk or simply sitting and admiring views of the Pacific Ocean. Mornings and afternoons invite unhurried outings, while cooler evenings create the perfect setting to enjoy local cuisine at seaside restaurants and cafés.

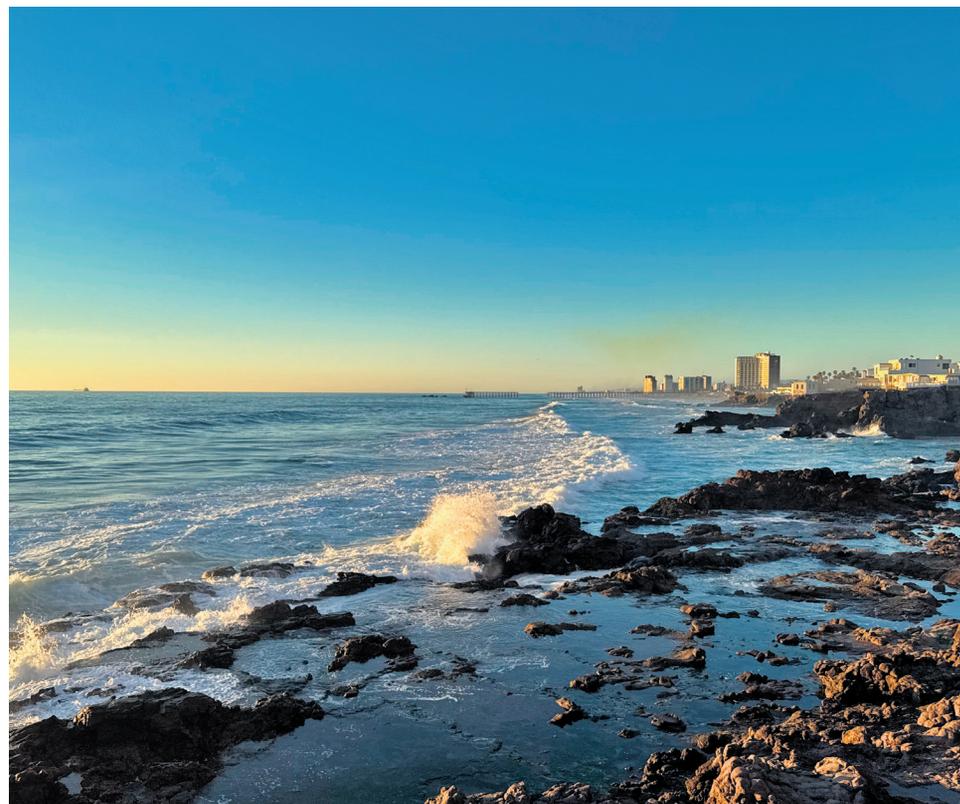
One of February's greatest highlights is Rosarito's sunsets. With skies often clear, the sun dips below the horizon in shades of gold and pink, accompanied by the sound of the waves, creating a moment of calm

and reflection.

Although ocean temperatures are cooler at this time of year, many visitors take advantage of the season to walk along the shoreline, take photographs or simply enjoy the natural surroundings — activities that define Rosarito's charm during its quieter months.

February also offers an opportunity to connect more closely with daily life in the city, support local businesses and take part in cultural and community activities. For many travelers, this month provides a chance to experience Rosarito's identity and discover its most authentic side.

Rosarito in February delivers not only natural beauty, but also a relaxed, safe and accessible escape — ideal for short getaways, family trips or couples' retreats. Its blend of ocean views, tranquility and warm hospitality reinforces Rosarito's appeal as a year-round destination.





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