



# The best meals we've had while traveling

[Lonely Planet Editors](#)

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Upon joining the Lonely Planet team, new employees are required to answer one essential question: What is the very best meal you've had while traveling? From pizza [omakase in Tokyo](#) (yes, pizza) to elegant raspberry [tarts in France](#), it's a question we take very seriously, which is why we've rounded up some of our favorite responses to inspire your next [food-focused trip](#).

If you're the kind of traveler who's always thinking about your next meal, keep reading.



Senior Social Media Manager Rachel Lewis's meal at Don Sanchez in Cabo. Rachel Lewis/Lonely Planet

## 1. Upscale dining in San José del Cabo, Mexico

*Rachel Lewis, Senior Social Media Manager*

[Don Sanchez](#) in [San José del Cabo](#), Mexico, checks all of the boxes of an upscale dining experience: it's a stunning space with a mix of indoor and outdoor seating. Both its food and drinks are life-changing (and I'm a vegetarian, so five stars from me), and the chef, Edgar Román, is a delight. The service is fabulous and friendly, but never intrusive. You'll eat everything from jicama sashimi to hibiscus enchiladas to beet mole and leave full and happy. Located in the city's arts district (officially right outside the Gallery District), end your meal with a stroll to check out street performers, loads of cute shops and galleries.



## The 18 Most Epic Hotels for Kids

Discover which properties offer ample amenities for children.

By [Holly Johnson](#)



### **Garza Blanca Resort & Spa Los Cabos: Los Cabos, Mexico**

Garza Blanca Resort & Spa Los Cabos is a five-star resort in Mexico that's perfect for families of all sizes. Not only does the property offer luxurious suites and residences with up to four bedrooms, but it's also home to eight heated pools, including an expansive kids pool. An on-site kids club also gives parents a break while delighting children with activities and games. For example, youngsters ages 4 to 12 can join the club for activities like sandcastle building, bracelet making, treasure hunts, video games and talent shows. Children visiting [Garza Blanca Resort & Spa](#) won't go hungry, either: All dining venues at the hotel offer special kids menus with dishes designed especially for children.

**Forbes**



## The 10 Best Hotels In Los Cabos

Astrid Taran, Forbes Staff

Forbes Vetted

The best hotels in Los Cabos offer supreme relaxation in one of Mexico's most beautiful destinations. Located at the base of the Sierra de la Laguna mountains, the region is home to the country's best views. Travelers will also find a wide range of exquisite hotels, all of which make it easy to kick back and indulge in sun, sand and excellent dining.

After dozens of trips, my top overall recommendation is [Waldorf Astoria Los Cabos Pedregal](#), where guests will find meticulous service and jaw-dropping views. [One&Only Palmilla](#) offers plenty of kid-friendly activities, while the romantic [Las Ventanas al Paraíso, A Rosewood Resort](#) is ideal for couples. Below, the best hotels in Los Cabos for 2025. For all-inclusive options, make sure to read my guide to the [best all-inclusive resorts in Los Cabos](#).

- **Best Hotel In Los Cabos Overall:** [Waldorf Astoria Los Cabos Pedregal](#)
- **Best High-End Hotel In Los Cabos:** [Montage Los Cabos](#)
- **Best Value Hotel In Los Cabos:** [Drift San Jose Del Cabo](#)
- **Best Boutique Hotel In Los Cabos:** [Chileno Bay Resort & Residences, Auberge Resorts Collection](#)

- **Best Hotel In Los Cabos For Families:** [One&Only Palmilla](#)
- **Best Hotel In Los Cabos For Couples:** [Las Ventanas Al Paraíso, A Rosewood Resort](#)
- **Best Beachfront Hotel In Los Cabos:** [The Cape, A Thompson Hotel](#)
- **Best Hotel In Los Cabos For Foodies:** [Four Seasons Resort And Residences Cabo San Lucas At Cabo Del Sol](#)
- **Best Hotel In Los Cabos For Design Lovers:** [Viceroy Los Cabos](#)
- **Best Hotel In Los Cabos For Wellness:** [Acre Resort & Residences](#)

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**Best Hotel In Los Cabos Overall: Waldorf Astoria Los Cabos Pedregal**



El Farallon at Waldorf Astoria Los Cabos Pedregal.

Blake Marvin Photography

**Waldorf Astoria Los Cabos Pedregal**

[Reserve At Booking.com](#)

**Who Will Love It:** Couples; honeymooners; friend groups

**All-Star Amenities:** Ocean views; beach access; fitness center; spa; private plunge pools

**What Not To Miss:** The daily Coronitas and guacamole delivery; a cliffside dinner at El Farallon

**Location:** Cabo San Lucas

In a destination teeming with excellent hotels, it takes a lot to stand out, but Waldorf Astoria Los Cabos Pedregal does just that. Here, it's all about the details: Guests are welcomed to their room with a limited-edition bottle of Clase Azul tequila, there's a daily complimentary delivery of chips, guacamole and mini Coronas, and beach bags, leather toiletry bags and binoculars for whale watching are all provided. The property's biophilic design blends seamlessly into its surrounding landscape, while its interiors combine local indigenous materials with luxurious modern furnishings. The food is spectacular, from the nine-course taco tasting at Travesía, to local favorites at Don Manuel's and—the real showstopper—cliffside dining at the majestically scenic El Farallon. Wellness lovers will also appreciate the state-of-the-art fitness center and expansive spa rooted in traditions of Mexican folk healing. Read my full review of the property [here](#).

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**Best High-End Hotel In Los Cabos: Montage Los Cabos**



Flora and fauna at Montage Los Cabos.

Montage Los Cabos

**Montage Los Cabos**

[Reserve At Booking.com](#)

**Who Will Love It:** Well-heeled travelers seeking luxe amenities

**All-Star Amenities:** Three pools; 40,000-square-foot spa; partial (or full) oceanfront views from every room; a prestigious golf course

**What Not To Miss:** An afternoon at Spa Montage Los Cabos

**Location:** Cabo San Lucas

The first international outpost from the Montage hotel group is one of the finest high-end resorts in Los Cabos. Spanning 39 acres of beachfront, Montage Los Cabos' expansive grounds are lined with agave and saguaro cacti that provide a strong sense of place. Accommodations are spacious (entry-level guest rooms begin at 895 square feet), with all featuring generous patios and indoor and outdoor showers. Meanwhile, minimalist interiors pay homage to the resort's surroundings by highlighting indigenous woods, sandstone and woven tapestries. Guests can enjoy three signature restaurants, including quintessential Mexican cuisine, authentic Thai and an al fresco sushi bar. The property also boasts an impressive golf course designed by a Masters champion and a serene spa, Spa Montage Los Cabos, spanning 40,000 square feet.

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**Best Value Hotel In Los Cabos: Drift San Jose Del Cabo**



The hotel's center courtyard features a minimalistic pool with floor cushion sun loungers and hammocks, surrounded by beautiful palm trees.

Drift San Jose del Cabo

**Drift San Jose Del Cabo**

[Reserve At Booking.com](https://www.booking.com)

**Who Will Love It:** Surfers; yogis; budget travelers

**All-Star Amenities:** Complimentary surf package that includes longboards and Bluetooth speakers

**What Not To Miss:** A complimentary yoga class, held each Saturday

**Location:** San Jose del Cabo

For a stylish and intimate hotel that doesn't break the bank, Drift San Jose del Cabo delivers. Offering room rates under \$100 during peak season, guests here can choose from four types of accommodations, each drawing inspiration from the desert and Baja's landscape. The hotel's center courtyard features a minimalistic pool with floor cushions, sun loungers and hammocks, while the on-site Kitchen + Mezcal Bar offers breakfast in the mornings, cocktails and a taco happy hour in the afternoons and dinner in the evenings. For guests who want to hang ten, the property offers a complimentary surf package that includes longboards, Bluetooth speakers and soft racks for your car. There are also free yoga classes every Saturday, complete with yoga mats and blocks.

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**Best Boutique Hotel In Los Cabos: Chileno Bay Resort & Residences, Auberge Resorts Collection**



Guest room at Chileno Bay Resorts & Residences in Los Cabos, Mexico.

Auberge Resorts Collection

**Chileno Bay Resorts & Residences, Auberge Resorts Collection**

[Reserve At Booking.com](https://www.booking.com)

**Who Will Love It:** Those seeking a serene, intimate atmosphere

**All-Star Amenities:** Two infinity pools; a swimmable beach; golf course; spa

**What Not To Miss:** Dinner at cliffside Comal, featuring expansive ocean views

**Location:** Cabo San Lucas

Nestled within a protective cove and offering one of the rare swimmable beaches in Cabo, Chileno Bay Resorts & Residences is a great option for travelers seeking a luxurious resort that feels tucked away and serene. With just 99 guest rooms (all of which begin at a spacious 850 square feet), the property provides a cozier, more intimate atmosphere than many of its mega-resort counterparts. For extra privacy, guests can also book one of the resort's 61 expansive private villas, each of which spans upwards of 3,000 square feet and features full kitchens and private pools. There are three pools to enjoy, alongside a fitness center, a spa and three on-site restaurants, including Yaya, serving Mediterranean and Latin fusion, and the cliffside Comal. For guests who stay mid-week, the property also hosts Washoku, a four-course Japanese tasting menu available each Wednesday.

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### Best Hotel In Los Cabos For Families: One&Only Palmilla



Guest room at One&Only Palmilla in Los Cabos, Mexico.

One&Only Palmilla

**One&Only Palmilla**

[Reserve At Booking.com](#)

**Who Will Love It:** Families with young children

**All-Star Amenities:** Kids club; educational workshops for children; a swimmable beach

**What Not To Miss:** A desert safari tour

**Location:** San Jose del Cabo

At the family-friendly One&Only Palmilla, young ones can combine fun on the beach with educational activities. Alongside a complimentary kids' club for children ages 4 through 11, the resort offers a wide range of unique workshops, including pizza making, a Huichol class highlighting indigenous language and customs, ceramic painting and more. Along with having one of the only swimmable beaches in Cabo—a perk the kids are sure to enjoy—the resort also offers family-friendly experiences like desert safari tours. Connecting and adjoining rooms are available, as are a variety of suites and villas, for broods of all sizes. And picky palates will never get bored of the selection found at the property's four main restaurants: Breeze, offering Mexican classics; Suviche, which serves modern Japanese; Agua for Baja Mexican cuisine; and Seared, which showcases steaks and local seafood.

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**Best Hotel In Los Cabos For Couples: Las Ventanas Al Paraíso, A Rosewood Resort**



Pool area at Las Ventanas al Paraíso, A Rosewood Resort.

Rosewood Hotels & Resorts

**Las Ventanas Al Paraíso, A Rosewood Resort**

[Reserve At Expedia](#)

**Who Will Love It:** Couples; honeymooners; those traveling with pets

**All-Star Amenities:** The property's own Department of Romance; Bulgari amenities; luxury program for pets (including a pet cabana)

**What Not To Miss:** Live entertainment Tuesday through Sunday; cooking demonstration in the herb garden

**Location:** San Jose del Cabo

Couples seeking an intimate escape with sleek design and excellent service will find it at Las Ventanas al Paraíso. Here, each accommodation offers its own unique touch, with elements such as mosaic headboards and beautiful carved wood pieces all handmade by local artisans. The bars and restaurants at the property are all standouts: The fresh ceviche at Sea Grill is top-notch, the drinks at 1920s-inspired speakeasy La Botica are inspired, and the Asian fusion at Arbol is not to be missed (couples should make sure to reserve one of the restaurant's beautiful sunken tables, which give the illusion of being immersed in water). Duos can also treat themselves at the property's Four Elements spa, which provides treatments inspired by ancient healers of the region and utilizes the powers of earth, air, fire and water.

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### **Best Beachfront Hotel In Los Cabos: The Cape, A Thompson Hotel**



Views of the Pacific Ocean from beachfront The Cape, A Thompson Hotel.

The Cape, A Thompson Hotel

**The Cape, A Thompson Hotel**

[Reserve At Booking.com](#)

**Who Will Love It:** Couples; honeymooners; friend groups

**All-Star Amenities:** Direct views of El Arco from several rooms; hot and cold plunge

**What Not To Miss:** The hotel's signature restaurant, Manta

**Location:** Cabo San Lucas

Direct views of Cabo's infamous rock formation, El Arco, from almost every room is just one of the many perks travelers can find at The Cape, A Thompson Hotel. This beachfront property rests delightfully close to the Pacific Ocean and offers a taste of 1960s Southern California style—regional art, like vintage surf photos and artwork ranging from funky to punky, can be found throughout the hotel. The sound of waves from the property's saltwater pool and infinity pools is ever-present, and the property's rooftop offers beautiful sunset views near a fire pit. Manta, the hotel's signature restaurant, takes inspiration from Mexico, Peru and Japan and is overseen by award-winning chef Enrique Olvera, whose Mexico City restaurant, Pujol, is considered to be among the best restaurants in the world.

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**Best Hotel In Los Cabos For Foodies: Four Seasons Resort And Residences Cabo San Lucas At Cabo Del Sol**



Palmerio at Four Seasons Resort & Residences Cabo San Lucas at Cabo Del Sol.

Four Seasons

**Four Seasons Resort And Residences Cabo San Lucas At Cabo Del Sol**

[Reserve At Booking.com](#)

**Who Will Love It:** Foodies; families with children of all ages

**All-Star Amenities:** Three restaurants; five bars; spa; fitness center; a swimmable beach

**What Not To Miss:** Dinner at Nikkei restaurant Cayao with views of the waves below

**Location:** Cabo San Lucas

Upon opening its doors in May 2024, Four Seasons Resort & Residences Cabo San Lucas at Cabo Del Sol immediately earned deserved buzz. Its 96 ocean-facing accommodations are split between rooms, suites, casitas and villas, all featuring modern design that stays true to the Four Seasons brand while amplifying the property's breathtaking views of the Sea of Cortez. The true standout here, however, is the dining: The property's three restaurants—Mediterranean-influenced Palmerio, casual Baja California spot Coraluz and Nikkei (Peruvian-Japanese fusion) outlet Cayao—all feature fresh ingredients and thoughtful, well-executed dishes. (Cayao's fun "suviche," which combines sushi and ceviche, is a must-order for seafood lovers.) The beautifully designed Sora Rooftop Bar, open every evening, is also not to be missed.

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### Best Hotel In Los Cabos For Design Lovers: Viceroy Los Cabos



Aerial view of Viceroy Los Cabos.

Viceroy Los Cabos

#### Viceroy Los Cabos

[Reserve At Booking.com](#)

**Who Will Love It:** Design aficionados; pool lovers; photographers

**All-Star Amenities:** Complimentary pickups and drop-offs within 2 miles of the resort

**What Not To Miss:** A swim in one of the property's five design-forward pools

**Location:** San Jose del Cabo

Viceroy Los Cabos' architecture revolves around water, and the otherworldly shapes of its five pools will make a casual stroll on the property's walkways feel like floating above the sea. Surrounded by teak

cabanas, the pools are just one of the many design-forward touches that can be found at the resort: Bold, geometric shapes can be seen at every turn, and the property's rooms are serene cocoons of cream and white, featuring natural stone and wood finishings. Rotating artists display their work in the property's art gallery, where guests can take workshops or paint at their own leisure on provided blank canvases. After a day of relaxation, the Cielomar Rooftop offers unobstructed views of the Pacific, while on-site restaurant Nido serves up fresh seafood and Otro Bar offers traditional Mexican coffee and cocktails.

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### **Best Hotel In Los Cabos For Wellness: Acre Resort & Residences**



Set on 25 acres of land with an organic garden, Acre is a charming, quaint hotel that allows guests to live out their childhood treehouse dreams.

Acre Resort & Residences

#### **Acre Resort & Residences**

[Reserve At Expedia](#)

**Who Will Love It:** Wellness enthusiasts; animal lovers; foodies

**All-Star Amenities:** Complimentary morning yoga classes; produce from the on-site orchard and garden

**What Not To Miss:** The on-site animal sanctuary

**Location:** San Jose del Cabo

Set on 25 acres of lush tropical landscape, guests at Acre Resort & Residences can wake up to the sounds of nature through the thatched walls of their treehouse abode. The property offers 13 treehouse-style accommodations that spotlight wellness, each featuring invigorating outdoor showers, an included daily breakfast of pastries, coffee and fresh juice and complimentary morning yoga classes. On-site restaurant Acre offers fresh fruits and vegetables from its organic garden, all of which are incorporated into its daily farm-to-table menus. Guests can also find one of the most unique amenities in Los Cabos here: an on-site animal sanctuary. Spend time with peacocks, roosters, Nigerian dwarf goats and a donkey named Burrito, or choose to volunteer at the on-site Acre Dogs, a sanctuary that houses and re-homes stray dogs.

# Los Cabos

## LUXURY

Three reasons why Los Cabos is built for incentive groups—and three resorts built to host them

By Taylor Smith



Le Blanc Spa Resort Los Cabos

THE PALACE COMPANY

### “Three things make Los Cabos stand out,”

said Rodrigo Esponda Cascajares, managing director of the Los Cabos Tourism Board, when asked what makes Los Cabos an ideal incentive destination for groups.

“First, the nature,” he started, pointing his index finger up and motioning toward the bright blue sky and palm trees just outside his office window. “We have a nature combination you will not find anywhere else: the ocean, the desert and the mountains. We have very low humidity, very mild weather.

“When you go to a destination and you have to stay inside because the humidity is too high, there are mosquitos ev-

erywhere, you cannot plan activities that get you in contact with nature, with the identity of the place you are visiting,” Esponda Cascajares continued. “You are missing it.”

The second thing that makes Los Cabos stand out, Esponda Cascajares said, is the quality of services and amenities the destination offers that are “noticeable from the moment visitors arrive” at Los Cabos International Airport (SJD) in San José del Cabo.

Transportation is seamless in Los Cabos and air accessibility is high. Many high-end properties are

within 30 minutes of the airport, and airlift from the U.S. has expanded with direct flights from Nashville and Oakland, California, that began operations in March, and a new flight from Ontario, California, is scheduled to take off on its inaugural flight July 4.

“We have 32 cities from the United States that have nonstop flights to Los Cabos,” Esponda Cascajares said. “We used to have 18 or 19 cities, but in the last four years we’ve been adding more and more.”

Last on Esponda Cascajares’ list, but certainly not least, is Los Cabos’ hotel and resort scene.

“The lodging that we have is very competitive in all the segments. We have a product that is very solid in what they are offering,” he noted. “We have meeting capacity and venues for incentive groups that want to have a meeting in the morning and then



Rodrigo Esponda Cascajares

LOS CABOS TOURISM BOARD

go out and do activities. Our hotels offer a very good composition of quality food, good locations, good facilities, very well-communicated teams and services.

"I think we have some of the most exciting openings in terms of hotels in the Americas right now, too," Esponda Cascajares added, highlighting three that are nearly ready to open.

The 197-room Park Hyatt Los Cabos had its soft opening this month and is already accepting reservations for stays starting in June. Amanvari will open this year in Baja's East Cape on the edge of the Sea of Cortez, offering an intimate and private escape with 22 rooms. On the opposite side of the Pacific, St. Regis Los Cabos at Quivira will open this year and offer 99 guest rooms and the 25-room St. Regis Residences.

"These three properties reflect the avant-garde positioning in the luxury segment that Los Cabos has in three unique and totally different environments," Esponda Cascajares said.

And there are even more where those came from. Following are three group-friendly resorts in Los Cabos that deliver all the luxurious amenities and activities that make incentive programs seamless and unforgettable experiences.

### Le Blanc Spa Resort Los Cabos

Described as "the pinnacle of elegance" on its website, Le Blanc Spa Resort Los Cabos is an adults-only, all-inclusive beachfront resort located on the Tourist Corridor and almost directly between Cabo San Lucas and San José del Cabo. The 369-room property opened in April 2018, overlooks the Sea of Cortez and features 14,000 square feet of indoor and outdoor event space.

"Le Blanc Spa Resort Los Cabos provides the perfect balance of relaxation and sophistication, making it an excellent reward for high-performing teams," said Alejandra Perez, director of sales, meetings and incentives for Le Blanc Spa Resort Los Cabos.

The resort is home to one of the largest spas in the destination, Aura Los Cabos, and offers complimentary hydrotherapy for all resort guests. The spa's treatment menu offers "Aura Signatures" that incorporate natural elements to improve physical and spiritual well-being, including an 80-minute Aura Massage, 80-minute Detox Experience and 80-minute Pitaya Wrap.

"It's not only to use spa facilities like a sauna or steam room or pressure shower—



Le Blanc Spa Resort Los Cabos

it's more than that," Perez said. "We usually assign a spa butler. They will give you a locker and they will let you know every step to follow. They'll offer amenities in the sauna, where they give you cucumbers and a fresh towel. In the steam room, they'll give you a facial mask. It's a journey, and it's a really great experience."

All guests can enjoy butler service, which is included in every room category at Le Blanc Spa Resort Los Cabos. The property also has seven restaurants and an infinity pool overlooking the ocean, and resort guests are encouraged to take advantage of Los Cabos' natural surroundings through organized experiences and excursions such as sailing to Los Cabos' emblematic arch.

"We are in the desert, too, so we have activities like ATV tours, camel or horseback riding," Perez said. "We always try to offer experiences for guests to see what they can do in the destination."



Grand Fiesta Americana Los Cabos All Inclusive Golf & Spa

Le Blanc Spa Resort Los Cabos will play host to our Meetings Today LIVE! Corporate/Incentive event October 19-22!

"Attendees coming to Meetings Today LIVE! can look forward to an unforgettable experience with us—luxurious accommodations, world-class dining, relaxing at the spa and taking advantage of our hydrotherapy facilities in their free time," Perez said. "We offer the engagement, networking opportunities, all the activities we are going to plan for them. It will be a really great experience."

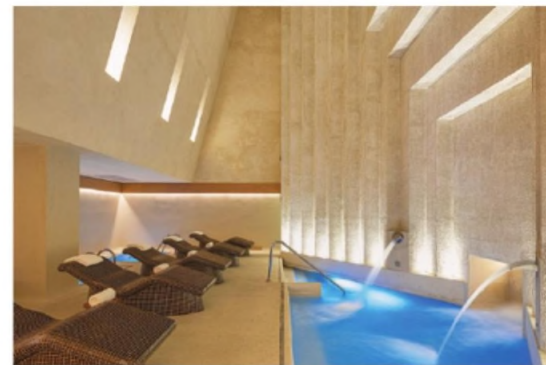
### Grand Fiesta Americana Los Cabos All Inclusive Golf & Spa

Located in an exclusive gated area in Cabo del Sol, Grand Fiesta Americana Los Cabos All Inclusive Golf & Spa has been a fan-favorite since it opened in the '90s. It's a rare property, said David Manzella, senior VP of MICE sales and marketing for Posadas, because unlike most other resorts located on the Tourist Corridor, Grand Fiesta Americana Los Cabos All Inclusive Golf and Spa is set back from the highway, offering a mountain view on one side and the Sea of Cortez on the other.

