

INN DREAMS

A recurring dream in Baja is to own a small beachfront hotel - a few cabanas, a small restaurant featuring fresh local marine and market garden produce, a bar where everybody may not know your name, but where you will always be welcome. What else could one want?

Well, for starters - a perfect beach, of course. Great surfing and fishing. Boat launch with secure storage. Birds, cacti, walks. Easy city and airport access with no urban crime or water issues. Grid power option. Comfortable Pacific summers . . .

Done deal!

Here at Rancho la Aguja/Playas Pacificas we have grown to a point where we need a community center, a small and cosy beachfront Inn that can accommodate, feed and water guests: locals, vacationers, development overflow visitors, an increasing number of surfers visiting famous Punta Conejo, windsurfers to Punta Marquez, clients from our new charter fishing partnership and others.

This opportunity is one of ground-floor entry: the mid-Pacific coast is one of the last undiscovered areas in Baja Sur that lies within a paved hour of a major city and airport. There are NO other hotels, restaurants, bars or competitive businesses on the entire Pacific Coast from Todos Santos all the way to San Carlos on Bahia Magdalena and the entry bar to competition is high: water is scarce (no new water rights) and the only beach power line for 80 miles north and south is at Playas Pacificas itself.

The challenge? Pure marketing: this coast is not yet fashionable (think 1990s Todos Santos before Highway 19 or once-perfect La Ventana in the early 2000s) - you will need to grow your customer base from scratch, but not alone. All Playas Pacificas and charter fishing package marketing will tie in with the Inn.

We aim to provide our Inn partner with a flying start - a beautiful property with power and water for a cost ranging from zero (partnership) to a very low price for an independent approach. The partner would need to show sufficient funds and a business plan to complete the basic agreed amenities within a mutually-agreeable period. A detailed business overview is available for serious prospective Innkeepers.

Please contact us at playaspacificas@gmail.com for further information.

