



Rosarito emerges as a key destination for health tourism with four new projects



With the goal of positioning Rosarito as a strategic destination for Health and Wellness Tourism, four major private-sector healthcare infrastructure projects are slated for development in 2026.

The announcement was made by Atzimba Villegas, president of the Health Tourism Association, during a meeting hosted by Cámara Nacional de Comercio, Servicios y Turismo de Rosarito, where she presented the sector's current landscape and future outlook supported by data and strategic studies.

The Projects

Among the most significant proposals is the region's first privately funded on-

ology center, planned for construction near the Baja California Center. The facility would be the first hospital in the area assembled with infrastructure imported from Germany.

A second project involves the development of a comprehensive hospital specializing in bariatric surgery and additional medical specialties.

The third proposal comes from a chain of specialty hospitals planning to invest in Rosarito with an 8,000-square-meter, eight-story facility equipped with five operating rooms designed to serve multiple specialties.

The fourth initiative consists of a medical tower that would house specialty and subspecialty services, as well as diagnostic and imaging facilities.

Rosarito on the Medical Tourism Map

Currently, Rosarito accounts for 12 percent of medical tourism arrivals in Baja California. During the presentation, the municipality was described as the "capital" of the American baby boomer population, representing a key opportunity to serve older adults in need of specialized medical care.

It was also noted that several U.S. insurance plans no longer cover certain conditions, creating additional opportunities for Mexico to expand its medical tourism sector.

The association is proposing the creation of Economic Districts focused on Health Tourism to further stimulate economic development and tourism growth in Baja California.

In addition, the establishment of a Health Tourism Commission within CANACO Rosarito was suggested, a move that would help integrate medical service providers and strengthen promotion of the sector.

According to projections shared at the meeting, Health Tourism could grow by 27 percent by 2030, generating significant economic impact. Across the state, there are 370 comprehensive hospitals, surgical units, short-stay clinics, wellness centers, spas, laboratories, diagnostic facilities, and recovery and retirement homes.

The city of Tijuana concentrates 57 percent of Baja California's health tourism activity and is home to more than 8,000 medical service providers—highlighting the importance of a sector that also benefits hotels, restaurants, transportation services, and other related businesses.

Rosarito pride rides the waves: Israel Rosas heads to the 2026 Olimpiada Nacional

Rosarito's young talent once again made waves in the ocean. During the state qualifying event for the 2026 Olimpiada Nacional CONADE, Israel Rosas captured the championship title in the Under-18 division, cementing his place as one of Baja California's top surfing prospects.

The event was organized by the Asociación de Surfing de Baja California A.C. in coordination with the Instituto del Deporte y la Cultura Física de Baja California and was held at Playa La Fonda.

The competition served as a key qualifier to determine the state team that will compete in Mexico's premier youth sporting event, as part of a broader effort to strengthen Baja California's presence in competitive surfing nationwide.



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CEART invites the community to join the "Memoria Viva" photography call



Business leaders see medical tourism as key opportunity for Rosarito

As the population of residents over age 65 in Rosarito is expected to grow by the end of this year, the private sector is working to develop spaces that can provide medical services, traditional treatments and holistic alternatives tailored to this demographic, as well as to visitors seeking this type of care.

Gustavo Arturo Torres Ramírez, delegate of the Cámara Nacional de Comercio, Servicios y Turismo de Rosarito (CANACO) and a local businessman, said the city is beginning to diversify within the medical tourism sector after being identified as a site for high-impact projects in this field.

He noted that physicians and investors are increasingly turning their attention to Rosarito due to its proximity to the U.S. border and its coastal setting—features that position the city as an attractive location for the development of specialized health services.



Collaborative efforts to strengthen the sector

Torres Ramírez emphasized that Baja California is a national leader in medical tourism and that the goal is to encourage collaboration across the sector's entire value chain. In this regard, the private sector is seeking coordination mechanisms with authorities to promote infrastructure that will help consolidate Rosarito as an investment hub alongside Tijuana.

He added that medical tourism generates positive ripple effects throughout the local economy, benefiting restaurants, hotels, retail businesses and the real estate sector.