"It really sets up a sense of arrival for the attendees—and our whole complex, which consists of the Vacation Club on one side," Manzella said. "We have the Grand Fiesta Americana, which is obviously the main focus, and we also have a Live Aqua Private Residences, with 35 residences.

"A lot of times, that works really well with incentive programs because they'll put the CEOs up there. They'll put the award winners at the Live Aqua property," he continued. "It's a really, really elevated, five-diamond, five-star type of experience, and of course, they have access to the Grand Fiesta Americana Los Cabos."

The hotel itself offers 249 guest rooms, while another 275 villas are available as part



Grand Fiesta Americana Los Cabos All Inclusive Golf & Spa

of the Vacation Club.

"We sell it as a 525-room hotel because we can take larger groups and utilize the villas," Manzella added. "And if you include all the meeting space, we have about 15,000 square feet of actual indoor function space, not counting all the outdoor areas."

In 2024, the resort opened SOMMA Wine SPA, "the only spa in Los Cabos that incorporates the healing benefits of wine in its treatments," according to the resort's website.

"In all the treatments, we're utilizing wine

and San José del Cabo—and was designed by award-winning Sordo Madaleno Architects "as a contemporary, free-flowing sculpture and tribute to Mexico's rich history," according to the resort's website.

"He's actually quite famous," said Diana Navarro Romero, group sales manager for Solaz. "If you have a chance to investigate him, you're going to discover a lot of great work the firm has done. Even if people don't recognize the name when they are here on property, they always like to hear—especial-



SOLAZ Solaz, a Luxury Collection Resort, Los Cabos

side, including 31 suites and Villa Solaz, which is equivalent to a presidential suite and consists of four bedrooms. The property features 20,000 square feet of total meeting space, including an indoor conference center with floor-to-ceiling windows and an 11,000-square-foot oceanfront event deck with views of the Sea of Cortez—making Solaz Resort the largest meeting and event space in Los Cabos.

"We also have a museum on property, and it's one of my favorite things I like to tell people about," Navarro Romero said. "We're the first hotel in Mexico to have a museum, really. It's not like a natural history museum with three floors or anything like that, but I think it's the perfect size for the guests that come here. It doesn't have any additional cost, so we consider it part of the amenities."

"Guests can just walk around, learn about the history of la Baja—not just from Los Cabos, but from the entire peninsula," she added. "We have a whale [skeleton] as well. It tells you the story of la Baja, the people that first came here, a little bit about the conquest time, as well as the nature in these areas. And our concierge can assist with a guided tour that can last 20 minutes to two hours."

"There is a story to tell in every corner of the hotel," Navarro Romero said. "That's something we love." □

## connection

► Los Cabos Tourism Board  
[visitloscabos.travel](https://visitloscabos.travel)

## Across the Coast

Travel southeast across the sea, from Los Cabos and the tip of the Baja California Peninsula to the west coast of Mexico, and you'll find the Grand Palladium Vallarta Resort & Spa nestled on the beaches of Punta de Mita.

The 514-room property sits 19 miles from the Licenciado Gustavo Díaz Ordaz International Airport (PVR) in Puerto Vallarta and offers two flexible event venues, refined à la carte restaurants, diverse show-cooking menus showcasing global cuisine, and Zentropia Palladium Spa & Wellness.

"Meeting planners are often pleasantly surprised by the versatility and integration of Grand Palladium Vallarta Resort & Spa's event spaces with the resort's laid-back yet elegant atmosphere," said Zoe Lara, senior vice president of sales and marketing, Americas for Palladium Hotel Group. "They particularly appreciate the flexibility of the venues, which can be customized for a variety of events, from intimate boardroom sessions to large-scale conferences."

Lara said planners also point to the resort's ability to integrate teambuilding activities and recreational opportunities into incentive programs and schedules as a standout feature, offering the ability to combine professional and leisure-focused activities and amenities in an ideal balance.

"Additionally, planners love the location along the Pacific coast," Lara said, "offering breathtaking views and a serene environment that helps inspire creativity and collaboration during meetings and events."

[palladiumhotelgroup.com](https://palladiumhotelgroup.com)



extracts, antioxidants—it's just amazing," Manzella said. "It's capped off with a beautiful glass of wine. You get to relax in your robe, and it is truly beautiful. It's definitely one of the luxurious things we encourage in all our incentive programs, adding that wellness component."

Manzella said Grand Fiesta Americana Los Cabos All Inclusive Golf & Spa will be undergoing a multimillion-dollar guest room renovation soon, but as of late April, a timeline had yet to be confirmed.

"Coming soon," Manzella said again. "Coming soon."

### Solaz, a Luxury Collection Resort, Los Cabos

A premier luxury resort and architectural gem, Solaz, a Luxury Collection Resort, Los Cabos spans 34 acres at the union of Baja's most coveted destinations—Cabo San Lucas

ly when they see something so beautifully designed as this resort—that it is actually a Mexican talent behind it."

Solaz, a Luxury Collection Resort, Los Cabos offers 145 guest rooms on the hotel

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## TRAVELAGE WEST BY NORTHSTAR

# Tianguis 2025 Showcases Mexico's Tourism Growth

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Mexico's secretary of tourism says Tianguis will become increasingly international.  
*Credit: 2025 SECTUR*

The 49th edition of [Tianguis Turístico](#), Mexico's annual tourism convention, made history this year — it took place in the northern state of Baja California for the first time, and included programming in neighboring San Diego, California, just across the Mexico/U.S. border. That made it the first-ever binational version of the high-profile travel industry gathering.

The fact that the event struck a decidedly international tone is a sign of what's to come, according to Josefina Rodríguez Zamora, Mexico's secretary of tourism.

"From this edition on, Tianguis will become increasingly international," she told attendees.

Tianguis officials reported a record turnout for the event, which took place at the [Baja California Center](#) and attracted 8,781 attendees from 46 countries, including more than 3,900 exhibitors and 1,773 buyers. More than 70,000 business appointments occurred throughout the event, and the government estimates that those meetings will generate some \$70 million in tourism-related revenue.

### A Growing International Presence

Tianguis 2025's international diversity was present on the show floor, with exhibitors including the [Salvadoran Tourism Corporation](#) (Corsatur).

"In 2023, we participated for the first time as a Mundo Maya country," said Karla de Leon, promotion and publicity coordinator for Corsatur. "Mexico took the initiative to open the doors so countries that together with Mexico make up the Mundo Maya could promote multi-destination [travel] in the region."

*RELATED: [What ITB Americas Means for Mexico — and Tourism in General](#)*

The presence of international buyers and suppliers from multiple nations helped make this year a standout, according to Rodrigo Esponda, managing director of the [Los Cabos Tourism Board](#). "There were interesting groups of people from Brazil, from Spain, from other markets," he said. "We had a very interesting meeting with Copa Airlines, and we're looking to diversify and expand into South America."



Mexico secretary of tourism Josefina Rodríguez Zamora with government officials and attendees at Tianguis.

*Credit: 2025 SECTUR*

[Esponda also touted the growth of air service](#) between Los Cabos and the western U.S., as well as positive forecasts for summer travel.

"It's going to be a very good summer," he said, noting his organization's new digital tools for travel advisors and campaigns for niches including gastronomy tourism.

Mexico Tourism News in the Spotlight

For Cristina Rodriguez, director of sales and marketing for [Dreams Estrella del Mar Mazatlan Golf & Spa Resort](#), Tianguis was an ideal opportunity to promote her hotel, which opened last year and recently introduced a collaboration with Fox culinary competition series "[MasterChef Junior](#)."

"This year's Tianguis Turistico has been incredibly valuable," she said. "We're seeing great interest from national and international buyers who are eager to explore emerging destinations like ours."

Also new in Mazatlan: [the Farolesa](#) zipline experience and [Pueblo Bonito Vantage Centro Historico Mazatlan](#), a hotel opening mid-May in a historic, renovated school building downtown.

Exhibitors from farther south included Eduardo Pinto, director of sales for [Secrets Bahia Mita Surf & Spa Resort](#) and [Dreams Bahia Mita Surf & Spa Resort](#).

"This year has been instrumental in strengthening our business relationships, building partnerships and providing us with the valuable opportunity to explore new markets and commercial partners," he said.

His hotels recently opened a new water park, convention space and zipline.

Mexico's Growth Mindset

[Grupo Posadas](#), the Mexican hospitality giant that owns brands including Fiesta Americana Travelty, Live Aqua and the soon-to-debut [Funeeg](#), also drew attention with its ambitious expansion plans.



Guerrero governor Evelyn Salgado Pineda receives the Tianguis icon at ACA 2026 announcement.  
*Credit: 2025 SECTUR*

"We believe this will continue to be a year of growth for tourism in Mexico," said Jose Jaime Lorenzo Doria, commercial director for Grupo Posadas. "And, without a doubt, Posadas — as the largest and leading hotel operator in the market — will play an important role. In the first quarter alone, we increased our revenue per available room by 11% with an occupancy rate of 63%, making it one of the best years for the company."

Lorenzo Doria also noted that Posadas is investing nearly \$1 million to add 32 new hotels with more than 5,000 rooms.

The state of Jalisco — which is home to [Guadalajara](#) and [Puerto Vallarta](#) — is also in growth mode, notes Jalisco secretary of tourism, Michelle Fridman.

"We're promoting the fact that we're going to host the World Cup next year," she said, adding that the state's positive year-over-year arrival numbers and Guadalajara's upcoming role as the host of the first-ever ITB Americas provide further evidence of the region's resilience. "The thing to do is diversify the market, and that's what we're doing."

Long-term tourism strategies were the focus of multiple discussions. At a forum titled "Dialogue of Captains of Industry," for example, participants addressed topics including the 2026 FIFA World Cup — which will bring an estimated 5 million visitors to Mexico — and the importance of community-based tourism.



Princess Mundo Imperial

*Credit: 2025 Mundo Imperial Entertainment & Hospitality*

#### Tourism News to Know From Around Mexico

Among the latest news from around the nation:

- [Princess Mundo Imperial](#) in Acapulco has reopened after a \$120 million renovation.
- In the [Mexican Caribbean](#), Tulum's new airport handled more than 1 million passengers in its first year, while the Tren Maya now connects 12 stations. New luxury hotel brands in the region include [Alila Mayakoba](#), The [St. Regis Costa Mujeres Resort](#), [Park Hyatt Cancun](#) and [Melia Casa Maya Cancun](#).
- Los Cabos is witnessing major investment, including renovations and rebranding at [Solmar Hotels & Resorts](#) and the relaunch of [Hacienda del Mar Los Cabos](#) as an all-inclusive after joining Marriott's Autograph Collection. In addition, [Mexico Grand Hotels](#) will open boutique hotel Kadun later this year, and [Raffles Estera East Cape Resort & Residences](#) will become Raffles Hotels & Resorts' first North American property when it debuts in 2029.
- [Nayarit's](#) new Riviera Nayarit International Airport is expanding and adding a [new Los Angeles route](#) on July 16. Ten new hotels are slated to debut by 2026, as announced by brands including [Vidanta](#), [Marriott](#) and [Melia](#). [Grand Palladium White Sand Resort & Spa](#), meanwhile, is rebranding as Grand Palladium Select White Sand on Jan. 1, 2026. In addition, the state will host [Ironman 70.3 Riviera Nayarit](#) in December.
- Tianguis Turistico 2026 will take place in Acapulco from April 27-30, 2026.



## Travelers Are Choosing Mindfulness Over Margaritas, and Cabo Is Leading the Way



Vacations are supposed to be relaxing, right? As more people turn to travel to reset their minds and bodies, Los Cabos, Mexico, is quickly becoming one of the [world's top wellness destinations](#). Long known for its stunning beaches and grand luxury resorts, this Baja Peninsula region is now gaining attention for something deeper: the chance to heal, slow down, and reconnect.

The shift comes just ahead of Global Wellness Day (June 14), a day celebrated in over 150 countries as a reminder to pause and prioritize health. According to [tourism leaders in Los Cabos](#), nearly half of visitors in 2023 said health and wellness were top motivators for their trip, which is a clear sign that sun and sand alone no longer define the Cabo experience.

### **From Party Destination to Peaceful Escape**

Los Cabos has seen its fair share of good parties, don't get me wrong. For years, Los Cabos had a reputation as a spring break and sportfishing capital. However, in recent seasons, it has quietly evolved into something more grounded. Wellness retreats, plant-based culinary programs, and sound bath ceremonies are now as common as the usual poolside cocktails. Resorts have invested heavily in meditation pavilions, hydrotherapy circuits, and locally inspired spa rituals that emphasize sustainability and connection.

This isn't just about massages. Today's travelers are seeking something that feels emotionally restorative, whether it's a beachfront yoga class at sunrise, a temazcal (Mesoamerican steam ceremony), or simply walking a serene desert trail in silence.

### **A Global Trend, With Local Roots**

What's happening in Los Cabos mirrors a much larger shift in how people think about travel. A recent report from the [Global Wellness Institute](#) found that wellness tourism is growing nearly twice as fast as general tourism worldwide. While many destinations are rushing to catch up, it seems that Cabo has a head start.

The region's natural setting, where the desert meets the sea, has long drawn people seeking solitude. However, local wellness practitioners, chefs, and hoteliers are now shaping experiences rooted in Baja traditions, such as native herbal remedies and ocean-focused healing practices.

### **More Than a Vacation, But a Mindset Shift**

Wellness tourism isn't just about indulgence. For many, it's become a necessary reset, especially after years of pandemic-related stress and digital burnout. Cabo's rise speaks to that new priority. Travelers are choosing destinations that align with a deeper desire to recharge, unplug, and feel good again.

Some resorts are now offering sleep optimization programs, digital detox packages, and guided breathing workshops. Others are focusing on community-based wellness, where travelers meet with local artisans, farmers, and spiritual guides to find balance outside the spa.

### **Los Cabos Isn't the Only One Investing in Wellness**

While Cabo is currently in the spotlight, it's part of a growing wellness corridor across Latin America and the [Caribbean](#). Other destinations, such as Costa Rica, [Tulum](#), and parts of the Dominican Republic, are also ramping up their own wellness offerings. But Cabo stands out for combining accessibility (a two-hour flight from many U.S. cities) with high-end options and an authentic, earthy vibe that doesn't feel curated for Instagram alone.

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# PRIDE

## — J O U R N E Y S —

### Los Cabos Celebrates Pride Month 2025 with Vibrant Tribute to Diversity and Inclusion



This June, Los Cabos bursts into a kaleidoscope of color and celebration, reaffirming its unwavering commitment to diversity and inclusion as fundamental pillars of its tourism identity. Pride Month is not just an event here—it's an embodiment of the destination's culture, community, and spirit of hospitality.

Throughout the month, hotels, restaurants, tour operators, and local partners join forces to offer a dynamic calendar of events that honor equality, visibility, and authenticity. From cultural exhibitions and culinary experiences to exhilarating adventures and moving community gatherings, every initiative is a heartfelt invitation to be seen, respected, and celebrated.

#### **Pride with Purpose**

The Pride celebrations in Los Cabos reflect years of evolution and progress. The region has worked tirelessly to foster an environment of empathetic and conscious hospitality, where everyone—regardless of sexual orientation, gender identity, nationality, ethnicity, religion, age, or ability—feels welcomed and valued.

This spirit of inclusion is further strengthened through collaborations with influential organizations such as the International LGBTQ+ Travel Association (IGLTA), Queer Destinations, Codisex, Trans BCS, and Aliadx. Together, they lead training, awareness, and professional development efforts to build a tourism ecosystem that is both safe and inclusive for all.

### **Highlights of Pride Month in Los Cabos**

Whether you're a first-time visitor or a longtime fan of the destination, Pride Month in Los Cabos offers something truly special for everyone. Here are some of the standout events and experiences happening throughout June:

#### **Historic LGBTQ+ Pride March – June 21**

Commemorating two decades of activism and community, this year's march—titled "*The Mantle of Freedom. Past, Present, and Future, Together for Equality!*"—is more than a parade; it's a powerful tribute to those who have fought for LGBTQ+ rights. The march begins at 6:00 p.m. at the Cultural Pavilion of the Republic.

#### **Solaz, a Luxury Collection Resort – Pride & Joy Couple Package**

Celebrate love in all its forms with a romantic package that includes buffet breakfast, fresh flowers, and a welcome glass of champagne. Available throughout June, with reservations accepted through June 27.

#### **Tropicana Los Cabos – Tapestry Collection by Hilton**

On June 26, enjoy a one-of-a-kind culinary celebration curated by Chef Javier García Cerrillo, a dedicated ally of the LGBTQ+ community. This special dinner highlights the intersection of fine dining and inclusivity.

#### **Acre Restaurant & Cocktail Bar – Pride Mixology Class**

Shake things up with a private cocktail-making class in a lush, open-air setting. Learn to mix iconic cocktails in a space that celebrates individuality and connection.

#### **Cactus Tours – Ride with Pride – June 27**

Explore the natural beauty of Los Cabos on a guided ATV or Razor tour designed to celebrate Pride. The adventure includes round-trip transportation from key locations across the region.

#### **Carnival Pride Party – Cactus Beach Club – June 28**

From 6:30 p.m. to 12:30 a.m., the beach comes alive with the rhythm of equality. Enjoy a lively night featuring a DJ, drag performances, themed cocktails, and a laid-back lounge experience.

#### **Four Seasons Resort – Pride Month Desserts at Mercado**

Indulge in a trio of Pride-themed sweets available all month long:

- *Rainbow Vanilla Cake* – vanilla sponge cake with passion fruit ganache and mascarpone cream

- *Love is Love Panna Cotta* – vanilla panna cotta with fresh strawberries
- *Pride Lemon Zest Cookies* – crunchy cookies topped with colorful rainbow decorations

### **Photo Opportunities in San José del Cabo**

Capture your Pride memories at two specially designed installations by The Main Event Cabo and Del Cabo Events. Stop by Don Sánchez Restaurant and Tropicana Hotel for vibrant, share-worthy backdrops.

### **A Destination That Embraces All**

Pride Month in Los Cabos is more than a celebration—it's a reflection of the destination's inclusive values and a warm invitation to everyone to experience a place where you can be exactly who you are. Whether you're joining the march, indulging in local flavors, or simply soaking up the sun in a safe and affirming environment, Los Cabos welcomes you with open arms.

Come celebrate Pride in paradise—where freedom, authenticity, and joy are always in season.



## Mexico Invites You To Discover Los Cabos Travel Destination On Global Wellness Day 2025 With Immersive Nature Experiences And Holistic Healing Retreats For Mindful Travelers

Wednesday, June 11, 2025



### **Celebrate Global Wellness Day 2025 with Transformative Wellness Experiences in Los Cabos**

In celebration of Global Wellness Day on June 14, 2025, Los Cabos is offering travelers a chance to immerse themselves in transformative wellness experiences that harmonize the mind, body, and spirit. The Los Cabos Tourism Board is inviting wellness-focused visitors to explore the region's expansive offerings, including beachfront yoga, holistic spa treatments, and nature-based wellness activities. Known for its stunning landscapes and rich cultural heritage, Los Cabos has rapidly emerged as a top destination for intentional, restorative travel.

The Global Wellness Institute recently highlighted that wellness tourism is a booming industry worth \$651 billion annually, with projections indicating a 16.6% annual growth in spending through 2027. Los Cabos is responding to this growth by expanding its wellness offerings to meet the rising demand. Recent data from the Los Cabos Tourism Board also underscores the region's success in this sector, with wellness-focused visitors giving their experiences a satisfaction rating of 91%. These travelers spend an average of \$3,000 per trip, showcasing the region's ability to attract not just those seeking relaxation, but also high-spending, mindful tourists.

As the global demand for mindful travel continues to grow, Los Cabos has stepped up its wellness offerings with a range of unique experiences that appeal to a variety of wellness needs. These experiences reflect the region's commitment to integrating local traditions, natural beauty, and luxury services to create unforgettable journeys for travelers looking to nourish their bodies and souls.

"Wellness isn't just another social media trend, it's a mindset that's influencing the way people travel, in and outside of our destination," said **Rodrigo Esponda, Managing Director of Los Cabos Tourism Board**. "Los Cabos offers a diverse range of wellness experiences, from world class spas at our luxury properties to accessible options throughout the destination, allowing every traveler to incorporate wellness into their vacation stay. Creating a comprehensive wellness ecosystem is at the core of our vision for Los Cabos and we are uniquely positioned to meet this growing demand given the addition of over nine hundred hotel rooms between now and 2027."

"For nearly two decades, I've advocated for wellness through lived experience and academic work," said Los Cabos based wellness expert, **Ofelia Bojorquez**. "On Global Wellness Day, I'm honored to see sacred practices—like yoga, breathwork, Technologies of the Sacred, and ancestral medicine—flourishing in Los Cabos, where a deeper understanding of wellbeing is emerging."

#### **Wellness Offerings for Every Type of Traveler**

For those seeking ultimate relaxation and rejuvenation, Nobu Los Cabos offers a luxurious suite of wellness treatments, including volcanic stone massages, Asian blended massages, and ocean glow exfoliations that promote deep relaxation and detoxification. Meanwhile, Acre Resorts introduces tranquil treatments such as Nopal detox, raindrop aromatherapy, and body scrubs, providing a serene escape with sounds of nature in the background—perfect for visitors looking to reconnect with both nature and themselves.

At The Cape, a Thompson Hotel, guests can engage in transformative Cacao Ceremonies. This unique offering allows individuals to meditate, heal from stress, and relieve anxiety and fatigue through warm poultices and ceremonial-grade cacao. Other renowned properties, such as Waldorf Astoria Pedregal, Viceroy Los Cabos, and Amet Nature Retreat, offer similar transformative experiences, which support overall well-being and stress relief.

A unique pre-Hispanic wellness tradition is the Temazcal ceremony, an ancient steam bath ritual that uses sacred herbs, volcanic stones, and ceremonial chants. This deep-rooted practice is available at locations such as Nest Baja and One & Only Palmilla, providing guests with a spiritual reset to cleanse both the mind and spirit.

Energetic balancing is another popular treatment in Los Cabos. Available at the Four Seasons Cabo Del Sol, this healing practice uses warm obsidian stones and energetic quartz to release tension and restore balance. For guests looking to indulge in the healing properties of water, The Club at Solaz offers a one-of-a-kind Thalassotherapy treatment, alongside hydrotherapy pools and a range of massages aimed at restoring physical and emotional well-being.

#### **Immersive Wellness Retreats**

Los Cabos is also known for its immersive wellness retreats that focus on holistic rejuvenation and mindfulness. The Drift Hotel offers a four-day yoga retreat experience that includes guided yoga sessions, meditation, Pilates, and more, all set against the stunning backdrop of San José del Cabo. Meanwhile, the Hilton Los Cabos offers a luxury retreat as part of the Eforea Wellness Day, featuring experiences such as Qi Gong, ice bath immersion, and breathwork to help guests tap into their full potential.

Viceroy Los Cabos offers a complete wellness experience in their expansive 11,000-square-foot spa. Among the many treatments on offer are Cold Plunges, Cacao Healing Experiences, and Biomagnetic Therapy—unique offerings that promote health and vitality.

