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

Florida's Historic Coast Launches Must-Do Experiences Video Playlist

St. Augustine, Ponte Vedra and The Beaches VCB creates immersive short films to showcase destination.

St. Augustine, Fla. (October 7, 2024) – Florida's Historic Coast has so much to offer that it can be daunting 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 have partnered with CycleHere Films to produce a video series highlighting the area's Must-Do Experiences.

"We can talk for ages about how great an experience is," says Susan Phillips, President and Chief Executive Officer of St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau. "But once you see something, the visuals create a connection. The video series has immersive vignettes that offer an in-depth look at Florida's Historic Coast's best experiences. Each video features a key member of the attraction or organization, and the detail I absolutely adore is they reveal their Must-Do Experience. It shows the bond within our hospitality and tourism community."

Each video gets the viewer up close and personal with the local business or organization. The camera takes you over the wood-fired grill at Asado Life, at the hand of a militiaman lighting a canon at the Fountain Youth Archeological Park, and down the road of the A1A Scenic and Historic Coastal Byway. Staff members give a behind-the-scenes peek, offering tips and revealing their must-do experiences on Florida's Historic Coast.

As more local hospitality and tourism employees reveal their Must-Do Experiences, the playlist continues to grow. Featured on the playlist right now are: A1A Scenic and Historic Coastal Byway, St. Augustine Amphitheatre, St. Augustine Distillery, 1912 Oceanview Rooftop, The Spice and Tea Exchange of St. Augustine, Historic Tours of Flagler College, Asado Life, Sabrage St. Augustine, Colonial Oak Music Park, Fountain of Youth Archaeological Park, San Sebastian Winery, Lightner Museum, St. Augustine Sailing, Classic Car Museum of St. Augustine, Marineland Dolphin Adventure, GeoTrippin Adventure Company, The Yards, St. Augustine Alligator Farm Zoological Park, and St. Augustine Experiences.

Visitors can view the full Must-Do Experiences playlist on the St. Augustine, Ponte Vedra and The Beaches [website](#) or [YouTube channel](#). Complete your planning using the Must-Do itinerary combined with Florida's Historic Coast AI Assistant, [trip planner](#), and [Florida's Historic Coast radio](#).

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.
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