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

## **New Tastes, Experiences, and Stays Abound on Florida's Historic Coast**

*From luxurious new lodging to foodie hotspots, see what's new in St. Augustine & Ponte Vedra*

**St. Augustine, Fla. (March 17, 2026)** – From luxurious new accommodations and innovative dining concepts to immersive tours and expanded cultural venues, Florida's Historic Coast is welcoming a wave of fresh experiences in St. Augustine, Ponte Vedra & The Beaches. Visitors will discover new places to stay, exciting culinary hotspots, enhanced attractions, and expanded travel, making it easier than ever to explore the Nation's oldest city and its vibrant coastal communities.

### **New Ways to Stay**

- Guests can hang ten with the [Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort](#)'s new surfing program. Through a partnership with the Surf Station, guests can access surfboards and bodyboards or book lessons.
- The [St. Francis Inn](#) has opened a new snug, tiny bar tucked into the bed and breakfast's courtyard- featuring a selection of cocktails, wine, beer, seltzers, and whiskey flights.
- The [Blue Carriage House](#) is a new boutique vacation rental Inn located in the heart of Historic Downtown St. Augustine, just steps from St. George Street. It offers eight unique suites; each designed around a classic St. Augustine theme.
- [Distinctive Beach Rentals](#), known for its collection of luxury Ponte Vedra Beach vacation homes, has received the 2025 Best of Florida Regional Award for Best Vacation Rentals in Florida.
- The [AC Hotel St. Augustine by Marriott](#) is partnering with First Friday Art Walk to create a curated art gallery experience. On the first Friday of each month, the hotel will display works by local artists and offer custom cocktails from the St. Augustine Distillery.

### **New Spaces for Creating Great Experiences**

- Hastings, Florida's Historic Coast's agricultural hub, is home to a new events space. [The Venue](#) - Hastings, located in the lovingly restored Historic Stanton Ford building, can accommodate up to 1,080 guests and features two wedding suites, a VIP suite for corporate events and concerts, and a large commercial prep kitchen.
- [La Casa Studios](#), which opened in 2025, is entering a new chapter with renewed creative direction. Now under sole ownership, the space serves as a modern event venue, art gallery, and fully equipped podcast studio, offering a contemporary backdrop for corporate events, cocktail receptions, workshops, and media productions.
- [Lincolnvillle Museum and Cultural Center](#) now offers two unique rental venues in historic Lincolnvillle. The Excelsior Room can accommodate 80-110 guests and features large windows and a vaulted ceiling, while the more intimate Satiki Room hosts 40-60 guests. Both spaces are available for a variety of ceremonies and gatherings, rentals include free parking.
- **New Spaces for Creating Great Experiences More Things To Do**

- The [St. Augustine Alligator Farm Zoological Park](#) has welcomed two new bearded emperor tamarins. The twin sisters, Esmeralda and Lucia, can be seen alongside alligators, 24 species of living crocodilians, a native rookery, and more.
- [Old Town Trolley Tours St. Augustine](#) is making it easier to explore Historic Downtown St. Augustine with an upcoming live, real-time trolley App that features a map showing the exact locations of trolleys, accurate arrival times, and provides real-time updates and notifications.
- [Ancient City Tours](#) and A Ghostly Encounter are adding small-group history and ghost tours on brand-new golf carts providing a comfortable and intimate riding experience.
- [Florida Water Tours](#) is debuting a Sunset River Jazz Cruise on Saturdays, a mellow excursion where passengers can enjoy views of St. Augustine from the water accompanied by live jazz music.
- [Spyglass Travel & Tours](#) now offers customized scavenger hunts, allowing guests to enjoy the perks of a curated experience without all the planning. Hunts are tailored to each group's preferences, from tasks and timing to themes.
- The [St. Augustine Lighthouse & Maritime Museum](#) has upgraded its WRECKED! exhibit, which tells the story of ships that wrecked off the coast in 1782. Updates include new artifact displays and refreshed interpretive panels.
- [Gone2Sea Boat Rentals](#) has added a second location at Genung's Fish Camp in Crescent Beach, offering boat rentals with free parking, direct access to the Intracoastal Waterway, and an on-site shop for fishing gear and essentials.
- [The Tasting Tours](#) has added two new seasonal tours. Offered in March and Easter weekend only, the Bad Bunny Easter Tour features the Grinch dressed as the Easter Bunny, stirring up mischief along the way. While The Island Blvd. Tour is a tropical exploration of Anastasia Island highlighting hidden food and shopping gems.

### Shop 'Til You Drop

- Pickle lovers will enjoy [The Pickle Factory](#) in Uptown St. Augustine, offering handcrafted pickles, gourmet snacks, apparel, gifts, and pickle-themed novelties.
- [The Outpost @ Old Moultrie](#), a new marketplace coming in Winter/Spring 2026, will showcase local food vendors, artisans, and small businesses. In the meantime, it hosts pop-up events featuring food and shopping opportunities.
- [Good Condition](#) is a new lifestyle boutique in Uptown St. Augustine that carries sustainable beauty and home products, carefully selected from like-minded brands and organizations.
- Shopping experiences have expanded at the [St. Augustine Premium Outlets®](#), welcoming Ulta Beauty, Journeys, HeyDude, and Miss A, as along with new food court vendors Hotties Chicken & Shakes and JuJu Boba & Bites.