### **Sustainable Wellness Practices**

As Los Cabos expands its wellness offerings, it remains committed to sustainability and preserving the region's cultural and natural heritage. The Los Cabos Tourism Board actively works with local healers and incorporates eco-friendly practices into its wellness tourism initiatives, ensuring that future generations can benefit from the region's transformative wellness traditions. This holistic approach allows visitors to enjoy the highest standards of luxury while supporting the preservation of local ecosystems and cultural practices.

The commitment to sustainable wellness is exemplified by the collaborative efforts with local communities. By supporting local artisans, healers, and eco-friendly initiatives, Los Cabos creates a wellness environment that nurtures not only the traveler but also the region's economy and environment.

### **A Destination for Transformative Wellness**

Los Cabos' rise as a premier wellness destination is a testament to the region's dedication to providing high-quality, restorative experiences that blend luxury with authenticity. Whether you are seeking relaxation, rejuvenation, or personal transformation, Los Cabos offers a variety of experiences that cater to every traveler's wellness needs. From immersive yoga retreats and ancient healing ceremonies to luxurious spa treatments and nature-based activities, the destination invites travelers to embark on a journey of profound well-being.

As Los Cabos continues to evolve in the wellness tourism space, its ability to offer meaningful, sustainable, and luxurious experiences makes it a top choice for those seeking to rejuvenate and recharge. With a growing array of world-class wellness offerings and a deep respect for its cultural and natural heritage, Los Cabos is the ideal destination for anyone seeking to embark on a transformative journey towards holistic health and rejuvenation.

### **Conclusion**

Global Wellness Day 2025 presents a perfect opportunity for travelers to experience the full spectrum of wellness offerings that Los Cabos has to offer. With its unparalleled combination of natural beauty, cultural heritage, and luxury services, the region has become a top destination for those seeking more than just a vacation, but a transformative, rejuvenating experience. Whether you're seeking tranquility, adventure, or deep healing, Los Cabos has something to offer for every wellness traveler.



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## Los Cabos Emerges as a Surging Hub for Transformative and Luxury Wellness Tourism with Immersive Experiences at Drift Hotel, Viceroy Los Cabos, and Four Seasons in San José del Cabo, Baja California, Mexico

Wednesday, June 11, 2025



As of **June 2025**, **Los Cabos** is firmly establishing itself as a **top-tier destination** for travelers in pursuit of **wellness and holistic rejuvenation**. With an increasing global interest in mindful and health-focused

travel, **Los Cabos** is leading the way by combining **luxurious hospitality** with **deep-rooted wellness traditions**. What sets this destination apart is its ability to provide both **authentic healing experiences** and **modern comforts**, offering visitors more than just a vacation—it offers **transformation**.

### ***Global Wellness Tourism Boom***

Across the world, **wellness tourism** is becoming more than a passing trend—it's a lifestyle choice reshaping how and why people travel. According to figures from the **Global Wellness Institute**, the sector is currently valued at **\$651 billion** and is expected to grow by **16.6% annually through 2027**. Recognizing this momentum, **Los Cabos** has rapidly enhanced its offerings to accommodate this shift. From **guided meditations** and **spa rituals** to **ancestral healing ceremonies**, the region is expanding its services to align with this growing interest in purposeful travel. The result? An immersive atmosphere where **health, nature, and culture** seamlessly come together.

### ***A Boost to the Local Economy***

Wellness-driven tourism is proving to be a **high-value segment** for **Los Cabos' economy**. A recent local study showed that visitors who come primarily for wellness purposes tend to spend, on average, **\$3,000 per trip**—a figure that surpasses typical tourist spending.

These expenditures go well beyond hotel bookings, including **premium spa treatments, personalized wellness experiences, and eco-conscious activities**. This level of spending is playing a key role in supporting local businesses, from boutique resorts to holistic practitioners and wellness product suppliers. It also reinforces the significance of developing wellness tourism as an **economically impactful** strategy.

### ***A Diverse Range of Wellness Experiences***

**Los Cabos** caters to a wide spectrum of wellness travelers, offering activities and treatments that combine **relaxation, culture, and nature** in equal measure.

- **Beachfront Yoga & Meditation**  
Tranquil beach settings provide the perfect backdrop for **guided yoga** and **mindfulness sessions**, allowing visitors to feel grounded and deeply connected to nature.
- **Unique Spa Therapies**  
Resorts offer signature treatments like **healing volcanic stone massages, Asian fusion bodywork, and ocean-inspired exfoliations**, each designed to **revitalize both body and soul**.
- **Ancient Healing Rituals**  
Cultural experiences such as the **Temazcal ceremony**, a pre-Hispanic steam ritual involving **sacred herbs and volcanic stones**, are available for those seeking spiritual and physical renewal. Similarly, **cacao ceremonies** across resorts offer stress relief and meditative healing rooted in indigenous practice.
- **Nature-Based Wellness**  
Opportunities for **hiking in the Sierra de la Laguna mountains, kayaking along the Sea of Cortez**, or simply **listening to birdsong while immersed in the forest** encourage guests to engage with their surroundings and find inner peace.

Each experience is designed not only for relaxation but also for **deep emotional and spiritual alignment**

### ***Changing the Face of Global Travel***

The evolution of **Los Cabos** as a wellness destination reflects larger shifts in the global travel industry.

- **Shifting Travel Priorities**  
Travelers are now placing **mental and physical well-being** at the center of their journeys, favoring destinations that promote **inner balance over entertainment**.

- **Local Benefits and Economic Ripple Effects**  
Increased demand for **wellness-focused services** is uplifting local artisans, healers, and service providers, creating **sustainable economic pathways** within the community.
- **A Commitment to Sustainability**  
Emphasis on **eco-friendly practices**, such as the use of **local herbs, zero-waste spa products**, and **natural building materials**, supports both environmental protection and cultural preservation. **Los Cabos** is making conscious efforts to respect the **ancestral roots** of its wellness practices, ensuring that tourism development doesn't compromise authenticity or local integrity.

### ***Looking Ahead: A Model for Future Wellness Travel***

The path forward for **Los Cabos** is clear. With **new hotel developments**—over **900 rooms expected by 2027**—and continued investment in **wellness infrastructure**, the region is set to become a **global leader in restorative tourism**. Its ability to marry **high-end luxury** with **earth-rooted traditions** gives it a unique position on the world stage.

As more travelers seek out places that offer **renewal, authenticity, and meaning**, **Los Cabos** offers exactly that. It's not just a place to escape—it's a destination where one can **reconnect, recharge, and rediscover** themselves in an environment that respects **nature, history, and healing**. **In essence, Los Cabos** is not merely following the global wellness trend—it is helping to shape it. By blending **opulence** with **authentic care**, and **innovation** with **tradition**, it is setting a powerful example for other destinations seeking to create travel experiences that heal, inspire, and endure.



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# COSMOPOLITAN

## Los Cabos: Mexico's love letter to the world

If what you need is the ideal place for a true vacation and a reconnection with yourself and your well-being, Los Cabos has everything you are looking for and more.

June 15, 2025 • [María Dávalos](#)



**There are places that simply feel different. From the moment you arrive, you know it's not just another trip. And that's Los Cabos. It's not just a picture-perfect *Instagram* post or a *hotspot* for partying with friends; it's a refuge. A space where you can disconnect from the chaos and reconnect with yourself.**

**Discover why Los Cabos is the perfect place to heal, rest, and be reborn.**

Of course, in Los Cabos you can have your dream bachelorette party, *sip drinks* by the pool, or hook up with a handsome foreigner. **But what makes this destination truly special is its ability to make you feel at peace... even when you didn't know you needed it.**

As soon as you leave the airport, something changes. There's a calm in the air, as if the desert and the sea have agreed to tell you: "You've arrived, breathe."

**A welcome that feels like a hug**

**If you're looking for a true respite, Nobu Los Cabos can be that place where your body and mind align.** The "*Irasshaimase!*" with which you're greeted isn't just a Japanese phrase of courtesy: **it's the promise of a home away from home. And they really do take making you feel at home.**



Especially when you meet people like Ana and Karla, part of the hospitality team, who, as soon as they spoke to you, truly conveyed a sense of calm and welcome; **that's when you realize you're not in just any hotel. They even make you curious to discover more about Los Cabos.**

**Flavors that tell stories**

**The food in Los Cabos isn't just delicious, it also has soul. At Monte Cardón, time stands still.** Here, everything revolves around the philosophy of "*slow food*": local ingredients, mindful cooking, and a view from the summit of the spectacular Baja California desert and the Sea of Cortez that makes you question why you didn't come sooner. **The project that began as a couple's dream of retiring young gave us a culinary gem, and that love is felt in every dish.**



**On the other hand, Acre is an experience that goes beyond flavor.** Its restaurant and bar, surrounded by nature, have been recognized with a Michelin Green Star for their commitment to sustainability; but beyond the accolades, **Acre's menu is carefully prepared and planned by a team of chefs who are truly passionate about bringing unparalleled experiences to the table with every bite.**



**Wellness that transforms**

**Beyond luxury and dreamy spas, in Los Cabos you can reconnect with yourself in ways that truly leave a mark.** Whether you take a boat tour on the Sea of Cortez to see the legendary Arch of Cabo San Lucas or indulge in a massage at Nobu's Esencia Wellness Spa, the sound of the waves and

the breeze on your skin create the perfect atmosphere for a meditation or yoga session overlooking the ocean.



1 of 3

*María Dávalos*



2 of 3

*María Dávalos*



3 of 3

*Los Cabos Tourism Board*

**Whether you do it alone or are fortunate enough to find yourself accompanied by Sol and Lighuen , two of the founders of SUDA experience, who offer you a unique way to connect your mind, body and soul with things as simple and inherent to us as breathing.**



María Dávalos

If you want to take that body-soul connection even further, in Los Cabos you can find Nest Baja, a place that offers you the opportunity to experience a Temazcal Ceremony. This ancient pre-Hispanic tradition uses steam, herbs, and chants to help you release, heal, and begin anew.



Instagram: nestbaja

If you feel like the Temazcal isn't for you, but you still crave spiritual growth and connection, the Cacao ceremony is for you. It honors and celebrates the cacao plant and its importance in the indigenous cultures of Central and South America, giving us an opportunity to learn more about its spiritual and healing benefits beyond its globally beloved dessert.



Los Cabos Tourism Board/Hassen Salum

Whether you're traveling alone, with friends, or as a couple, Los Cabos has the power to give you what you sometimes forget to ask for: time for yourself. In the mesmerizing lapping of the waves lapping the shore, the soft glow of its sunsets, and the warmth of its people, you can remember who you are when you stop running. **Because at the end of the day, there's no better place that embodies the word wellness, thus becoming a love letter that Mexico writes to the world, but above all, to you.**

# TRAVELAGE WEST

BY NORTHSTAR

## Review: Montage Los Cabos for Families

Mindy Poder | Editor-in-Chief | Jun 24, 2025



Families choose Montage Los Cabos for a luxury vacation on one of Los Cabos' only swimmable beaches.

*Credit: 2025 Montage Los Cabos*

**Tucked in a sheltered bay, surrounded by beachgoers on white sand and diners enjoying alfresco seafood, I could be forgiven for lapsing into moments of believing I was summering in the Mediterranean. Maybe the Algarve in Portugal, or Menorca in Spain.**

But actually, I was in [Los Cabos](#), a place I've been many times, but never quite like this. At [Montage Los Cabos](#), the draw is the iconic location in the Twin Dolphin community at [Santa Maria Bay](#) — plus countless amenities perfect for families.

I imagine my kids — ages 17 months and 4 years old — were having their own lapses into magical thinking. Like when we arrived, and a seemingly unmanned toy monster truck dramatically exited the hotel's front doors and drove up to them. But this was not just any electronic car. It transported a trunk full of stuffed animals — blue whales, gray dolphins, speckled turtles and more — available for their choosing.



The grand welcome for kids at Montage Los Cabos  
*Credit: 2025 Montage Los Cabos*

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And when we got to our suite, a man carrying balloons was waiting outside, ready to deliver two giant glass jars filled with cookies on beds of pink sugar “sand.”

One of our Montage hosts, Carlos, was also somehow already there, beating us from the entrance where we had met him. He specialized in the art of practical magic, making traveling with two little ones a more seamless experience.

While he and his partner, Briseth, did check on us in person multiple times throughout our stay, we mostly connected through text message, allowing me to change plans, schedule activities and fine-tune my stay with ease.

For example, after both kids went to bed, I texted my hosts for earplugs and voila, they were delivered — and no one knocked on the door or rang the doorbell, just as I asked.



The resort offers pools, a swimmable beach, three restaurants, an expansive spa, an adventure operator, a kids' club and more.

*Credit: 2025 Montage Los Cabos*

And when my 1-year-old spiked a fever mid-trip, I asked about medical services, and within 20 minutes, the resort's nurse checked his oxygen and temperature, giving us peace of mind. Knowing that we were being looked after in case anything went wrong kept us calm and cool — a feature of both the hotel's service and design.

### **Guestrooms**

Two-story buildings clad in stone and wood feature flat rooflines and house about four guestrooms each, keeping a low profile that doesn't detract from the surroundings. Relying on elevated materials like travertine, desert landscaping, a minimalist approach and a muted, earthy color scheme, nature shines and the overall result is one of tranquility.



Montage Los Cabos' architecture and interior design is minimalist and modern.  
*Credit: 2025 Montage Los Cabos*

The resort offers 122 guestrooms and 52 rentable residences. Our 1,645-square-foot Ocean View One-Bedroom Suite featured two floor-to-ceiling sliding glass doors — one from the bedroom and one from the living room — so we had easy access to our oversize terrace, where we ate buttery croissants, chocolate-chip pancakes, burritos and avocado tartines for breakfast. Room service staff transported our morning lattes in S'well bottles so they would be piping hot upon first sip, one of many small but meaningful touches during our stay.

The room also features 1.5 bathrooms, an outdoor shower and a living room complete with a sofa bed that could be closed off with a sliding door.



An Ocean View One-Bedroom Suite  
*Credit: 2025 Montage Los Cabos*

### **The Pools, Cabanas and Beach**

The two-tier pool scene offers an adult infinity pool and a swim-up bar perfect for older families, couples and friend groups (all of which were spotted). Kids are welcome on both levels, though pool staff instructed families that the lower level was for more mellow family swimming.

This is also the location of the poolside cabanas, each complete with their own private pools, a cooler filled with beverages, a cabana butler, a tapas tasting, a bottle of Champagne and even bottles of misting spray and Coola sunscreen. Here, my family and I spent nearly an entire day dipping in and out of our pool, emerging for treats such as sliders, fries, quesadillas, homemade s'mores ice cream sandwiches and various complimentary bites offered by staff, such as pineapple skewers dipped in coconut and frozen watermelon-and-lime juice.



Guests can get PADI certified at the resort.  
*Credit: 2025 Montage Los Cabos*

The higher level never got wild either, though all kids were having a blast thanks to wide pools with large baja steps ideal for little ones who can't swim.

A sandy area complete with shovels and buckets sits atop a shallow kiddie pool, making it the perfect place for families to post up for sand play and cooling dips — it was also an ideal set up for building my daughter's vision for a sandcastle complex, which relied on a constant supply of wet sand.

This is a generous amenity for a resort that already features one of [Los Cabos' best swimmable beaches](#) — a rarity — and plenty of beach activities, from snorkeling to Sea-Doos, thanks to the on-site [Compass sports and recreation](#) program. Guests can even get PADI certified here.

### **The Restaurants**

Traveling with youngsters means we were reaching for the resort's excellent room service and poolside and beachfront eats, as well as the grab-and-go espresso drinks and smoothies available at Paletas. That allowed for a variety of options, fortunately — even a smoked salmon and labneh bagel breakfast from Marea restaurant while my kids played in the sand. But my favorite culinary moments at Montage were our sit-down dinners at Talay and Mezcal.



Talay serves elevated twists on classic Thai favorites.  
*Credit: 2025 Montage Los Cabos*

Nearly 60% of the diners who eat at [Talay](#) each night come from outside the hotel — not for its ocean views, since there aren't any — but for the unforgettable Thai cuisine by chef Marc Narongchai. A former pop-up food truck at the hotel, Talay proved to be so popular it became a resort mainstay, serving elevated takes on classic choices such as tom kha soup, papaya salad, green and yellow curry and dumplings in a vibrant, lush setting.

And the excellent service staff didn't bat an eyelash when both my kids were melting down in the summer heat and humidity, quickly delivering popsicles and a full set of crayons for them, and refreshing cocktails in tiki mugs for us.

[Mezcal](#), which recently received acknowledgement in the Michelin Guide 2025, is equally unmissable, but totally different than Talay with winning views, live music and upscale Baja cuisine presented in innovative and beautiful ways. I enjoyed a theatrical Cozobi "Zapotec God of Corn" mezcal margarita, served in a bed of dry ice, along with fresh cornbread and spicy-mole-infused bread complemented by smoked butter.

Other standouts included barbacoa mushroom tacos and roasted sweet potato, accompanied by a delicious red berries mole, fermented pear and charred onion puree.

### **Paintbox Kids' Club**

While Mezcal was delicious for the whole family, our daughter only joined us for our dessert of churros. That's because it was our last night at the Montage and she insisted on spending most of it at [Paintbox](#). She loved to visit the on-site kids' club every day for its toy collection, dance parties, room-service meals and especially its arts and crafts programming, from making slime and her own pinata-style purse to painting a flowerpot and a treasure chest.



Paintbox kids' club offers all-day programming for a fee.  
*Credit: 2025 Montage Los Cabos*

Though the club is officially for kids 5 and up, they offered to trial her before accepting her since she's potty trained. Our son also loved visiting the kids' club one day, though we had to get a babysitter to supervise him. The club is offered from 9 a.m. to 7 p.m. all week, and on Fridays and Saturdays, it offers a Children's Night Out until 10 p.m., all for a fee.

While I had a lot of grand ambitions for the three hours my husband and I had without both kids — maybe a yoga class, or a visit to the spa — we ended up unable to move from our beach chairs, transported by the view in front of us.



## Activities in Los Cabos: A Wellness Paradise for Mind, Body & Soul



As [wellness tourism](#) surges globally, [activities in Los Cabos](#) are leading the way, offering travelers transformative experiences that blend luxury, nature, and ancient healing traditions. With wellness-focused visitors spending an average of \$3,000 per trip, [Los Cabos has solidified its reputation](#) as a top destination for intentional, rejuvenating travel. Rooted in the destination's breathtaking landscapes and rich culture, [activities in Los Cabos](#) cater to every wellness seeker, ensuring a deeply restorative escape.

### Why Wellness Travelers Love Los Cabos

According to the Global Wellness Institute, wellness tourism is a \$651 billion industry, growing at 16.6% annually. Los Cabos is meeting this demand with exceptional experiences, earning a 91% satisfaction

rate from wellness-focused visitors.



### Top Wellness Activities in Los Cabos

From luxury resorts to boutique retreats, here are some of the best activities in Los Cabos for holistic rejuvenation:

**+Luxury Spa Rituals** – Enjoy volcanic stone massages, Asian-inspired therapies, and ocean glow exfoliation at [Nobu Los Cabos](#).

**+Nature-Infused Therapies** – Experience nopal detox, raindrop aromatherapy, and bird-song relaxation at [Acre Resorts](#).

**+Sacred Cacao Ceremonies** – Meditate with ceremonial-grade cacao at The Cape, Waldorf Astoria Pedregal, Viceroy Los Cabos, and Amet Nature Retreat.

**+Ancient Temazcal Rituals** – Purify mind and spirit in a traditional steam lodge at Nest Baja and [One&Only Palmilla](#).

**+Energetic Balancing** – Restore harmony with warm obsidian stones and quartz therapy at Four Seasons Cabo Del Sol.

**+Thalassotherapy & Hydrotherapy** – The only thalassotherapy treatment in Baja California awaits at The Club at Solaz.

**+Immersive Yoga Retreats** – Join a 4-day yoga and meditation retreat at Drift Hotel, set against San Jose del Cabo's serene backdrop.

**+Luxury Wellness Retreats** – Try Qi Gong, ice baths, and breathwork at Hilton Los Cabos' Eforea Wellness Day.

**+Cutting-Edge Biomagnetic Therapy** – The only one in Mexico, along with cold plunges and cacao healing, is available at [Viceroy Los Cabos'](#) 11,000-sq ft spa.

### **A Destination Committed to Sustainable Wellness**

**Activities in Los Cabos** go beyond indulgence—they support local communities and eco-friendly practices. The [Los Cabos Tourism Board](#) partners with traditional healers to preserve ancestral wellness traditions while promoting sustainable tourism growth.

“Wellness isn’t just a trend—it’s a lifestyle shaping how people travel,” says Rodrigo Esponda, Managing Director of the Los Cabos Tourism Board. “With over 900 new hotel rooms coming by 2027, we’re expanding our wellness ecosystem to meet this demand.”



### **Activities in Los Cabos Reflect How People Travel**

The growing demand for wellness activities in Los Cabos reflects a fundamental shift in how people approach travel. Wellness treatments during vacation serve multiple important functions that extend far beyond temporary relaxation. Scientific research demonstrates that chronic stress contributes to numerous health issues, with stress-related ailments accounting for the majority of physician visits. The

American Institute of Stress reports these stress-related conditions make up 75-90% of primary care visits, highlighting why intentional relaxation is no longer optional but necessary for maintaining health.

The benefits of incorporating wellness treatments into travel experiences are well-documented. Various studies show that therapies like massage, hydrotherapy, and meditation significantly reduce cortisol levels while improving mood and mental clarity. [The Mayo Clinic](#) has published research confirming the stress-reducing effects of spa therapies. Furthermore, [Harvard Medical School studies](#) reveal that mindfulness practices enhance emotional resilience and cognitive function, benefits that extend long after the vacation ends.

Physical restoration represents another critical aspect of wellness travel. The combination of long flights, disrupted sleep patterns, and unfamiliar environments can strain the body. Treatments such as deep-tissue massage, thalassotherapy, and traditional Temazcal ceremonies promote circulation, relieve muscle tension, and accelerate physical recovery. University of California research indicates that regular spa therapies may even strengthen immune function by improving white blood cell activity.



Los Cabos provides an ideal setting for such transformative experiences due to its unique geographical and cultural assets. Situated between the Sea of Cortez and the Pacific Ocean, the region offers a naturally therapeutic environment. The mineral-rich ocean waters, clean desert air, and dramatic volcanic landscapes create perfect conditions for restoration. Scientific studies from the National Institutes of Health suggest that exposure to negative ions from ocean waves may reduce stress and increase serotonin levels.

The destination's wellness offerings combine cutting-edge facilities with time-honored traditions. Visitors can choose from an impressive selection of world-class spas at luxury resorts including Nobu Spa with its volcanic stone treatments, the Waldorf Astoria Spa featuring private plunge pools, and One&Only Palmilla offering authentic Temazcal rituals. The Four Seasons Los Cabos provides unique oceanfront yoga sessions with obsidian stone therapy, while Viceroy Los Cabos boasts Mexico's only biomagnetic therapy program.