Growth and new services

Torres Ramírez highlighted that the

sector has helped stimulate economic activity in the municipality. He also pointed to growing interest from foreign residents—particularly older adults—who are looking to relocate to Rosarito, attracted by alternative medicine services, retirement communities and specialized medical care.

Currently, several small clinics operate in the city, some employing between one and three staff members and offering services such as stem cell treatments, Botox procedures and bariatric surgery. Additional treatments are expected to enter the local market in the near future.

He further noted that investment is also being considered for a holistic hotel concept focused on lodging linked to alternative medicine services and designed for a niche segment of guests seeking integrated wellness experiences.



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City government and CANIRAC to support restaurants on civil protection compliance

In an effort to strengthen prevention measures and support the local restaurant industry, Secretary of Economic Development and Tourism Irán Leonardo Verdugo announced an outreach program aimed at helping restaurants comply with Civil Protection and Fire Department regulations.

The initiative follows a recent incident at Restaurante La Estancia and includes coordination with CANIRAC Rosarito to carry out visits and evaluate the status of establishments' internal Civil Protection programs.

The official explained that, under the direction of Mayor Rocío Adame, the priority is to work proactively to prevent

emergencies while also supporting the city's productive sectors.

Support visits

As part of this effort, inspection and advisory visits will be conducted at restaurants affiliated with the Cámara Nacional de la Industria de Restaurantes y Alimentos Condimentados in Rosarito. The goal is to identify areas where businesses may face challenges in meeting regulatory requirements and to provide technical guidance.

"We will act as a liaison with the companies that develop these Civil Protection programs so restaurant owners

can meet their internal requirements," Verdugo said.

He added that the same outreach and advisory approach will be extended to the manufacturing and industrial sectors to support compliance with current regulations.

In addition to ongoing training, CANIRAC members have access to benefits such as fire insurance and coverage for other contingencies.

"What we are seeking through this agenda and these working groups is to help investors and restaurant owners remain in full regulatory compliance while also being prepared to respond to any emergency," he concluded.



Rosarito moves to strengthen tourism safety and promotion

In an effort to strengthen the city's tourism strategy, Baja California Secretary of Tourism Miguel Ángel Badiola Montaña met with Mayor Rocío Adame Muñoz to discuss actions aimed at consolidating Rosarito's development as a destination.

During the meeting, officials proposed the creation of a Tourism Security Council in Rosarito, envisioned as an interagency coordination body to enhance visitor services and help ensure orderly environments that support tourism activity, according to an official statement.

Coordination and promotion

Among the agreements reached was follow-up on a proposed collaboration agreement between the state govern-



ment and the city administration, focused on promotion, training and tourism product development initiatives.

Within that framework, the mayor suggested that the statewide kickoff of the Easter Holiday Operation be held in Playas de Rosarito, with the goal of positioning the municipality as one of the region's leading vacation destinations.

Authorities also committed to expanding training programs for the local tourism industry to improve service standards and strengthen the destination's competitiveness.

Boosting regional and romance tourism

The meeting also included a proposal to jointly promote the municipalities of Tijuana, Playas de Rosarito and Ensenada under a coordinated regional strategy, as well as to host the mega-region event in Rosarito, reinforcing its role along the coastal tourism corridor.

Another agreement calls for the implementation of a comprehensive and unified promotional campaign to standardize the destination's image and expand its reach in priority markets.

Meanwhile, Deputy Secretary of Tourism Martha Inés Domínguez Uscanga presented the work plan for Playas de Rosarito, focused on positioning the city as a seaside romance destination in northern Mexico through the promotion of weddings, celebrations and specialized tourism experiences.

Rosarito and Baja California continue operating normally

The U.S. Consulate General in Tijuana reported in its latest update that conditions in Baja California remain stable, confirming that Tijuana, Tecate, Ensenada and Playas de Rosarito are operating normally.

In its most recent travel advisory communication, the consulate stated that the situation across the region continues without disruption and that daily activities are proceeding as usual.

Local tourism representatives reiterated that hotels, restaurants, cafés,

galleries and retail businesses remain open and fully operational, welcoming both domestic and international visitors.

Municipal and state authorities also confirmed that security operations remain in place to safeguard residents and travelers, emphasizing that there have been no interruptions to tourism services or economic activity.

