

Boho chic in Baja California Sur



Mexico has often been a hot spot for boho chic -- just look at Tulum and Sayulita. Even Puerto Escondido in Oaxaca is starting to turn the tide from backpacker beach town to boho. But the next destination for this new wave of laid-back luxury is the Baja peninsula. If you've got your heart set on the boho aesthetic, you're going to want to pay attention to what's happening across the Sea of Cortes.

Beyond the luxury of Los Cabos, or the laid-back living of surf towns like Ensenada and Rosarito, there is the rise of the boho vibe. Todos Santos, for example, was one of the first to break into this particular aesthetic, but more are on the way.

Sleepy La Paz wakes up

Take La Paz, for example. La Paz, the capital of the state of Baja California Sur, is often thought of as the sleepy sister to splashy Los Cabos. Perched right off the Sea of Cortes, it exudes a colonial and cultural vibe.

In fact, it recently opened the new Baja California Sur Museum of Art. Currently open by appointment only

because of Covid-19, the museum is showcasing an exhibition from the Museo de Arte Moderno in Mexico City.

Where museums and galleries come, boutique hotels catering to the artistic crowd are sure to follow. As if on cue, Grupo Habita recently opened its new Baja Club Hotel in La Paz. The hotel opened on March 15 with 32 rooms. The lifestyle hotel was constructed out of a restored colonial villa that dates from the early 20th century. It also added a newbuild, four-story extension that has guestrooms, a spa, pool and rooftop sunset bar. The hotel is located just across the street from the newly renovated and expanded malecon.

Coming in 2022, the highly anticipated Chable Sea of Cortes will open just outside of La Paz. Chable is the epitome of boho chic, though it lands firmly in the luxury camp. The brand already has two popular resorts on the Caribbean coast -- a hacienda in Yucatan and a beach resort in Riviera Maya. The La Paz property will be surrounded by desert, with its own stretch of beach, 50 units, a spa, restaurants and event space.

"I think what is going to be exciting about La Paz is that they are not going to build mega all-inclusive resorts," said Sharon Walters, a Virtuoso Travel Designer and owner of Sharon Walters Travel. Walters sells luxury travel all over the world, but lives part time in Baja California and is an expert on the region. "They have some of the best beaches in Baja,"

she said.

Designer Todos Santos

Of course, you can't mention boho in Baja without discussing Todos Santos. This is one of the original spots that started to turn the tide from off the beaten path to a designer destination for artists and wellness seekers.

"Todos Santos is really pushing their boho-luxury lifestyle," Walters said. "It's really trying to go the route of lifestyle and boutique. They're trying to get that Tulum business."

Todos Santos faces the Pacific coast and is known for its rustic-chic restaurants, cafes, shops and galleries. It recently opened the new Paradero Todos Santos, which has 35 suites and an "all-experience-inclusive" concept.

Loreto for nature lovers

A few weeks ago, I also filled you in on [the rising destination of Loreto](#). While it isn't geared toward the Tulum crowd just yet, the development along the Sea of Cortez means it's only a matter of time. It's a growing town that caters to nature lovers, thanks to its location near Loreto Bay National Marine Park, a Unesco World Heritage Site.

And while Los Cabos has certainly outgrown its boho status

and has morphed into a fully five-star destination, there are a few surprises to be had. Walters, for example, suggests keeping an eye out for the creative and eclectic dining in San Jose del Cabo, which seems to be ever-evolving.

"The place that is really killing it right now is San Jose del Cabo," said Walters. "It has some of the best restaurants anywhere I've eaten. Of course, there is Flora Farms and Acre, but then there's this incredible place called Los Tamarindos."

Los Tamarindo sits on a 200-year-old farm and offers the complete farm-to-table experience, from views of the fields to a menu that is as locally sourced as possible -- what could possibly be more boho than that?

"It's a little paradise," adds Walters. "It's just charming. It sits up on the bluff of a mountain. You look down over the farm at palm trees and banana trees while enjoying your meal from a beautiful stone patio."

"I have sold so much Mexico in the last six months," Walters said. "I've had the biggest year this first quarter in sales. Most of it has been Los Cabos."

Los Cabos has been sweeping up a lot of Mexico business since it reopened during the pandemic. As it continues to bring in tourism and stick to its stringent Covid-19 health

and safety protocols, it's absolutely worth getting to know the rest of the area, because once word gets out there will be no stopping it.