Traditional healing practices form an integral part of the wellness experience in Los Cabos. The ancient Temazcal ceremony, a pre-Hispanic sweat lodge ritual, facilitates deep detoxification and spiritual renewal. Cacao healing ceremonies utilize sacred preparations to promote emotional release and heart opening. Many treatments incorporate local herbs and are administered by traditional healers, ensuring authentic experiences rooted in regional culture.

Nature immersion plays a central role in Los Cabos' wellness philosophy. Visitors can practice sunrise yoga on pristine beaches, meditate in secluded desert oases, or participate in sound healing sessions under starlit skies. Forest bathing in the Sierra de la Laguna mountains and oceanfront breathwork at The Cape Hotel represent just two examples of how the natural environment enhances therapeutic experiences.

Sustainability remains a cornerstone of Los Cabos' wellness tourism approach. Many retreats and spas prioritize eco-friendly practices and work closely with local communities to preserve ancestral healing knowledge while supporting regional economies. This commitment to responsible tourism ensures visitors receive authentic experiences that benefit both themselves and the destination.

The comprehensive wellness ecosystem in Los Cabos continues to expand, with over 900 new hotel rooms planned by 2027 to meet growing demand. Whether seeking deep relaxation, emotional healing, or physical revitalization, visitors will find diverse options ranging from luxury spa treatments to transformative traditional ceremonies. This combination of natural beauty, cultural richness, and world-class amenities makes Los Cabos uniquely positioned to deliver meaningful wellness experiences that extend far beyond typical vacation benefits.

For travelers ready to embark on a journey of restoration and self-discovery, Los Cabos offers the ideal environment to disconnect from stress and reconnect with wellbeing. The destination's blend of modern luxury and ancient wisdom creates opportunities for profound personal transformation, ensuring visitors return home not just relaxed but truly renewed in mind, body, and spirit.



## Los Cabos Embraces Global Wellness Day with Exclusive Wellness Programs, Combining Luxury, Nature, and Holistic Healing to Nurture Every Aspect of Well-Being

Thursday, June 12, 2025



In celebration of Global Wellness Day on June 14, 2025, the Los Cabos Tourism Board invites travelers to experience an unforgettable wellness journey designed to nurture the mind, body, and spirit. From serene beachfront yoga sessions to luxurious spa treatments and nature-driven experiences, Los Cabos has positioned itself as a top destination for wellness enthusiasts seeking relaxation, rejuvenation, and mindful travel.

As the global wellness tourism industry rapidly expands, now valued at \$651 billion annually with projected annual growth of 16.6% through 2027, Los Cabos is embracing its role as a sanctuary for travelers in search of health, balance, and peace. Recent data from the Los Cabos Tourism Board

highlights that visitors who come for wellness experiences report a 91% satisfaction rate. These travelers also spend an average of \$3,000 per trip, underscoring the region's economic importance and its ability to deliver enriching experiences.

To meet the growing demand for holistic wellness, Los Cabos offers a broad range of services and activities inspired by the region's natural surroundings and cultural heritage. Here are some of the standout wellness experiences offered in the destination:

- **Healing Volcanic Stone Treatments** and **Asian-Inspired Massages** at Nobu Los Cabos, designed to provide deep relaxation and stress relief, using ancient methods combined with modern techniques.
- **Nopal Detox** and **Raindrop Aromatherapy** at Acre Resorts, where guests are immersed in the calming sounds of nature while undergoing treatments designed to rejuvenate both body and mind.
- **Cacao Ceremonies** at The Cape, a Thompson Hotel, Waldorf Astoria Pedregal, Viceroy Los Cabos, and Amet Nature Retreat, offering guests a chance to unwind with transformative meditation and ceremonial-grade cacao, which helps alleviate stress and promote inner calm.
- **Temazcal Ceremonies**, an ancient pre-Hispanic tradition of cleansing, using sacred herbs, volcanic stones, and chanting to purify the spirit. This deeply spiritual experience is available at properties like Nest Baja and One & Only Palmilla.
- **Energetic Balancing** at Four Seasons Cabo Del Sol, where guests experience the healing power of warm obsidian stones and energetic quartz to restore balance and release built-up tension.
- **Thalassotherapy Treatments** at The Club at Solaz, offering guests a distinctive wellness experience unique to Baja California, with hydrotherapy pools, personalized massages, and aromatherapy sessions designed to nurture the body and soul.
- **Immersive Yoga Retreats** at Drift Hotel, providing a tranquil environment where guests can engage in yoga, Pilates, and meditation, set against the beautiful backdrop of San Jose del Cabo.
- **Eforea Wellness Day** at Hilton Los Cabos, a luxury retreat offering a range of experiences including Qi Gong, ice bath immersion, and breathwork, all aimed at revitalizing the body and mind.
- **Cold Plunges, Cacao Healing Experiences, and Biomagnetic Therapy** at Viceroy Los Cabos, housed in a sprawling 11,000-square-foot spa, offering treatments that are unique to the region, allowing guests to experience Mexico's one-of-a-kind healing therapies.

Los Cabos is committed to providing both high-end luxury and more accessible wellness options, ensuring that every traveler can incorporate health and well-being into their vacation. To accommodate this growing demand, the destination is expanding its offerings, with plans to add over 900 new hotel rooms by 2027, further enhancing its reputation as a wellness haven.

Sustainability is at the heart of Los Cabos' wellness initiatives. By collaborating with local healers and supporting eco-conscious practices, the region ensures that tourism contributes positively to the environment and local communities. The destination's commitment to sustainability also extends to preserving its cultural heritage, ensuring that traditional wellness practices are passed down to future generations.

As Los Cabos continues to grow as a premier wellness destination, it offers an expanding range of authentic, luxurious experiences that honor the region's natural beauty and cultural traditions. Whether visitors seek peaceful relaxation, a transformative wellness retreat, or a journey to holistic health, Los Cabos is ready to provide the perfect escape into well-being.

**Forbes**

## Looking For A Beachy Wellness Destination? The Waldorf Astoria Los Cabos Pedregal Is Your Answer

By [Sherrie Nachman](#), Contributor. Jul 01, 2025, 10:52am EDT

My two favorite ways to spend a vacation are indulging in endless wellness experiences and lounging by a beautiful beach. This very special Forbes Five-Star Property has an abundance of both. The hotel is dramatically situated between the ocean and the rockface of the Pedregal Mountain and embodies both luxury and a sense of spirituality. Depending on the season, beach lovers can snorkel, surf, swim with the dolphins or enjoy some whale watching.



The beachside pool

Waldorf Astoria

Regardless of the season, the property offers an endless array of wellness options. Fitness buffs can spend time in the well equipped gym or sign up for beachside yoga, a boot camp class or go for a hike. Or you can hone your tennis and pickleball skills with a private lesson.



The natural setting inspires calm

Waldorf Astoria

However, the spa is really highlight of the property for anyone who wants to tackle stress or just experience some local Mexican wellness rituals. One of my favorites is the cacao ceremony performed in an outside palapa and conducted by a local shaman. Cacao is a healing ingredient in indigenous cultures and focuses on the heart with the goal of creating a sense of openness and relaxation. A special couples' version of the ceremony is also available.



Welcome to the spa

Waldorf Astoria

The spa offers an extensive assortment of therapies based in nature. Depending on the phase of the moon (or your personal preference), you can sign up for the "The Awakening Moon," "The Nourishing Moon," "The Calming Moon," or "The Restoring Moon." The Calming Moon treatment features the calming effect of an exfoliation using rose petals & brown sugar, followed by a re-mineralizing rose mud wrap and a relaxing massage. Or you can choose something from the indigenous healing spa menu such as "The Intention." This treatment utilizes aromatherapy and indigenous rituals and includes an energy cleansing ritual, craniosacral therapy and a Mexican folk healing massage. Hand-harvested organic blends are selected by the spa's therapists who use the energy of plants and herbs to provide a holistic targeted body, mind and spirit experience.



The spa pool

Waldorf Astoria

If mezcals is your thing, you can try the “Spirit of Mezcal Muscle Renewal” massage, which uses a mezcal-infused rub for improved circulation and muscle relaxation. Inspired by ancient practices, this technique dispels bodily coldness, believed to cause muscular discomfort. The final step is a calming herbal pinda massage with anti-inflammatory properties, promoting body revitalization and harmonious immune system activation.



Your ocean view

Waldorf Astoria

Regardless of how much time you spend at the spa, you will definitely feel a sense of calm by being surrounded by so much natural beauty and incredibly relaxing hotel rooms and suites. All suites have a private plunge pool and an ocean view. For a true indulgence, you can book the three-bedroom villa, a 3,500 sq. ft. oasis of luxury. It's hard not to feel well-taken care of as you enjoy your multiple terraces, a private pool, and dedicated butler service.



Cliffside dining at El Farallon

Waldorf Astoria

And if you were wondering, the food is terrific too. Don Manuel's features Mexican classics and the cliffside El Farallon is an exceptional restaurant that has a seafood-to-table menu, as well as a champagne tasting menu and some of the best views in town.

**Forbes**

## Try These Unique Dining Options In Los Cabos

By [Sherrie Nachman](#), Contributor. Jul 02, 2025, 12:00pm EDT

Los Cabos is a special destination known for its natural beauty, terrific beaches and endless watersports, including snorkeling, scuba diving, sports fishing and whale watching. You can also find an abundance of luxurious accommodations and fun nightlife. It is also home to some terrific and innovative dining experiences. Below are three of my favorites.



Inspired , award-winning bites

Acre

**Acre**

This 2025 Green Michelin star winner is the ideal place to spend an evening (or a whole day). The food is the star, but the atmosphere is also pretty amazing. Guests are welcomed by a jungle-like pathway, surrounded by flowering plants and a collection of treehouses. Dinner is served under lit lanterns and an expansive starry sky; lunch is also alfresco, sheltered by the towering jungle palms.



Communal dining is recommended

Acre

At the heart of the Acre Resort, which also includes accommodations, is a working farm that supplies the kitchen with more than 60 organic items. Mango and citrus trees tower over rows upon rows of tomatoes, peppers, root vegetables and herbs. Meat and seafood arrive fresh daily from nearby suppliers. The emphasis is on sustainability and although these locally produced items need little help to shine, the

culinary team, led by Chef David Fajardo, create something wonderful. Some recent menu highlights include: tuna crudo with mango and avocado, rib-eye tacos with pickled onions, an heirloom tomato salad with goat cheese and basil and miso fish with black rice and bok choi.



Farm-to-table dining with a view

Monte Cardon

### **Monte Cardon**

For the ultimate dinner with a view, take a short drive to the countryside outside of Los Cabos to Monte Cardon. The property and amazing team will welcome you with a homemade beverage, and if you time it correctly, a spectacular sunset. The food at Monte Cardon highlights daily harvests from local farms and the Sea of Cortez and emphasizes sustainability; the restaurant is committed to only using ingredients that are found within 12 miles of the property. The menu incorporates seasonal flavors, a creative spirit and traditional Mexican cuisine with a Mediterranean flair. This is farm-to-table cooking at its best.



Private dining events are also available

Monte Cardon

The local ingredients are transformed into magical dishes by chef/proprietor Ubaldo Martínez whose open-kitchen uses rustic techniques such as firewood ovens and grills. The highlight is the seasonal, six-course Chef's Table menu. Each course is deliciously complex and beautifully presented. Recently, the menu featured mesquite grilled yellowtail served over green mole, blue shrimp carpaccio stuffed with house-made burrata and a pear tart drizzled with mint caramel. And an extensive wine and cocktail list is also available.



Sushi plus the Pacific

Nobu

**Nobu**

Nobu Los Cabos, located in the Nobu hotel, is inspired by the innovative flavors created by Chef Nobu Matsuhisa. Of course, you can find what have become Nobu classics, such as black cod miso, rock shrimp tempura, and yellowtail sashimi. However, this Cabo outpost also takes advantage of its unique location. Your meal is served in a sleek dining room with floor-to-ceiling windows where you can watch the crashing waves of the Pacific Ocean. Open-air dining is also available on the two-level oceanside patio for an up close sunset view.



Nobu classics

Nobu

In addition to some of the best sushi I have ever had, a large selection of Japanese wagyu, and some excellent salads, Nobu Los Cabos also infuses its Japanese menu with Mexican elements. You can also indulge in a short rib, king crab or lobster taco, or some shishito peppers. And in addition to an assortment of mochi, there is tres leche cake with caramel ginger for dessert. The "Mia Margarita" is a favorite and the Mezcalina features Siete Misterios Mezcal.

# Mexico News

— DAILY —

## Meet the man who made Los Cabos an international success story

[Chris Sands](#) July 5, 2025



The tourism industry in Los Cabos is doing better than ever. Meet the man who made it happen. (FITURCA)

The reason Los Cabos has become such a popular travel destination isn't solely because of its creative and progressive tourism board (FITURCA), nor is it necessarily the reason why there are so many [five-star rated luxury resorts](#) and Michelin Guide recognized restaurants. After all, Los Cabos is a beautiful place with abundant natural attractions and plenty of resorts and restaurants that are savvy marketers.

But it has certainly helped (a lot) that the Los Cabos Tourism Board is so good at its appointed task of promoting the area and has willingly embraced innovative ideas, from a private tourism trust and an office in Los Angeles to [award-winning digital design](#) and laying the groundwork for Michelin Guide visits. I recently sat down with Rodrigo Esponda Cascajares, Managing Director of the Los Cabos Tourism

Board, to find out how the organization has managed the most successful period in Los Cabos tourism history.



Land's End in Cabo San Lucas, which, like other Los Cabos attractions, has seen record numbers of visitors in recent years. (Montage Los Cabos)

**How did you become the Managing Director of the Los Cabos Tourism Board?**

I have been lucky to be head of the Los Cabos Tourism Board for eight and a half years (it will be nine in October). Previously, I spent over 16 years at the Mexico Tourism Board, in New York, Chicago, Toronto, and then back to New York, the last four years as the Regional Director of North America.

After so many years in that job, I needed a different challenge, a new chapter in my life. So, I decided to resign, and then, the next day, I got a phone call from the private sector in Los Cabos, inviting me to come in for an interview to be the new head of the Los Cabos Tourism Board.

It was a good opportunity and a good way to aggregate all that I had been learning during the previous years. So on October 1, 2016, I started as the head of the Los Cabos Tourism Board, and it has been a true pleasure to be here and see so many different things. Los Cabos has a bright future as a destination.

**Can you explain the Los Cabos Tourism Board to our readers and how it works, including the role of FIPROTUR, the private tourism trust?**

The Los Cabos Tourism Board was created in 1997 and has been around for 28 years. The trust is administered from the hotel tax. The hotel tax is public funding. It started at 2%, then 3%, now it's 4%.

There have been different formulas along the way. However, it was only four years ago that it was decided that only the tourism board would have a budget out of the 4% of the hotel tax, and from that, we would be proposing a calendar of activities, some objectives, key performance indicators, and so on.

The Private Trust Fund for the Promotion of Los Cabos ([FIPROTUR](#)) began because the private sector was concerned that only hotels were participating. Since the destination was evolving, it was believed that some new voices were needed. I told them we didn't need to invent the wheel because in some parts of the world, the kind of private support they were talking about exists.

So, I explained that it was a formula where there would be some contributions from other sectors besides the hotel [sector] and that New York City, is funded by a government grant and a membership-based contribution of many organizations looking to participate and to have a voice in what New York City is going to do. Several models globally are similar, with slight differences depending on the destination. We decided it was a good idea to create a private organization that would complement the efforts being done with the public fund.

We have been truly transparent in how the public funding is being used. If you go through FITURCA's website and the minutes of the meetings, I report to a board that is composed of the private and public sectors, including the state government and the private hotel association. Every two months, we have a board meeting where we present the initiatives, present the budget, and even small elements are adjusted. So it's completely transparent.

At the beginning, it was a little bit challenging for the industry to understand the model because there was nothing like that in Mexico or Latin America. However, the disappearance of the Mexico Tourism Board (defunded in 2019) also helped to raise the awareness that we needed to work together. So by 2019, we had created and instituted the trust.

We started with the hotels, and then different members joined along the way. It's not only in the tourism sector. Currently, we have almost 100 companies. Fifty of them are hotels, but we also have banks, restaurants, and other companies participating and having a voice in the positioning of the destination. We don't go out trying to sell it to everybody. It's more understanding of what we're trying to do.

We do training for free for different companies and their employees who participate. So we have created a formula. We have an office in Los Angeles that is paid for by the private sector and can be used by private sector companies for free. It's based in Los Angeles. That is our number one market. There's a huge network in the California region with different channels of commerce, with different associations and organizations.



The Gallery District in San José del Cabo, one of that city's most popular areas to visit. (Chris Sands)

The office is very active in different activities, promotions, fan trips, and media outreach. And then, many of the partners in the destination also have offices in Los Angeles, so they actively participate with our office and coordinate throughout the year. It's important because so many of our travelers come from California. So you can imagine the need to be in touch with travel advisors, with airlines, with meeting planners, and different companies.

So that formula has been optimized throughout the years. We are still doing some interesting additions because the industry continues to evolve. The two of them, the Los Cabos Tourism Board and FIPROTUR, complement each other in a very nice way because both of them are not-for-profit.

**Have there been any instances where FIPROTUR has been particularly valuable?**

One initiative that I would like to highlight for FIPROTUR involves the Michelin Guide, which, as you know, came to Mexico last year. However, we found out about the process very late. It wasn't until 2023 that they came to us saying that the country and the [Michelin Guide](#) were working with different states to participate. So we had just two weeks to commit to them because they needed to come and evaluate and do the restaurant assessments.

We didn't have it in the budget, either through the Los Cabos Tourism Board or FIPROTUR. We hadn't planned for the funding, either publicly or privately. So we did an outreach process to the FIPROTUR members, telling them we have this opportunity, but we need to work fast.

If we commit, this is the timeline that we need, this is the budget that we need to accomplish, and this is extra because it's a one-off opportunity. And let us know what you think, and then we will discuss it. And

in one week, we had the additional funding contributed by the private sector in addition to their annual memberships, because they understood the big opportunity that this would be for the destination.



Mezcal, one of the 2025 Michelin Guide's newly recognized restaurants, was a beneficiary of Esponda's efforts to fund a visit from the Michelin Guide. (Mezcal)

But to put it in perspective, we got like a four-year lead by embarking on the Michelin Guide because any destination that couldn't commit in 2023 would not be able to be included until 2026 or 2027. And we had that lead ahead just by being able to work together.

**What new markets are you trying to add for Los Cabos, not only from traditional tourism areas like the U.S. and Canada, but also from Europe, Asia, or South America?**

When I started nine years ago, it was a priority to diversify inside the United States because we were fully concentrated on the West Coast. Now, that continues to be our primary market, but at that time, we didn't even have a nonstop flight from New York. So I had to talk to the airlines, meet with them several times throughout the year to show them the numbers and show them that it would make a lot of sense to have a nonstop from New York.

It wasn't easy, but flights from New York have now been a total success. We've been going through the different outbound markets to see where we need to focus and where we need to concentrate to get additional connectivity. And we meet regularly with all the airlines.

So with that in mind, it's also a priority to diversify outside the United States, because this is a beautiful destination. And to be competitive and to keep up with changes in the tourism industry, we need to make sure that other markets can reach us.

We have a [nonstop flight from Germany](#) (Frankfurt), which took us several years to set up, and the numbers show that it's not only bringing people from Germany, but also Italy, France, Spain, Switzerland, and even the U.K. So we're continuing to make efforts in Europe, in terms of the conversations we're having with airlines, and we're just about to confirm a flight from South America.

It makes a difference, not only for [Los Cabos](#) but the entire Baja California Sur region, which is like an island. We don't have manufacturing, we don't have industrial fishing, we don't have mining, we don't have anything but tourism. Tourism is the main source of income for the community. The household income of families here is much higher than the national level because of tourism and all the travelers who are coming to the destination. So we have a big responsibility to continue increasing connectivity to transfer those benefits to the community.

**During your tenure, Los Cabos has seen record numbers of tourists, doubling from two million to four million annually. Do you think those numbers can go higher, or are you happy with where they're at right now?**

We have almost doubled the numbers. However, in the last three years, we have not doubled. In 2023, in 2024, and in 2025, we're going to have almost a flat performance in terms of the travelers, which is good because the destination grew very fast in the recovery process of COVID-19 due to all the dynamics that were generated. And we, the destination, took advantage of that recovery, the conditions, the fact of working very closely all together in all the associations.

But that generated a lot of situations internally in terms of the infrastructure, the resources, housing, energy, and many, many, many things that the destination needs to address. So it is an opportunity to keep the same number of travelers in three years, to adjust, to maximize, and to focus on the quality, not the quantity. We need to change the mindset in that.

Fortunately, we've been mentioning this in the last three years to the associations, and nobody's complaining that the destination is not having double-digit growth. By contrast, everybody's very happy that the number of travelers coming to the destination is not decreasing, especially among international travelers, because that is happening in other destinations in Mexico. Here, the average spending rate per traveler is increasing.



Esponda has also overseen a doubling of the number of tourist in Los Cabos. (Internet)

So it's the best scenario in that you have the same number of visitors who are spending more, and forty percent of the travelers who are coming to the destination are repeat travelers. That's super high if you compare it to many other destinations around the world.

**Do you monitor people's feedback from their Los Cabos vacation? What do you think they respond to most positively, and what would they like to see improved?**

We conduct an exit survey of travelers every day, and we also survey the community, because it's equally important to understand what the community is saying as what the travelers are telling us.

The satisfaction level is 95%. Of course, the natural beauty of Los Cabos is the most important factor [for] traveler satisfaction. They love the place, they love its beauty. The quality of the services and hospitality is the second favorite thing, then food.



Travelers leaving Los Cabos are asked to provide feedback on their trip. (Trip Support)

We use a technique called net promoter score to score positive, negative, and neutral impressions from travelers, and we measure it into 15 elements. Yes, some things need to be improved. Traffic is one of them. We're also monitoring the relationship between cost and quality. We need to make sure that travelers perceive that what they are paying is the right price for the quality of services that they are getting.

We pass this information to the different hotel associations, to the authorities, for them to understand the feedback that the travelers are providing to us, and the responsibility that we have to build up and finish some infrastructure projects that are needed in the destination, including the airport, roads, housing, energy, water, and many others.

**Your website is interactive, and I know you have virtual reality options, too, so people can explore the destination before they decide to visit. Can you talk about why this was so important?**

A few years back, when I started, we checked the website and the digital assets, and they were not good. So we started evaluating in 2016 and 2017, and what we needed to do was start from scratch. It was a little bit controversial internally, especially with the hotels. So it was one of those battles that you have, because some people are saying no, don't invest in the digital assets.

Once we decided that we would do it, we started from scratch, we invested, and thus were able to get to the place where we are now, where we've added so many innovative tools that they've even been acknowledged as exceptional by tourism industry standards internationally.