Officials once again underscored that Baja California remains open and welcoming to visitors.



Rosarito invests in safer roads with pothole repair program

In an effort to improve the city's main roadways, Mayor Rocío Adame announced a 10 million peso investment dedicated to pothole repairs.

The program will be carried out through coordination between municipal and state governments and includes the rehabilitation of streets damaged by recent rains. According to officials, more extensive repair work will begin once the rainy season ends to ensure longer-lasting results for motorists and visitors.

In the meantime, City Hall reported that urgent cases have already been addressed, noting that it is not feasible to invest in large-scale materials that would not withstand current weather conditions.

Staff from the Department of Urban Services have also conducted preventive pothole repairs along Bulevar Benito Juárez, the city's main thoroughfare, with the goal of improving road safety and minimizing traffic disruptions.

Urban Services Director Mauricio Aguirre Ruiz explained that the work is intended to improve traffic flow, with priority given to major boulevards, avenues and key neighborhood access roads.

He added that between Feb. 1 and Feb. 24, the city received a dozen requests for pothole repairs and roadway improvements through a dedicated WhatsApp service that allows residents to report the exact location of damaged pavement.

Currently, repair efforts are being carried out with an initial investment of 2 million pesos, focusing on citizen reports and primary roads to enhance the city's overall urban image.

Among recent actions was work on Manuel Pérez Yáñez Street in the Lucio Blanco neighborhood, where seven cubic meters of material were applied to reinforce road safety and prevent further deterioration.



Park reforestation and regulatory review set as priorities for Comité Pro Municipio

Continuing the city park reforestation project and reviewing municipal regulations will be among the main priorities for José Manuel Ciprés Tinoco following his election as president of the Comité Pro Municipio.

The vote took place during the Friday, Feb. 20 session, where a new board of directors for the 2026–2028 term was also selected. The board includes Nancy Josefina Hernández Villela as vice president; Ramón Rodríguez García as treasurer; Jorge Roberto Villanueva Ulibarri as secretary; and board members Javier Velazco and Lupita Álvarez.

The new leadership team will formally assume office on March 6.

Among the priority issues, Ciprés Tinoco highlighted the continuation of the city park reforestation project, which has been carried out in collaboration with specialists from El Colegio de la Frontera Norte.

"We still have pending work at the city park, focusing on ways to promote improvements so it can better serve res-



idents. Another key issue is the review of municipal regulations, inviting knowledgeable and qualified individuals to participate in a comprehensive analysis. We see the need for this process because some regulations currently leave citizens unprotected," he said.

With this agenda, the new board is outlining a plan focused on strengthening public spaces and closely examining the municipality's regulatory framework.

Reforestation begins along median of Benito Juárez Boulevard



The Rosarito City Government has launched a reforestation program along the central median of Bulevar Benito Juárez, following recent tree trimming carried out by the Comisión Federal de Electricidad and public concern over the issue.

In its initial phase, the program includes the planting of more than 80 trees, including acacias, palo verde, jacarandas and ficus (benjamina). Some of the trees were donated by private companies that had previously been fined for environmental damage related to unauthorized tree removal, including Carl's Jr..

A private contractor working with Carl's Jr. assisted with digging the planting holes, while staff from the city's Parks and Gardens Department supervised the planting and the application of nutrients.

The work was carried out from the



downtown area to Plaza San Fernando, focusing on sections left vacant after the removal of dried palm trees. However, some areas remain without new plantings, and no date has yet been announced for the next phase of the project.

Municipal authorities indicated that efforts will continue until reforestation along the boulevard is complete. This will also require increased maintenance and irrigation by Parks and Gardens personnel, who are responsible for the care of other public spaces

throughout the city.

Environmental specialists noted that, given the small size of the newly planted trees, consistent care and proper watering will be essential to ensure healthy growth.

It is worth recalling that the replacement of the palm trees had originally been scheduled ahead of last year's Tianguis Turístico; however, the plan was not carried out at that time. By then, several years had already passed since the removal of the dried palms.