### More Fresh Flavors

- Hugo's Bistro is now open at [Hotel Amalga](#), serving an elegant fusion of French and Spanish cuisine with views of the San Sebastian River.

- Now open on the Plaza de la Constitución, the [Harvest Restaurant and Market](#) pairs elegant dining with a curated wine library and an artisan market featuring pieces by local makers from Edible Communities across the United States.
- One of St. Augustine’s most beloved restaurants, [The Floridian](#), is set to reopen in June at its new location at S.R. 312 and A1A in St. Augustine Beach. Known for its Florida-fresh, farm-to-table cuisine and signature “Florida funky” vibe, the restaurant will welcome guests with vibrant seasonal flavors, a relaxed atmosphere, indoor and outdoor seating, and ample parking—bringing its celebrated community spirit to a spacious new home.
- Adding to their store on Historic Aviles Street, [Peace Pie](#) has expanded with a second location on King Street, serving its signature hand-built gourmet ice cream sandwiches in a space with seating and parking.
- Coffee and ice cream join forces at the new [Foxtail Coffee](#) on Palm Valley Road in Ponte Vedra Beach. The café also serves teas, hot chocolate, breakfast and lunch options, coffee beans, and Foxtail’s signature cold brew packaged to go.
- St. Augustine Beach is now home to [Bad Ass Coffee of Hawaii](#). The café, born on the Big Island of Hawaii, features Hawaiian coffees, blended drinks, teas, and food with an island twist.
- Find authentic Cajun flavors at the new [Cajun Beach](#) on St. Augustine Beach, serving classics like gumbo, jambalaya, and beignets, plus American favorites and a full breakfast.
- Mayday Ice Cream has opened a new shop at Marketside Avenue in Ponte Vedra Beach. The brand has also introduced [Cookie Crush by Mayday Ice Cream](#) in Historic Downtown St. Augustine, satisfying sweet-tooths with freshly baked cookies, cookie sundaes, and hand-spun milkshakes.
- Newly opened in St. Augustine Beach, [Beach Bagels](#) serves fresh bagels, house made cream cheese, sandwiches, grain bowls, salads, and more.
- [Cidersmith Restaurant & Cidery](#), St. Augustine’s first cidery, is now open on St. George Street, serving up a selection of house-made ciders and comfort food.
- [The Wobbly Whale Public House](#) North St. Augustine’s newest neighborhood pub, was inspired by European travels and offers proper pours of European beers, beer flights, pub bites, and hearty main dishes.
- With a Michelin-honed team and refined global aesthetic, [Black Pearl](#) in Ponte Vedra Beach opened in early 2026, offering an Italian-Japanese-inspired menu, an omakase counter led by celebrated Chef Wei Chen, and the Omotenashi Speakeasy.
- Opened in late 2025, [Ponte Vedra Wine Bar & Restaurant](#) serves elevated, scratch-made plates, wine by the glass, and craft cocktails in a vibrant setting.
- Migrating south from Jacksonville, [The Local – Ponte Vedra](#) is now open for brunch, lunch, and dinner, featuring fresh seafood, creative takes on comfort classics, prime steaks, and hearty breakfast plates.
- Fresh flavors can now be found at the [Pecan Craft Kitchen](#) in Fruit Cove. Focused on nourishing ingredients, the menu features wholesome dishes kissed with smoke on the restaurant’s pecan-fired grill.

### Getting to Florida’s Historic Coast Just Got a Little Easier

- JetBlue has announced that, beginning in March, it will offer nonstop service from Puerto Rico to Jacksonville International Airport, restoring a full-time connection between the destinations for the first time in over a decade.

- Air Canada is relaunching nonstop flights from Toronto, Canada, to Jacksonville International Airport, beginning in May 2026.
- Avelo Airlines is extending its popular nonstop service from Southern Connecticut's Tweed-New Haven Airport to Jacksonville International Airport through August 2026.
- The Jacksonville International Airport is expected to open its new Concourse B near the end of 2026, with six new gates reserved for American Airlines flights, along with new food and retail offerings.

[Florida's Historic Coast](#) is less than two hours away from several major Florida Cities, including Jacksonville, Daytona Beach, Gainesville and Orlando. Savannah, Georgia, and Florida's capital, Tallahassee, are less than four hours from our shores.

**Located midway between Daytona Beach and Jacksonville**, Florida's Historic Coast includes historic St. Augustine, the outstanding golf and seaside elegance of Ponte Vedra, the rural beauty of Hastings, Elkton, St. Johns, and 42 miles of pristine Atlantic beaches. Visitor Information Centers are located at 10 Castillo Drive, St. Augustine; 200 Solana Rd. Suite B, Ponte Vedra Beach; and at the St. Johns County Beach Pier Park, 350 A1A Beach Blvd., St. Augustine Beach. For advance travel information, call 1-800-653-2489 or go to the Visitors and Convention Bureau website at [www.FloridasHistoricCoast.com](http://www.FloridasHistoricCoast.com). Check us out on social media [Instagram](#) [@FloridasHistoricCoast](#); [Facebook.com/OfficialStAugustine](https://Facebook.com/OfficialStAugustine); and [Threads @floridashistoriccoast](#)

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