It's a process that started eight years ago. It didn't happen overnight, because even if you wanted to do it that fast, you couldn't. [For example, on our website](#), we have 1,200 companies that update their

information. So it's not that our team is updating because there's just no way we could stay on top of 300 restaurants, plus all the hotels and other companies.

We also have an artificial intelligence chatbot that scrolls around. Things To Do is one of the most visited sections, with a 95% click-through rate, so that travelers looking to find attractions or activities start interacting with the artificial intelligence and find what they're looking for.

And then we have a [virtual reality experience](#) that can be accessed through Apple or Google, for example. We announced it and launched it two months ago. We've already been working on the new version that is coming next year. We have to, because the technology advances so fast!

# EL TIEMPO

¿Qué hacer en Los Cabos? Así es el rincón más exclusivo de México, donde el turismo traduce descanso y bienestar

Los Cabos no es un destino para cualquiera. Está reservado para turistas que privilegian la tranquilidad y el lujo.

Edwin Caicedo

PERIODISTA DE MEDIOAMBIENTE Y SALUD

Lo primero que observa un turista al aterrizar en el aeropuerto internacional de Los Cabos son jets privados. **Embraer Phenom 300, Cessna Citation Excel y Bombardier Challenger 600** —aeronaves de alto nivel ejecutivo— son algunos de los modelos que se encuentran en una de las pistas con mayor tráfico de aviación privada en México. La mayoría de los visitantes llega en busca de una experiencia de lujo, pero, sobre todo, de descanso.

Los Cabos, en el estado de Baja California Sur, es el rincón más exclusivo de México. Este municipio, ubicado en la punta final de la península, entre el océano Pacífico **y el megadiverso mar de Cortés, tiene su cabecera en San José del Cabo, aunque su centro poblado más importante es Cabo San Lucas.**

Allí es donde personalidades de Hollywood como George Clooney, Cindy Crawford, Rande Gerber, Jennifer Aniston, Adam Levine y Britney Spears tienen sus villas de descanso y pasan sus días de reposo, rodeados por un paisaje desértico de cardones que alcanzan los tres metros de altura y el aroma salobre del océano, presente en casi cualquier vista hacia el horizonte.



Los Cabos ofrece una combinación excepcional de belleza natural, alojamientos de lujo y bienestar. Foto:Hassem Salum

Y aunque despierta cada vez más interés entre los viajeros —y no es para menos, tras recibir galardones como el Top Destination 2025 de Tripadvisor o la certificación de Airbnb como uno de los destinos más hospitalarios del mundo—, Los Cabos no es para todos. **En promedio, una noche de hospedaje cuesta 472 dólares, y la oferta se centra en hoteles boutique o de cinco estrellas**, con terrenos extensos y habitaciones tan amplias como el desierto que las rodea.

Llegar a Los Cabos es aceptar una invitación silenciosa a bajar el ritmo. Todo a su alrededor está diseñado para no perturbar el silencio y la serenidad del lugar. Si usted quiere viajar allí, lo primero que debe preguntarse es: ¿quiero descansar o celebrar? ¿busco un refugio donde el tiempo se detenga o lo mío es más el afán de la gran ciudad? ¿prefiero un retiro de yoga y meditación o más bien lo que quiero es irme de compras?

Cuando se viaja, cada quien tiene sus preferencias, pero si lo suyo son las experiencias de bienestar y descanso, entonces su próximo destino debe ser Los Cabos, que el año pasado recibió más de 7.400 viajeros colombianos. Con eso en mente, empecemos con esta, que será su guía para disfrutar algunos de los rincones más sofisticados de este resguardo de bienestar.



Los Cabos es un destino donde el viajero promedio gasta en hospedaje más de 400 dólares por noche. Foto:Hassen Salum

### **Arquitectura serena**

En Los Cabos, los hoteles —y en general cualquier edificación— no puede tener más de cinco pisos. El objetivo es mantener despejado el horizonte para que, sin importar donde usted se hospede, pueda tener una visual despejada. La oferta de camas, que no es poca, suele en todo caso estar en altos niveles de ocupación, con un promedio del 79 por ciento gracias a que allí se realizan eventos internacionales como el ATP 250 de tenis, el PGA Tour de golf y el Torneo Bisbee's de pesca.

Pero entre las opciones disponibles, un imperdible es el Nobu Los Cabos donde la arquitectura también traduce meditación. **Este hotel, estratégicamente posicionado frente a las costas del Pacífico y ubicado dentro de la misma propiedad que alberga un campo de golf diseñado por Tiger Woods, combina líneas limpias y pensadas al detalle con una estética japonesa. Nada sobra. Nada falta.**



En Nobu Los Cabos la serenidad y la estética es lo más importante. Foto:Nobu Los Cabos

Este es el hogar del 'Soul Wellness Retreat', una experiencia diseñada para quienes entienden que el descanso también puede ser transformador. Nobu, entre cuyos dueños se encuentran el actor Robert Deniro, no es solo un hotel: es una pausa, donde las inmensas habitaciones con vistas perfectamente cuidadas —hacia el Pacífico, sus jardines desérticos o sus piscinas— hacen que el tiempo se extienda y el día aparente durar el doble.

Dentro del mismo complejo, Esencia Wellness Spa, se despliega como un jardín zen. Con un circuito de hidroterapia al aire libre, al que se suman jacuzzis techados, sauna y cuarto de vapor, **Nobu se convierte en el escenario idóneo para empezar y terminar los días, en medio de dorado cinematográfico del sol, que siempre se acuesta tras del mar y surge en las montañas de la Sierra de La Laguna.**



Complejo de piscinas del hotel Nobu Los Cabos. Foto:Nobu Los Cabos

### **Gastronomía ‘de la granja a la mesa’**

La alta cocina es uno de los sellos de Los Cabos. Baja California Sur alcanzó un total de 21 reconocimientos en la Guía Michelin México 2025, donde se destacan las apuestas de gastronomía local reinterpretada; la sostenibilidad basada en la filosofía ‘de la granja a la mesa’, donde todo lo consumido es cultivado dentro de la misma propiedad o en zonas cercanas; y una defensa profunda por lo natural, siendo este el Estado donde más se consume y producen alimentos orgánicos en todo México.

Para entender el alma culinaria de Los Cabos, hay que subir la colina hasta Monte Cardón. **A solo 18 minutos de San José del Cabo, este restaurante de filosofía ‘farm-to-table’ ofrece una experiencia exclusiva, reservada para tan solo 12 comensales por noche que pueden disfrutar de un menú de seis pasos donde cada ingrediente fue cultivado o capturado a menos de 20 kilómetros a la redonda.**

En sus cenas exclusivas, el chef no sólo cocina: conversa. Ubaldo Martínez, quien dirige el proyecto junto a su esposa y varios socios, comparte el origen de cada ingrediente, explica el porqué de cada maridaje y ofrece un brindis con vinos mexicanos mientras el sol esconde frente a las montañas de La Sierra, en medio de una vista privilegiada que deja apreciar el final de la península.

**“¿Por qué servir salmón traído desde Alaska si tienes huachinango fresco a 10 kilómetros? No tiene sentido”, argumenta Martínez. En Monte Cardón los comensales también pueden**

**convertirse en cocineros, pues el restaurante ofrece la posibilidad de tomar clases de cocina tradicional mexicana.**



Cena en el restaurant Monte Cardón. Foto:Hassen Salum

Otro imperdible es el oasis en medio del desierto: Acre. En Ánimas Bajas, una zona conocida por sus palmas y arquitectura discreta, este restaurante, dentro de una espesa selva que contrasta con el desierto a su alrededor, muestra con orgullo su galardón: una Estrella Verde de la Guía Michelin, que reconoce a restaurantes con platillos y cócteles que reflejan un profundo respeto por el entorno desde la sostenibilidad.

Aquí, la experiencia de lujo es orgánica. Acre no es solo un restaurante, sino también un exclusivo resort homónimo, donde las habitaciones son casas en los árboles, elevadas entre ramas y aves o grandes villas familiares que gracias a sus materiales de construcción son más frescas y requieren de menos energía para alimentar sus aires acondicionados.

La piscina de Acre se esconde en su selva repleta de palmeras, y el restaurante ha sido galardonado por su capacidad de transformar los tacos estilo baja y los aguachiles a partir de lo que cultivan en sus terrenos, **donde además ofrecen clases de mixología, paseos a caballo en medio de los cardonales, talleres de velas y yoga bajo sus árboles de mango.**



Algunos de los platos de la cocina del restaurante Acre. Foto:Hassen Salum

### **Suda: el cuerpo como brújula**

Para quienes buscan una reconexión más profunda, Los Cabos surge como un destino donde el descanso también está atravesado por lo espiritual. Experiencias como el 'Soul Wellness Retreat', organizado por el equipo de Suda Experience, ofrecen algo más que clases de yoga.

Con base en una filosofía holística que honra al cuerpo, al silencio y al paisaje, Flor Daney y Lighuen Desanto, cocreadores de esta propuesta, aseguran que no construyen retiros sino que diseñan experiencias que se sienten como rituales. **“La vida urbana nos desconecta. Vivimos corriendo, y se nos olvida el cuerpo, la respiración, el alma”, explica Flor.**



Experiencias de meditación frente al Pacífico del Soul Wellness Retreat ofrecido por Suda. Foto:Hassen Salum

El retiro Soul, que lideran en colaboración con Nobu, incluye ceremonias al atardecer, meditaciones frente al mar, espacios de ejercicio físico para activar los músculos y sesiones de respiración guiada. **Estas actividades llevan al cuerpo a una sensación de plenitud y sosiego que permite sentir —y vivir— más allá de lo que las atareadas vidas ciudadinas permiten.**

Incluso respirar se siente diferente. Y Ofelia Bojórquez lo sabe. Psicóloga y terapeuta especializada en trabajo de respiración, durante el retiro Soul, Ofelia guía sesiones que parecen pequeños viajes a través de respiraciones conscientes, música y silencio.

**“Es lo más cercano a estar en un viaje sicodélico sin consumir ninguna sustancia. Una experiencia fuera de lo convencional solo a partir de respirar”, explica Lighuen.**



Ofelia Bojórquez guía las sesiones de respiración activa durante el Soul Wellness Retreat. Foto:Hassen Salum

### **Mar adentro**

Pero el azul del mar de Cortés no está solo para apreciarlo a lo lejos. Al llamado 'acuario del mundo', por su inmensa biodiversidad, también hay que entrar. A bordo del Pelican 11, un catamarán de dos pisos para hasta 45 personas, usted puede explorar el Arco de Los Cabos, una icónica formación rocosa ubicada en Cabo San Lucas. Pero también tiene la oportunidad de saltar al agua, donde no se sorprenda si terminan nadando, a su lado, tortugas, delfines o lobos marinos que se acercan curiosos.

**La experiencia se siente más como un salón flotante que como una embarcación. Cócteles, música suave, colchonetas flotantes y una vista privilegiada completan la experiencia ideal para pasar un día distinto, donde la naturaleza exuberante marca el descanso.**



Pasar una tarde en el mar de Cortés, el 'acuario del mundo', es un obligatorio si va a Los Cabos. Foto:Hassen Salum

**En Los Cabos el lujo no es ostentoso, pero sí es visible.** Menús de seis tiempos, naturaleza virgen, arquitectura de revista y retiros de meditación son parte de la experiencia para el viajero que quiera disfrutar del rincón más exclusivo de México. Pero más allá de eso, el verdadero lujo está en la experiencia, en la autenticidad de un lugar que es diferente a lo convencional y en la posibilidad de desconectarse.

EDWIN CAICEDO

Periodista de Medioambiente y Salud

# EL TIEMPO

Monte Cardón: el exclusivo rincón de la gastronomía mexicana en Los Cabos, donde todos los días el menú cambia

Este restaurante, ubicado en una privilegiada colina, ofrece cenas exclusivas para solo 12 comensales por noche.

Edwin Caicedo

PERIODISTA DE MEDIOAMBIENTE Y SALUD

En Monte Cardón, todos los días, el menú cambia. La carta se escribe con lo que da el día: lo que faenaron los pescadores artesanales esa mañana en el mar de Cortés y lo que se cosecha en los valles cercanos, en granjas pequeñas de producción orgánica.

Este restaurante, que es un reflejo de la gastronomía de alto nivel de Los Cabos (México), se fundamenta en la filosofía 'farm-to-the-table', que no es más que adquirir sus insumos de granjas o cultivos que no se encuentren a más de 32 kilómetros a la redonda.



Monte Cardón está ubicado en una privilegiada colina entre La Sierra y el mar de Cortés. Foto:Hassen Salum

A solo 18 minutos de San José de Los Cabos, en lo alto de una colina de 20 acres, Monte Cardón emerge como una experiencia exclusiva, que solo abre sus puertas los jueves, viernes y sábados para atender, únicamente, a 12 comensales por noche.

“Este lugar nació de una terquedad”, dice Ubaldo Martínez, chef y alma detrás del proyecto, mientras camina entre terrazas de piedra y senderos que respetan los árboles originales del terreno. “Queríamos ir en contra de lo que representa la producción en masa, lo rápido, lo industrial”.

#### El milagro agrícola del desierto

Teniendo en cuenta el horizonte desértico que se ve al aterrizar en Los Cabos, uno pensaría, que es tierra infértil. Pero Ubaldo desmonta el prejuicio: “aquí ocurre un fenómeno climático raro: tenemos brisas cálidas y húmedas del mar, y vientos fríos y secos de la Sierra de la Laguna. Se encuentran y crean condensación, nubes, lluvia. Es un desierto fértil”, explica.

La tierra se alimenta de aluvión —materia orgánica que baja de las montañas— y eso la convierte en una de las zonas con mayor producción orgánica de México. Ese milagro natural permite que los ingredientes crezcan con mínima intervención humana. “No tenemos que usar pesticidas. La agricultura aquí es todavía rústica, casi artesanal”, asegura el chef con orgullo.



Las cenas en Monte Cardón están reservadas para apenas 12 privilegiados comensales por noche. Foto:Hassen Salum

Una cena, doce personas, mil historias

La experiencia cumbre del restaurante es su 'Chef's Table': una cena de seis tiempos servida solo tres noches a la semana, para no más de 12 comensales. La velada comienza con un vino mexicano al atardecer en el mirador, desde donde se contemplan el mar, el desierto y las montañas. Luego, el banquete.

Cada plato llega acompañado de una historia: el ceviche de pez loro, el filete de jurel con mole verde, las almejas chocolate bañadas en mantequilla de damiana —una hierba silvestre nativa, con sabor entre orégano dulce y menta—. Todo está narrado, explicado, contado. Comer en Monte Cardón es leer una crónica en seis capítulos, donde los protagonistas son los sabores Baja California Sur.

“¿Por qué servir salmón traído desde Alaska si tienes huachinango fresco a 10 kilómetros? No tiene sentido”, argumenta Ubaldo. Y es que, en Monte Cardón, comer es también aprender a mirar lo que uno tiene al alcance.



Ubaldo Martínez, chef y alma detrás de Monte Cardón. Foto: Monte Cardón

#### El futuro boutique

Monte Cardón abrió oficialmente en febrero de 2024, aunque comenzó a rodar discretamente un año antes. Y ya sueña en grande. En una ladera adyacente al terreno donde hoy también se hacen eventos, Ubaldo planea construir un hotel boutique con 16 habitaciones tipo cápsula, suspendidas sobre

plataformas flotantes, todas con vistas panorámicas y piscinas privadas. También están en marcha una bodega subterránea y un invernadero de flores comestibles.

“Queremos que la gente se quede aquí, que viva la experiencia completa. Sin ruido, sin prisa”, dice mientras señala el terreno donde pronto nacerá la cava, conectada por un túnel secreto.



Vista de La Sierra, desde la colina donde está ubicado Monte Cardón. Foto:Monte Cardón

## Un restaurante con alma

Ubaldo no es chef de escuela, sino de vocación. Su historia empezó a los cinco años, cuando ayudaba en una pizzería del vecindario. “El dueño me dejaba usar el horno, yo quemaba las pizzas. Pero desde ahí supe que esto era lo mío”, recuerda riendo. Estudió negocios internacionales, trabajó en todas las áreas de la restauración —desde lavar platos hasta servir mesas— y hoy es la cabeza de uno de los proyectos más llamativos del corredor gastronómico de Los Cabos.



Monte Cardón es aún un sueño en construcción para Ubaldo y sus socios. Foto:Hassen Salum

Monte Cardón no busca ser tendencia. Es más bien un refugio de autenticidad, una oda al paisaje sudcaliforniano y a su abundancia discreta. “Todo lo construimos con lo que teníamos: piedra de aquí, arena de allá, ladrillos hechos a mano. Respetamos los árboles, movimos los cactus con cuidado. No queríamos imponer una estructura; queríamos que el restaurante naciera del mismo terreno”, concluye Ubaldo.

Allí, en medio del desierto, Monte Cardón se ha convertido en exclusivo paraje imperdible para aquellos que visiten Los Cabos. No es un restaurante, sino una experiencia que permite apreciar y aprovechar lo que se tiene.

# EL TIEMPO

## El ‘lujo consciente’, el nuevo concepto que implementan hoteles exclusivos como el hotel Nobu Los Cabos

**Nobu Los Cabos, entre cuyos dueños está Robert Deniro, aplica un concepto distinto cuando se trata de viajar.**

Edwin Caicedo

PERIODISTA DE MEDIOAMBIENTE Y SALUD

**Al llegar a Nobu Hotel Los Cabos, no es el sonido del mar lo primero que lo recibe a uno, sino el silencio.** Un silencio diseñado, casi arquitectónico, que parece filtrar cualquier ruido que no sea esencial. Allí, donde la península de Baja California Sur se choca con el Pacífico, este resort —entre cuyos dueños se encuentra el actor Robert Deniro— redefine el bienestar, el lujo y la sostenibilidad. Aquí el lujo es ‘consciente’.

En los últimos años, el concepto de ‘lujo consciente’ ha irrumpido con fuerza en el sector del turismo premium, desplazando las antiguas nociones de ostentación por otras más centradas en la experiencia, el bienestar y la sostenibilidad. **Se trata de una tendencia global que prioriza el consumo responsable, el respeto por el entorno y la conexión auténtica con los destinos visitados.**



En Nobu Los Cabos cada línea está perfectamente pensada para la relajación y la tranquilidad. Foto:Nobu Los Cabos

Sin embargo, este tipo de turismo y los hoteles que lo aplican no son para un viajero promedio. Primero, por su altos costos. Los Cabos, en la punta final de Baja California Sur, es uno de los destinos más exclusivos de México, el preferido por actores y personalidades de Estados Unidos que tienen allí sus villas de descanso o que no tienen problema en pagar el costo de sus hoteles boutique o resorts cinco estrellas, con costos promedio de 472 dólares por noche.

Pero lo que se paga en Los Cabos no es una habitación; es el lujo del silencio, la calma y el descanso, tan difícil de encontrar hoy día y el reconocimiento de que ser sostenible importa, aún en los detalles pequeños. **En Nobu, esa experiencia de introspección está rodeada de mármol, madera clara, jardines zen y brisa marina. La infraestructura de este hotel, literalmente de portada de revista, está inspirada en el minimalismo japonés y la naturaleza propia del árido desierto de esta región mexicana, reconocida por Airbnb como una de las más hospitalarias del mundo.**



La privacidad y la exclusividad distinguen también a Nobu Los Cabos. Foto:Nobu Los Cabos

### **Arquitectura que permite el descanso**

Nobu es una lección de arquitectura emocional. Sus líneas limpias, sus espacios abiertos, sus vistas infinitas del océano y sus piscinas milimétricamente estructuradas para poder salir de los cuartos ubicados en el primer piso hacia el agua. Todo está diseñado para que uno recuerde cómo se siente respirar sin prisa.

Pero es en el Esencia Wellness Spa donde el alma encuentra relajación. El circuito de hidroterapia al aire libre —con jacuzzis bajo cabañas, duchas sensoriales y una piscina de recuperación— parece diseñado por un monje con obsesión por el detalle. **La estética es sobria, sin estridencias, lo que permite que detalles como las trinitarias y las cayenas resalten llevándose el protagonismo. Y en esa moderación está la promesa: uno no viene a escapar del mundo, sino a regresar a él.**



Piscina de hidroterapia del Esencia Wellness Spa de Nobu Los Cabos. Foto:Nobu Los Cabos

### **Gastronomía que cura (y seduce)**

En Nobu Los Cabos, comer también es una forma de recordar que el cuerpo es templo. Y si bien el restaurante insignia Nobu ofrece los clásicos del maestro Matsuhisa —como el legendario bacalao negro en miso o el sashimi de jalapeño—, es en sus otras mesas donde el lujo se vuelve una experiencia más plural.

Muna, el restaurante de sabores mediterráneos del chef Paolo della Corte, ofrece un viaje sensorial que va del caviar ruso al ravioli de ostras crudas, con el Pacífico como testigo. En Ardea, la propuesta se vuelve carnívora. Cortes de carne añejados in-house, pastas artesanales, pizzas al horno de barro, quesos y embutidos de autor. Todo servido con la complicidad de una carta de vinos premiada y cócteles que parecen creados para iniciar conversaciones que se extienden hasta la madrugada.



La cocina asiática con influencias mexicanas distingue a Nobu Los Cabos. Foto:Nobu Los Cabos

### **Lujo con consciencia**

Pero lo que distingue a Nobu Los Cabos no es solo su lujo silencioso, que sin ostentar deslumbra. Es su intención. Su arquitectura busca reducir el impacto ambiental, su cocina privilegia ingredientes locales y

de temporada, su spa utiliza prácticas sostenibles y sus programas de bienestar están alineados con valores como la presencia, la consciencia y la regeneración.

Según un informe de Virtuoso, red internacional de agencias de viajes de lujo, el 70 por ciento de los viajeros de alto poder adquisitivo afirma que prefiere marcas que demuestren un compromiso real con la sostenibilidad y el impacto social positivo. **El lujo consciente, más que una categoría, se ha convertido en una filosofía de viaje: menos cosas, más significado.**



Complejo de piscinas del hotel Nobu Los Cabos. Foto:Nobu Los Cabos

Este viraje responde no solo a una creciente conciencia ambiental, sino también a una demanda emocional del viajero contemporáneo: experiencias transformadoras que generen bienestar duradero. Hoteles como Nobu Los Cabos, Six Senses o el grupo Belmond han apostado por integrar prácticas ecológicas, programas de bienestar holístico y gastronomía basada en productos locales como parte de su propuesta de valor.

**Y es que, en tiempos donde el turismo es masivo y el afán es consumir e ir a toda velocidad para hacer el máximo de actividades diarias, Nobu, y Los Cabos como destino, logran entregar, satisfactoriamente, todo lo contrario. Aquí, el bienestar y el descanso no es un lujo opcional, sino el lujo en sí mismo.**

# EL TIEMPO

¿Cómo es un viaje de reconexión y meditación? Así funcionan los retiros de bienestar

Estas experiencias incluyen distintas actividades como clases de yoga o sesiones de respiración consciente.