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Rosarito pride rides the waves: Israel Rosas heads to the 2026 Olimpiada Nacional

Experience fueling his goal
Israel Levy Rosas López is no stranger to the podium. At the 2025 Olimpiada Nacional CONADE, he earned the silver medal in the short-board division (ages 17–18) during the competition held at Playa Olas Altas in Manzanillo.

That result confirmed the potential of the surfer representing Mexico's "State 29" in a tournament that concluded ahead of schedule due to adverse weather conditions, securing him second place nationally.

With a new competitive cycle underway, his focus is clear:

"This state competition is a very important opportunity to keep growing and improve on last year's result. The goal is to return to the Olimpiada Nacional with more experience and fight for first place for Baja California," said Israel Levy Rosas López.

Through discipline and consistency, the Rosarito native now aims to surpass his own mark and return to the national stage with his sights firmly set on the top of the podium.



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Leading by example: rehabilitation centers remain active in Rosarito

Amid financial challenges and a growing addiction crisis, several rehabilitation centers in Rosarito continue operating, offering support to individuals seeking a second chance.

With rising operating costs and limited government assistance, three of the city's longest-standing centers remain open: CRREAD Cañón Rosarito, which currently serves more than 90 residents; El Mezon, with more than 100; and Vivir con Propósito, caring for approximately 60 patients.

Despite the challenges they have faced over the years, their representatives remain committed to providing treatment for individuals struggling with addiction—many of whom also confront emotional and, in some cases, psychiatric conditions.

“Leading by example” is one of the guiding principles behind their work. Having completed rehabilitation programs within these same centers, three of their current representatives now serve as living proof of the recovery process they help guide. While skepticism

persistence regarding the effectiveness of this type of treatment, they report having remained substance-free for several years.

The centers are currently seeking additional support to sustain their community work. In recent meetings with city council members, they requested the reinstatement of a scholarship program for low-income individuals who are unable to afford the cost of treatment.

The challenge is significant amid rising addiction rates and a shortage of public treatment options. Even so,



these centers continue their mission with the conviction that, with determination and proper support, recovery is possible.

Red Cross volunteers bring comfort to families in need

In a new chapter for the Red Cross in Rosarito, the Volunteer Ladies continue their community outreach efforts in support of local residents.

The Volunteer Ladies coordination team delivered a clothing donation to the Hospital General de Playas de Rosarito, where individuals in need were able to receive garments and footwear free of charge for themselves or their family members.

The clothing and shoes had previously been donated to the Cruz Roja Mexicana by volunteers and philanthropic supporters from both Mexico and the United States, some of whom have contributed consistently for sever-

al years.

The Volunteer Ladies distribute these donations to various locations where assistance is needed, primarily in underserved neighborhoods and, on this occasion, at the General Hospital.

Participating in the effort were long-time volunteers Concepción Rangel Aguilar and Concepción Acosta, who have dedicated much of their lives to the institution, collaborating on a wide range of projects and maintaining a strong commitment to service—now joined by a broader team of volunteers.

During this period of transition, the local Red Cross chapter is led by Octavio Méndez Stoeber, following the de-



parture of Conrado Hernández Tovalín, who headed the institution for nearly a decade. The new leadership has ex-

pressed its intention to strengthen ties with the community and expand outreach efforts.

Initiative seeks long-term protection for city murals

The Comité Pro Municipio is advancing an initiative to preserve emblematic murals located throughout the city, including the one on the stairway of City Hall.

The proposal seeks to safeguard these cultural and historical expres-



sions amid changes in municipal administrations, particularly works that reflect local identity, such as the mural “Arraigo rosaritense,” installed last year at City Hall.

The mural was created by local artist Carlos Delgado, known as “El Gato,” and was promoted by the Comité Pro

Municipio under the leadership of Nancy Hernández Villela.

The initiative aims to prevent future administrations from making decisions that could result in the alteration or removal of murals that have become part of the city's urban and cultural landscape.

During its Feb. 13 session, the committee agreed to review the legal and administrative options available to move the proposal forward, including the possibility of incorporating mural protection into municipal regulations overseen by departments such as Urban Image or Culture.

One option under consideration is to submit the proposal through a city council member for possible review and approval by the Cabildo.

The mural “Arraigo rosaritense” was inaugurated in September 2025 as a collaborative effort between the Comité Pro Municipio and the Tenth City Council of Playas de Rosarito.

