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Stay, Eat, and Play with New Options on Florida's Historic Coast

New hotels, restaurants, cultural experiences, wellness offerings and attractions give travelers even more reasons to explore St. Augustine, Ponte Vedra and The Beaches

St. Augustine, Fla. (August 27, 2026) – Centuries of history may be at the heart of Florida's Historic Coast, but there is always something new to discover. Across St. Augustine, Ponte Vedra and The Beaches, new and reimagined hotels, restaurants, cultural experiences, wellness offerings and attractions are giving travelers fresh ways to stay, eat and play.

From a new Marriott hotel and marina to live-fire dining in a historic home, immersive cultural experiences, high-tech wellness treatments and new ways to explore the nation's oldest city, here is a look at what's new and coming soon to Florida's Historic Coast.

Lodging

City Express by Marriott St. Augustine is now welcoming guests with contemporary accommodations and thoughtful amenities for leisure and business travelers. The newly renovated premium midscale hotel offers convenient access to St. Augustine's Historic District, with attractions including the Castillo de San Marcos and Old Jail nearby.

At **AC Hotel St. Augustine**, which began welcoming guests in October 2025, another new experience is on the horizon. **Sebastian Harbor Marina** is expected to celebrate its grand opening in October, offering 64 slips along the protected San Sebastian River for visiting boaters, along with boat storage.

EXPERIENCE ART, CULTURE & LOCAL HISTORY

A new mural at **Zora's Sojourn,** a vacation rental that was once home to celebrated writer, folklorist and anthropologist Zora Neale Hurston, honors two local trailblazers. The black-and-white artwork depicts Hurston alongside Frank B. Butler, the African American businessman who developed a beach resort on Anastasia Island during segregation. Guests booking directly through Zora's Sojourn can receive 20% off a stay using promotional code **MY FIRST STAY.**

La Casa Studios is expanding the ways visitors can experience its creative and cultural roots. Guided gallery tours introduce guests to the studio and its rotating collection of artwork. Guests can also enjoy a curated wine tasting with chef-inspired bites from sister property **17 King American Bistro** at the Studio's replica Woolworth lunch counter, a setting that pays homage to the building's history.

Food, drink and wildlife come together Jan. 29–31, 2027, when **Whiskey, Wine & Wildlife Festival** returns to Vilano Beach. The culinary weekend features craft beverages, regional cuisine and encounters with Florida wildlife, with signature experiences including the Vilano A1A Soirée, an Alligator Farm VIP experience, Grand Tasting and Sunday Jazz Brunch.

The town of Hastings is bringing fresh energy to Florida's Historic Coast as a community-focused destination for culinary and cultural experiences. An evolving lineup of pop-up restaurants, chef-driven dining experiences, cultural programs, and special events celebrates the area's agricultural heritage and creative community. Programs like The Gilded Cage: An Immersive Mystery Dinner at The Venue, Fall and Spring Farm Tours, and the Community Table: A Farm-to-Table Dinner Under the Stars are just a few examples of the exciting new offerings giving residents and visitors alike fresh reasons to experience Hastings throughout the year while connecting with the people, food, and traditions that make this historic farming community distinctive.

New to the annual **Sip Out Loud** is a ticketed event that pairs wine, music, and culinary artistry for an intimate evening, celebrating the creativity, craftsmanship, and hospitality of the region. Bin 39 will open its private wine cellar for a tasting, accompanied by dishes prepared by Chefs Michael Lugo, Norberto Jaramillo, Jonathan Henri, James Greeve, and Anabell Burton Vizcarra.

First Coast Cart Tours is expanding its experiences and adopting a new name: First Coast Tours. The company will continue its popular small-group tours aboard premium electric golf carts while adding walking experiences focused on St. Augustine history, ghost lore, hidden gems and local food, along with private tours.

At **bestbet,** players have another way to test their luck with progressive jackpots at its St. Augustine, Jacksonville and Orange Park locations. An optional $1 wager can be added to qualifying table games including Ultimate Texas Hold'em, Three Card Poker, DJ Wild, I Luv Suits and Pai Gow Poker, with jackpots growing until they are won.

Recharge

The newly opened **Medloft Spa** in the World Golf Village area, brings a personalized, holistic approach to wellness. The luxury wellness space offers advanced non-invasive treatments including cryotherapy, neurostimulation and other services designed around individualized wellness goals.

At **Poseidon Spa at Casa Monica Resort & Spa**, a recently expanded treatment menu puts additional emphasis on overall wellness. Traditional massages and facials are being complemented by advanced, technology-driven skin treatments, giving guests more options for restorative experiences during a stay in St. Augustine.

New Flavors of Florida's Historic Coast

St. Augustine's dining scene continues to grow, with new restaurants ranging from coastal seafood and breakfast spots to a highly anticipated live-fire concept.

As St. Augustine's culinary scene continues to gain national recognition, MICHELIN Guide-recommended Lotus Noodle Bar is raising the bar once again. Chef Barry Honan and his team are introducing a curated tea service featuring selections sourced from Asia, Europe and beyond, adding another layer to the restaurant's highly personalized approach to cuisine, hospitality and service.

On St. George Street, **Bin 39 Wine Bar** is offering a new way for groups to experience St. Augustine's 2026–2027 Nights of Lights season. Its **Private Hospitality Suite**, available for weekly rental, gives organizations, corporate groups and private parties a dedicated gathering space amid the city's famous display of approximately three million white lights.

The recently opened **Anchor 28** on Vilano Beach offers coastal cuisine and is open breakfast, lunch and dinner alongside a full bar. While two longtime St. Augustine favorites are serving guests from new homes. **Blackfly The Restaurant** has moved into a newly refurbished space on Anastasia Island, while **The Floridian Restaurant** opened its custom-built location at **485 Old Beach Road** in June, bringing its signature farm-to-fork fare, cocktails and Old Florida character to a new setting.

The Floridian's former home at **72 Spanish St.** is now **Pepper's Cocina Mexicana & Tequila Bar**, bringing Mexican cuisine and cocktails in a hacienda-inspired atmosphere.

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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