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**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

Great Things on Florida's Historic Coast to Write About in 2024/2025

St. Augustine, Ponte Vedra and The Beaches VCB has created new ways to plan a trip to Florida's Historic Coast much easier.

Florida's Historic Coast has so much to offer that it can be challenging to create an itinerary that samples the best things to do, see, and eat. The St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau has just launched two great tools on FloridasHistoricCoast.com to help customize and plan a visit to the area. The new video series Must-Do Experiences and the AI-Powered Know-It-All Assistant help take the guesswork out of planning.

The Must-Do video series has immersive vignettes that offer an in-depth look at Florida's Historic Coast's best experiences. Each video features a local employee from the attraction or organization to reveal their Must-Do suggestions while giving behind-the-scenes peeks, offering tips, and revealing their must-do experiences suggestions on Florida's Historic Coast. Visitors can view the full Must-Do Experiences playlist on the St. Augustine, Ponte Vedra and The Beaches [website](#) or [YouTube channel](#).

The Know-It-All Assistant tool appears on the bottom right of the FloridasHistoricCoast.com web page as a blue box with the phrase "Ask me about Florida's Historic Coast." Its learning technology is tailored to the destination, providing users with demographically targeted information. The AI-powered tool understands questions in over 90 languages with native comprehension. It does not follow a scripted response format, so responses are factual with a natural, conversational tone. It can also include links to specific web pages, providing more in-depth information and helpful services.

Flavorful things are Happening on Florida's Historic Coast

Florida's Historic Coast is becoming well known for its fantastic dining experiences. [A variety of culinary trails](#) guide visitors on a tasty journey through the destination: Handcrafted spirits, sweet treats, and historic landmarks. Each trail offers a unique way to explore the region's rich history and vibrant culture.

Themes trails include The Spirits Trail includes distilleries, breweries, and great Bourbon Bars; The Sweet Trail features bakeries, chocolatiers, and specialty ice cream shops; The Coffee Trail features a collection of shops and cafés that brew their blends of beans; and The Culinary Trail features some of the area's international influenced restaurants like Llama (Peruvian), Lotus Noodle Bar (a Japanese/French infusion) Asado Life (Argentine live fire cooking), La Cocina at the Cellar Upstairs (Columbian and Spanish Flavors), Pesca (Latin Coastal Cuisine) and many others.

Throughout the year dozens of food events celebrate the variety of culinary heritage found on Florida's Historic Coast. Some of the most notable are the [Whiskey, Wine, and Wildlife Festival](#) which takes place in November on Vilano Beach; Jimmy Jam BBQ Slam & Car Show which features a BBQ Cook-off,

Minorcan Chowder contest, a car show, and more at the St. Johns County Fair Grounds in January; The [Spanish Food & Wine Festival](#) takes place at Flagler College in February; The St. Augustine Celtic Music & Heritage Festival in St. Augustine and the amazing food parks and dining experiences at The PLAYERS Championship at TPC Sawgrass in March. In April the St. Augustine Lions Seafood Festival and the Taste of [St. Augustine take place, as does the Cabbage, Potato and Bacon Festival](#) in Hastings; In May the St. Augustine Food & Wine Festival and the [Annual Craft Brewer's Fest](#) take place before summer's heat kicks in. In October, [The Greek Festival](#) featuring food, dancing, and music celebrates St. Augustine's Greek Heritage.

Florida's Historic Coast offers exciting itineraries for cruisers

Florida is home to hundreds of ships departing for destinations far and wide. Just a short drive from two of the state's major ports (Port Canaveral and Jacksonville), Florida's Historic Coast has launched a new dedicated [webpage](#) to help travelers extend any cruise with a memorable Florida experience. From scenic driving tours, outdoor adventures, multicultural tours, and more, the webpage offers a variety of suggested itineraries for one, two & three-day stays.

The Most Brilliant Place in the Land.

St. Augustine's internationally acclaimed [Nights of Lights festival](#) returns on November 23, 2024, and continues nightly through January 26, 2025. Since 1994 the city provided this festive atmosphere inspired by the Spanish tradition of displaying a white candle in windows during the Christmas holidays.

Each year, for weeks in advance of the lighting, city workers and local businesses begin hanging and testing lights to ensure this display is as brilliant as the year before. More than 3 million lights shine throughout the city's Historic District.

There are dozens of ways to enjoy the lights, whether its a stroll, ride, or sail, there are brilliant options to enjoy [Nights of Lights experiences](#). For those comfortable on foot, the Christmas tree in the Plaza de la Constitución, Lightner Museum, and the Bridge of Lions are can't-miss selfie spots. There are festive tours aboard Old Town Trolley's Famous Nights of Lights Tour or [Santa's Red Express Tours](#). St. Augustine Land & Sea Tours offers luxury golf cart tours (in Spanish and English). The Tasting Tours offers a variety of tours on horse-drawn carriages and open-air electric shuttles and themed tours like the Un-Merry Grinchmas Rides, Bah-Humbug Scrooge Ride, and Magical Ride with Santa. There are also guided walking tours that include St. Augustine's history. Several tours to view the light glowing along the Matanzas Bay, and unique vantage point from above at the top of the St. Augustine Lighthouse.