Its creation was guided by regional history specialists and members of the committee's Education Commission—composed of experienced educators—along with the city's lifetime chronicler, Juvenal Arias Pérez.

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CEART invites the community to join the “Memoria Viva” photography call

As part of its 10th anniversary, the Centro Estatal de las Artes Playas de Rosarito (CEART) is inviting the community to participate in the photography call “CEART X Memoria Viva,” an initiative designed to create a collective visual archive featuring images that capture meaningful moments experienced at this cultural venue over the past decade.

The call is open to residents of Playas de Rosarito and surrounding areas, who may participate individually or as a group by submitting photographs that reflect an experience, a corner of the space, or an emotion connected to life at CEART.

Marco Antonio Nuño Sánchez emphasized that the goal is for the community to play an active role in the celebration.

“With this call, we want the community to be the protagonist of our story. CEART is not just a cultural space; it is a gathering place that has grown alongside its people. We invite everyone to

share their perspective and become part of this living memory of our first ten years,” he said.

The center’s Coordinator of Museography and Exhibitions added that the exhibit will offer a retrospective look at the work carried out over the past decade, as well as the processes, encounters and experiences that have shaped the identity of this cultural venue in Rosarito.

Each participant may submit up to five digital photographs to cearten-imagenes@gmail.com no later than March 30, 2026. Submissions must include the participant’s full name, age, contact number and a brief description of each image.

Selected works will be featured in a temporary commemorative exhibition to be presented in the main CEART building as part of the 10th anniversary activities.

Full guidelines are available on the official CEART Playas de Rosarito Facebook and Instagram pages.

Love by the sea: Rosarito grows as a destination for weddings and special events

Rosarito continues to build its profile as a leading romance and meetings destination in Baja California, combining its long-standing sun-and-sand appeal with a strategy centered on curated experiences for couples and special events.

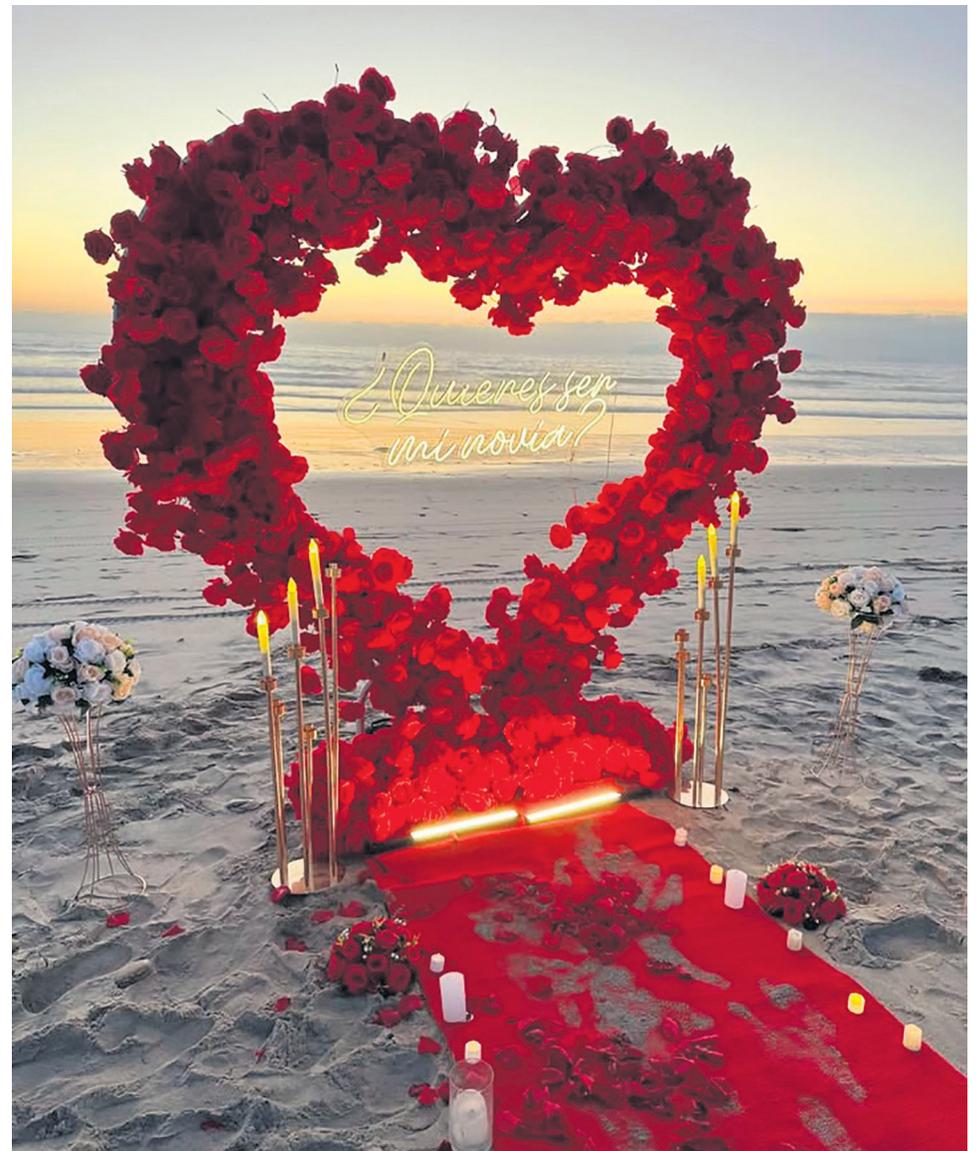
The historic Hotel Rosarito Beach has played a pioneering role in developing this segment, leveraging its oceanfront setting to reinvent its offerings and create memorable moments that are now part of the destination’s evolving tourism identity.