Edwin Caicedo

PERIODISTA DE MEDIOAMBIENTE Y SALUD

**Cada vez más personas en el mundo padecen del síndrome de 'burnout', una problemática que, de acuerdo con muchos profesionales de la salud, podría convertirse en la próxima pandemia. Y no es porque se trate de un virus o una enfermedad transmisible, sino porque esta condición es cada vez más común en el mundo laboral o personal, donde las rutinas repetitivas y sobrexigentes terminan afectando a las personas.**



Flor Daneu, co-creadora de Suda Experiences. Foto:Hassen Salum

Ante ello, uno de los movimientos que ha surgido a nivel global buscando frenar esta condición, cada vez más frecuente, es la del bienestar y la reconexión a través de viajes y retiros. En América Latina, donde aún no es tan común que se desarrollen estos espacios, uno de los sitios que está buscando promoverlos es Los Cabos, en el estado de Baja California Sur, México.

En el extremo sur de la península, donde el desierto se encuentra con el océano, llegan cada vez más viajeros en busca de reconexión, de pausa, de silencio. Y es ahí donde aparece Suda Experience, una iniciativa que convierte el turismo en un viaje hacia los adentros de cada persona.

**Flor Daneu y Lighuen Desanto, son dos argentinos creadores de Suda, que en sus palabras mezcla “arte, movimiento y conciencia”. Ambos aseguran que no construyen retiros, sino que diseñan experiencias que se sienten como rituales.**



Los Cabos está consolidando su posición como el principal destino de bienestar de América del Norte. Foto:Hassen Salum

La más reciente, realizada en colaboración con el Fideicomiso de Turismo Los Cabos, es una inmersión a través de la estética desértica y sosegada de la región. “Queríamos que cada momento tuviera sentido. Que la naturaleza no fuera solo un decorado, sino una guía”, dice Flor.

Suda no se limita a ofrecer clases de yoga o sesiones de meditación. “No son actividades, son experiencias inmersivas”, repite Flor. Formada como coreógrafa y directora de teatro, su vida dio un giro tras un viaje iniciático a la India. “Ahí entendí que la verdadera escena estaba dentro de mí”, dice, recordando el silencio de los Himalayas y los cantos en los ashrams.

**Ese viaje fue la semilla. La pandemia fue el terreno fértil. Encerrados, pero creativos, Flor y Lighuen comenzaron a gestar Suda durante la época de aislamiento.** Él, nacido en la Patagonia (Argentina), con un alma moldeada por la introspección y un ojo entrenado en el cine y la fotografía, trajo al proyecto una sensibilidad estética y una filosofía centrada en el ritmo natural de las cosas. “Toda mi vida me acompañó una forma de mirar más pausada. El mundo del marketing era ruido, y yo buscaba silencio”, dice Lighuen.



La desconexión es fundamental durante los viajes de reconexión. Foto:Hassen Salum

### ¿Cómo funcionan los viajes de reconexión?

Juntos diseñaron un método que fluye en cuatro etapas: conectar, soltar, empezar y liberar. Como una obra teatral bien dirigida, cada retiro se convierte en una narrativa íntima. En el retiro Soul, realizado en Los Cabos, por ejemplo, los participantes usaron auriculares para una sesión de yoga inmersivo, escucharon meditaciones con sonidos oceánicos, y cerraron con una ceremonia ritual. Todo pensado para reconectar con uno mismo y con los demás.

También se realizaron ceremonias al atardecer, meditaciones frente al mar, espacios de ejercicio físico para activar los músculos y sesiones de respiración guiada. Estas actividades llevan al cuerpo a una sensación de plenitud y sosiego que permite sentir —y vivir— más allá de lo que las atareadas vidas ciudadinas permiten.



Ofelia Bojórquez guía las sesiones de respiración activa durante el Soul Wellness Retreat. Foto:Hassen Salum

**Incluso respirar se siente diferente. Y Ofelia Bojórquez lo sabe. Psicóloga y terapeuta especializada en trabajo de respiración, durante el retiro Soul, Ofelia guía sesiones que parecen pequeños viajes a través de respiraciones conscientes, música y silencio.** “Es lo más cercano a estar en un viaje psicodélico sin consumir ninguna sustancia. Una experiencia fuera de lo convencional solo a partir de respirar”, explica Lighuen.

Esa misma experiencia se ha llevado a India, Nepal, Portugal, República Dominicana y España. En cada lugar, Suda adapta sus actividades al destino. **“No repetimos formatos. Nos inspira lo local. Queremos que el sitio también nos transforme”**, dice Lighuen.



Meditaciones frente al mar, por la mañana y la tarde, son parte de esta experiencia. Foto:Hassen Salum

Los asistentes suelen ser diversos: ejecutivos exhaustos, nómadas digitales, personas mayores en busca de flexibilidad física y emocional, jóvenes que intuyen que hay algo más allá del rendimiento. Pero todos, según los fundadores de Suda, comparten una necesidad común: parar.

“La vida urbana nos desconecta. Vivimos corriendo, y se nos olvida el cuerpo, la respiración, el alma”, explica Flor. “Y también hay personas en pueblos pequeños que necesitan salir de sus moldes culturales, descubrirse, reírse de nuevo con su niño interior”.

**Para ellos —y para todos— Suda busca que las personas tengan la capacidad de frenar, respirar y continuar, con el objetivo de volver a uno mismo.**

# Condé Nast Traveler

## Nobu Hotel Los Cabos

The first Mexico property from Nobu Hospitality blends Japanese design with the surrounding Mexican landscape and culture.

Readers Choice Awards 2024, 2020, 2021, 2022, 2023



Courtesy Nobu Hotel Los Cabos

Rooms

200

Reviewed by [Dana Leigh Smith](#)

**Why book?**

To unwind and feel miles from civilization without breaking the bank, 30 minutes from the hustle and bustle of downtown [Los Cabos](#). Due to its location on the windy Pacific Ocean side of the [Baja California peninsula](#), Nobu is one of the more affordable five-star resorts in Los Cabos. Set amongst 14 quiet acres of beachfront and desert dunes, it's a blending of the elements that seems to instantly pacify tired travelers upon check-in. Even at full occupancy, you'll often feel like you're the only guest on-property: The 200 hotel rooms are spread across three buildings, and the minimalist yet inviting accommodations only enhance the experience. All rooms feature teak spa-style deep soaking tubs (that are actually comfortable enough to lounge in) and balconies with cushy chairs that encourage lingering with a good book.

Beyond the rooms, the property offers numerous ways to relax—from the spa and hydrotherapy garden to the adult-only pool and beachfront yoga classes—making it a true haven for those seeking solace from the stress of everyday life and a crowded, bustling hotel experience.

### **Set the scene**

Cabo San Lucas is known for being highly developed and dotted with rowdy bars and clubs. But you'd never know that if you drove directly from the airport to the Nobu Los Cabos. As you near the property, cactus-filled desert landscapes and beautifully manicured golf courses fall into view, and upon arrival at Nobu, it's like you're on another planet entirely; a calming oasis where the desert meets the magnificent Pacific Ocean coastline.

Mulling about the open-air lobby groups of 30-something women in colorful Zimmerman cover-ups grab matcha lattes from the cafe and snap photos of each other near the made-for-Instagram sculpture garden and water feature. Fit, young couples—a mix of [honeymooners](#) and [babymooners](#)—loungue by the pools (there are three) in Celine sunglasses while sleepily sipping Champagne as laid-back Afro beats dance through the air. The waves from the adjacent beach add to the calming soundtrack and provide an unadulterated feast for the eyes—largely because the sand is mostly empty.

Guests are not permitted to swim in the ocean at any Pacific-side properties in Los Cabos due to the strong currents and sudden changes in water depth. For that reason, Nobu Los Cabos may not be the best choice for beach lovers or those looking to snorkel or boat on-property. However, it's a true heaven for anyone who wants a quiet escape to truly unwind—especially wellness enthusiasts, spa lovers, and foodies, who can enjoy eight very different dining experiences at the hotel throughout their stay.

### **The backstory**

The brainchild of renowned restaurateur Nobu Matsuhisa, actor Robert De Niro, and film producer Meir Teper, Nobu Hospitality launched its first hotel in Las Vegas in 2013. Since then, the portfolio has expanded to include over 40 properties, with Nobu Los Cabos being the first to open in Mexico. (Punta Cana and Tulum locations are slated to open in 2025 and 2026, respectively.)

Matsuhisa's culinary approach has always been about using Japanese cooking techniques to create new dishes that celebrate local flavors and ingredients. A similar philosophy extends to the aesthetic of all of the hospitality group's properties; however, the Nobu Los Cabos is unique because it was designed from the ground up. Unlike other Nobu hotels, which were all born from renovations, the architects behind the Los Cabos property were given the opportunity to create a unique environment that reflects both Japanese design and Mexican influence. The result is a hotel that feels like something only Nobu could bring to life.

### **The rooms**

Like the lobby and common areas of the hotel itself, the rooms are a masterful blend of modern Japanese minimalism, locally sourced materials, and Mexican artworks. The color palette is neutral, featuring

calming muted tones of rust and slate blue that complement the natural elements visible to guests as they peer through their glass-lined balconies. The wooden soaking tubs, river-stone paved shower walls, and latticed closets (inspired by Japanese shōji screens) only add to the calming aesthetic.

At approximately 514 square feet, all the Deluxe Rooms are generously sized. However, it's worth springing for the Deluxe Ocean View rooms (there are 76 of them) if you want a bit more space. The price is similar to the Deluxe Rooms, yet many of them are exceptionally spacious—something that isn't advertised online—plus, you get a view! The junior ocean front suites should be a consideration if you want to unwind away from prying eyes. Each opens up to a walled-in patio with a pool, steps from the sand and the sea, which provides a soothing soundtrack for early morning dips and walks on the beach.

Guests traveling with kids or planning an extended stay may be interested in booking a Nobu Residence suite. The smallest unit, which is a one-bedroom, is slightly less expensive on average than a similarly sized hotel room and features a washer and dryer, as well as a fully equipped kitchen where a concierge-arranged chef can prepare meals on-site. Guests of the residences have access to a private gym and spa, which serves as a welcome respite from the hotel's fitness center, which can be crowded in the early morning, even during the low season. The residences, some of which can sleep up to 14 people, are also great options for large groups. Depending on the exact suite, amenities may include a private pool, a pool table, a hot tub, and an outdoor grill.

### **Food and drink**

There is no shortage of dining options on-property, and the cuisine was, unsurprisingly, a delight. The hotel's namesake restaurant was a similar experience to what you'd have at another location of the chain, but with some additional menu items that celebrate the Los Cabos culinary scene. The restaurant does feature some locally sourced seafood, but the menu fails to highlight what was caught in the region, which would be a helpful addition for diners. Guests can enjoy Nobu Matsuhisa's signature dishes, including black cod miso, rock shrimp tempura, and yellowtail sashimi, while admiring the crashing waves—something not to be missed at sunset. If simply enjoying sushi isn't enough for you, the restaurant also offers sushi-making classes. The neighboring Mexican restaurant, Pacific, also offers instruction to those who prefer to be active participants in the creation of their tacos and tapas.

For a vibey pre-dinner drink by the fire, head to M Bar. It offers a lengthy cocktail and mocktail menu featuring unique blends of Mexican, Japanese, and Greek ingredients, which perfectly primes the palate for a meal at the adjoining Mediterranean restaurant, Muna. The eatery boasts a stunning open kitchen where guests can see chefs hard at work preparing seasonally inspired dishes as they take in the sweeping views of a nearby golf course and the glistening Sea of Cortez. Don't miss the salmon tartare, topped with a curry vinaigrette, poured tableside.

The Nobu Cafe, an all-day lobby cafe featuring specialty espresso beverages, iced teas, and pastries, was also particularly good. Hotel coffee bars can be hit or miss, but if you're particular about your morning caffeine, this one may pleasantly surprise you. It can get busy at times, though, so bake time into your itinerary if you're grabbing a cup before jetting off to a scheduled activity.

### **The spa**

Spas at five-star hotels can sometimes feel similar to one another. But Nobu's Esencia Wellness Spa is a memorable experience worth the indulgence. (If the name sounds familiar, it's because Esencia is found at many upscale hotels around the world.) Upon check-in, spa butlers greet guests and assist them in locating their lockers and robes before providing a tour of the hydrotherapy circuit, a tranquil garden oasis of hot and cold pools, steam rooms, and saunas. Unlike some other spas, however, the butler remains at guests' beck and call, ushering them to and from their treatments. In a world where it's not uncommon to have to anxiously watch a nearby clock to ensure a prompt arrival for treatments, this attention to detail allows guests to let their minds wander and fully sink into relaxation.

Their signature 50-minute Essentia massage starts with a delightful essential oil-infused steam, delivered via a freshly heated bucket of water placed beneath the massage table. The other treatment offerings draw inspiration from cultures around the globe, including Japan, and range from shiatsu massages to facials and body treatments. Additional relaxation and fitness experiences include Pilates and boot camps, which can be enjoyed at the neighboring fitness center, complete with an outdoor yoga pavilion ideal for stretching in the sunshine.

### **The area**

Situated within a private, gated enclave, Nobu definitely feels secluded. But it's only a 30-minute drive to downtown Los Cabos, where visitors can board private boats at the marina, stroll along the boardwalk, party at one of the many nightclubs, or explore Plaza Amelia Wilkes, where local artisans showcase their crafts. All that said, the Pacific coast of Los Cabos may not be what you'd expect from a Mexican vacation, thanks to rough seas and intense winds, which make it cooler than the surrounding areas. If you're craving a true beach getaway, head to a property along the Sea of Cortez or one of the Bays.

### **The service**

Guests are warmly greeted with cold drinks and warm towels as soon as they arrive, and check-in happens from a comfortable couch in the open-air lobby overlooking the ocean. There are over 700 employees on-site, which translates to approximately 2.5 employees per guest, ensuring a constant supply of happy and helpful staff available to answer questions, arrange nanny and private transportation services, or schedule off-site reservations and excursions.

An additional perk: All guests are assigned a Local Ambassador whom they can text questions and requests throughout their stay. This means if guests need something attended to, there's no need to call the front desk or leave their pool lounge. And speaking of which, it should be noted that there are no pool concierge services. Servers are delighted to provide menus and meals poolside, but don't expect them to set up towels or slather on sunblock.

### **For families**

The property is primarily geared toward adults, but families with kids who are old enough to safely navigate concrete stairs without railings (there are a fair number of them) and an abundance of prickly plants will also have a nice stay here. The Residences are the perfect accommodations for this latter group. Not only do they offer multi-room accommodations, but they also include an in-unit washer and dryer, a full kitchen, and communal living areas for group hangs.

The Kizzu Kids Club is another perk, offering several activities, including arts and crafts, games, and reading, appropriate for little ones of all ages. The concierge can also arrange on-property babysitting services for guests seeking a romantic night out without the kids.

### **Eco effort**

The property is certified by EarthCheck, a leading global certification program for sustainable tourism, so throughout the property, you'll see sparse landscaping and local drought-tolerant plants instead of unnaturally green lawns and flowers that wouldn't normally survive in the desert. Additionally, the hotel limits its use of energy, carbon emissions, and paper to support its eco efforts.

### **Accessibility**

There are two ADA-compliant hotel rooms available, as well as one accessible residence. There are ramps and elevators located throughout the property, and the pools, restaurants, and common areas are

also accessible. Most of their activities are fully accessible and inclusive, as well, including the cooking classes.

**Anything left to mention?**

This hotel hosts a lot of weddings—two per week—and depending on the location of guests' rooms, the noise can travel. However, local ambassadors do text guests ahead of time to let them know the start and end times of events, and the music is promptly turned off at 11:00 p.m.



## Rodrigo Esponda Transforms Los Cabos Into A Global Tourism Hub: Here is How He Actually Achieved Its Astonishing Results

Saturday, July 5, 2025



Over the past decade, Los Cabos has transformed from a popular Mexican beach destination to a global tourism success story. This meteoric rise is largely attributed to Rodrigo Esponda, the Managing Director of the Los Cabos Tourism Board, who has spearheaded initiatives that blended public and private sector collaboration, innovative marketing, and a forward-thinking approach to tourism development. Through his leadership, Los Cabos has seen record-breaking tourism numbers, a thriving local economy, and global recognition, including visits from the prestigious Michelin Guide.

Under Esponda's direction, Los Cabos has solidified itself as a premier destination, attracting millions of visitors annually, offering world-class resorts, renowned dining experiences, and breathtaking natural landscapes. The strategies employed by Esponda and his team have not only amplified the area's appeal but also ensured sustainable tourism practices that benefit both the local community and the global traveler.

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### **A Visionary Path to Leadership at Los Cabos Tourism Board**

Rodrigo Esponda's journey to the helm of the Los Cabos Tourism Board began with an extensive career in the Mexican tourism sector. Before leading FITURCA, Esponda spent over 16 years with the Mexico Tourism Board, working in key markets such as New York, Chicago, and Toronto. After dedicating years to the public sector, Esponda was ready for a new challenge, and in 2016, he was offered the opportunity to lead the Los Cabos Tourism Board. In October 2016, he embraced this new chapter, and the results have been transformative.

During his tenure, Esponda has managed to turn a beautiful destination into an international tourism powerhouse. His experience in the global tourism landscape and understanding of the market's shifting dynamics have been pivotal in reshaping Los Cabos' marketing strategies, outreach programs, and industry collaborations.

### **The Role of FITURCA and FIPROTUR in Los Cabos' Growth**

One of the key strategies that Esponda adopted was the establishment and growth of the Los Cabos Tourism Board's private sector involvement, particularly through the creation of FIPROTUR—the Private Trust Fund for the Promotion of Los Cabos. This initiative sought to bring together key stakeholders beyond the hotel industry, inviting participation from sectors like banks, restaurants, and other businesses. Esponda emphasized that this collaborative approach had its roots in global models like that of New York City's tourism board, which is supported by both government funds and private sector contributions.

The funding for Los Cabos tourism primarily comes from a hotel tax, initially set at 2% and now at 4%, which is allocated to the tourism board for promotional activities. Under Esponda's leadership, this funding model has allowed the board to create and implement dynamic strategies to boost tourism numbers. Furthermore, Esponda ensured that transparency remained a cornerstone of the trust's operations. Monthly board meetings and public-facing reports on the use of the hotel tax have built trust between private sector partners and government entities.

### **Innovative Marketing and Michelin Recognition**

In 2023, Los Cabos had an unprecedented opportunity—an invitation from the Michelin Guide to evaluate the destination's restaurant scene. However, the challenge was the short time frame, leaving the tourism board with just two weeks to raise the necessary funding. Esponda, known for his quick thinking and strong leadership, rallied FIPROTUR members to provide the funding in record time, ensuring that Los Cabos restaurants would be part of the prestigious guide.

The result was the inclusion of several Los Cabos establishments in the Michelin Guide, solidifying the destination's reputation not only as a sun-soaked paradise but also as a culinary hotspot. This was a monumental achievement for the destination and underscored Esponda's ability to leverage opportunities that elevated Los Cabos in the eyes of discerning international travelers.

### **Expanding Los Cabos' Reach to New Markets**

One of Esponda's top priorities has been to diversify Los Cabos' tourism markets. Initially, the destination was heavily reliant on visitors from the West Coast of the United States. However, Esponda recognized the importance of reaching a broader audience and worked diligently to establish non-stop flights from key cities like New York, Frankfurt, and even South America. This effort led to an increase in international visitors from Germany, Italy, France, Spain, and beyond.

The strategic move to expand Los Cabos' reach through direct international flights has paid off, attracting a more diverse range of tourists while ensuring the local economy continues to benefit from tourism dollars. Esponda's team worked tirelessly with airlines to demonstrate the viability and profitability of new routes, underscoring the long-term benefits for the region.

### **Maintaining Growth Amid Challenges**

While the tourism numbers in Los Cabos have seen tremendous growth over the years, Esponda acknowledges that the destination faces challenges, particularly regarding infrastructure. The region's rapid growth has placed pressure on existing resources, including housing, water, and energy. The tourism board, along with FIPROTUR, is working closely with local authorities to address these issues while continuing to prioritize high-quality service for travelers.

Esponda also focuses on optimizing the visitor experience, ensuring that Los Cabos doesn't just attract tourists but also offers them a memorable, high-value experience. Feedback surveys conducted regularly among travelers reveal a 95% satisfaction rate, with visitors praising the area's natural beauty, service quality, and food offerings. Yet, Esponda and his team are constantly striving to address areas such as traffic congestion and the balance between cost and quality, which are key concerns for some visitors.

### **Technological Innovation in Tourism Marketing**

In today's digital age, online presence and marketing strategies are more crucial than ever. Under Esponda, the Los Cabos Tourism Board has transformed its digital footprint, developing a website with interactive tools like artificial intelligence chatbots and virtual reality experiences. These innovations allow potential visitors to explore the destination before they even step foot in Los Cabos, offering immersive, user-friendly experiences that set the destination apart from its competitors.

The success of these digital initiatives demonstrates Esponda's forward-thinking approach to marketing and his commitment to enhancing the traveler experience through technology. With future updates already planned, the tourism board aims to continue pushing the boundaries of innovation, ensuring that Los Cabos remains a top-of-mind destination for travelers worldwide.

### **Looking Toward the Future**

As Esponda prepares for the next phase of growth for Los Cabos, the focus is on maintaining high-quality tourism and further expanding the region's global reach. By continuously improving infrastructure, supporting local businesses, and ensuring sustainability in tourism practices, Esponda's leadership will continue to shape the future of Los Cabos for years to come.

With an unwavering commitment to both the community and the international visitor, Rodrigo Esponda has not only created a tourism model for Los Cabos but also for other destinations to follow. His work at the Los Cabos Tourism Board serves as a testament to the power of innovation, collaboration, and forward-thinking leadership in shaping the future of global tourism.



## Rodrigo Esponda Cascajares: The Architect Behind Los Cabos' Tourism Boom

Saturday, July 5, 2025



Los Cabos' rebranding of itself, once a low-profile southernmost tip of the Baja California Peninsula of Mexico, to become one of Mexico's premier tourist destinations is due in large measure to Rodrigo Esponda Cascajares, FITURCA Los Cabos Tourism Board Managing Director. Over recent years, Esponda has overseen a series of historic marketing and developmental initiatives which dramatically escalated worldwide profile and appeal of the region.

Under Esponda's leadership, Los Cabos has seen an explosion in tourism, and its growing reputation is now further reinforced by accolades such as its inclusion in the **Michelin Guide**. The destination has attracted millions of visitors annually, from luxury travelers seeking top-tier resorts to culinary enthusiasts flocking to its newly Michelin-starred restaurants.

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## **A Journey to Leadership**

Esponda's path to Los Cabos was one shaped by extensive experience. Prior to taking the helm of FITURCA in 2016, Esponda spent over **16 years with the Mexico Tourism Board**. His time with the Board took him to key international markets, including **New York, Chicago, and Toronto**, where he held the position of **Regional Director of North America**. After years in that role, he sought a new challenge and found it in Los Cabos.

In **October 2016**, he officially took on the role, bringing with him a wealth of experience in tourism marketing, management, and development.

