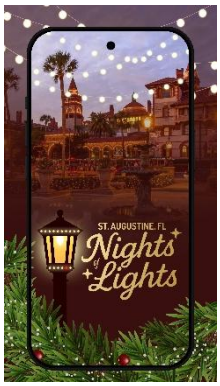
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St. Augustine's Nights of Lights Returns Nov. 21 with an Award-Winning App to Guide the Way

Developed in partnership with Visit St. Augustine and the City of St. Augustine, Free Nights of Lights App earns Flagler Award



St. Augustine, Fla. (September 10, 2026) – St. Augustine's Nights of Lights returns Saturday, Nov. 21, illuminating the Nation's Oldest City with millions of bright white lights through Monday, Jan. 18, 2027. Also returning is the popular Nights of Lights app, launched for the 2025 season and created in partnership with Visit St. Augustine and the City of St. Augustine. The app garnered nearly 90,000 downloads following its launch, with more than one in three visitors directly engaging with the platform during their stay. It is now being honored with a Bronze Flagler Award for Websites at VISIT FLORIDA's 2026 Flagler Awards, which recognizes the state's top tourism marketing programs. The app helps guests and locals alike navigate the famed lights festival, putting parking, maps, shuttle information, events and more at their fingertips.

The free Nights of Lights app was created by the St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau in close collaboration with Visit St. Augustine and the City of St. Augustine, whose teams played a central role in the app's creative design and development. Stakeholder and partner input helped the team develop strategic plans to address traffic, parking availability, navigation, alternative transportation options, and event logistics, while promoting local attractions, lodging, and businesses.

For the 2026 season, the app is being enhanced with a new search feature that makes it easier to discover restaurants, attractions, events, live music and more throughout St. Augustine; a new visual display showing parking availability; and redesigned, more user-friendly maps. Additional features are scheduled to launch in mid-October.

"We're absolutely thrilled with the response to the Nights of Lights App," says Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau. "Visit St. Augustine and the City of St. Augustine have been incredible partners since day one of the project, shaping the creativity and user experience that made this app such a success. The initial reception from visitors and locals alike was overwhelmingly positive, and having our work recognized by VISIT FLORIDA and the Flagler Awards reinforces that we've created something genuinely needed. Now we're building on that success with new features that make planning a Nights of Lights getaway even easier, from finding parking and the next shuttle to discovering a great place for dinner and deciding to stay the night."



Now in its 33rd year, Nights of Lights is a hallmark of the holiday season, with the Downtown Historic District covered in more than 3 million lights, from the tops of the trees in the Plaza de la Constitución along the centuries-old arches of the Lightner Museum, across the Bridge of Lions, and everywhere in between. The season kicks off with Light-Up! Night on Saturday, Nov. 21, in the Plaza de la Constitución, featuring live music and the official lighting ceremony, when the switch is flipped to illuminate the city. From that moment through Monday, Jan. 18, 2027, the entire city continues to glow every evening.

Tips to help plan for a Nights of Lights visit:

- Download the app for free. It provides real-time updates, an interactive map, live park-and-ride information, visitor tips, and more, making planning and visiting a breeze.
- Explore unique ways to see the lights. While everyone should hit the streets to see the lights up close, Nights of Lights tours showcase the festival from a boat, helicopter, trolley, and even from the top of the St. Augustine Lighthouse and Maritime Museum. The Nights of Lights app links directly to available tours, including special seasonal deals.
- Make it a getaway, not just an evening. With extended shopping and dining hours throughout the season, plus exclusive packages from hotels, motels, bed and breakfasts, and resorts, Nights of Lights pairs easily with an overnight stay. With more time on Florida's Historic Coast, visitors can explore beyond the Historic District, from championship golf in Ponte Vedra Beach to the agricultural pedigree of Hastings and beyond.
- Savor an acclaimed culinary scene. St. Augustine's thriving, locally driven culinary scene has garnered national attention and multiple accolades, including MICHELIN recommendations for four local restaurants: Asado Life, Lotus Noodle Bar, Bar Citra, and Sunday Gathering Table. It's another reason to linger after the lights turn on and enjoy a full culinary weekend.
- Select the right time. For visitors looking to enjoy the festive atmosphere of jolly revelers, Light Up! Night is the perfect time. For a quieter experience, weekday trips can mean shorter lines and easier parking. Events like the Christmas Parade, Holiday Regatta of Lights, and holiday performances add even more reasons to plan an extended stay.

To begin planning a Nights of Lights getaway, including where to stay, where to eat, and what to do, download the free Nights of Lights app at www.FloridasHistoricCoast.com.

Click here for accompanying photography. Case sensitive access code is: **NOL 2021**

Located midway between Jacksonville and Daytona Beach, Florida's Historic Coast encompasses historic St. Augustine, the golf and seaside communities of Ponte Vedra, the rural communities of Hastings, Elkton and St. Johns, and 42 miles of Atlantic coastline.

The St. Johns County Visitors and Convention Bureau is the official tourism marketing and management organization for St. Johns County and Florida's Historic Coast. The destination's official website, FloridasHistoricCoast.com, provides visitors, travel professionals and media with information, inspiration and resources for experiencing St. Augustine, Ponte Vedra and The Beaches.

Visitor Information Centers are located at 10 Castillo Drive in St. Augustine and at the St. Johns County Ocean and Fishing Pier, 350 A1A Beach Blvd., in St. Augustine Beach.

For travel information, visit FloridasHistoricCoast.com or call 1-800-653-2489. Follow Florida's Historic Coast on Instagram and Threads at @FloridasHistoricCoast and on Facebook at Facebook.com/OfficialStAugustine.

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