Beachfront weddings, anniversaries and private celebrations have gained momentum in recent years, supported by specialized vendors and a hotel inventory capable of accommodating a wide range of formats and budgets. Through these efforts, Rosarito has strengthened its image as an ideal setting for gatherings seeking a distinctive coastal atmosphere.

At this stage, the local strategy also includes raising service standards and expanding industry training, with the goal of projecting a strong image in priority markets and delivering seamless experiences from arrival through departure.

Rosarito’s prime location along the coastal corridor remains one of its greatest advantages. Its proximity to Tijuana and Ensenada allows for a regional tourism offering that blends urban attractions, gastronomy and experiences in the Valle de Guadalupe, along with oceanfront proposals.

Within the meetings segment, the Baja California Center plays a key role. With modern infrastructure and the capacity to host national and international conventions, the venue has helped position Rosarito as a strategic alternative for planners seeking connectivity and comprehensive services in northern Mexico.



“Welcome to Rosarito, Sabores que enamoran” campaign boosts local cuisine during slow season

In Rosarito, any time of year is a good excuse to dine out. But during the post-holiday slowdown, the message is clear: rediscover local flavors and support the city’s restaurants.

That is the goal behind the “Welcome to Rosarito, Sabores que enamoran” campaign, an initiative led by the Cámara Nacional de la Industria de Restaurantes y Alimentos Condimentados (CANIRAC) in Rosarito and the Comité de Turismo y Convenciones de Playas de Rosarito.

The strategy seeks to promote the destination’s diverse culinary offerings and attract both residents and visitors, highlighting the variety of cuisines, quality of service and memorable dining experiences that set Rosarito apart.

Promotion in the digital era

As part of the campaign, organizers will

rely on social media and digital platforms to share recommendations, stories and curated content designed to inspire diners to discover where to eat and what to try across the city.

The objective is to increase visibility for local restaurants—especially during the low season—while strengthening tourism activity and encouraging local spending.

Activity in the sector

According to CANIRAC data, four affiliated restaurants closed in 2025. However, during the same period, approximately 100 coffee shops opened, offering new experiences for consumers. Of these, about 30 percent are affiliated with the chamber, and roughly 15 joined during 2025.

Last year, the chamber had 135 affiliated restaurants, including 40 newly opened establishments. It is estimated



that around 900 businesses in the municipality are dedicated to the sale of food and beverages.

Through this campaign, the restaurant sector is aiming to keep Rosarito’s

culinary scene vibrant while further positioning the city as one of Baja California’s most appealing food destinations—inviting locals and tourists alike to fall in love with its flavors.



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