## **Innovative Public-Private Collaboration**

One of Esponda's key strategies was the creation of the **Private Trust Fund for the Promotion of Los Cabos (FIPROTUR)**, a groundbreaking initiative that brought together both public and private sectors to fund tourism promotion in the region. Prior to this, only the hotel sector was involved in tourism promotion through the public hotel tax. The new model allowed for broader participation from a wide variety of industries, such as banks, restaurants, and other businesses integral to Los Cabos' economy.

Esponda explained that the trust model, although unconventional in Mexico and Latin America, was based on successful examples worldwide. "We didn't need to reinvent the wheel," Esponda remarked. "We modeled it after cities like New York, where a combination of government grants and private sector contributions helps fund tourism promotion and activities. This model allows a wider group of stakeholders to have a say in the destination's growth."

## **Los Cabos Embraces Digital Innovation**

Esponda also focused on leveraging **digital tools** to enhance the destination's visibility and attract international tourists. The **FITURCA** website underwent a complete overhaul, creating an interactive platform that features **virtual reality experiences** and **AI-powered chatbots** to assist users in finding the best attractions, activities, and services in Los Cabos.

"We started from scratch with our digital assets," Esponda noted. "It was a process that took time, but the investment has paid off as we now have an exceptionally well-received digital presence that attracts visitors from around the world."

This digital focus extends beyond the website, with FITURCA engaging in various online campaigns and partnerships with influencers to boost Los Cabos' global profile. As a result, the destination's brand is now synonymous with luxury, adventure, and unique experiences.

## **Culinary Excellence and Michelin Recognition**

One of the most notable achievements during Esponda's tenure was securing Los Cabos' place in the **Michelin Guide**. In 2023, despite the limited notice, Esponda and the team at **FIPROTUR** were able to quickly mobilize the private sector to provide the necessary funding to facilitate the Michelin evaluations.

"We had only two weeks to commit to the Michelin Guide, and we didn't have the budget allocated. But the private sector understood the opportunity, and within a week, we had the funding," Esponda shared. This quick action led to **13 restaurants** in Los Cabos being included in the prestigious guide, with some even earning Michelin stars and Green Stars for sustainability.

This recognition brought global attention to Los Cabos' growing culinary scene, further cementing the destination's appeal for food lovers from around the world.

### **Expansion Beyond Traditional Markets**

When Esponda first arrived in Los Cabos, much of the region's tourism relied on visitors from the **West Coast of the United States**. One of his first priorities was diversifying the market by focusing on connecting with travelers from other parts of the U.S., particularly from **New York**. Through persistent efforts, Esponda succeeded in establishing direct flights from **New York City** to Los Cabos, a route that has since proven to be highly successful.

Esponda and the tourism team didn't stop there. Over the years, they expanded efforts into Europe, including a **nonstop flight from Frankfurt** to Los Cabos, which now serves travelers from not only **Germany** but also from neighboring countries like **Italy, France, and Spain**.

Furthermore, Esponda's vision includes expanding the destination's appeal to **South America**. Talks are underway to establish a new flight route from **Brazil** to Los Cabos, which would further solidify its position as an international hub.

### **Maintaining Sustainable Growth**

Despite the rapid growth in tourism, Esponda believes that quality should always be prioritized over quantity. With visitor numbers having nearly doubled from **2 million** to **4 million** annually, Esponda is focused on sustainable growth. "It's not about doubling the numbers every year," he says. "We want to ensure that we continue to deliver high-quality experiences for travelers while also maintaining the integrity of our infrastructure."

Los Cabos has benefited greatly from its tourism boom, with tourism serving as the primary economic engine for the region. The growing number of visitors has also increased household incomes for locals, further emphasizing the importance of responsible tourism.

### **Looking to the Future**

Rodrigo Esponda Cascajares' leadership of the Los Cabos Tourism Board has set a clear blueprint for the destination's future. Through innovative strategies, global marketing, and a focus on sustainability, Esponda has steered the region into a new era of tourism.

Los Cabos is no longer just a world-famous beach resort—it is today a vibrant cultural, gastronomic, and luxury travel destination. Esponda's initiatives have become a benchmark of how destinations are transformed by collaboration across industries, by applying digital technology, and by demanding quality and sustainability.

Los Cabos will continue to prosper years to come, but Esponda will maintain focus on retaining its status of a world-class destination to deliver an unforgettable experience to each individual it welcomes.

# Galerie

## These Are the Unique Travel Experiences Everyone Will Be Talking About in 2026

New openings in favored locales like The Cooper in Charleston and elevated water excursions with Explora Journeys top the list

BY JILL SIERACKI

August 26, 2025



With the constant thrum of 24-hour news cycles and remote work making it next to impossible to log off and unplug, it's more important than ever to prioritize travel as a way to recharge mind, body, and soul. Whether experiencing a short stay or grand voyage, these getaways offer a remarkable way to connect with families and friends as well as communities outside our daily norm, try out new cuisine, have a taste of adventure, or just enjoy a few moments of relaxation and focus on our individual wellness.

At the recent [Virtuoso Travel Week](#), an annual gathering of advisers and representatives from a global network of invitation-only luxury and experiential travel partners, industry insiders revealed where those in the know are looking to go during the upcoming fall and “festive” seasons, as well as 2026.

According to Virtuoso research, U.S. travelers will be looking to use their precious vacation hours [going to the beach](#), [exploring a city](#), [booking a cruise](#), [visiting a museum](#), or trying out a [culinary adventure](#), with “microcations” (trips of seven days or less) on the rise. Many are searching for new ways to try out tried-

and-true locales, including Italy, France, Mexico, and the U.K., however travel within the States is steadily on the rise. Before summer comes to a close, now is the perfect time to book excursions near and far.



The Dewberry Charleston. Photo: Kris Tamburello

#### United States

While most affluent travelers have been burning up the frequent flier miles with trips abroad, there's also much to discover closer to home. At Virtuoso, [The Dewberry](#) was honored with an award for best independent hotel and considering Charleston's exceptional [artisan community](#) and the [eagerly anticipated](#) resort The Cooper, a trip to this Southern gem (with a detour through [Lowcountry](#)) should be top of everyone's list. Quiet enclaves like [Sea Island](#), Georgia, and [The Boca Raton](#) in Florida, which recently underwent a [Rockwell Group](#) revise, are perfect for East Coast stays while those heading west will find the rustic-meets-refined [Auric Road](#) private villas and the [Hotel Jackson](#) in Jackson Hole, Wyoming—which will soon unveil the Retreat at Hotel Jackson, a collection of suites, spa and wellness spaces, and signature restaurant helmed by Michelin-starred chef Malyna Si—to be an alluring getaway.



Malta's capital city of Valletta. Photo: Courtesy of Malta Tourism Authority

## Italy & Malta

The travel boom caused by [The White Lotus](#) is real and tangible; quiet Sicily has been particularly overrun in the wake of season 2. Those looking to escape the crowds should head to nearby Malta, where the new contemporary art museum [MICAS](#) is ready to welcome cultural connoisseurs with a changing rotation of exhibitions, and exquisite hotels [Iniala Harbour House](#) and [The Phoenicia](#) offer inspired accommodations. However, those still wanting to experience Italy have plenty of quiet villas waiting—[Rental Escapes](#) and [Abercrombie & Kent](#) oversee a collection of properties available for total buyouts (the Chianti region being particularly enchanting), while in Tuscany, the newly christened [Rosewood Castiglion del Bosco](#) and expanded [Castello di Vicarello](#) are dreamy hideaways, as is the family-run [Tenuta di Murlo](#) in Umbria, where thousands of years of history, olive groves, gardens, and vineyard create a storybook-like environment.



Architects Rubén Valdez and Yashar Yektajo designed the concrete exterior of [Paradero Todos Santos](#) to perfectly match the soil. Photo: Courtesy of Paradero Hotels

## Mexico

While artist types have been flocking to [San Miguel de Allende](#) for quite some time, Todos Santos is quickly becoming the creative companion to Cabo San Lucas and the bohemian alternative to Tulum, with a vibrant art scene, funky hotels, and picture-perfect surfing. Travelers heading to the region will find several great hotel options—from the ultra-luxe [Las Ventanas al Paraíso, a Rosewood Resort](#), where magnificent villas join the stunning 28,000-square-foot Ty Warner Mansion accommodation, to the more intimate [Todos Santos Boutique Hotel](#) or [Paradero Todos Santos](#), an architectural marvel in the Mexico desert. A Park Hyatt is coming soon with the [Los Cabos at Cabo Del Sol](#) now accepting reservations; a new Ritz-Carlton resort, [Siari, a Ritz-Carlton Reserve](#), is on the horizon near Puerto Vallarta in Nayarit; and Hyatt is set to open [Alila Mayakoba](#) in early 2026.



*Aqua Nera* from Aqua Expeditions. Photo: Courtesy of Aqua Expeditions

#### Small Ship and River Cruising

Cruising is still trying to shake the stigma of those floating party monstrosities filled with packed pools, underwhelming buffets, and drinks by the yard. Upscale alternatives with less guests, elevated dining, high-end shopping, and sumptuous suites with private terraces, alongside cultural immersion and unparalleled programming ([Explora Journeys's](#) front row seat to F1 in Monaco, for example) is making sailing an experience even the [most discerning traveler](#) will love. For those looking for the ultra-exclusive, smaller ships—like those from [Aqua Expeditions](#), which is launching a new vessel, the *Aqua Lares*, in early 2026—make accessing rare and off-the-beaten path destinations more accessible, particularly in bucket list destinations like Indonesia and the Galapagos. Later this year, [andBeyond](#) and [Pure Amazon](#) (an Abercrombie & Kent division) will be debuting new yachts for cruises down the Amazon.

## TRAVELAGE WEST BY NORTHSTAR

# Review: Four Seasons Cabo San Lucas at Cabo Del Sol

Mindy Poder

**It's not every day that a hotel check-in stirs my emotions, but there I was at [Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol](#), wiping away a tear as I juggled my toddler and our homemade popsicles.**

Moments before, our family of four was presented with a tray featuring paper fortunes. While I was reflecting on how perfectly each fortune matched us — revealing a key personality trait or an area of growth — the front desk team was processing our stay. I was only vaguely aware of this, which is part of what makes [this new hotel](#) (launched in May 2024) so special. Here, guests are constantly treated to an unexpected sensory experience that is rooted in the beauty of Mexican folklore and tradition.



Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol is the second Four Seasons resort in the Los Cabos area.

*Credit: 2025 Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol*

### The Influence of Mexico's Pueblos Magicos

According to staff, the hotel's welcome ritual is inspired by [Pueblos Magicos](#) — Mexican towns recognized by the government for their magical qualities of beauty, historical significance or natural wonders, such as Todos Santos and [Tequila](#). Mexican heritage, as seen through the luxury lens of Four Seasons, inspires this property in major ways. For starters, there's the resort's vibrant, modern hacienda-style architecture and decor, featuring arches, colorful handmade tiles, vibrant textiles, indigenous

materials, terracotta roofs and white stucco exteriors alongside modern floor-to-ceiling glass and steel doors that tuck into the walls for uninterrupted ocean views.



The property's on-site art studio reflects its emphasis on art and Mexican culture.

*Credit: 2025 Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol*

The whole entrance area is not unlike a Mexican zocalo (town square) and features the lobby; the hotel's Mercado; the boutique, featuring beautifully curated local wares; the activity center; and the hotel's very own El Taller Art Studio, which offers complimentary classes for guests. At El Mercado, I was equally spellbound by the market's homemade churro-and-ice-cream treat as I was with the two murals made of Michoacan tiles depicting the Mexican harvest.

Meanwhile, the art studio enveloped me in rich color, from artwork by the artisan-in-residence to organic materials such as crushed lapis lazuli. On Fridays, the whole area comes alive with local artisans, tequila tastings and live mariachi music.

Because of how artfully Four Seasons weaves in local culture, the new property stands out among a tough comp set of luxury hotels in [Los Cabos](#), including another [Four Seasons resort](#). According to the brand, research showed that guests at [Four Seasons Resort Los Cabos at Costa Palmas](#) in the East Cape were usually extending their stays in the area with visits to the Golden Corridor between San Jose del Cabo and Cabo San Lucas, giving the brand an opportunity to expand its reach with a resort in the heart of the action.

#### **Restaurants: Coraluz, Palmerio and Cayao**

Indeed, Four Seasons Cabo del Sol is an easy drive to Cabo San Lucas and San Jose. It is also a place to see and be seen, and to soak up ocean views, great food, warm service and a sense of place.



The bar at Coraluz features flower-like woven chandeliers.

*Credit: 2025 Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol*

The restaurants showcase these points of focus, which was apparent at our first lunch after arrival at [Coraluz](#), where we dined alongside stylish young families in a boho-beach-club atmosphere. In between bites of guacamole, chips dipped in a salsa flight and quinoa-tofu-mango bowls, we took breaks to swing on the restaurant's woven hanging-egg chairs and admire the interiors, including a groovy, wave-like mosaic made up of tiny square tiles of teal, orange and turquoise.

And during dinner at [Palmerio](#), serving Mediterranean-meets-Baja cuisine, we were struck by how beautifully the staff treated our restless kids, even bringing over a wooden maraca for each of them to shake mid-meal, and ever-so-discreetly sweeping away my toddler's discarded scraps throughout dinner.

Here, too, we could enjoy grounding ocean views during cotton-candy sunsets and walk among floating candle lanterns when it was fully dark out. And I'm so happy I listened to our server's suggestion to end our exceptional meal of homemade burrata, pastas and Baja prawns with a carajillo, an espresso-and-liqueur cocktail that is popular in the area.

But it was at [Cayao](#) by chef Richard Sandoval where I overheard regular visitors to Los Cabos swoon hardest and declare a new favorite in the area. It was easy to see why folks are smitten with the Nikkei cuisine concept, a combination of Peruvian and Japanese flavors, with dishes that are unexpected but delicious.



Cayao is the resort's popular Nikkei restaurant.

*Credit: 2025 Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol*

Seafood lovers are in luck, with ceviche and sushi options dominating a lot of the menu, but the meat eater, the vegetarian and the picky kids at our table were all wowed by dishes including the woodfired sweet potato with preserved eggplant, aji yogurt dressing and miso crumbles; and the organic chicken with aji green curry, bok choy, sweet potato, snow peas and criolla salad.

For families, morning room service cannot be topped, with memorable dishes such as Mickey Mouse-shaped pancakes for the kids, and the shakshuka rancheros, two of my favorite tomatoey egg dishes in one.

### **Guestrooms**

The resort offers 96 guestrooms and suites, plus 61 residences, villas and estates. Guestrooms here start at 847 square feet, meaning they are impressively large, even for travelers accustomed to luxury stays. Our Ocean-View Casita Room, a 1,173-square-foot one-bedroom suite, was the perfect choice for our family, giving us two distinct sleeping areas (one with a sofa bed) and a bath, a walk-in shower and a balcony that could comfortably accommodate multiple people.



Guestrooms feature warm, earthy colors and natural materials.

*Credit: 2025 Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol*

We particularly loved how every time we entered the room, the curtains would automatically open, so we were welcomed by our ocean view. Also worth noting is the outdoor shower area, which almost felt like a small backyard.

### **Papalote — A Kids for All Seasons Kids' Club**

Another memorable moment at check-in was when a member of the complimentary Kids for All Seasons club, called [Papalote](#) (kite), welcomed my 4-year-old daughter and 17-month-old son by name and presented them with a schedule of all the week's complimentary activities, along with a rainbow for each kid.

Featuring a custom-made, climbable wooden pirate ship and a treehouse at its center, Papalote is a visually inviting place for the day's scheduled activities to unfold, whether it was painting a crab covered in real sand or crafting figurines with clay. And my toddler — chaperoned by me, my husband or a babysitter — enjoyed digging into the club's toys and playing in the sandpit and water play area outside.



Papalote is the complimentary Kids for All Seasons kids' club for ages 4 and up.

*Credit: 2025 Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol*

Refreshingly, there wasn't a screen to be found. In fact, the kids' movie night was a full-on outdoor affair, complete with a projector and Moroccan-style floor pillows.

### **Other Amenities**

When both kids were at Papalote, my husband and I made a beeline for the adults-only pool, where we laid in semi-submerged loungers at the foot of the infinity pool. If we had more time, I would have tried out the hotel's Tierra Mar Spa, which features 10 standalone bungalows situated in a botanical garden, and treatments with local roots. Other areas earmarked for a return visit include the fitness center, designed in partnership with Harley Pasternak, and the Sora Rooftop Bar for creative cocktails, with a side of tarot card reading on Saturdays.



A poolside cabana at the family pool

*Credit: 2025 Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol*

We also managed to spend a lot of time together as a family thanks to the beach and family pool. During our stay, a storm was brewing nearby, so the water at the usually swimmable (but rocky) beach was choppy. Luckily, the pool more than made up for this, with a splash pad area and an extensive Baja shelf that runs the entire perimeter of the pool.

When we needed a break from the sun, our family poolside cabana felt like an outdoor extension of our guestroom. We colored at the oversize coffee table, enjoyed quesadillas and guacamole and delightfully accepted treats from staff members wheeling around a popsicle cart.

My son brought forward his popsicle to toast it with mine, smiling as he realized his luck. Our fortunes seemed to be coming true. What could be sweeter?

# LATTE

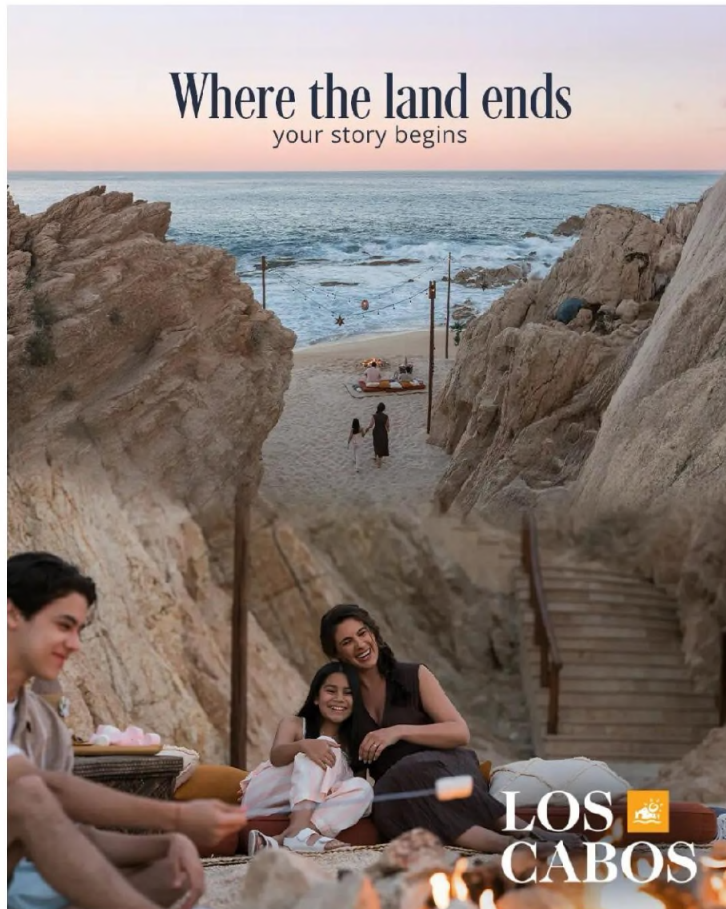
## New global brand campaign for Los Cabos 'Where the Land Ends, Your Story Begins'

By [latteluxurynews](#) Last updated **Sep 15, 2025**

The **Los Cabos Tourism Board** has revealed its new global brand campaign that invites travellers to explore the destination's "unparalleled beauty and diverse experiences".

"Where the Land Ends, Your Story Begins" is centred around the convergence of desert, mountains and sea at Los Cabos, and the opportunities for relaxation, exploration and inspiration.

The campaign's central theme is rooted in Los Cabos' geography – the southern tip of the Baja California Peninsula, where the Pacific Ocean converges with the Sea of Cortez and where an iconic rock formation rises, The Arch.

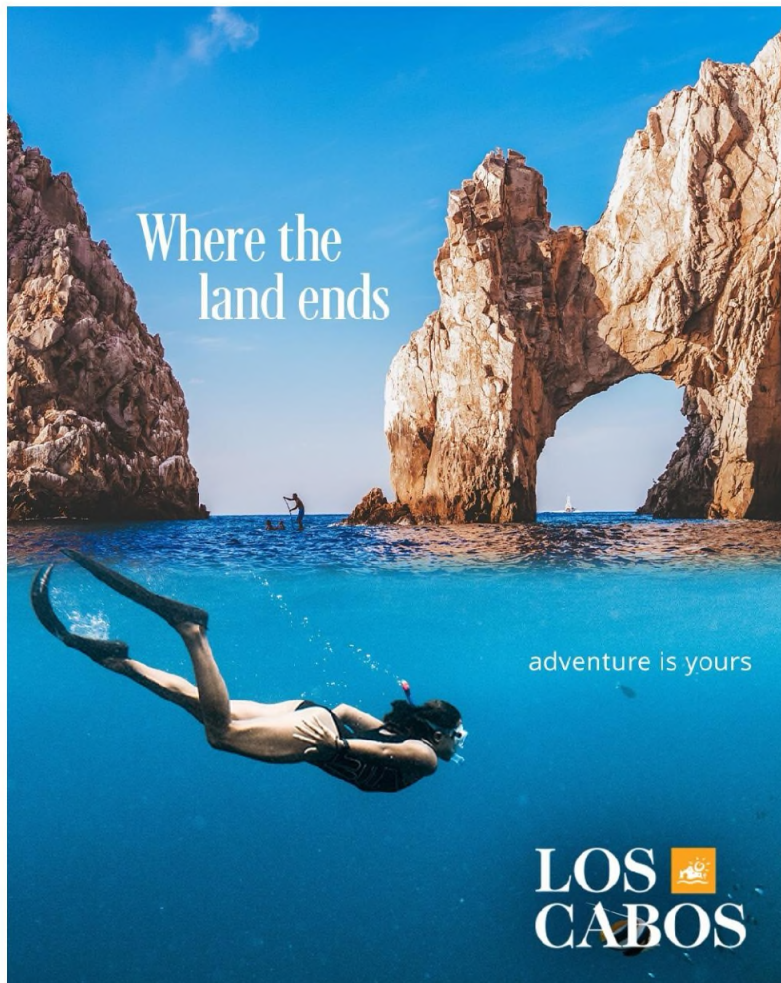


*The new brand campaign is supported by a suite of updated assets, including a refreshed website, social media content, branding, and a collection of captivating photos and videos. These assets showcase to travellers that Los Cabos is a place where adventure and tranquility exist in perfect harmony. From setting sail alongside migrating whales and unwinding in serene spa sanctuaries to indulging in award-winning cuisine, the destination redefines world-class luxury.*

*“The new campaign is an invitation to experience Los Cabos on a deeply personal level,” said **Rodrigo Esponda, Managing Director of the Los Cabos Tourism Board.***

*“We want to show first-time visitors that Los Cabos is more than just a beautiful getaway, it’s a place that leaves a lasting mark. Here, dramatic landscapes and elevated experiences come together to spark meaningful moments that travellers carry with them long after they leave,” Esponda says.*

*“It’s not just about where you go, it’s about how the journey changes you. Los Cabos offers that rare feeling of standing at the edge of the world, where personal transformation truly begins.”*



See [www.visitloscabos.travel/](http://www.visitloscabos.travel/)



## Los Cabos Redefines Luxury at Edge of Earth

'Where the Land Ends' aims to build a deeper emotional connection with travellers by showcasing the destination's unique blend of raw nature and refined luxury



The Los Cabos Tourism Board has launched its new brand campaign, 'Where the Land Ends.' This campaign is not just a marketing initiative; it's a strategic evolution designed to redefine Los Cabos' position as a premier luxury and wellness destination.

'Where the Land Ends' aims to build a deeper emotional connection with travellers by showcasing the destination's unique blend of raw nature and refined luxury. The campaign strategically addresses key insights, including the need to highlight the full breadth of Los Cabos's offerings beyond its natural beauty, and the growing traveller willingness to invest in richer, more meaningful experiences.

Los Cabos is a destination like no other. From the world's most biodiverse waters, the Sea of Cortés, to the untamed desert and rugged peaks of the Sierra de la Laguna mountains, there are boundless opportunities for relaxation, exploration, and inspiration. It's a place where adventure and tranquility exist in perfect harmony, whether setting sail alongside migrating whales, unwinding in a serene spa sanctuary, or indulging in award-winning cuisine. In Los Cabos, world-class luxury is redefined as

expansive resorts, pristine beaches, championship golf courses, and historic towns blend seamlessly into breathtaking natural landscapes—awakening every sense. A trip to Los Cabos fuels the soul, inspiring all who visit to step into Land's End and discover a place where nature, elegance, and wonder redefine what's possible. It's a destination of endless possibilities.

Whether travellers want to indulge in award-winning gastronomy with the iconic El Arco as your backdrop or get an up-close view of whales as they frolic along the coast, the possibilities are endless in Los Cabos. It's a destination that entices visitors to embrace the unknown, immerse themselves in its magic, and create memories that last a lifetime. Where the land ends, the extraordinary awaits.

'Where the Land Ends' isn't just a campaign tagline - it's a real location. It's Los Cabos' geographic position at the southern tip of the Baja California Peninsula, where the Pacific Ocean meets the Sea of Cortés. The iconic rock formation, El Arco, visually represents this dramatic meeting point. Long known by locals and visitors alike, the metaphor was already here. Ogilvy just gave it a voice. This campaign represents an invitation — for locals, creators, and businesses to make Los Cabos their own.

Los Cabos' new brand campaign, 'Where the Land Ends', showcases the breathtaking beauty and elevated experiences that the destination is known for. To inform this campaign, a comprehensive 5Cs analysis (Company, Category, Consumer, Competitors, Culture) was conducted to identify Los Cabos' unique positioning opportunities. The research drew from both internal insights and third-party data, ensuring a holistic view of the market landscape. Findings discovered:

- While Los Cabos is a unique destination of desert, sea, and mountains, offering not just natural beauty, but cultural richness, adventure, visitors to Los Cabos were not aware of the full range of offerings from the destination.
- Rising year-over-year in-destination spending shows that travellers across demographics are increasingly willing to invest in richer, more meaningful travel experiences in Los Cabos.
- Travellers can feel confident and at ease in Los Cabos, thanks to strong safety measures and ongoing efforts by public and private sectors to maintain a secure and relaxing environment.



## A Night Owl's Guide to Los Cabos, Mexico

by Aoife O'Riordan

Sep 3, 2025

Whether you enjoy live concerts beneath the stars, a late dining experience or a party scene that goes into the early hours of the morning, Los Cabos has it all. In fact, this popular Mexican destination goes beyond the ordinary when it comes to nightly activities, offering unique and downright fascinating experiences when the sun sets.



© Wild Canyon Adventures

### Go Zip Lining Beneath the Moon

[Wild Canyon Adventures](#) is no stranger to the exciting, and travelers can see the best of Los Cabos on a sunset UTV ride before crossing a hanging bridge as the sky darkens. Once crossed, travelers prepare for the moon-zipping tour, where adventure lovers can soar through the skies at night. And when you

think it's all over, the fun continues at Lion's Den Rooftop, where dinner and a tequila tasting await. Wrap up the night with time at the s'mores bar and drinks by the bonfire.

### **Dance the Night Away at Sunset Monalisa**

See just how alive Los Cabos becomes after dark at [Sunset Monalisa](#), where DJ Ana Paula hits the decks for some seriously good music. This monthly event lets you enjoy the best of the city alongside tasty dishes.



© Sunset Monalisa

### **Walk a Street-Turned-Walkway of Food Vendors in the Evening**

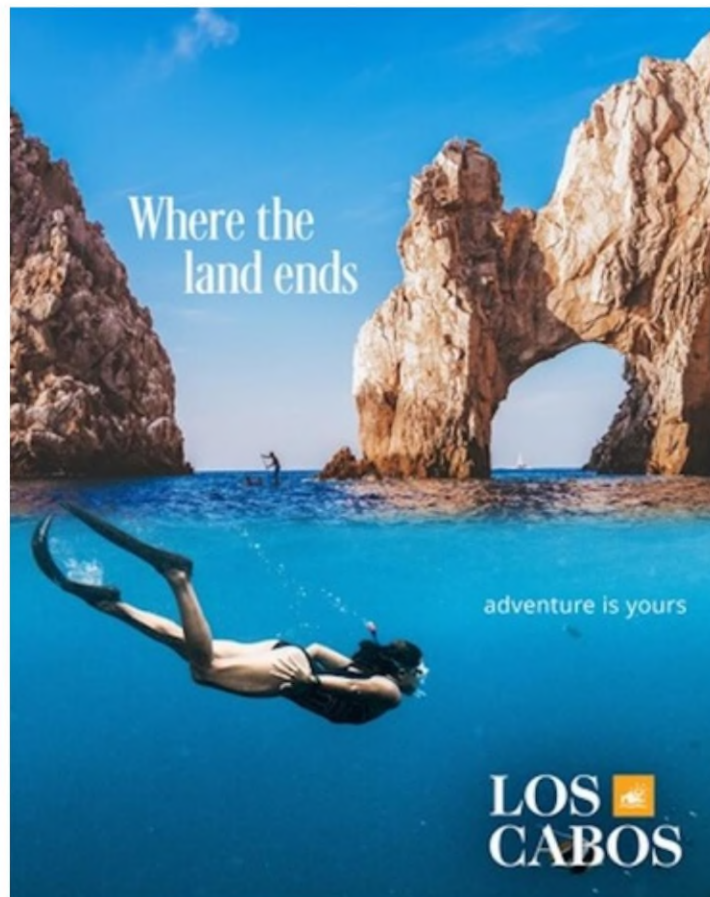
Every Tuesday evening, the heart of San José del Cabo downtown at [Sabores San José](#) transforms into a pedestrian-only paradise for foodies, showcasing the region's rich culinary heritage through curated tasting experiences, live music and folkloric dance.

### **Listen to Live Jazz with Unbeatable Views**

Set against the Cabo San Lucas Arch, [Jazz on the Rocks](#) fuses jazz music with a fresh take on mixology and gastropub cuisine. Fun fact, the event is held at the first jazz club in Los Cabos.



## Discover Los Cabos' New Campaign: "Where the Land Ends, Your Story Begins"



By  [James Shillinglaw](#), Sep 15, 2025 [\(0 comments\)](#)

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### Key Points AI-assisted summary

- Los Cabos Tourism Board launched a new brand campaign "Where the Land Ends, Your Story Begins" on Sept. 12.
- The campaign emphasizes Los Cabos' unique geography and diverse experiences, catering to relaxation, exploration, and inspiration.

- Brand refresh is supported by updated assets such as a refreshed website, social media content, branding, photos and videos.
- Rodrigo Esponda, managing director of the Los Cabos Tourism Board, invites visitors to experience Los Cabos on a deeply personal level.

The Los Cabos Tourism Board on Sept. 12 launched its new brand campaign, "Where the Land Ends, Your Story Begins." The campaign invites travelers to explore the unparalleled beauty and diverse experiences of Los Cabos, a destination where the desert, mountains, and sea converge to host a range of travelers and cater to every need, offering opportunities for relaxation, exploration and inspiration.

The campaign's central theme is rooted in Los Cabos' iconic geography—the southern tip of the Baja California Peninsula, where the Pacific Ocean converges with the Sea of Cortez and where an iconic rock formation known as The Arch rises from the ocean. The brand refresh emphasizes the destination's transformative power where the rare makeup of the destination gives way to extraordinary possibilities. Each traveler can curate an itinerary centered around their personal interest and embark on a journey of personal discovery.

The new brand campaign is supported by a suite of updated assets, including a refreshed website, social media content, branding and a collection of photos and videos. These assets showcase Los Cabos as a place where adventure and tranquility exist in perfect harmony. From sailing alongside migrating whales and unwinding in serene spa sanctuaries to indulging in award-winning cuisine, the destination redefines world-class luxury. Expansive resorts, pristine beaches, championship golf courses and historic towns blend seamlessly into breathtaking natural landscapes.

"Our new campaign is an invitation to experience Los Cabos on a deeply personal level," said Rodrigo Esponda, managing director of the Los Cabos Tourism Board. "We want to show first-time visitors that Los Cabos is more than just a beautiful getaway, it's a place that leaves a lasting mark. Here, dramatic landscapes and elevated experiences come together to spark meaningful moments that travelers carry with them long after they leave. It's not just about where you go, it's about how the journey changes you. Los Cabos offers that rare feeling of standing at the edge of the world, where personal transformation truly begins."

To discover the new campaign, visit [www.visitloscabos.travel](http://www.visitloscabos.travel) and follow @LosCabosTourism on Instagram.



## Insider Video: What's New in Luxury Travel in Los Cabos?

By [James Shillinglaw](#), Sep 05, 2025

<https://youtu.be/fkDHWwhm1MU>



Key Points, AI-assisted summary

- Rodrigo Esponda of Los Cabos Tourism Board discusses luxury hotels, attractions, and experiences in Los Cabos with Insider Travel Report.
- Los Cabos is now promoted as an upscale resort destination to luxury travel advisors and their clients.
- Insider Travel Report's interviews are archived and available on multiple platforms including Spotify, Pandora, and YouTube.
- For more information, visit [www.visitloscabos.travel](http://www.visitloscabos.travel), available via various podcast platforms such as iTunes and Google.

Rodrigo Esponda, managing director of Los Cabos Tourism Board, talks with James Shillinglaw of Insider Travel Report at last month's Virtuoso Travel Week about the latest news on luxury hotels, attractions and experiences in Los Cabos. Positioned now as an upscale resort destination, Los Cabos is actively promoting to luxury travel advisors and their clients. For more information, visit [www.visitloscabos.travel](http://www.visitloscabos.travel).



## Los Cabos Introduces Global Brand Campaign

by [Claudette Covey](#)

Last updated: 1:00 PM ET, Fri September 12, 2025



*The campaign showcases Los Cabos' wide-ranging roster of selling points, including its wealth of culinary options. (Photo Credit: Los Cabos Tourism Board)*

The Los Cabos Tourism Board introduced a new global brand campaign – “Where the Land Ends, Your Story Begins” – which focuses on the wide-ranging roster of experiences the destination offers its visitors.

“The new campaign is an invitation to experience Los Cabos on a deeply personal level,” said Los Cabos Tourism Board Managing Director Rodrigo Esponda.

“We want to show first-time visitors that [Los Cabos](#) is more than just a beautiful getaway, it's a place that leaves a lasting mark,” he added. “Here, dramatic landscapes and elevated experiences come together to spark meaningful moments that travelers carry with them long after they leave.”

The destination's breathtaking landscape, however, also plays a significant role in the new campaign.

“The campaign's central theme is rooted in Los Cabos' iconic geography – the southern tip of the Baja California Peninsula, where the Pacific Ocean converges with the Sea of Cortez and where an iconic rock formation rises, The Arch,” the Los Cabos Tourism Board.

“Each traveler can curate an itinerary centered around their personal interest and embark on a journey of personal discovery.”

The destination offers travelers a considerable number of accommodation choices, including a generous inventory of luxury resorts; a wealth of wellness options; championship golf courses, [culinary experiences](#); activities such as whale-watching; and much more.

## TRAVELAGE WEST BY NORTHSTAR

# New Campaign Redefines Los Cabos

[Samantha Davis-Friedman](#), Editorial Associate

Sep 12, 2025

[Los Cabos](#) [Mexico](#)



The campaign's is derived from the destination's geography at the southern tip of the Baja California Peninsula.

*Credit: 2025 Los Cabos Tourism Board*

**The [Los Cabos Tourism Board](#) has officially launched "Where the Land Ends, Your Story Begins" — an innovative brand campaign designed to redefine Los Cabos as a premier luxury and wellness destination.**

"Los Cabos is one of the only places in the world where the ocean, desert and mountains converge, creating a unique ecosystem that defines its beauty and shapes every experience," said [Rodrigo Esponda Cascajares](#), managing director of the Los Cabos Tourism Board. "By emphasizing the harmonious blend of nature, elegance and wonder, the campaign conveys that Los Cabos is a destination where every traveler can find their unique escape, tailored to their personal preferences for relaxation, adventure and cultural connection."

The campaign is designed to go beyond the typical marketing initiative, inviting travelers to build a deeper connection to Los Cabos via the destination's unique blend of natural beauty and refined luxury. Ideally, the initiative will also capitalize on the growing trend of travelers seeking more meaningful experiences.

The campaign conveys that Los Cabos is a destination where every traveler can find their unique escape, tailored to their personal preferences for relaxation, adventure and cultural connection.

The tagline "Where the Land Ends" is derived from the destination's geography at the southern tip of the Baja California Peninsula, where the Pacific Ocean meets the Sea of Cortes. The customizable "Your Story Begins," portion of the tagline, Esponda Cascajares explained, alludes to the overarching message that Los Cabos is "a transformative destination" and a place where "ordinary boundaries of land give way to extraordinary possibilities."

The tourism board hopes that the fresh campaign will drive increased visitation from a variety of clients, including sophisticated travelers who seek out exclusive tailored experiences and families looking for all-inclusive convenience. The myriad immersive and authentic experiences available in Los Cabos make it an ideal destination for travelers who desire to "live" a destination rather than just visit it, according to Esponda Cascajares.



# Los Cabos Launches Inspiring Brand Campaign to Attract Traveler

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## **Los Cabos Celebrates a New Era with a Brand Campaign**

The new campaign titled "Where the Land Ends, Your Story Begins" elevates Los Cabos as a premier luxury and wellness destination. This innovative initiative invites travelers to forge personal connections while creating unforgettable memories in this stunning locale.

### **A Journey to Explore**

Los Cabos Tourism Board has launched this captivating brand campaign that encourages visitors to embrace the unparalleled beauty and diverse experiences that the region has to offer. Located at a strategic geographical point where the desert meets the sea, Los Cabos provides the perfect blend for adventure seekers and relaxation enthusiasts alike.

### **Iconic Landscape as Inspiration**

The campaign's heart beats in sync with the region's striking geography, situated at the southern tip of the Baja California Peninsula. The dramatic convergence between the Pacific Ocean and the Sea of Cortez, highlighted by the famous rock formation known as The Arch, sets an enchanting stage for travelers to explore.

### **Personalized Experiences Await**

This refresh emphasizes Los Cabos' ability to cater to a traveler's every need, allowing individuals to curate their own itineraries. Whether one seeks tranquility or thrilling adventures, each visitor has the chance to embark on a journey that speaks directly to their interests, leading to personal growth and discovery.

### **New Assets to Enhance Engagement**

In support of the new brand campaign, Los Cabos has rolled out a suite of updated marketing materials. A revamped website, engaging social media content, and a treasure trove of stunning photos and videos now serve to inform and invite travelers to the region. The goal is to showcase Los Cabos as a harmonious blend of adventure and relaxation.

### **Luxury Redefined**

The destination offers a unique opportunity to set sail alongside majestic migrating whales, unwind in elite spa sanctuaries, and savor award-winning cuisine—all while enjoying the breathtaking natural surroundings. Los Cabos redefines luxury by integrating expansive resorts, pristine beaches, championship golf courses, and vibrant cultural experiences.

### **A Message from Leadership**

Rodrigo Esponda, Managing Director of the Los Cabos Tourism Board, expressed the excitement around the launch: "This campaign invites travelers to experience Los Cabos on a personal level. We aim to demonstrate that it's more than just a lovely getaway; it's a transformative experience." His words emphasize the region's capacity to leave lasting impressions on visitors who engage with its beauty and culture.

### **Join the Adventure**

Travelers are invited to explore this new campaign and begin their stories at [www.visitloscabos.travel](http://www.visitloscabos.travel). Follow Los Cabos' journey and share moments of exploration on social media to stay connected with the tourism board's updates.

### **AD**

### **Discover Los Cabos**

Los Cabos, uniquely positioned between the laughter of waves and the serene display of desert landscapes, stands out as one of the world's premier tourist destinations. Visitors can expect award-winning resorts, exceptional wellness experiences, and culinary delights considered some of the best globally.

### **Captivating Tourism Offerings**

This destination captivates with breathtaking vistas, a growing selection of championship golf courses, rejuvenating spa experiences, and world-class sport fishing events. Each element adds to the unique charm of Los Cabos, making it a must-visit location for travelers seeking something remarkable.

### **Frequently Asked Questions**

#### **What is the theme of the new campaign for Los Cabos?**

The theme is "Where the Land Ends, Your Story Begins," emphasizing personal experiences and connections.

#### **What experiences does Los Cabos offer to visitors?**

Los Cabos offers diverse experiences, including relaxation, adventure, luxury amenities, and unique cultural encounters.

#### **How does the campaign aim to appeal to different travelers?**

The campaign invites travelers to craft personalized itineraries that align with their interests, showcasing the diversity of experiences.

#### **What aspects of the destination are highlighted in the campaign?**

The campaign emphasizes Los Cabos' iconic landscapes, luxury leisure activities, and opportunities for personal growth.

#### **Where can I find more information about Los Cabos?**

Visit the official website at [www.visitloscabos.travel](http://www.visitloscabos.travel) for more details on travel opportunities and information.



## Los Cabos Transforms Travel With New Campaign Focused On Luxury And Wellness

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The new brand campaign for the destination, aptly named 'Where the Land Ends, Your Story Begins', invites travelers to enjoy the wonder of nature in Los Cabos on September 12, 2025. Famed for its desert-meets-sea location, Los Cabos promises an unforgettable, rejuvenating experience. In addition to relaxation, the diverse and captivating landscapes of Los Cabos truly allow for exploration and personal transformation.

The transformation aims to elevate Los Cabos' reputation as a destination for luxury and holistic wellness. Travelers from any corner of the globe are now able to enjoy the spa treatments offered in the destination. The seamless variety of relaxation and adventure allows for ample respite from the bustle of everyday life.

### **A Destination of Unmatched Beauty and Adventure**

Los Cabos is located at the southern tip of Mexico's Baja California Peninsula, where the Pacific Ocean meets the Sea of Cortez. The destination's unique The Rock formation, known as The Arch, is a highlight of the campaign's photography. The area is also home to a desert, mountains, and the sea, so there is no scarcity of things to do. Visitors can design their own experience, whether their passion is lounging at plush spas, going on nature walks, or participating in Mexico's top-rated fishing.

The new brand message showcases that Los Cabos is much more than a pretty face, offering beautiful and unique geography as a catalyst for adventuring for the sake of exploration. It no longer presents itself as just a point of travel. The transformation is the cornerstone of the new message. Los Cabos allows its guests to uncover their own stories through experiences and endeavors that promise deep self-reflection and multi-faceted lifetime memories.

### **Holistic Wellness in Luxury Experiences**

The campaign has developed an additional image for Los Cabos as a luxury and wellness destination. From luxury hotels with award-winning, refreshing spas and rejuvenating culinary offerings to pampering and wellness services, Los Cabos caters to every kind of traveler. Savor gourmet meals, recharge for adventures, enjoy spa services, and appreciate whale watching and fishing.

Los Cabos is where luxury and relaxation coalesce and are in perfect harmony. The award-winning hospitality resorts, coupled with personal contemplation, invite a gentle shift toward more stillness and reflection. Moreover, wellness-oriented travelers have no shortage of soothing yoga practices, retreats, and spas. There is a perfect synergy to combine daily hectic practices with relaxation. It refreshes the luxury approaches the mind, body, and spirit.

### **New Brand and New Logo**

The Los Cabos Tourism Board has since rolled out new visual components to the campaign in the form of an updated website, social media posts, advertising, archived high-quality photos and videos, and rebranding. These assets highlight the area's natural allure and rich offerings, along with the other destination-exclusive experiences available to travelers.

The videos highlight the seamless integration of action and relaxation through the lens of mighty whales gliding alongside opulent vessels, attendees basking in blissful spa havens, and the ecstatic laughter of families weaving precious memories. This refresh will adapt Los Cabos as a forward-thinking locale, equipped with both exhilarating adventure and serene relaxation.

The "Where The Land Ends, Your Story Begins" campaign is about much more than marketing a stunning geographical area. It offers potential travelers the opportunity to engage with the region in a way that may change their lives. As noted by the Managing Director of the Los Cabos Tourism Board, the campaign is meant to urge tourists to delve into Los Cabos as more than just a destination, but as a journey with the capacity to change them. The central message of the campaign is to convey that Los Cabos is far deeper than just a pretty postcard—the moments forged there will be cherished long after the traveler has returned home.

All visitors to Los Cabos have, at one point, had to consider the region a blank canvas. The surrounding natural beauty has the ability to evoke a plethora of emotions in anyone who encounters it. The new campaign continues and builds upon this spirit of exploration by allowing tourists to deeply engage with the culture, nature, and activities in the area to ensure their experience will have a lasting impact even after they go back home.

### **A Spot for Every Kind of Tourist**

Travelers with different interests will appreciate the offerings of Los Cabos. From lavish getaways, health spa retreats, wild excursions, or family holidays, Los Cabos has it all. The resorts in the area provide luxurious accommodations and a range of activities for guests, from lounging on idyllic sandy shores to navigating the striking cliffs of the Sea of Cortez's transparent waters.

Travelers do not only consider where to go, but what they will become on the way. The campaign demonstrates the notion that the destination helps the individual to change and grow, providing the possibility of undertaking a journey that is more than just a holiday.

### **Conclusion**

The new global brand campaign for Los Cabos "Where the Land Ends, Your Story Begins," focuses on inviting travelers to interact with the destination in a more profound and personal manner. With its breathtaking natural scenery, luxurious resorts, wellness opportunities, and a plethora of activities, Los Cabos is uniquely positioned to create long-lasting memories for its visitors. The destination balances leisure with discovery to ensure that every trip is unforgettable and transformative, thereby catering to those wanting an escapade out of the ordinary, which makes Los Cabos an ideal choice.